



REPORT OF ENTREPRENEURSHIP CELL (E- CELL) 2021-22

TEAM NAME: - VIVEK COLLEGE OF COMMERCE E- CELL
TEAM ID: - NEC 1536
E- CELL FB PAGE: [ecellvivekcollege](#)
E- CELL INSTAGRAM: [@ecell_vivek_college](#)
E- CELL YOUTUBE: [Meraki Vivek college of commerce](#)

Prof. Incharge
Prof. Anuja Narvankar (Convenor of IIC)
Prof. Lubina Gonsalves (Asst. Prof. of BMS Department)

Mentor: - Daniyal Keshvani
General Manager: - Mehjabin Patel
Asst. General Manager - Saba Memon

Marketing & Communication Department

HOD – Vivek Vasanth & Sunil Maharana
MEMBERS - Sarah Creado, Madiha Shaikh, Siddharth Nair, Alvin Mascreen,
Vineet Machewar, Darren Chettiar, Jenifer Durai, Madhumita Elangovan, Isha Thakur,
Jaison Chetty.

Administration & Finance Department

HOD – Satishkumar Kounder & Raveena Jain
MEMBERS – Vasanth Kumar Vadde, Alia Patel, Aswathy Vijaykumar, Ekta Mange.

Events & Operations Department

HOD – Oves Badra & Sriya Kirtikar
MEMBERS – Uttam Kandu, Tabitha Chiraboina, Deep Patel, Sanika Paradkar,
Sushila Pandey, Ryan Chettiar, Kevin Nixon, Vedant Ayre.

IT Department

HOD – Adarsh Mahto
MEMBERS – Anshika Dubey, Chinmaya Pairaiker, Shiva Naykar, Prathibha Pandula

Coordination Department

HOD – Dhruv Poojary
MEMBERS – Namrata Patel, Parthiban Murugesan.

Our Vision and Mission.

Our Vision is to encourage college-level students to start their own enterprise. There is a strong vision and dedication to achieve this aim and to carve out and nurture the potential of these students towards entrepreneurial instincts by providing them a platform for actualizing it.

Our Mission Create- Organizing workshops and lectures periodically to create awareness about entrepreneurship.

Motivate- Functioning as a guide for students with creative ideas which can be transformed into successful companies.

Mentor- Providing mentorship through individual for students launching their start-ups.

Financial Planning Workshop

Date: 3rd July 2021

Time: 4:00pm-5:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Ms. Nidhi Kothari (financial coach, HERMONEYTALKS)

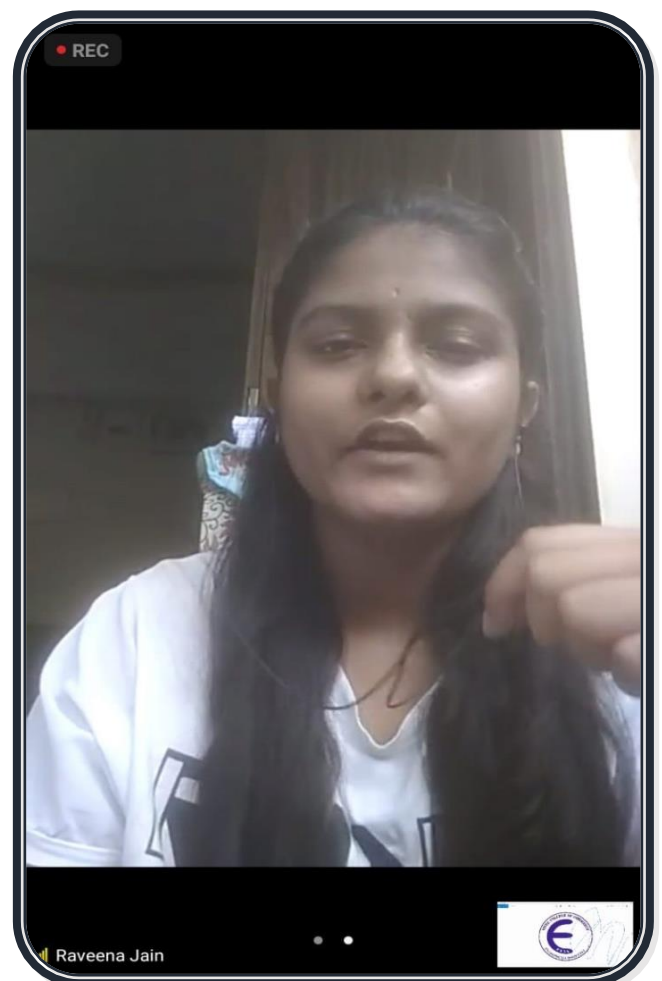
Platform: Zoom

No. of participants: 118

Objective: The main objective of this even was to give the students a basic knowledge about financial planning.

