



# SPANDAN

An ASCO Entrepreneurship Cell's Student Initiative

## ENTREPRENEUR ADVICE



**Apoorv Bamba**  
Co-founder & CEO  
Belong | Ingenious Faces

Order comes from chaos. Building an entrepreneurial mindset is all about solving problems and developing skills that make you invaluable in the job market. Don't spread yourself too thin, fish can't climb trees, find your strength and focus on that. Enjoy the process and always be willing to learn. Learnability makes you employable, and employability makes the world go round.



## Rapid Growth of India's Startup Ecosystem

**Arushi Tandon**

India has witnessed a massive 15,400% rise in registered start-ups in the country in the past six years, from 471 registrations in 2016 to 72,993 on 30th June 2022.

The Startup India initiative was announced by Shri Narendra Modi, the Honourable Prime Minister of India on 15th August, 2015 as a flagship initiative with the core objective of fostering a strong entrepreneurial ecosystem in India to nurture innovation and venture-building in the country and has aided many initiatives across states, cities, towns, and rural areas.

As part of Startup India, the Government of India is also implementing the Fund of Funds for Startups (FFS) Scheme and Startup India Seed Fund Scheme (SISFS) to provide financial aid and assistance to startups through Alternative Investment Funds (AIFs) and incubators respectively, said the minister's statement.

Such schemes and funds are increasingly making capital available for startups at an early seed stage and playing a catalytic role in facilitating the rise of domestic capital which will consequently reduce the dependency on foreign capital and encourage more home-grown and new venture capital funds. This will be very beneficial to India's overall economic growth and presence as a world leader in the global entrepreneurial ecosystem.

With multiple unicorn startups to its name, India's standing in the global market is already at a steep rise. As of now, 106 Indian startups have achieved the unicorn status with BlinkIt, MobiKwik, UpGrad, Meesho, CRED, CureFit, RazorPay, Nykaa, Lenskart, OYO Rooms, Zomato, Paytm, and MakeMyTrip being household names.

There is much to await in India's bubbling startup scene, which means there is expectation for more employability and excitement in the future to come.


**Vidushi Malhotra**

## **Bud India, Budhega India with ASCO**

### **E-Cell Team**

On 24th and 31st August 2022, Amity School of Communication's E-Cell organised Bud India 2022, a summit to boost entrepreneurial discourse, experiences, and knowledge-sharing in Amity University and beyond.

A total of six entrepreneurs with four active ventures were hosted to speak and engage with the students of our esteemed university. Across sectors of FMCG, creative strategy, travel, and education - these sessions provided the students of Amity School of Communication with an irrevocable experience for learnings and takeaways that they will cherish always.

Over the course of this one week, students learned from real-life experiences of entrepreneurs who have started and failed multiple ventures as well as absorbed the passionate energy and fire for innovation that they possess which drives them towards entrepreneurial ventures.

Cocopots Bakers Founder Ritika Gupta's story of resilience and passion tear-jerked audiences as she shared her journey to finding love for baking and how it has shaped a huge part of her life and career today.

### **Kunal Chandiramani & Mouli Neogi**



On 24th August, the first edition of Bud India 2022 was held. Kunal Chandiramani and Mouli Neogi, Co-founders of SquareCut and other multiple ventures shared their entrepreneurial journeys in the creative and advertising industry. Nikhil Arora, Co-founder and CEO of Tummy Section shared profound guidance on what led him to the unconventional path of starting his own business and the secret to enjoying the ups and downs of this lifestyle.

### **Ritika Gupta**



### **Nikhil Arora**



On 31st August, Bud India 2022 held its second edition of entrepreneurial engagement with Apoorv Bamba and Vidushi Malhotra, Co-founders of Belong & Ingenious Faces who shared their journey to choosing the entrepreneur life and then helped the students inculcate an entrepreneurial mindset with a variety of activities aimed at self-development and skill-building.

The students learned the importance of collaboration, communication, and networking while working together to build value and challenge their beliefs.



Through a series of interactive activities and conversations, Bud India 2022 was concluded for the day and the students of Amity School of Communication across batches were left energised and excited for what's to come.



**Apoorv Bamba and Vidushi Malhotra with our faculty organiser, Dr. Ashima Singh**

### **STUDENT FEEDBACK FOR BUD INDIA 2022**

*"Engaging with experienced entrepreneurs is truly inspiring and lets us think along the lines of entrepreneurship ourselves, even if it isn't something we had thought of before. Grateful to Bud India 2022 for this opportunity."*

*Stella Nisha Gogoi, MA  
Journalism & Mass  
Communication*



# How to Foster an Entrepreneurial Mindset

**Dua Khan**

Not everyone aspires to be an entrepreneur, but everyone is capable of having entrepreneurial aspirations. Cultivating an entrepreneurial mindset entails providing people in your organisation with a specific way of thinking and working while they advance in their careers. We do not assume that everyone will become an entrepreneur when we discuss entrepreneurial development. Rather, we encourage them to think like one. Entrepreneurs generate revenue, create jobs, and solve problems.

According to MIT research, new businesses account for nearly 20% of total job creation. Entrepreneurs raise the standard of living and create wealth not only for themselves, but also for related businesses and their employees, by creating jobs.

Three workplace skills that foster an entrepreneurial mindset:

## **1. Prioritise creativity over compliance.**

We must resist the temptation to keep employees "obedient" in the workplace. Instead of asking them to blindly follow the rules, which inhibits entrepreneurship, it is our responsibility to teach them constructive ways to challenge the status quo and articulate their rationale.

## **2. Foster a love of work and accountability.**

Create opportunities with increasing responsibility that allow team members to contribute positively and productively. Employees' confidence will grow as they advance in their work and responsibilities.

## **3. Develop a risk-taking attitude**

Entrepreneurs take huge risks, but becoming comfortable with uncertainty takes time. The earlier we instil this skill in employees, the better the results will be. "What's one risk you've wanted to take but haven't felt comfortable with?" ask employees.



# Importance of Creativity and Ideation

**Rasleen Bindra**

Creativity helps you build your ideas and lets people in a workspace think outside the box which then enables them to explore novel ideas.

Creativity and ideation is possibly the most important and essential component of an entrepreneurial mindset. If there will be many new and innovative ideas, then only it will eventually lead to the birth of new and effective solutions to real-life problems and give rise to new businesses.

Implementing the right idea with a pinch of creativity helps businesses flourish more and work well in the industry and provides real-life and effective solutions to the problems of their target audience.

If one is allowed to have more freedom for thinking and implementing their unique ideas, it will definitely lead to thinking beyond the existing and traditional solutions to problems. Entrepreneurs evaluate the current situation and adapt to the changing circumstances so that they can come up with ideas that will be relevant today and in the future too. If entrepreneurs have to sustain themselves in the market with the changing times and scenarios then they definitely have to think of those ideas that are practical enough to implement but also creative enough at the same time to stay unique.

Ideas lead to ventures in progress and creativity helps them distinguish it from being traditional and become unique to the society. Change can only be implemented if entrepreneurs use the best of their creativity to implement their ideas.

*"The best way to predict the future is to create it."*  
- Peter Drucker



**Encouraging innovation is at  
the heart of everything we do**

- E-Cell, ASCO

*Find us on Instagram: @asco\_ecell*