

# BUD INDIA 2022

WEEK 3

## EVENT REPORT

AMITY SCHOOL OF COMMUNICATION



PREPARED FOR :

**AMITY UNIVERSITY**

# BUD ENTREPRENEURS



## MR. ROHAN SINGH

*Founder and CEO of Techtra Digital and MISD (Management Institute of Skill Development)*

A young entrepreneur who started out at the age of 18. With an expertise in the I.T sector, Digital Marketing, Consulting, Education, he's always on a search for new and innovative ideas.



## MR. SWAYAM KHANNA,

*Founder- Sway Media*

A Filmmaker; Content Specialist; Voice Artist and Executive Producer, has worked on projects known internationally such as MOM released in cinemas and on Netflix, Mirzapur on Prime Video, emmy nominated Aarya on Hotstar. He has also helped businesses & brands grow with an inbound holistic approach leveraging video-marketing and social media to organically achieve their metric- driven goals.

# EVENT SUMMARY

Nearly 15 million people in India, where 54 percent of the population is under 35, start working each year. The only reliable method to continually provide enough employment for such a large population is to foster an atmosphere that encourages innovation and entrepreneurship. India will soon be significantly higher in the world rankings for entrepreneurship because to the youthful inventive brains that are present and measures from the government and business to support innovation and entrepreneurship.

India has developed into a promising market for foreign investors, and entrepreneurship plays a significant role in the economy of the nation. Young Indians who are aspirational and ambitious are encouraged by a stable corporate climate, market-oriented reforms, and important initiatives.

Such young business owners were the focus of BudIndia's third week. ASCO E-Cell was pleased to welcome such young entrepreneurial attitudes and have the chance to understand the skill set needed to establish and sustain a small business.

Mr. Rohan Singh, founder and CEO of Techtra Digital and MISD (Management Institute of Skill Development) started his journey at a young age of 18, Rohan learned many valuable lessons throughout this path which turned out to be his stepping stones in his successful business ventures. He emphasised the significance of making the initial move toward pursuing an idea that one believes in, encouraging the youth to build their own businesses.

# EVENT SUMMARY

Participants in the event had a number of questions during the session. Entrepreneurial intention, job relevance, when to stop pursuing a business idea and how to cross the entrepreneurial barrier were among the subjects covered. As summed up by Mr. Singh, entrepreneurship is not a single journey, you grow with your team, and your partners, you growth with your business together

Mr. Swayam Khanna, founder of Sway Media, expressed his views on filmmaking and its relevance in today's time. Mr. Khanna highlighted the creativeness required in filmmaking that is crafting a movie even from nothing is an art.

Swayam spoke to the audience on the ethics of filmmaking and how it affects everyone. He said that we are more than just the people we hang out with and the media we consume. When digital media has become a part of our everyday lives, content has become extremely important to today's generation.

During the workshop, there were several questions from the attendees. what camera lens to use, what phone type is best for shooting videos, and whether or not artificial makeup is used in movies. Mr. Khanna discussed how to keep up with the speed and the shifting dynamics in the film industry.

# EVENT SUMMARY

As summed up by Swayam Khanna, technology is available to all, one should be using the technology and not abusing it.

Participants in the seminars then received understanding of the prerequisites before beginning a company and the attitude necessary, and they addressed entrepreneurship-related challenges and solutions following a systematic process of brainstorming and information sharing.

No day is the same as the previous day. No enterprise is the same as the other. Every idea is unique it's just the approach to the problem!



# CONCLUSION

***“What do you need to start a business? Three simple things: know your product better than anyone, know your customer, and have a burning desire to succeed.”***

***–Dave Thomas (Founder, Wendy’s)***

The BUDINDIA-22 workshop turned out to be full of insights and learnings. The moving journey of budding entrepreneurs inspired the students to think out of the box and give their start-up ideas fuel. An individual’s vision, passion, and enthusiasm play an important role in reaching the required objectives. There might be action occurring in the background.

Professionals from across sectors especially, budding entrepreneurs must have the capacity to articulate their ideas in unique ways. One of the many qualities that distinguish an entrepreneur from the rest of the lot is, his/her ability to identify and solve a problem. Another important aspect of a successful entrepreneurial venture is how customer-centric it is, customer satisfaction is the ultimate goal of any business.

The third week of the ASCO E-BudIndia Cell's event served as a summary of the major discoveries and the lessons learned via difficulties and constraints. Start with the one action you're holding onto or the one thought that gives you energy, and the others will follow. As was emphasized repeatedly during the session, pay attention to the process so that your ambition, objective, or business becomes your breathing system. Learn to differentiate between staying consistent and delusion, and be mindful of the people you choose to work with. The role of money is only as important as you think it is and most importantly, believe in your dream and keep working.

# KEY POINTERS FOR BUDDING ENTERPRENUERS



## IDEA

Take the initiative and begin working on any idea, no matter how tiny. The company will determine its course.



## FINANCE

No sum is too small; if you have the concept, and solve a problem you may start a business with Rs. 5,000 as well.



## FACE

Your ideas and efforts are what will be transformed into a profitable endeavour; you are your brand.