Outcome of the Event: All the participants interacted with the speaker and got a very clear knowledge of financial planning.

Images of the event



Tax Planning

Date: 4th July 2021

Time: 12:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Mr. Amith Gujarati (Financial trainer, HERMONEYTALKS)

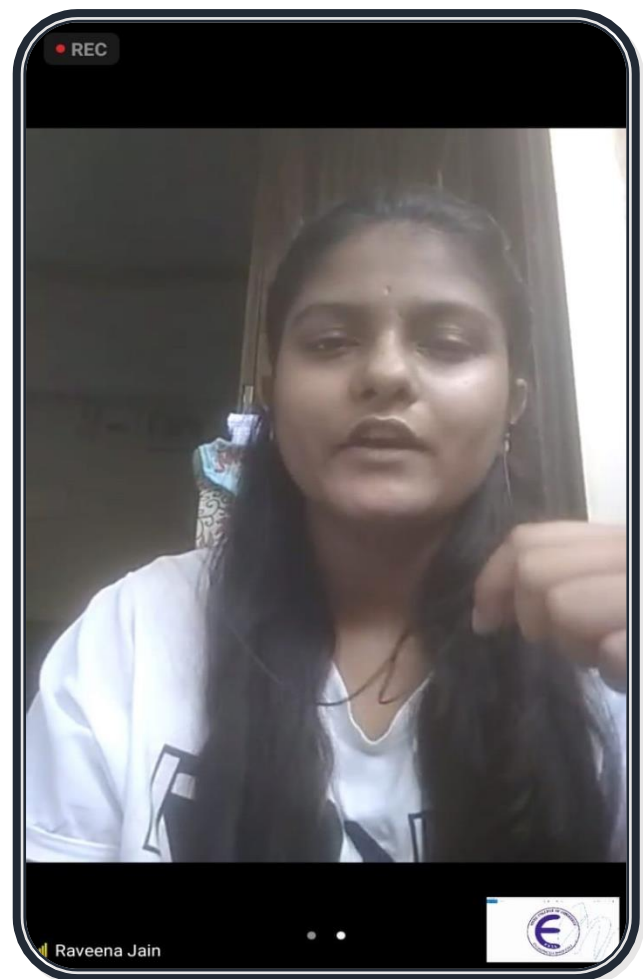
Platform: Zoom

No. of participants: 90

Objective: The main objective of this event was to give the students basic knowledge about tax planning.

Outcome of the Event: All the participants interacted with the speaker and got information about tax planning.

Images of the event



Advertising Appeal

Date: 17th August 2021

Time: 4:00pm-5:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Prof. Manisha Naik (HOD of commerce department)

