



AMITY UNIVERSITY
HARYANA



AMITY INNOVATION INCUBATOR
E-Cell

Annual Reports



Amity Business School

Faculty of Management Studies and Behavioural Sciences

S. Senfurl
Registrar
Amity University Haryana
Narela, Gurugram-122413

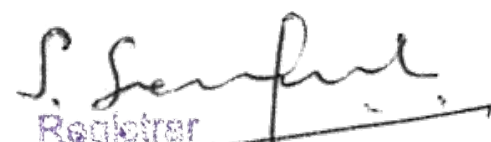


AMITY INNOVATION INCUBATOR

E-Cell

Annual Report 2019-20




Registrar
Amity University Haryana
Manesar, Gurgaon-122413



Amity Innovation Incubator at AUH (All-AUH) is focused on stimulating the establishment and growth of technology-based start-ups companies and other compatible businesses by providing new and emerging technology and compatible businesses with an environment that would support their start-up phase and increase their likelihood of success. The All creates an innovation eco- system in the chosen thrust areas by focusing on research and suggest best and novel practices to be adopted by different stakeholders in the innovation chain. It has a clear philosophy to encourage and incubate technology based new enterprises with innovative products and services with a mandate to strengthen collaboration between industry and academia and turn ideas into visible businesses and encourage the students for entrepreneurship.

Broadly, All-AUH will provide the following services to its incubatees:

- Mentoring and Advisory
- Financial Advisory and Support
- Infrastructure and Support

Entrepreneurship Cell (E-Cell):

The E-Cell at the University is actively involved in creating an ecosystem of entrepreneurship and start-ups in the campus by providing various opportunities to students to interact with entrepreneurs under the series of 'Friday Fortnight – Real Entrepreneurs, Real Stories'. The Cell is also involved in organizing Entrepreneurship Awareness Camps and providing support to the students' venture through Amity Incubation Centre.

The E-Cell, under All-AUH organized various events and activities, such as:

- Entrepreneurship Awareness Camps
- Fortnightly lecture series – 'Real Entrepreneurs, Real Story'
- Idea and design thinking workshops
- B.Plan competitions
- Hackathons
- Entrepreneurship Bootcamps
- Brainstorming sessions

During the year, the centre has organised various events and activities to inspire and support young entrepreneurs, which are as below:

Entrepreneurship camp: 2 days entrepreneurship drive at Amity University – Gurugram for 08-09 Aug 2019 with motive *An initiative to inspire, create & support student entrepreneurs.* Mr. Vijay Vir Singh Vice-President Amity Innovation Incubator, presented his view points on the topic: 'Startup With Amity Innovation Incubator'. Dr. Vikas Madhukar, Director Admissions addressed the audience and shared his





views on the importance of entrepreneurs and entrepreneurship.

More than 2000 students were addressed in 2 days. The event attracted nearly 100 student entrepreneurs. The numbers may have increased to more post the event.



E-CELL INTERVIEWS: organised during 13-20 Aug, 2019 with aim to build an enthusiastic team with the motto-“ BE YOUR OWN BOSS ”

JOIN OUR TEAM
— BE PART OF OUR STORY —

Vacancies

- PROFESSIONAL ENTHUSIASTS
- CONTENT WRITERS
- DIGITAL MARKETERS
- GRAPHIC DESIGNERS
- EVENT PLANNING ENTHUSIASTS

Takeaways

- LETTER OF RECOMMENDATION
- TECHNICAL EXPERIENCE
- EVENT PLANNING
- LEADERSHIP SKILLS
- PERSONAL GROWTH

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AMITY INNOVATION INCUBATOR
E-CELL

INTERVIEW SESSIONS
E-CELL 2019-20

BE YOUR OWN BOSS!

Follow us:



YOU'RE IN !!

- 3 Days
- 90 Applications
- 20 Shortlisted
- 18 Selected

PRESENTING THE E-CELL TEAM 2019-20

YOU SPOKE, WE LISTENED!

Too many Holidays this week?
You were spending time with your family?
WE UNDERSTAND !!

