



THE ENTREPRENEURIAL DIGEST

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Introduction

Entrepreneurship is all about an experience. This experience gives best results in college. If education is also about skilling then testing these skills are equally important to refine and learn more. The dual role of ECell Skill Hub is about doing and learning. Organisations require problem solvers and education should equip students with self-reliant behaviour. The intersection of this is taking risk in college while working on your ideas. Educational institutions need to pivot and create an ecosystem which should put efforts on building entrepreneurial mindset.

This is a need for a sustainability and growth of the nation in these extraordinary times and post that also.

Words of our Principal, Dr. Ashok Wadia

Students from different backgrounds must be challenged and nurtured; they are young, and have high risk appetite, and less fear of failure. When they are at this stage, they must receive appropriate guidance - the Jai Hind College Entrepreneurship Cell & Skill Hub aims for the same. They gain experience and develop analytical & design thinking skills, beyond traditional classroom studies, equipped to be the future of India.

Words of our Faculty Convener, Dr. Rakhi Sharma

Jai Hind College has consistently and unfailingly, been the first among other undergraduate colleges, to create and drive initiatives focused on providing our students with a myriad of superlative resources, in a bid to equip them with skills requisite for procuring the jobs of tomorrow, and to mentor, nurture and upskill the job-makers of the future. In this sense, being the faculty convener furnishes me with abundant opportunity to corroborate the same.



jaihindesummit



Jai Hind College
Entrepreneurship Summit



jaihindesummit



Jai Hind College E-Summit



jaihindesummit.com

EVENTS - MAY 2020

BECOMING LOCAL CHANGE MAKERS THROUGH SOCIAL ENTREPRENEURSHIP

Social entrepreneurship is, at its most basic level, doing business for a social cause. It might also be referred to as altruistic entrepreneurship. Social entrepreneurs combine commerce and social issues in a way that improves the lives of people connected to the cause. They don't measure their success in terms of profit alone – success to social entrepreneurs means that they have improved the world, however they define that.

In an online session with Mr. Shriyans Bhandari, Founder and CEO of Greensoles -a sustainable initiative- as well as a revered mention of Forbes Asia 30 under 30, students of Jai Hind College were able to absorb first-hand the applied meaning and influence 'Social Entrepreneurship' has in our society.



JAI HIND COLLEGE (AUTONOMOUS)
ENTREPRENEURSHIP CELL AND SKILL HUB
Invites you to a **SPEAKER SESSION** on

“Becoming Local Change Makers Through Social Entrepreneurship”

SHRIYANS BHANDARI
CEO & FOUNDER,
GREENSOLE DIRECTOR,
HERITAGE GIRLS SCHOOL

Date: May 1,
Friday at 4pm

BRANDS & BRANDING

The definition of branding is impressively malleable, constantly shifting, and growing to accommodate the very essence of the offered product. Some call it a marketing practice, others call it art. And Manil Dodani, Senior Business Development Manager and Brand Strategist at Landor, chooses to call it an 'experience'.

The riveting masterclass, sparking curiosity amid the monotony of quarantine, saw Mr. Manil sharing an introduction of the What's and How's of his life at Landor, exploring 'branding' from unconventional angles through brief exercises with the students, and igniting ruminative discussions through the case studies of Etihad and Godrej Nature's Basket.



JAI HIND COLLEGE (Autonomous)
ENTREPRENEURSHIP CELL AND SKILL HUB
presents a **MASTERCLASS** with

MANIL DODANI
SENIOR BUSINESS DEVELOPMENT
MANAGER, LANDOR

“BRANDS AND BRANDING WITH LANDOR”

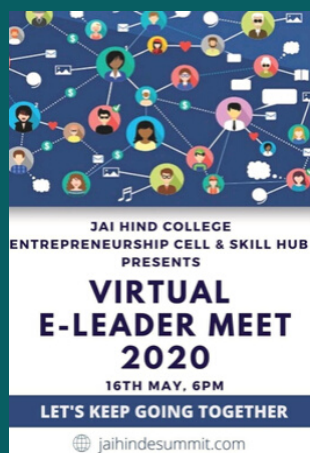
WEDNESDAY, 29TH APRIL
12:00 P.M.

DIGITAL MARKETING WITH RAJIV DINGRA

Society today is in a constant state of flux and evolution, where a job so indispensable yesterday could be reduced to an irrelevant existence today. But hidden amid this inescapable uncertainty is an occupation with endless promise, one that won't be going nugatory any time soon - Digital Marketing.