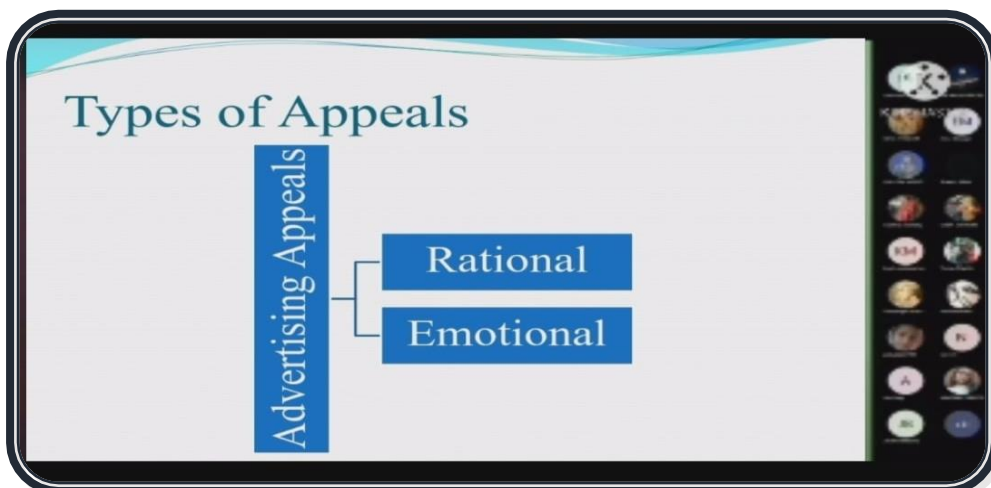
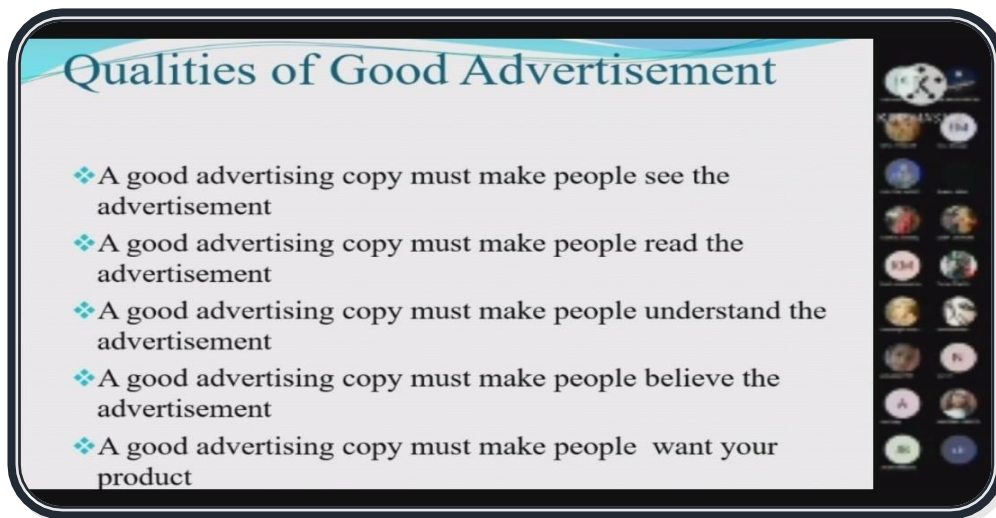
Platform: Zoom

No. of participants: 40

Objective: The main aim of the event was to give information about advertisements to the students and help them in creating one.

Outcome of the Event: All the participants gained a lot of knowledge about advertising and various forms of it. Participants understood the expertise for an effective advertisement.

Images of the event



Freshman's Orientation

Date: 6th October, 2021

Time: 3:00pm

Type of program: Webinar

Nature: College level

Speaker: Prof. Lubina Gonsalves (Asst. Prof. of BMS Department)

Platform: Microsoft Teams

No. of participants: 71

Objective: The main aim of this event was to introduce E- Cell to First-year students. And explain to them the working pattern of E-Cell.

Outcome of the Event: The students participated in huge numbers. All the participants understood the working pattern of E- Cell.

Images of the event



What Is Entrepreneurship?

Date: 10th October, 2021

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Mr. Pratyush Kamal (Co-founder of Instibuddy)