ON POPULAR DEMAND, we are giving you one last chance to tell us why you want to be a part of this wonderful journey !!

Final Interviews for E-Cell
Date: 26th August (Tuesday)
Time: 1:00 pm (Lunch)
Venue: 6th floor B-Block

Register On:

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Innovation Week: 17-20 Sep 2019, 4 days Entrepreneurship Drive at Amity University – Gurugram with motive to *inspire, create & support student entrepreneurs.*



Salesforce - Networking	17th September 2019
100 Rupee Venture	18th September 2019
Entrepreneur Conclave 2019	19th September 2019
B-plan Challenge	20th September 2019

Day 1 - Salesforce Network (17th September, 2019) session was taken by Mr Pankaj Kakkar Mr. Pankaj Kakkar, Associate Project Manager-10x SFDC/ Cloud Sense Certified. A session filled with extravagant knowledge and eloquently mended concerns, The talks focused on Salesforce Customer Relationship Management. He spoke on the importance of cloud based services, the importance of various forms of cloud based services, formulation and coding of such cloud based services and the threats.. Examples from IBM, Accenture,



HCL, Google and Microsoft were cited.



The objective was to make the audience understand all the importance of Salesforce in today's business world. CRM - Client Relationship Management and how Salesforce is a major part of it, creating a sense of responsibility amongst Student Entrepreneurs by creating entrepreneurial mindsets.

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Day 2 - 100 Rupee Venture (18th September, 2019) around 70 Participants full of Innovative minds, filled with enthusiasm to showcase their unique business ideas through class presentation . The creative bends of mind displayed their business, discussed their strategies and shared feelings of excitement to show the revenue they earned. The objective was to create a sense of responsibility amongst student entrepreneurs by creating entrepreneurial mindsets.



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Day 3 - Entrepreneur Conclave (19th September, 2019) organised a panel discussion and the guests for the day were Mr. Pankaj, Founder of Aanya wellness and Edgy Scribblers, Mr. Kumar Mayank, Founder of Zymio, DJ Sushein, Founder of Scratch DJ Academy and the moderator were Mr Daksh MBA Final year student, The objective was to create a sense of responsibility among student entrepreneurs by creating entrepreneurial mindsets. Students were inspired by the real stories of the entrepreneurs. The interactive session made it clear that the students were highly engaged and engrossed in the topic.



Day 4 - B-Plan Challenge (20th September, 2019): The event witnessed the entries of 11 participants, each one with a focused mind and a passionate heart. These were students of diverse field including Management and Engineering. The students had already been registered on prior dates and were asked to present their ideas at the session. It was a great pool of new approaches having the underlying spirit of problem solving where each idea aimed at making that required change in the world



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The event was witnessed to be very instrumental in providing a firm platform to young aspirants come out and share their ideas with everyone. This provided students understand various verticals related to their fields and boosted their confidence to higher levels. It was seen to be a very insightful event overall.



Entrepreneur Accelerator: on Date: Sep 26, 2019

Amity University Gurgaon witnessed the event of Entrepreneur Accelerator on 26th September, 2019. A classroom full of Innovative minds, filled with enthusiasm to showcase their unique business ideas through class presentation. Innovation and entrepreneurship qualities as well as filled with fresh spirit, the new age energy of youth could be felt by all. The event Entrepreneur Accelerator aimed at bringing out the determined vertical of the young minds for giving their dreams the platforms they needed.



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Picture Gallery



Real Entrepreneur Real Stories/ Friday Fortnight: on March 31, 2020 by Mr Arun Bhati, Founder ORahi

At First, Mr. Arun presented his StartupOrahi, a ride sharing app, specially developed for the office-goers so that people can make most of the time they spend commuting to office and back through a powerpoint presentation. The session continued focusing on her experience till now. Many questions were posed by the attendees and the questions were answered with full conviction.

Real Entrepreneur Real Stories/ Friday Fortnight by Ms Parul Mehta, Founder, Resercho on April 01, 2020 At first, Ms Parul presented her StartupResercho, an academic networking website and app, a platform where students, teachers and other professionals can upload their Academic work such as their notes, assignments, projects, research work and so on through a powerpoint presentation.



