



AMITY
UNIVERSITY

CAMPUS TO ENTREPRENEURSHIP

SUCCESS STORIES OF STUDENT ENTREPRENEURS OF AUUP



EDITORIAL TEAM

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INFILATE MEDIA GROUP

Name	:	HARSH GARG
Enrolment Number	:	A1004917014
Institution	:	Amity Institute of Information Technology
Programme	:	B.Sc. - Information Technology
Batch	:	2017- 2020
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BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

I am the founder and CEO of Infilate Media Group. I have initiated 3 ventures under Infilate Media Group – Infilate, Infilate Investors and ReFoundersNetwork. Talking about myself, I have been a multi-thinker all my life. I am certain about the fact that multi-thinking can be a problem when you start to procrastinate in your journey. I have been a situation where everyone around me tried to convince me to work. I faced it and overcame it. My vision kept me focussed to look upon the greater good of giving back to the society. It gave me an urge to work my way out of problems. As I say, the question that always strikes me is - How can I do it more? I have a great urge to prove myself. I thought of having a mentor several times, but I feel that a mentor can only guide you through your way. Being an entrepreneur is all about making your own way. I always used to think why students face a tough time getting marks; it was never a problem for me.

In today's scenario, there are some myths that are worth breaking. It is believed that a college dropout has more chances of having a successful start-up; this isn't true. The answer lies in "how dedicated you are towards your goal". I have just turned 21, I find myself as a very passionate person. As a fully committed individual and a pro affiliate marketer, I started working on my start-up Infilate. Infilate presents itself as the first Affiliate Digital Platform for every person who wants to get at the Foundation of IT industry. I have a vision of building the most active, Impactful community of budding entrepreneurs and start-up founders. I am always open to meet visionaries to grow together. Infilate is a part of a beautiful journey and there is much more from me to give back to the society. It is just a beginning. Infilatesymbolises #makeyourway in every possible situation.

I have seen a shift in the change of interest recently. Earlier I was not person who can talk and deal with different people. Now I deal with number of CEO's of different companies. Now, I know to crack my way out in difficult situations. Moreover, I feel my focus has changed more towards body-building and personality development. I like playing Badminton; actually I am good at it.

I have a nuclear family with my father operating the family business i.e. Jewellery Showroom. I faced a tough time to change my career goal as I was served spoon-fed throughout my life. However, I was more motivated to start my own venture and build my own name.

My father wanted me to either get into civil service or to join him in the showroom; I think I wasn't meant for both.

Good news is, now I have recently turned Investor, we invest in different companies based on one simple fact i.e. how much value they provide to their customers.

My current goal is to revolutionise the Digital Marketing Industry.

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business : Own Venture

Name of the organization : Infiliate Media Group

Sector: Digital

Registration/Certification/License (Yes/No), If yes, please share: Yes, UDYAM-DL-06-0005544

Any other information you would like to share like website/page/Instagram account etc. :
Website: <https://infiliate.com> & Instagram page – Infiliate. Recently, I was awarded as Entrepreneur of the Year 2020 by Indian Achievers Award.

INTERVIEW QUESTIONS

Q. Why did you start a business?

Ans: Infiliate was started on a belief to solve Digital Marketing problems in the Industry. Digital Marketing is currently a boom in Industry and it has a market growth potential till 2025. The point is, as it came into the state of boom, the quality of digital marketers and digital marketing Institutes got very low. Every other person/student who learnt Digital Marketing was involved in basic things such as designing the 'CEO and Founder Tag on LinkedIn Platform', whereas they should be working to become a CEO or a Founder.

Secondly, Digital Industry is cheated by these so-called 'Brands' in the Digital Marketing niche. Due to such reasons, Infiliate came into existence. Firstly, Infiliate triggers the so-called Brands to improve their service ranking on our I-Metric Algorithm. This way, Infiliate initiated the process of creating a 'Real Marketing' in the Industry.

Secondly, Infilate triggers the so-called Institutes and Digital Marketers to have quality learning by creating a “Direct Marketing Model”. In addition to this, Infilate is sure about solving all the fundamental problems with its platform “Courses.infilate.com”. Infilate is all set to expand at PAN India Level. Initially in its root Phase, Infilate is expanding in Delhi.