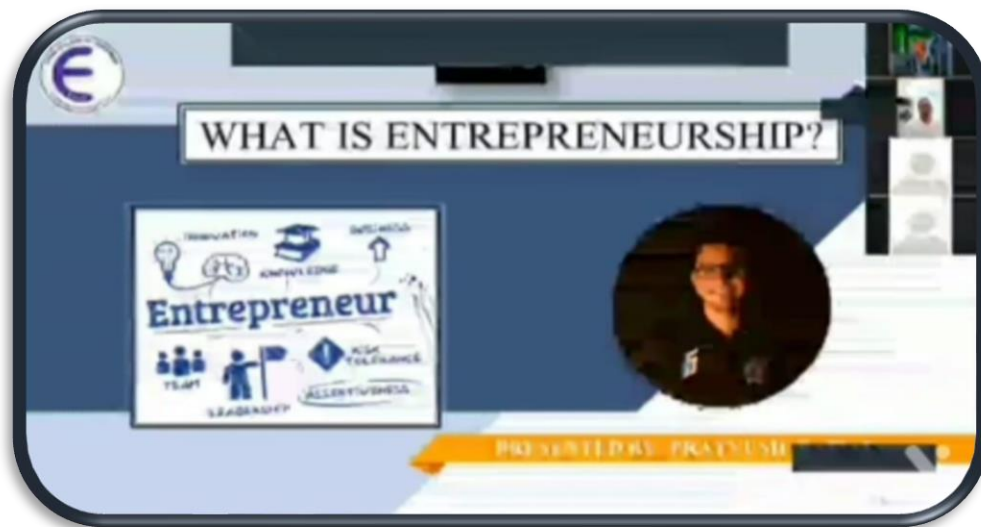
Platform: Microsoft Teams

No. of participants: 47

Objective: The main aim of this session was to aspire students to be entrepreneurs.

Outcome of the Event: All the participants of the session gained basic knowledge about entrepreneurship and even got all the basic information about E- Cell, its work ethics, etc.

Images of the Webinar



Eureka Junior/ Session on Problem Solving and Ideation Workshop

Date: 20th October 2021

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Ms. Prajakta Joshi (Founder and CEO of Pune Women Solo Travellers & T-Konnect Home & Stay)

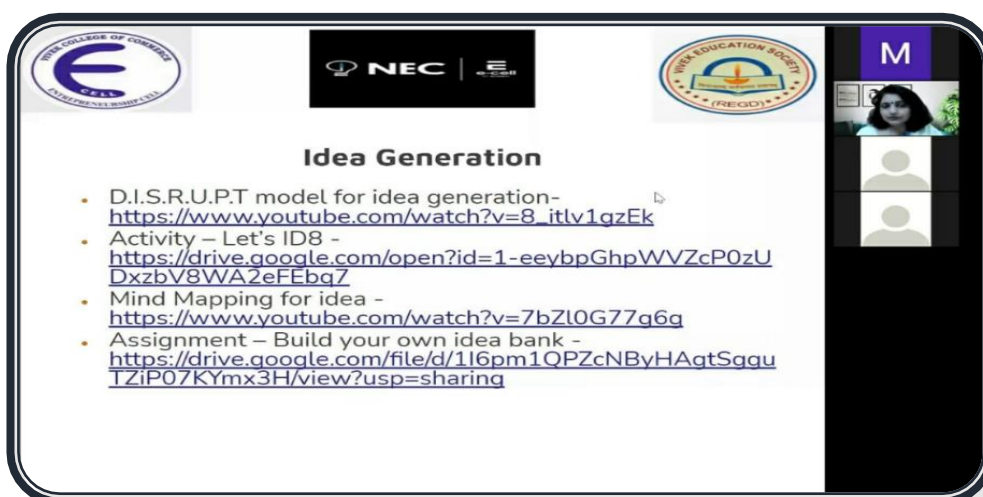
Platform: Zoom

No. of participants: 93

Objective: Eureka Junior is an initiative to promote entrepreneurship among the students of class 6th to 12th. Through workshops, we guide them along with their startup journey.

Outcome of the Event: The participants got to know about the techniques and skills required for entrepreneurship. The concept of developing ideas for a startup was explained to them.