Real Entrepreneur Real Stories/ Friday Fortnight by Ms Priyanka Vashishth, Founder 360 degris on April 07, 2020. At First, Ms. Priyanka presented her Startup 360 Degriss (provide client-friendly work space for offices, financial institutions and retail chains), then continuing onwards the importance of being NICE - Networking, Innovation, Curiosity and Entrepreneurship through a

powerpoint presentation. The session continued focusing on her experience till now. Many questions were posed by the attendees and the questions were answered with full conviction.

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Real Entrepreneur Real Stories/ Friday Fortnight: by Mr. Vinamra Mittal, CEO and Co-Founder of Stealth Mode Startup on April 17, 2020. At First, Mr. Vinamra presented an overview of Stealth Mode Startup, then continuing onwards the values of entrepreneurship through a powerpoint presentation. The session continued focusing on his experience till now. Many questions were posed by the attendees and the questions were answered with full conviction.

Covidathon 2020: on May 08, 2020. Panelist: Mr. Ojasvi Babbar, Prof (Dr) Vikas Madhukar, Mr. Vijay Vir Singh, Prof (Dr) S. N. Sridhara. Introduced Amity institution with the purpose of bringing the innovative & implementable ideas over the global pandemic COVID-19. Covidathon is an opportunity for students and working professionals to build software solutions and also innovative ideas that drive social impact, with the aim of tackling some of the challenges related to the current coronavirus (COVID-19) pandemic.



The event witnessed the Participation of 12 Teams all with having the solution of decreasing the impact and safeguard the Humanity from the global Pandemic. They were the students as well as the working professional from Amity as well as the other Institutes. The entries were registered through the web link share by the university. It was a great pool of new approaches having the underlying spirit of problem solving where each idea aimed to invent the technological solution to save the Planet.

Real Entrepreneur Real Stories/ Friday Fortnight: DR. VP SAJEEVAN, CEO, ESY India, Ex Director, Canon India Pvt Ltd. On June 18, 2020. At First, Dr. Sajeevan presented an overview on how the lockdown period has affected everyone in all the possible spheres. He emphasized on the value of becoming multitaskers at such trying times and how can we convert these challenges into real opportunities. Then he continued over the entrepreneurship qualities through a PowerPoint presentation. The session continued focusing on his experience till now. Many questions were posed by the attendees at the end and the questions were answered with full conviction.



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Registrar
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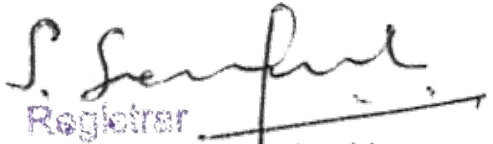


AMITY INNOVATION INCUBATOR

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Annual Report 2018-19




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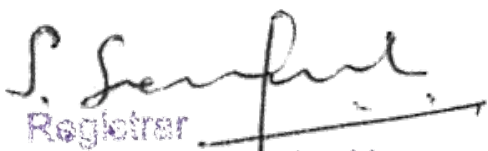
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Orientation: E Cell: An extremely pertinent and important initiative to inspire and support budding student entrepreneurs. The orientation program was aimed at sensitizing and conditioning students towards entrepreneurial thinking, approaches and practices. Orientation E-Cell on July 27, 2018



Webinar on Applab: To give students glimpse on y E CELL is important and how it can help them to progress their entrepreneur skills and make students part of E CELL. Webinar on Applab on August 16, 2018

App Lab Competition: To bring out the young entrepreneurs with an app idea which can be polished and turned into a business. 7 ideas were presented in total. The ideas presented were more inclined towards social and food problems. The event took place on 24th September 2018



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**Real Entrepreneurship
Real Stories /Friday
Fortnight:**

Speaker/Resource Person :
Ms Nihara Harish,
ENTREPRENEUR -
AUTHOR - LIFESTYLE
BLOGGER - BLOGGER -
TEDx SPEAKER organised
on Oct 26, 2020



Main highlights of the Event were to make failures into success, to develop entrepreneurial skills, to be a real entrepreneur in today's business world

Session with IIT Roorkee E Cell team: To give students glimpse on y E CELL is important and how it can help them to progress their entrepreneur skills and make students part of E CELL, organised on Jan 16, 2018



Applab Launch: by Dr Anil K Giri for 17-18 Jan 2019, objective was to give the clear outline of app development and brainstorm students for app ideas. At the end of the session students has enough knowledge on development of app.