Hence, in an interactive session on said subject, Mr. Rajiv Dingra, Chief Mentor and Advisor at WATConsult, the most awarded digital and social media agency of India, expounded on his own journey in this field to ultimately forging his acclaimed venture. Mr. Rajiv successfully tackled questions ranging from WatConsult's competitive strategies, clientele dealings and marketing campaigns to offering guidance on the various marketing pitfalls and curveballs that need to be circumvented. With a contagious enthusiasm for responding to questions the attendees harboured, the brief session blossomed into a satisfying experience.

E-LEADERS MEET



E-leaders meet acts as one of those requisites for a creation and smooth, strong and fulfilling relations. Incorporating the same, the meet was held on 16th May among E-leaders of Entrepreneurship Cell of various colleges across India.

This initiative taken by us, saw the avid and active participation and engagement of colleges like IIT, **BITS PILANI**, NIT, TISS, **St Xaviers**, **Christ University**, **NMIMS** to name a few.

This meet was a huge success owing to suggestions and fruitful discussions amongst everyone regarding "Encouraging the spirit of entrepreneurship even in the times of COVID-19" with leaders coming up with productive and effective measures to provide intriguing experiences for the students.

E-NNOVATE

WHAT'S MY STORY? - DAY 1

No one could be a better choice for attempting this question than Mr. Munaf Kapadia, Founder and CEO of The Bohri Kitchen. With brilliant vigour and a proud smile, he narrated the tale of how The Bohri Kitchen came to be as the globally celebrated venture it is today. With his own experiences to talk of, Mr. Munaf explained the necessity of learning how to deal with and accept failures, and deconstruct them into the Why did this happen and What should I do different now, to mine opportunities out of the rubble instead. In reference to the raging global pandemic of today, Mr. Munaf laid heavy emphasis on the need to pivot one's business in preparation of the post-Covid lifestyle, and the unfathomable intricacies it shall bring with.



MR. MUNAF KAPADIA

Chief Eating Officer at The Bohri Kitchen and Author of the upcoming HarperCollins book, "The Guy who Quit Google to Sell Samosas"

DAY 2

THE ULTIMATE QUIZ CLASH

E-NNOVATE proudly held its much anticipated - 'The Ultimate Quiz Clash'

This was developed to both delve into the less explored depths and curious nooks of Entrepreneurship, as well as to discuss and review the more familiar names and companies.

A major success from the very start the quiz saw hefty interest with more than 120 eager participants .

The elimination round was a three - part journey in itself, at the end of which 6 came out victorious.

E-NNOVATE

In Association with



#startupindia

The Ultimate Quiz Clash

We came, we quizzed, we conquered. Cut-throat and diverting, this competition is everything a quiz can be.

Are you ready for the challenge?

On 19th May 2020.

Registrations open now!



MR. AMEYA ABHIYANKAR

IRM India Affiliate
Accredited Trainer

RISK & CRISIS MANAGEMENT WORKSHOP

Risk Mitigation – the need of the hour, and the prime factor deciding upon the survival of one's business today. Mr. Ameya initiated the workshop by examining the double-faced nature of 'risk', how it poses frightening threats yet propitious chances for growth. In particular, he addressed the various risks that have come to exist in our currently Covid-19 dominated environment and the subsequent dire need for mitigation of the same. As elaborated by him, the art of risk mitigation can be surmised in the following steps: Risk Avoidance, Transference, Elimination, Sharing, Shrinking and Minimization. Further, through a profound discussion and analysis of the Lehman Case Study and the example of Yes Bank, Mr. Ameya brought to light the various strategies adopted by businessmen to mitigate risks, and their many fallacies and strengths.

ENTREPRENEURSHIP AND A.I. - DAY 3

Entrepreneurship and AI. Two words, seemingly worlds apart, and yet serendipitously linked. To ponder upon this very eccentric link between the two, Day 3 of E-nnovate concentrated on exploring the influence of AI in our modern world, and the revolution it promises to bring, all from the view point of an entrepreneur. To this effect, Co-Founder and CEO of Fluid AI, Mr. Abhinav Aggarwal, conversed about the diverse interpretations of A.I. and what it entails, the trials Fluid AI had to overcome, the various oddities of A.I. Machine learning, and the manifold increase in its probable impact when combined with Entrepreneurship. Civilization today is the most advanced it has ever been in humanity's shambolic history, they explained, which is why the best time to delve into Entrepreneurship through the medium of AI is now. He further elucidated on the diverse potential in this interwoven field; for instance, the existence of A.I. receptionists, the daily practice of automated voice call services, and many more. For these Giants, their competitors were their best teachers, and positivity was their unfailing key to success.