Images of the Webinar



Social Media Challenge

Date: 16th October 2021 - 20th October 2021

Type of program: Filmmaking

Nature: Inter College level

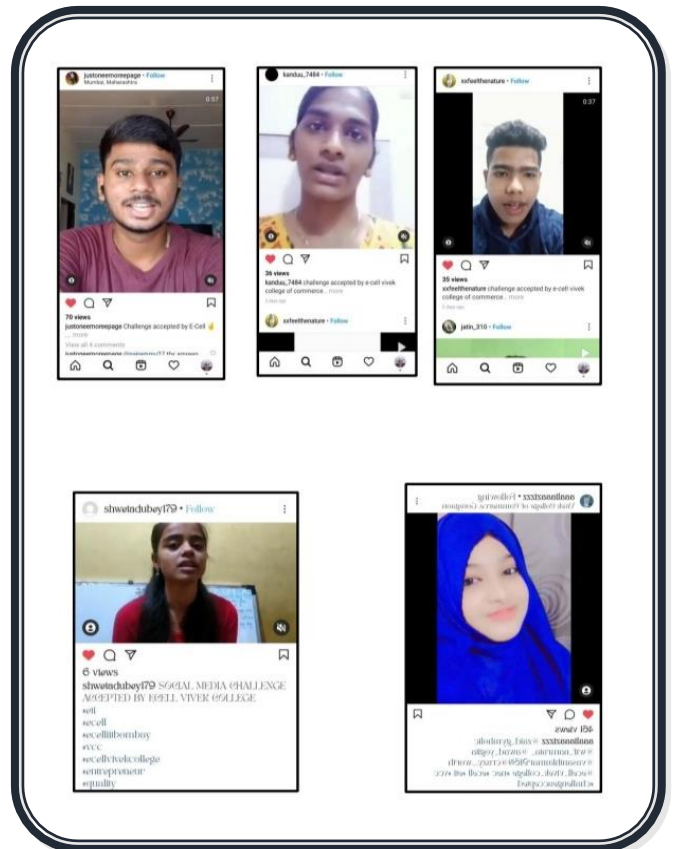
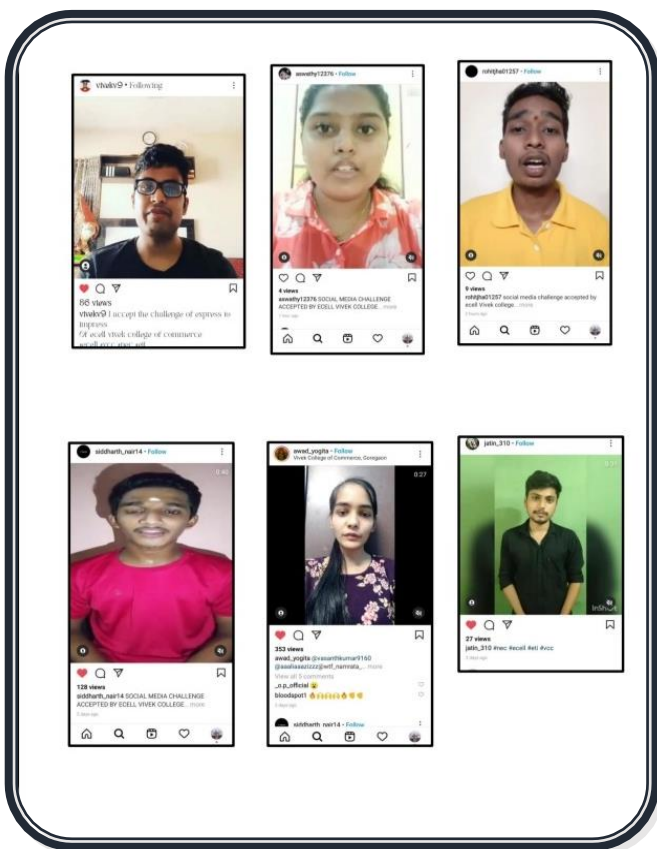
Platform: Social media platforms

No. of participants: 20

Objective: Express to Impress was a social media challenge given to all students. To showcase their creativeness by filming a video on their favourite entrepreneur, and their qualities.

Outcome of the Event: Many students participated in this event, and it was found that student's choices varied. Students created videos using images, animations, and transitions which attracted the viewers

Images of the Event



Adjustment Problem On Online-Offline Balance

Date: 20th November 2021

Time: 5:00pm to 6:00pm

Type of program: Webinar

Nature: College level

Speaker: -

Platform: Microsoft Teams

No. of participants: 20

Objective: The main aim of this event was to know that, what are the challenges faced by students due to the adjustment of online-offline balance. And to come out with a solution for these problems.

Outcome of the Event: Members explained all the problems that they are facing due to this adjustment of online-offline lectures. In the end, the group discussion came to the conclusion that either online lectures should be conducted or offline.

Images of the Event



Pitching And BMC/ Pitching Event For Ideas Scouted & Linkage With Innovation Ambassadors For Mentorship Support.