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Idea: Brainstorming session by Ms Kaku Hiranya, Student BBA 3C on March 12, 2019



A panel discussion was organized where women from diverse backgrounds were invited to discuss the topic: **Gender Gap and Safety Issues for Women in the Workplace**. The panelist was Ms. Madhu Goel an entrepreneur, Dr. Anita Sabharwal, a prominent gynecologist, Ms. Samira Sathija an environmental activist and Dr. Chandni Sengupta, Assistant Professor at ASLA. The moderator was Maj Gen P K Sharma Director Amity Law School. On March 13, 2019



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Business Pitch Challenge on April 02, 2019

The event was organized by E-cell with the objective of encouraging budding entrepreneurs to conceive and formulate business ideas. This idea generation program was a seeding activity which aimed at helping students understand the process of creating business ideas and building upon them. This initiative gave an outstanding platform to students to tap on their idea generation capability and also interact with other students and expert faculty co-ordinators on how to capture the interest of potential investors in a business idea. The session was extremely fruitful and productive as students came up with innovative business ideas complemented by the

expert inputs by the faculty mentors of the E-cell group.

Friday Fortnight: by Mr Jayant Singh Founder of Bid4Best on April 05, 2019. Mr. Jayant spoke about his early life and his motivation behind moving towards entrepreneurship. His past corporate exposure and sound technical background, helped him come up with one-of-a-kind, reverse auction idea.



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E Cell Idea Box organised for 1-6 April, 2019


An extremely innovative initiative taken by E- cell team, led by the student co-ordinators Mr Daksh, Ms Kaku Hiranya, Mr Sahil and the student team. Big boxes were installed at important locations across the various academic blocks throughout the campus and students were required to put into these boxes their business ideas written on a piece of paper along with their contact details. Overwhelming response was received and later on the top 5 ideas were selected and students were helped in taking the business idea ahead on to the next level.

List of startups

Name of the start up	Nature of start up	Year of Commencement	Name	Contact information of the promoters
Aeronot Fragrances Pvt Ltd	Perfume company	2018-19	Akshay	8130159964
2 Tree Coffee Cafe	Food services	2018-19	Aaditya	8800910649
GD Study World	Education Services	2018-19	Gagandeep	8178839559
Noee.in	E-Commerce	2018-19	Aayush	9871208779
Nox Innovation	Tech Solution to Schools	2018-19	Aryaman	9717998001
FLIERADS	Digital Marketing	2018-19	Abhishek	9560193948
FindaVakil	Legal Advises and Services	2018-19	Shivam Malgaya Ronak Yadav	9717136372
Farming a Gain	Agriculture/Forming/Fertilizers	2018-19	Aniket Yadav	8826387938
Pregcare	Healthcare	2018-19	Mitali Takkar Simran Sheena Nikita	9518489487

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Qikride	Logistics/Transport	2018-19	Deepan Verma	8586811 57
Know Your Course (KYC)	Education/Careers courses	2018-19	Pratyusha Kotyada	88600415 83
HerCabs	Transport/Taxi/Women Cab Services	2018-19	Riya Anand	63028909 25
SheRides	Transport/Taxi/Women Cab Services	2018-19	Pratyusha Mukhopadhyay	88600415 83
Armoire	Dress on Renting and Fashion Apparel	2018-19	Deepak Lohmod Yash	79823350 13
Aiuto (Help in Italian)	Urban Lifestyle Services	2018-19	Haziq Rahat	96223587 11
Smart Ride	Transport/Taxi	2018-19	Piyush Prasad	99530003 78
DonateOrg	Healthcare/Organ Donation	2018-19	Mohan	97052922 27
BloodDonor	Blood Bank Services	2018-19	Sneha Kumari Sujata Vaishanavi Princy	89202669 91