Q. How did you come up with the idea for this business?

Ans: Infilate is a Digital Platform with all Digital Marketing Services, Discounts and Get to know Deals. Now Infilate progresses to build the most active Digital Marketing Community to revolutionise the Digital Marketing Industry. Infilate is a place where every Digital Marketer dealing with problems and Frauds get their One-Stop-Solution. We also help to increase their profits through our team efforts. Infilate was started in Delhi; Now, 150 + international companies are already working with us across the globe.

To be honest, a year back I was in the dilemma of either getting a job or to join my family business of jewellery. I realised, to make your brainchild grow, it takes efforts and there are several new lessons which cross your way. Meanwhile, in the process I came across different people of different Start-ups and Start-up founders –this led me to take my first step.

If you are consistent with your persistence, then taking the first step gets easy. Half a year back, I started with Infilate and the rest is history. We have started with multiple websites after Infilate– Infilate Media Group, Infilate Courses, Infilate Investors, Infilate Magazines and of course Infilate. I have shared the logo of my site for a better presentation.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: Piyush, Saransh and their collaborative efforts helped the business to expand. Now, we are a team of 18 members including Interns and full-time employees.

Q. When did you start your business?

Ans: Officially, Infilate was started on 18 April 2020. The complete idea on which Infilate stands today was built around March. I have realised, it is all about taking your first step. There was a time when people actually asked me to start with a website. As time passed, I was reluctant to take my first step. Finally, 18 April 2020 was the day when I started building my brand. Now, we have a team of 20 + Members working towards the development of our BD's.

Q. What are your strengths that make you keep doing what you are doing?

Ans: See, when you work on your dream project, every small achievement marks your strength. From having a new employee in our team to initiate with a new department in our company – any step that makes you feel you are moving ahead, marks your strength. Recently, I was awarded with the Entrepreneur of the Year Award 2020 by Indian Achievers Forum. This motivates you to think that you are on a right path.

Infilate is a Digital Platform for All Digital Marketing Niche Companies to provide their B2B services Directly from Infilate Platform at Best Offers and Prices. On B2C Perspective, users can capture real reviews on B2C Perspective.

Q. What's special about your product or service?

Ans: Infilate provides All Digital Marketing Services - Web Hosting, Domain Name, SEO Tools, Social Media Tools , Lead Generation Tools, Email Marketing Tools, VPN Services for B2C. Infilate analyses brands bases on their customer reviews and provide the analysis to users to manage frauds.

Q. Do you have plans to expand?

Ans: Infilate is already expanding and we have already started with multiple business models to make the Infilate one and only solution for Digital Marketing Niche. Talking about the short term goals, Infilate is looking forward to capture monopoly in the Digital Marketing Niche and to hold the rights to create Infilate Institutes a brand in the industry. On long term goals, Infilate plans to capture the Direct Industry of servers and provide it via "Direct Marketing Model".



RDS MUSIC

Name : **DIVYANSHU SENGAR**
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Programme : BCA
Batch : 2017- 2020
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BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

Talking about the skills, I would say I am passionate about Background Scoring and I am involved in Music Production and Jingles. My interest lies in learning new and different kinds of instruments.

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Own Venture

Name of the organization: RDS Music

Sector: Music & Entertainment

Registration/Certification/License (Yes/No), If yes, please share:

MSME Certification UAM No.: UP29D0020855

Any other information you would like to share like website/page/instagram account etc.:

Website: rdsmusic.in

INTERVIEW QUESTIONS

Q. Why did you start a business?

Ans: I was always fascinated with the world of music. Being fully aware of the huge expenses which a newcomer or a beginner can seldom afford, we aim to provide our services at an affordable price with industry-grade quality. This help in shaping the up-coming talent.

Q. How did you come up with the idea for this business?

Ans: During my early school days, I learnt guitar and then started giving guitar lessons to kids. From there, I developed interest in the field of music and later decided to pursue it as a profession.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: My Mom and Dad were very supportive. They have always supported me by letting me continue with my passion of music and have always encouraged me in bringing the best of me.