Date: 27th November 2021

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Mr. Rohan Ayyappa (Partner of DIA Healthcare)

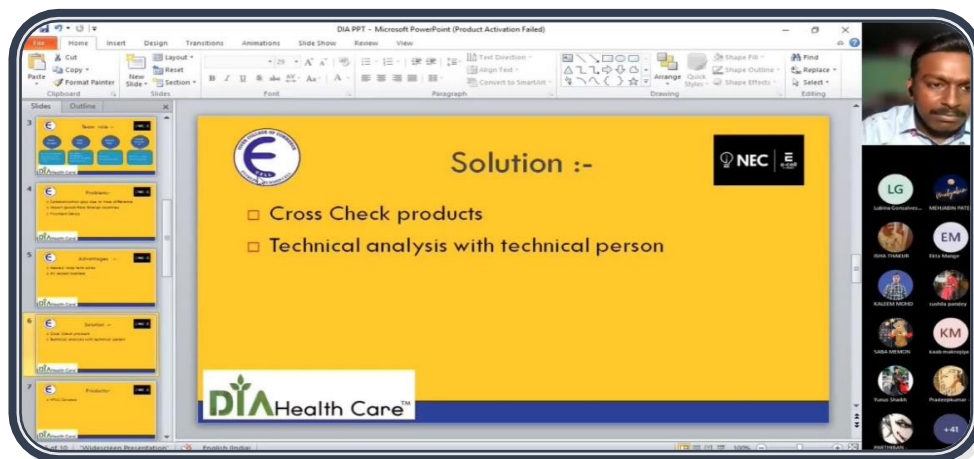
Platform: Microsoft Teams

No. of participants: 83

Objective: The main motive of this session was to unfold the process of starting up a business. To explain the required qualities and factors for starting up a business. And to throw light on the importance of pitching.

Outcome of the Event: The participants got a basic idea of how to start a business. And even the concept of pitching and its importance.

Images of the Event



Motivational Story by Successful Innovator

Date: 4th December 2021

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Mr. Amit Kothari (Founder of Labdox)

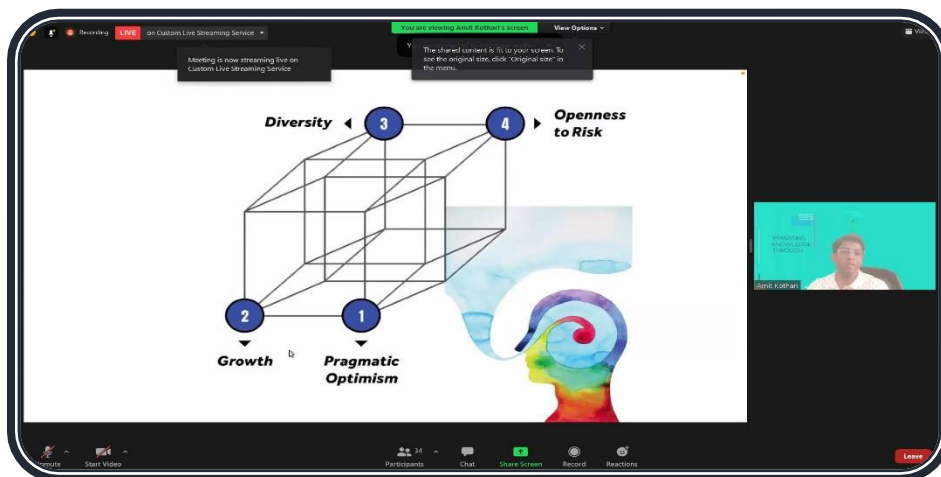
Platform: Zoom

No. of participants: 37

Objective: The main aim of this event was to motivate the students for entrepreneurship. And to help them to create an innovative mindset.

Outcome of the Event: This event was specifically conducted to motivate the students towards entrepreneurship. The participants received many tips from the speaker for developing an innovative type of mindset. Participants understood the difference between invention and innovation.

Images of the Event



Motivational Story by Successful Entrepreneur

Date: 11th December 2021

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Mr. Kisshhan Psv (Founder and CEO of H-BOTS)