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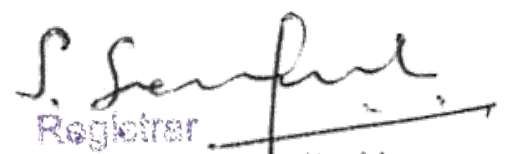


AMITY INNOVATION INCUBATOR

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- Entrepreneurship Boot camps
- Brainstorming sessions

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Entrepreneurship Awareness Camp:

About 1000 students participated in one day entrepreneurship camp on July 18, 2017



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Workshop on 'I' for idea generation by Mr Yogesh Kochhar on September 8, 2017



Pre Hackathon Brainstorming session on Sep 18, 2017 at DCB Bank on o promote the development of financial technology for DCB Bank and its customers with help of Fintech. Looking forward for innovations in Lending, Risk management, Trading, Investing, Personal finance, Big Data, Retail banking, Regulatory compliance, Mobile payments, Security and Enterprise social.



100 Rs Challenge was organised on Sep 25, 2017, my 100 Rs Venture is a competition in which students have to invest Rs 100 to turn themselves into an entrepreneur.

AMITY BUSINESS SCHOOL & AMITY COLLEGE OF COMMERCE

My Hundred Rupees Venture

Exciting Prizes to be won

Register Today at – <https://goo.gl/b7NQBA>

CONTACT: VRINDA (9999501700) KESHAV (9939875512)

EVENT VENUE – C-412 AMITY UNIVERSITY GURGAON MANESAR, GURUGRAM HARYANA

25 September 2017

RULES: Your team can invest RS HUNDRED ONLY as initial investment. There are no restrictions on what you can do with the money to make profits (provided it is legal, ethical and moral). Every team member must be involved in the activity.

AMITY BUSINESS SCHOOL & AMITY COLLEGE OF COMMERCE

In Association with: AMITY INNOVATION INCUBATOR E-Cell GURGAON

ANNOUNCES

BUSINESS PITCH CHALLENGE 2017

TO INSPIRE YOUR ENTREPRENEURIAL ASPIRATIONS AT AMITY UNIVERSITY GURGAON

THE STARTUP COMPETITION THAT WILL DEFINE THE NEXT LEVEL FOR ENTREPRENEURSHIP ON CAMPUS

Event Date: 26 September, 2017 | Last date of submission: 22 September, 2017

To register or call: Bhumi: 9818809996 | Pragati: 9871325102 goo.gl/428V91

For more information contact : info@aii.amity.edu , www.amity.edu/aii

Business Pitch Challenge was organised on Sep 26, 2017

Participants has presented their innovative business idea and discussed its feasibility and potential to take up idea to next stage.

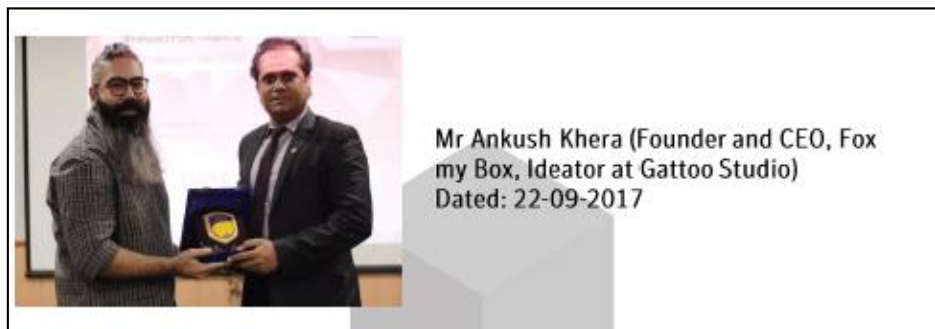
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Dream it and Do it was organised on September 26, 2017. In this event students were supposed to present their dream in form of movie or presentation, the way they visualize their dream and how well they are able to put it across in the form of a video clip or a movie. This activity tends to originate a sense of thoughtfulness and creativity and forces them to think futuristically and start planning to convert their dreams to reality.