MR. ABHINAV AGGARWAL
MR. RAGHAV AGGARWAL
Founders, Fluid AI

CROWDFUNDING 101 - DAY 4

Day 4 instituted our second Masterclass for the year – a brief look at the chronicles and characteristics of Crowdfunding. In simple words, Crowdfunding is an alternate method for entrepreneurs to raise funds in support of their venture, where this unconditional capital is received from the community in exchange for tangible or relative products.

He proceeded to excitedly particularize some of their many successful projects- The Spero Electric Bike, The Versatyl Jacket, Fego Float, Tiffy Template and Savety.

Mr. Ranganath Thota, Founder & CEO at Fueladream, traversed the intricacies of his own crowdfunding platform through two key questions, that serve to wonderfully surmise the core fundamentals of this curious 'Crowdfunding': Why do we exist? – To amplify innovation and social impact, to make the world a better place. How do we do it? – By Marrying storytelling, social media, technology and consumer behaviour.

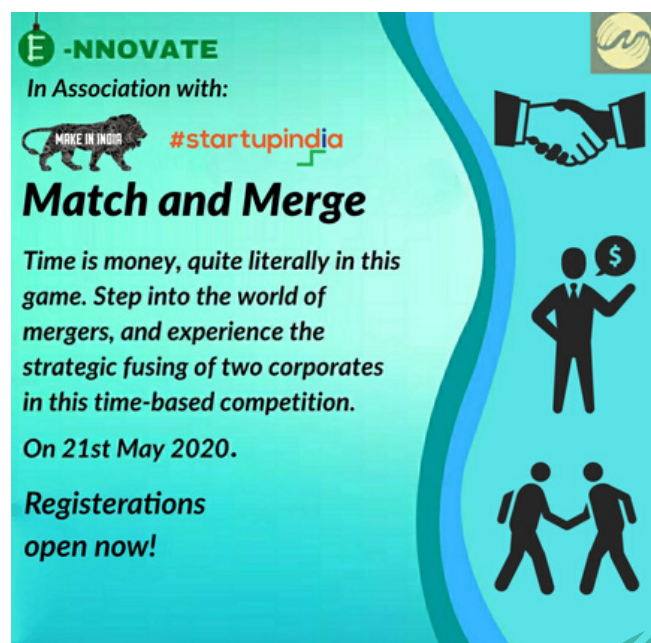


MR. RANGANATH THOTA
Founder and CEO
Fueladream.com

MATCH AND MERGE - DAY 4

The Preliminary elimination round saw the influx of more than 100 registrants spanning across the length and breadth of many colleges and diverse courses in Mumbai.

This pivot round featured unraveling and interpreting the selected Case Study. The aim was to challenge the critical thinking skills and strategical psyche of the students in relation to making major company decisions and comprehending the complexity of how mergers ensure in real life. Finally, the presentation round was judged by Mr. Yash Duggar.



A PANEL DISCUSSION ON THE POST PANDEMIC ECONOMY - DAY 5

PANELIST



MS. ANKITA PATHAK
Economist at Edelweiss
Financial Services.

PANELIST



MR. VIJAY CHANDIRAMANI
Founder at Certainty
Consultants Ltd.(UK).



MODERATOR
MR. ADITYA SHAH
(Entrepreneur, Anchor & Actor)
Partner, Qian Insurance Broking LLP.

Covid-19 has been the talk of the town and rightly so, with its unprecedented scale of impact on both individual human lives as well as entire nations and continents across the globe. The relative stability that we breathed in is now a thing of nostalgia, replaced by the constancy of chaos and ambiguity that we are learning to live with. Perhaps the biggest disruption, second only to loss of life, is the downfall and ruin of every economy – Covid-19 doesn't discriminate. For the purpose of elucidating on exactly what will become of these economies post the pandemic, Day 5 of E-nnovate introduced a Panel Discussion on Post Pandemic Economy with Ms. Ankita Pathak and Mr. Vijay Chandiramani as our Panellists, and Mr. Aditya Shah as Moderator.

While the general consensus was painted in gloom and realistic cynicism, the panellists agreed that some businesses and industries – Swiggy, Healthcare, DIYs, Technology and EdTech – were sure to harness their latent potential. Further, the meeting saw several educated guesses on the possible future actions of the various stakeholders and pillars of the economy, the likely employment scene, challenges and opportunities for budding start-ups, and the gradual transition of lifestyles. Nevertheless, the key takeaway ignited optimism in all, "Crisis is the Mother of Opportunities."