Further, one of my close friends Bharat, whom I met during my Undergrad degree course BCA at Amity helped me in overcoming challenges and bottlenecks and motivated me all along.

Q. When did you start your business?

Ans: I started my Music Studio on 20th March, 2014.

Q. What are your strengths that make you keep doing what you are doing?

Ans: Passion for music, interest that developed during tuitions and encouragement from my friends and family helped me to stay motivated.

Q. What's special about your product or service?

Ans: We spend substantial time in researching and creating new songs and lyrics. Being fully aware of the huge expenses which a newcomer or a beginner can seldom afford, we aim to providing our services at affordable prices with industry-grade quality. This helps in shaping up-coming talent.

Q. Do you have plans to expand?

Ans: Yes, recently I have worked with some companies and created jingles for their TV Advert Campaigns. We are also planning to setup an academy with the aim of nurturing talents. We also plan to expand geographically in other parts of the country.



GOURMETNBIO (RAJ KISHORE TRADING COMPANY)

Name : **BHAVISHYA GUPTA**
Enrolment Number : A0504114137
Institution : Amity Institute of Biotechnology
Programme : B.Tech - Biotechnology
Batch : 2016- 2020
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BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

Interested in innovations in the field of Agritech, be it plant biotechnological inputs or biological fertilizers. Moreover, I am also involved with the integrated management of cultivations by using byproducts of one process as a raw material for the next.

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Own Venture

Name of the organization: GOURMETNBIO (RAJ KISHORE TRADING COMPANY)

Sector: Agriculture

Registration/Certification/License (Yes/No), If yes, please share: Yes, it is 09AHQPK6084R1Z6

Any other information you would like to share like website/page/instagram account etc:

Website: www.gourmetnbio.com

INTERVIEW QUESTIONS

Q. Why did you start a business?

Ans: I started this business with a view to encourage innovation in the agricultural field and to bring organisation in this disorganised business.

Q. How did you come up with the idea for this business?

Ans: I started the business because of my family background and paternal business of coldstorage.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: Encouragement was provided by the scope of business, requirement and demand there was no particular person.

Q. When did you start your business?

Ans: Business was started in 2018- 2019, I was on academic break during this phase.

Q. What are your strengths that make you keep doing what you are doing?

Ans: The only strength which keeps me continuing is my will to serve the community and resilience against the failures.

Q. What's special about your product or service?

Ans: Everything about the product is special, ranging from the packing to the raw materials to the process.

Q. Do you have plans to expand?

Ans: Yes, there are plans to improve upon the existing products and expand in the field. Our primary focus is on the reusability of the by-products of one process as raw materials for the other.



LOCAL FARMS & CO.

Name : **BHASKAR PILLAI**
 Enrolment Number : A0504116079
 Institution : Amity Institute of Biotechnology
 Programme : B.Tech (Biotech)
 Batch : 2016- 2020
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BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

Team leader, Marketing & Sales

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Own Venture

Name of the organization: LOCAL FARMS & CO.

Sector: Agriculture

Registration/Certification/License (Yes/No), If yes, please share: Yes, GSTIN: 06AAIFL4733F1ZF

Any other information you would like to share like website/page/instagram account etc:

Website: www.localfarms.net.in & Instagram- local_farms

INTERVIEW QUESTIONS

Q. Why did you start a business?

Ans: These days people are unaware about the kind of food which they are consuming for their survival. Even the farmers are unaware about the chemicals and pesticides they are using – this can cause deadly disease in humans. Scarcity of fresh water also makes the availability of fresh & healthy food inaccessible. Moreover, people who are doing kitchen gardening find it difficult to grow food & even resort to use pesticides. I aim to change all of this.