Lecture Series: ‘Real Entrepreneurs, Real Story’: providing an excellent platform to students to interact and learn from the experiences of young entrepreneurs and on opportunity of mentorship from them

- Experience sharing by Mr Ankush Khera on September 22, 2017 on opportunity and challenges in start-up ecosystem.



- Experience sharing by Mr Gaurav Gupta on Jan 19, 2018. His session was focused on
 - learning about how to overcome failures,
 - entrepreneurial skills from the learning stage,
 - key issues in handling a start-up



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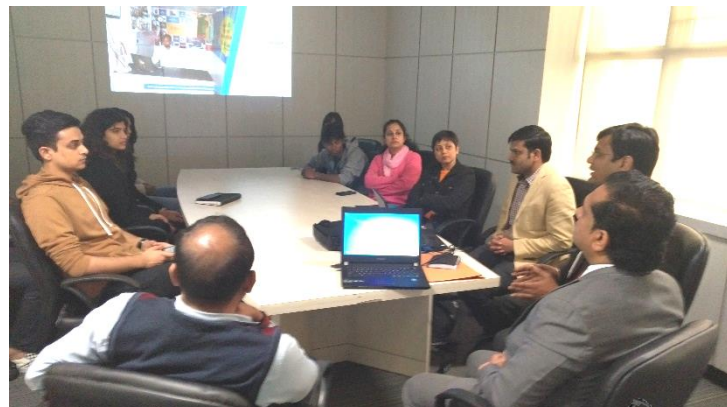
- Experience sharing by Mr Amanat Solanki, a Qatar based social entrepreneur, on February 8, 2018. His session was focused on opportunity is social entrepreneurship.



Student interaction session under Lakshya all India Innovation Business on February 14-16, 2018 on importance of E-Cell in University entrepreneurship ecosystem.



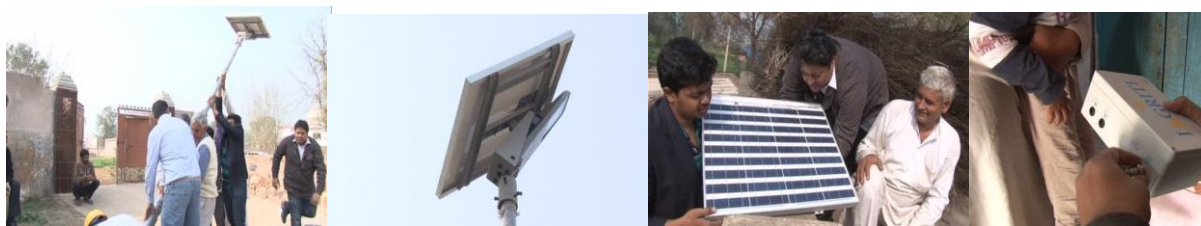
PM Yuva (an entrepreneurship scheme under Ministry of Entrepreneurship and Skill Development) team visit on 22 Feb 2018



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Rural Innovation and Social Entrepreneurship (RISE): Amity rural innovation incubator will incubate rural innovation based ventures virtually through its execution partner and Amity Venture fund will invest Seed Capital in those ventures to take it to the next level. Execution partner will scout & select potential innovations and provide on ground incubation support to the ventures for running it successfully.



Installation of Solar Street Lights and Solar Batteries to resolve the problem of electricity. The initiative was highly successful in meeting the power needs of the villagers.

Students' Start-ups: 2017-18

Name of the start up	Nature of start up	Year of Commencement	Name	Contact information of the promoters
Pustakkosh	Text book rental company	2017-18	Ruchi	9136895102
Hash tag Food Truck	Food Truck	2017-18	Himanshu	8890953408
Legal bites	Law website	2017-18	Mayank	9717274702
Bullskart	E-Commerce	2017-18	Vivek Roushan	8095542395

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Photo – Gallery:



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