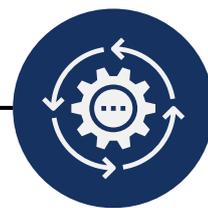
## ANALYSE

Review the business's development and market demands often, then fill in the gaps.



## INWARDS

Determining what is and is not working for the business and how to work it.



## REPEAT

Since business is a continuous activity, innovation and upgrade are required constantly.

# OVERVIEW

NAME OF THE EVENT: BUD INIDA-22

DATE OF EVENT: 07 SEP, 2022

VENUE: J-1 BLOCK, 3RD FLOOR, PROJECTION ROOM

TIMING: 11 A.M-1:00 P.M

ORGANISED BY: ASCO E-CELL

GUEST SPEAKERS: MR. ROHAN SINGH  
MR. SWAYAM KHANNA

FELICITATION BY: MS DEBJANI ROY CHOWDHURY  
DR. ASHIMA SINGH

PARTICIPANTS: M.A (A & MM), M.A-JMC AND BJMC

FACULTY COORDINATOR: DR. ASHIMA SINGH

STUDENT COORDINATOR(S): MS. MONIKA THAKUR  
MS. RIA SHARMA

# ORGANISING TEAM

COORDINATORS: MONIKA THAKUR, RIA SHARMA

ANCHORS: MONIKA THAKUR, RIYA MALHOTRA

FINANCE: AGRANK KUMAR AND AKSHITA KUNWAR

PHOTOGRAPHERS: KANIKA GAMBHIR

GUEST ESCORT: MONIKA THAKUR, DISHITA SHARMA,  
AND SHRISHTI AGGARWAL

GRAPHICS: AKAAMSH SIMON, SRISHTI SHARMA AND  
DISHITA SHARMA

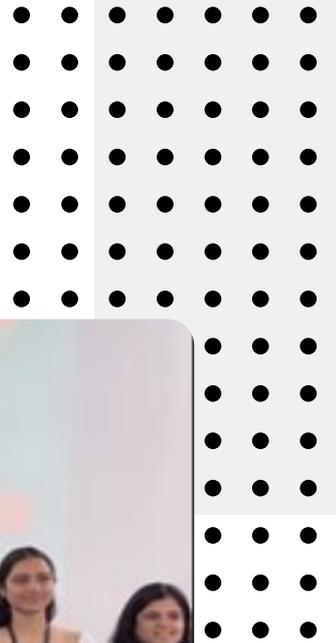
SOCIAL MEDIA: KANIKA GAMBHIR, MONIKA THAKUR  
TWINKLE AGGARWAL AND RIA SHARMA

HOSPITALITY: AKSHITA KUNWAR AND DISHITA  
SHARMA

DOCUMENTATION: ESHAANA SHRIVASTAVA, AND  
R.SHRAVANI

FCAULTY COORDINATOR: DR. ASHIMA SINGH

# IMAGES





BUDINDIA. BADHEGA INDIA.

ROHAN SINGH

Founder and CEO, Techtra Digital and MISD



BUDINDIA. BADHEGA INDIA.

SWAYAM KHANNA,  
Founder- Sway Media



BUDINDIA. BADHEGA INDIA.

# ABOUT BUDINDIA



BudIndia is a summit that is organized by ASCO (Amity School of Communication) students, and Amity University. BudIndia provides a medium to share innovations, experiences and the best practices for start up and development within the local and the global entrepreneurship ecosystem. BudIndia connects business people, scholars, civil society representatives and policymakers along with young people to discuss how to unlock the start-up potential in India and create more and better jobs.

BudIndia 2022 is the flagship annual event of E-cell (Spandan) of Amity University.

BUDINDIA. BADHEGA INDIA.

# OBJECTIVES

- BudIndia 2022 promotes the goal for this year, a fresh beginning, and a new hope for business owners all over the world under the tagline "**BudIndia Badhega India.**" BudIndia offers a chance for key people in the ecosystem to come together and share information and experience on many startup-related issues.
- Encourage a sense of independence in young people and aid in their future development by exposing them to new age entrepreneurship
- Give participants a stage on which to showcase their most recent efforts and accomplishments in the area of new-age entrepreneurship.

# EVENT TIMELINE

**7TH SEP  
2022**

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- 11:00 am Welcome note and introduction to the session
  - 11:15 am Felicitation of guest speakers with tulasi sapling  
*-Ms Debjani Roy Chowdhury and Dr. Ashima Singh*
  - 11:30 am Session by Mr Rohan Singh  
***Founder and CEO, Techtra Digital and MISD***  
Open discussion
  - 12:15 pm Session by Mr Swayam Khanna  
***Founder- Sway Media***  
Open discussion
  - 1:00 pm Thank you note by Monika Thakur and Riya Malhotra  
(Student Coordinators, E Cell ASCO)

# THANK YOU

WE LOOK FORWARD TO HAVING YOU  
AT OUR CAMPUS



**Bud India**  
2022

**TEAM E-CELL**  
**AMITY SCHOOL OF COMMUNICATION**

DR. ASHIMA SINGH  
FACULTY COORDINATOR  
E-CELL, ASCO

MONIKA THAKUR  
RIA SHRAMA  
STUDENT COORDINATORS

BUDINDIA. BADHEGA INDIA.