Q. How did you come up with the idea for this business?

Ans: One day I came across an article showing information about hydroponics and the speed with which this industry is growing. I thought to learn about it. I shared this idea with my friend & co-founder Yogesh. Together, we decided to learn this technique & tried to find out some resource. We visited a few companies working on hydroponics for internship, but they were charging huge amount for training. So we learnt this technique on our own using the internet.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: Dr. Sanjeevkumar (Sr.) helped us a lot to conduct all the experiments. He also supported us in each and every step. After successfully completing experiments on various plant varieties for months, we decided to register our own venture – “LOCAL FARMS & CO.” We developed this brand with an aim of helping others to grow plants using hydroponics. We designed various Hydroponics systems and setups; we develop them ourselves in our rented flat.

Dr. Nidhee, one of the senior faculties of AIB, got to know about our project and helped us to market our products. She insisted us to participate in various exhibitions and competitions due to which we recently won ‘Lakshya- A National Level Business Plan Competition’.

Dr. Sanjeevkumar (Jr.) helps us a lot to participate in various other competitions.

Q. When did you start your business?

Ans: We started our company after successfully experimenting on more than 25 varieties of plants over a year and registered on August’2019. We provide hydroponics kits and setups through which people can grow fresh and healthy food on their own.

Q. What are your strengths that make you keep doing what you are doing?

Ans: Hard work & persistence

Q. What’s special about your product or service?

Ans: Advantage of our hydroponics kit & setups

- Saves up-to 90% water.
- No pesticide use.
- Ease of handling and simple to use.
- Fits anywhere.
- Faster growth rate of plant.

USP of our product:

- Huge market potential- wide range of target customers which includes-
 - People living in high rise building lacking space,
 - People who loves gardening,
 - People who want to setup farm for commercial purpose.
- Currently we are promoting our products using digital marketing & able to generate good revenue & still there is lot of scope available in online & offline marketing.

Q. Do you have plans to expand?

Ans: Yes



LOCAL FARMS & CO.

Name : **YOGESH KUMAR SAHU**
Enrolment Number : A0504116090
Institution : Amity Institute of Biotechnology
Programme : B.Tech - Biotechnology
Batch : 2016- 2020
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Email : ysahu2255@gmail.com

BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

As the digital marketing executive of local farms & Co., I operate social media marketing campaigns for lead generation to boost the revenue of the company. Also having a good knowledge of photo and video editing I create content for content marketing.

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Own Venture

Name of the organization: LOCAL FARMS & CO.

Sector: Agriculture (Hydroponics)

Registration/Certification/License (Yes/No), If yes, please share: Yes, GSTIN: 06AAIFL4733F1ZF

Any other information you would like to share like website/page/instagram account etc:

Website: www.localfarms.net.in & Instagram - local_farms

INTERVIEW QUESTIONS

Q. Why did you start a business?

Ans: I always aspired to be an entrepreneur since my school life. When I came across the concept of hydroponics I was really excited to work on it.

Q. How did you come up with the idea for this business?

Ans: I love reading business articles. My co-founder shared a research article about the topic and I gradually became interested after reading and researching more about it.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: I have always been a self motivated person. My family members never objected on me trying things and not focusing on studies. I am thankful to my Dad for this.

Q. When did you start your business?

Ans: Around June 2018.

Q. What are your strengths that make you keep doing what you are doing?

Ans: Discipline and grit.

Q. What's special about your product or service?

Ans: Our products are economical; they cost 50% less than our nearest competitor.

Q. Do you have plans to expand?

Ans: Currently, we are restructuring the business after it got deeply impacted because of COVID-19 pandemic.



DIVAT

Name : **SHAKLIN SULTAN**
Enrolment Number : A0504418006
Institution : Amity Institute of Biotechnology
Programme : B.Sc. (H) - Biotechnology
Batch : 2018-2021
Phone No. : 8178241894
Email : shaklin.sultan@student.amity.edu

BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

As an individual, I am very flexible and a resourceful person. I am creative, hard-working, and detail-oriented. I have a strong sense of imagination which helps me to observe the world with a different perspective and allow these perspectives to solve my problems.

Being an imaginative person, I am quite drawn to graphic designing and illustration. In my leisure time, I often draw, sketch or design something new. My other interests are reading books and listening to songs.