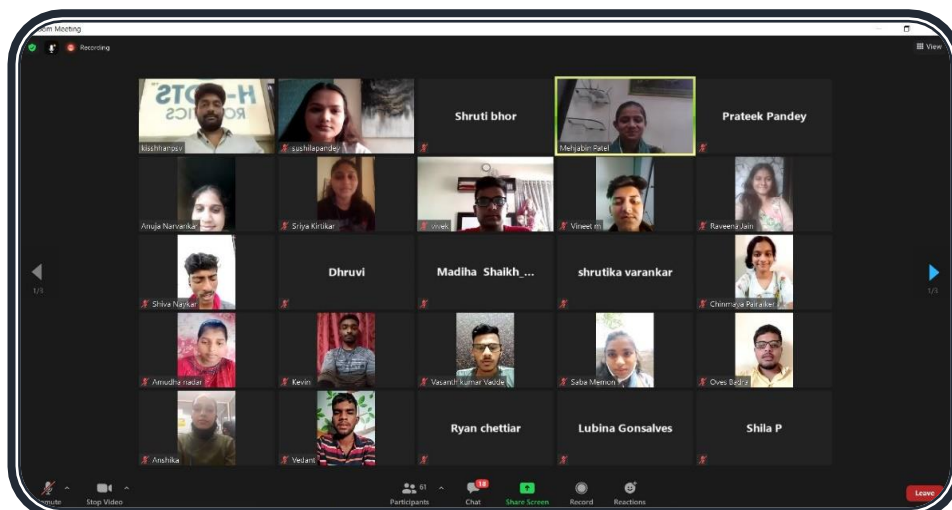
Platform: Zoom

No. of participants: 61

Objective: The main aim of this session was to motivate the students for entrepreneurship.

Outcome of the Event: All the participants were motivated through this session. The speaker presented himself as a live example before the participants and conveyed all the ups and downs faced down by him during his entrepreneurial journey.

Images of the Event



Workshop on Entrepreneurship and Innovator as Career Opportunity

Date: 18th December, 2021

Time: 4:00pm-5:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Prof. Omkar Pandharkame (CEO of Bhyee.io)

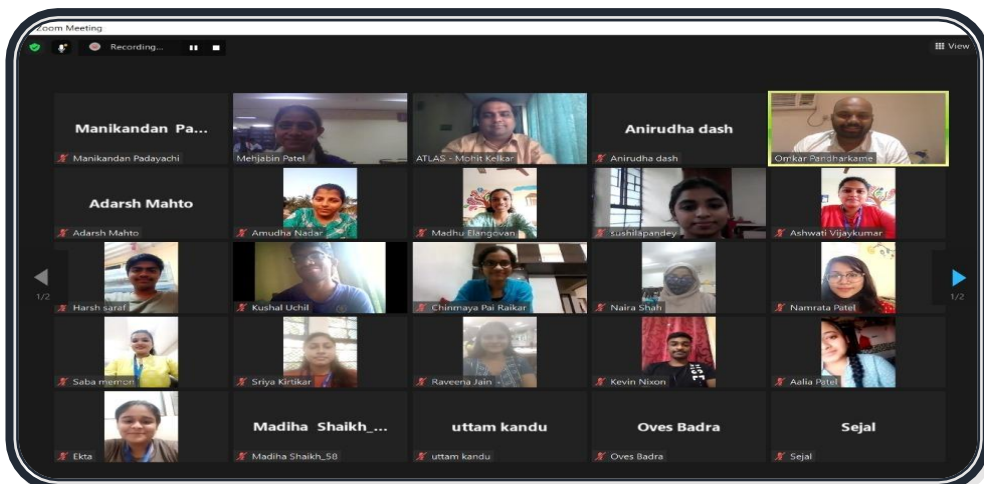
Platform: Zoom

No. of participants: 50

Objective: The main aim of this session was to explain to the students how entrepreneurship and innovation can be great career option.

Outcome of the Event: All the participants got a lot of knowledge about entrepreneurship from the speaker. The participants got their doubts cleared about entrepreneurship and innovation.

Images of the Event



OUR FUTURE PLANS

1. We have currently inaugurated our Meraki Pre-Incubation and Incubation Center on 20th December, 2021. We are currently registered under Ministry of Education's Institution Innovation Council and is collaborated with PAN India and Deendayal Upadhyaya College. Looking forward to issue patent and trade mark to our first incubitee.
2. We will be conducting a Voter I'd Drive under Meraki on 25th January, 2022 and 27th January, 2022.
3. We will be conducting a session on Intellectual Property Rights in Collaboration with Rajiv Gandhi National Institute of Intellectual Property Management on 7 or 8th February.
4. We will be doing our further activities of Quarter 2 of Institution Innovation Council.