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Own Venture

Name of the organization: DIVAT

Sector: Ethnic and traditional Cloth Manufacturing

Registration/Certification/License (Yes/No), If yes, please share: NA

Any other information you would like to share like website/page/instagram account etc: NA

INTERVIEW QUESTIONS

Q. Why did you start a business?

Ans: I always had a keen interest in business. My father is also a business man which is another reason for me to start my own venture. Furthermore, I want to try new things I am very much curious about the working of the society. I want to understand different cultures as well.

Q. How did you come up with the idea for this business?

Ans: My basic idea is to provide an online platform which will help people to choose ethnic garments and clothes like Lehengas, traditional sarees according to their liking with a vast no. of catalogues, design and options to choose from.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: My friends and classmates have helped me to form the basic ideas.

Q. When did you start your business?

Ans: In process

Q. What's special about your product or service?

Ans: Basic idea for my venture is to introduce the tailor made clothes business to online platform which will provide the ease of custom made clothes at home.



BLUE ALIEN

Name : **JAGJEET SINGH**
Enrolment Number : A0504417121
Institution : Amity Institute of Biotechnology
Programme : B.Sc. (H) - Biotechnology
Batch : 2017-20
Phone Number : 7011157329
Email : jagjeets9654@gmail.com

BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

I am a student of Amity University, pursuing B.Sc (H) Biotechnology. I want to be a successful entrepreneur. I also have skills of photography, poster designing and management skills.

I have an interest in starting my business and to expand my business all over India I want to have my venture different from my family business. It fascinates me as to how business requires you to come up with innovative ideas and solutions to keep growing your venture.

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Event Management Company

Name of the organization: BLUE ALIEN

Sector: Event Management

Registration/Certification/License (Yes/No), If yes, please share: NA

Any other information you would like to share like website/page/instagram account etc:
BLUE ALIEN Company

INTERVIEW QUESTIONS

Q. Why did you start a business?

Ans: I am obsessed to start my business because I feel there is an opportunity to start my own event management company “BLUE ALIEN”. It is my dream to start my venture because I want the freedom to work anywhere. Initially, I will start my business from home to avoid a financial burden. I want to provide world-class events to my customers with an amazing experience that makes both my customer and me happy.

Q. How did you come up with the idea for this business?

Ans: When I started my graduation, I was planning to start my event management company to offer excellent services to public. Due to this lockdown, all the planning got delay. As soon as everything gets back to normal, I will execute the idea.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: My family has encouraged me for this start-up and helped me to shape my idea which is to start my own event management company. My friends also encouraged me to have my own venture.

Q. When did you start your business?

Ans: I am planning to execute this idea since my Graduation. After completing my graduation I will start my company as soon as possible.

Q. What are your strengths that make you keep doing what you are doing?

Ans: I love to keep on growing, expanding, exploring. This though makes me keep doing what I am doing.

Q. What's special about your product or service?

Ans: I aim to provide high-quality services to our customers and to keep them happy, relaxed, and satisfied. I will offer event concept and design, decor, planning, vendor management and more.

Q. Do you have plans to expand?

Ans: Yes, my vision is to provide our services all over India with the more innovative and advanced technology. I will do this by digitizing my company..



MANGAZE

Name : **PUSHPENDRA SINGH SHEKHAWAT**
Enrolment Number : A4455717060
Institution : Amity Institute of Applied Sciences
Programme : B.Sc. (H) - Physics
Batch : 2017-2020
Phone No. : 7877121047
Email : pushpendrashekhawat.1947@gmail.com

BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

I am currently a student at Amity University Noida and pursuing a degree in BSc (H) Physics. Currently, I am working on my own venture with my team and looking to make relevant contacts.

I also worked in my family business and found that I am good in team management and have good leadership skills. In addition to this, I also have some Photoshop skills and which is a part my core interests, just like physics.

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Own Venture

Name of the organization: MANGAZE

Sector: Education and Career Guidance

Registration/Certification/License (Yes/No), If yes, please share: UAM No. RJ02D0022089

Any other information you would like to share like website/page/instagram account etc:
Our Instagram handle @mangaze.in ,linkedin- mangaze.in

INTERVIEW QUESTIONS

Q. Why did you start a business?

Ans: I started business as I had a unique start-up idea that I thought was helpful for society. I didn't take up a job as I didn't have interest in anything other than business.

Q. How did you come up with the idea for this business?

Ans: My idea revolves around the field of education. Since I was a student too, I felt the need to do something like this.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: My family, friends, partners and also my teachers.

Q. When did you start your business?

Ans: I started working on the idea in September of 2019.

Q. What are your strengths that make you keep doing what you are doing?

Ans: Optimism, determination and confidence in my capabilities.

Q. What's special about your product or service?

Ans: It will make the education system more transparent and efficient. It will also organize the entire educational journey of a student.

Q. Do you have plans to expand?

Ans: Yes. We wish to reach the audience of entire world.



COPY CANVAS NINE

Name : **SANIYA SALATHIA**
Enrolment Number : A1223316010
Institution : Amity Institute of Nanotechnology
Programme : B.Tech + M.Tech
Batch : 2016-2020
Phone No. : 9818039568
Email : saniya.salathia14@gmail.com

BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

I have over 4 years of freelance experience as a content creator for domestic and international companies. But I was working through other content mills and felt like I wasn't utilising my full potential. Hence, I decided to launch my own start-up, Copy Canvas Nine for direct client contact for their website content needs. I offer email marketing, website copy and blogging services.

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Own Venture

Name of the organization: COPY CANVAS NINE

Sector: Internet (Writing and Marketing)

Registration/Certification/License (Yes/No), If yes, please share: Udyam Registration No. UDYAM-JK-07-0000803

Any other information you would like to share like website/page/instagram account etc:
Website: Copycanvasnine.com

INTERVIEW QUESTIONS

Q. Why did you start a business? Why didn't you take up a job instead?

Ans: I never intended to start a business. To be honest, I just always wanted to work as a copywriter in an ad agency but I started freelancing in my first semester and that changed everything. Freelancing gave me the freedom to choose my clients and in the last 4 years, I have modified my services and 'ideal client' profile a number of times - all of these things, I wouldn't have been able to do if I had a job.

Q. How did you come up with the idea for this business?

Ans: I always had a knack for writing, even as a kid. There was no doubt that I was always going to take up creating pieces of content to make a living for myself. It was always kind of obvious.

Q3. Who were the people who encouraged you and helped you shape your ideas?

Ans: I followed Kayla Hollatz, a copywriter from USA, religiously when I started out. She even guided me over video sessions and multiple emails on the basics of starting a copywriting business. She's one of the major reasons that I do what I do today.

Q. When did you start your business?

Ans: I started freelancing in my first semester of college, in 2016, with other ad agencies but I only went all-out solo with my business last year in October.

Q. What are your strengths that make you keep doing what you are doing?

Ans: The fact that I am passionate about writing keeps me going always. And the more I interact with other industry leaders, the more I learn about new strategies and new ways of networking. You could never know enough, especially in the business that I'm a part of. There's always a new strategy to experiment with.

Q. What's special about your product or service?

Ans: I am a newsletter and email campaign strategist. What makes my services interesting is that I have the ability to make emails fun. No one likes to read boring sales-y emails, which is why people don't care about them anymore. But emails are a great asset and that's what I'm trying to spread.

Q. Do you have plans to expand?

Ans: I absolutely do. Currently, I'm working on creating my very first digital email course that will teach people the basics of writing a comprehensible, fun, readable email. And the road doesn't end there either!



PARFUM FAIT MAISON

Name	:	HARNEET SINGH SETHI
Enrolment Number	:	A0710318003
Institution	:	Amity Institute of English Studies and Research
Programme	:	M.A. - English
Batch	:	2018-2020
Phone No.	:	9718490893
Email	:	harneetsinghsethi@gmail.com

BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

Supercalifragilisticexpialidocious: In the laconic sense, it is the only word that befits the perfect introduction for me. Reason being, I'm the perfect mélange of a Sports Journalist (who has written nearly 1,500 articles and been featured on Forbes), an entrepreneur (the owner of Parfum Fait Maison and the main man behind Write Your Wrongs, my content writing utility) and lastly, a vocalist. There's one and only one principle that I have cosseted all my life: Victoria Concordia Crescit. Indeed, comity and self-sustenance is exactly what I aim to achieve, both as a writer and an entrepreneur.

Educational Qualification- B.A. (H) - English, M.A. English. Currently pursuing MBA.

I am also a recipient of the Rex Karmaveer Chakra Award in 2019.

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Own Venture

Name of the organization: PARFUM FAIT MAISON

Sector: Fragrance and Flavour

Registration/Certification/License (Yes/No), If yes, please share: NA

Any other information you would like to share like website/page/instagram account etc:

Website: parfumfaitmaison.com & Instagram: Parfumfaitmaison &

E-mail: parfumfaitmaison@gmail.com

INTERVIEW QUESTIONS

Q. Why did you start a business?

Ans: The concept of self-sustenance and being “my own boss” has always appealed to me. Furthermore, I reckon there’s so much that I can offer as an individual operating independently. And obviously, it goes without saying that I have always had a penchant for perfumes and to add some value to the perfuming industry is one opportunity that I just can’t let go of.

Q. How did you come up with the idea for this business?

Ans: The perfuming business, as I always say, isn’t something that anyone can wake up one fine morning and decide to get into. Perfumery is an art and it more or less comes naturally to you. That is not to say that I was born with perfuming knowledge and skills; however, I always had a brilliant sense of smell, a feel for fragrances, an eye for luxury and more importantly, an in-depth understanding of “people”. My friends at school and college alike would often be in awe of my choice of fragrances, and as the words of praise burgeoned over time, my surmise turned into a fact: that I really had a way with perfumes and I could employ it as something more substantial and something that to benefit from. I had also been aware of the state of India’s perfumery industry, which has been on a decline for a long-long time. This is despite the availability of all resources. I realised that there was an opportunity to be had here and that I could do for India’s perfuming industry what no one else has in recent times: give it a modern outlook and let it reach those across the globe.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: Family - mostly. As stated before, my social circle had a part, too; however, my Family’s impact remains unmatched.

Q. When did you start your business?

Ans: Late 2018.

Q. What are your strengths that make you keep doing what you are doing?

Ans: Unflinching self-belief and the ability to pull off miracles.

Q. What’s special about your product or service?

Ans: There’s smorgasbord of perfumes that already promise to be seductive and strong and what not, so no, that’s what PFM claims its fragrances to be. It has been built on the pillars of class, of sheer quality and of longevity - all with an oriental touch. More importantly, PFM offers “affordable luxury”.

Q. Do you have plans to expand?

Ans: Yes.



CURANDERA ART

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Batch : 2019-2021
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BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

I am a Post graduate in English Literature from AIESR Amity University. I have a great interest in Fine arts and dance. Moreover, I have been involved in various cultural and co-curricular activities in various events during my course in AIESR.

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Own Venture

Name of the organization: CURANDERA ARTS

Sector: Art and Manufacturing

Registration/Certification/License (Yes/No), If yes, please share:

Registration No. UP28A0032412

Any other information you would like to share like website/page/instagram account etc:

Website: [instagram.com/curanderaart/](https://www.instagram.com/curanderaart/)

INTERVIEW QUESTIONS

Q. Why did you start a business? Why didn't you take up a job instead?

Ans: Being an artist I never found solace in the idea of working for a corporate firm as I was certain that it would cost me my art. Also, the business allows me to bring all my art forms together under a single brand. What can be better than that?

Q. How did you come up with the idea for this business?

Ans: I have always been attracted to art because I've grown up looking at my mother's marvellous art works. Whenever we had guests, they used to be amazed by the giant oil paintings made by her. The fact that I have been surrounded by colours and words all my life in a way planted the seed of art in me. I used to make art all the time but giving it an angle of business is totally because of Amity. In my first year of masters, I was approached to place my art works on sale in the exhibition hosted by Blaze - The entrepreneurial club of AIESR. The exhibition helped me in selling my art, that's when I thought about starting this venture.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: I would say that my parents above all have always encouraged me to do whatever the heart says. Coming from a family of artists and art lovers, you get a great support and backing from there. On top of that, the necessary information about running a business and guidance was provided to me by Neelam ma'am, Sanjeev Sir and Reena Ma'am. Also, the then President of the club Blaze, Harneet Singh Sethi, who is a successful entrepreneur and happened to be my classmate and a good friend, helped me in understanding the small details and legalities of running a start-up.

Q. When did you start your business?

Ans: I started the business in 2018 when I became a part of the club Blaze. It was a start of a small art based business that I started calling Curandera Art.

Q. What are your strengths that make you keep doing what you are doing?

Ans: I think my strength lies in the support I get and the good training that I have had since childhood. This lets me experiment more and acquire more skills easily.

Q. What's special about your product or service?

Ans: What makes this business special is the multiplicity of products and ideas under one brand which is unique and attracts more customers.

Q. Do you have plans to expand?

Ans: Yes, expansion is very much there in my mind. And for that I am learning more skills. I hope to establish a full-fledged successful art business soon.



THE COCOA COUNTER

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Batch : 2018-2020
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BRIEF ABOUT STUDENT (BACKGROUND, COMPETENCY, SKILLS, INTEREST)

I have done my schooling from DPS VasantKunj. My high point in school was when I was chosen as one of the 90 students from India under Kizuna Bond Project by the Ministry of HRD to participate in a student cultural exchange programme between India and Japan. I graduated from University of Delhi with a degree in Economics honours. Alongside this, I also accredited myself with a Japanese language proficiency test (JLPT) for 2 years, after which I joined Amity University for my major in Economics. At Amity, I got the opportunity to hone my soft skills of problem solving, critical thinking, creative thinking, decision making and work on my Adversity Quotient (AQ).

INFORMATION ABOUT OWN VENTURE/FAMILY BUSINESS

Whether Own Venture/ Family Business: Own Venture

Name of the organization: THE COCOA COUNTER

Sector: Service provider & Proprietorship

Registration/Certification/License (Yes/No), If yes, please share: NA

Any other information you would like to share like website/page/instagram account etc:

Instagram Handle: @thecocoacounter, Business Number: +91-7982742669

INTERVIEW QUESTIONS

Q. Why did you start a business?

Ans: It was clear in my mind right from the beginning when I had started to think where do I see myself in life – it was definitely not 9 to 5.

I wanted to do something where I would be constantly reinventing myself, be creative, stay excited, and derive joy everyday. That's when I decided to follow my passion and not the mundane.

Q. How did you come up with the idea for this business?

Ans: Since I had always heard that “if your passion becomes your work, nothing can give you more happiness”, I realized it soon that the joy that I derived out of baking and the contentment that I felt after serving what I baked was unparalleled. I started to imagine what if this is my calling – then I may turn it into my profession as well.

Q. Who were the people who encouraged you and helped you shape your ideas?

Ans: My parents of course! They are to be credited for encouraging me and empowering me in taking this decision and standing by my side as my pillars of strength. Something which overwhelms me even more is the fact that they are more than enthusiastic. They are kind-of already a part of this venture. My brother and my friends have been there throughout to do the taste testing and hog on all that I bake every other day. They've been blunt and honest with what dishes they love and what might need a few more bakes to perfect.

Q. When did you start your business?

Ans: It just took off on its own when friends and family started to order customised baked goodies and did not give any real time to officially launch a menu or do a coconut breaking ceremony and today I see myself four months down the line, dishing out tiered wedding cakes!

Q. What are your strengths that make you keep doing what you are doing?

Ans: Hanging in there, come what may, my inner resolve, and my faith that keeps me afloat in times of crisis and distress is what I can call my strength.

Q. What's special about your product or service?

Ans: Love is my secret ingredient that I always garnish my dishes with. I am a firm believer of responsible eating and to accomplish that, I only use olive oil and no refined sugars in my bakes. I am offering a range of flours such as buckwheat flour, almond flour and foxtail millet along with refined flour based on the mechanism of science and nutrition and how each of these ingredients plays out for the final recipe.

Q. Do you have plans to expand?

Ans: “Rome was not built in a day”. I have started with a small venture and definitely envision myself as one of the finest baker cross-cutting all boundaries and territories.

