

Report

Banasthali Entrepreneurship Cell



Banasthali Vidyapith

PO. Banasthali Vidyapith (Rajasthan)

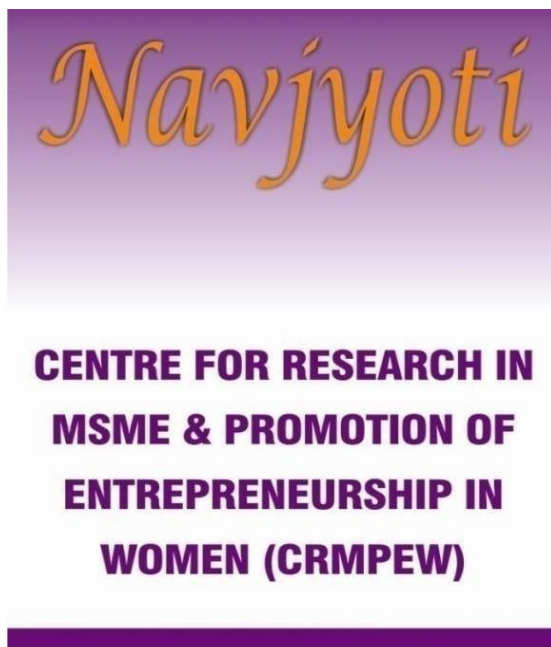
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www.banasthali.org

Project Report of August 2019



“Centre for Research in MSME & Promotion of Entrepreneurship in Women”



Acknowledgement: We thankfully acknowledge ‘SBI’ for their generous support for the project activities.

For internal circulation only

I. 3rd August : Day - 01 of Learning Block - 03, WOMENPreneur 2019





WOMENPreneur cohort workshop started with a session on MVP followed by one on one deep down discussions with mentors.

A day full of activities and roadshow was organised by the Federation of Indian Chambers of Commerce & Industry (FICCI) on Millennium Alliance Innovation challenge and Dr Vishwanandham from IKP Knowledge Park later joined to orient Life Science startups on writing BIG Grants. Banasthali is focusing on creating women entrepreneurs in the areas of Science & Technology.

II. 4th August: Day - 02 of Learning Block - 03, WOMENPreneur 2019







An extensive two day workshop of WOMENPreneur cohort ended with the startup's giving their presentation on MVP plan of action, followed by a one-to-one discussion with mentors and a special interaction with IP expert. Startups then had a detailed one-on-one session on funding opportunities for Life Science startup's.

III. 4th August : Workshop on Robotics by Stream Minds for Class 6th students.



The day concluded on an enthusiastic note with one of our startup STREAMinds' workshops on Robotics with class 6th school students of Banasthali. As they say 'you have to catch them young'.

IV. A drive to orient girls of Banasthali Vidyapith about Entrepreneurship was organised by E-Cell, Banasthali Vidyapith supported by State Bank of India. More than 2000 girls were oriented towards Entrepreneurship as an alternate career option and were guided about the traits of an entrepreneur, idea generation, importance of startups, and importance of female entrepreneurs in countries like India.















V. 6th September: Contact Session - 05 of WE Sprint 2.0

Incubatees of WE Sprint 2.0 Accelerator Program were brushed thoroughly on their Mock Pitch presentations by mentors in a one day rigorous workshop.





VII. 4th September: Tie and Dye Training of Rural Women in association with Rajeevika by E-Cell, Banasthali Vidyapith

One day training on Tie and Dye was organized by E-Cell at Banasthali Vidyapith supported by **State Bank of India**. The workshop was in association with Rajasthan Grameen Aajeevika Vikas Parishad - RAJEEVIKA at Gram Panchayat Ringas, near Sikar. Over 35 rural women were trained on tying and dyeing and product development. The training instilled in the women an understanding of making a customer centric product.





VIII. 26th September : Day - 01 of Idea Carnival 2.0

3 days Idea Carnival launched with 50 young innovators, the bootcamp will give wings to student ideas. The event is supported by **State Bank of India**.





IX. Day - 02 of Idea Carnival 2.0

Day 2 of Idea Carnival 2.0 started with workshop on MVP. Teams went feet-on-street for customer validation with hands on experience on proposed ideas by 12 teams followed by one-to-one discussion with mentors. The day concluded on an enthusiastic note with the teams preparing for the pitching session for the finale. E-Cell, Banasthali Vidyapith is supported by **State Bank of India**.





X. Day-3 of Idea Carnival 2.0

Idea Carnival 2.0 concluded with 12 powerful pitches by the teams who worked tirelessly on their ideas for the last 2 days.

Our heartiest congratulations to all the winners and best wishes to the participants.

E-Cell, Banasthali Vidyapith is supported by **State Bank of India**.



The program is reaching new levels with the name of **State Bank of India** as its partner. Thousands of Startups, Students, Guardians, Visitors and Rural Artisans acknowledge the support of State Bank of India for promoting women entrepreneurship.

The Social Media campaign is also going in full form. We have reached more than 4 Lac people through the social media campaigns.

The activities of E-Cell (which is supported by SBI) is also reaching a humongous number of students in campus & we graciously acknowledge the support of State Bank of India for supporting the noble cause.

Project Team:

Mr. Abhishek Pareek (SBI Chair), Ms. Saumya Verma (SRF), Ms. Anita Shou (JRF), Mr. Raghubir Singh, Dr. Meghadeepa Chakraborty and other student/staff volunteers

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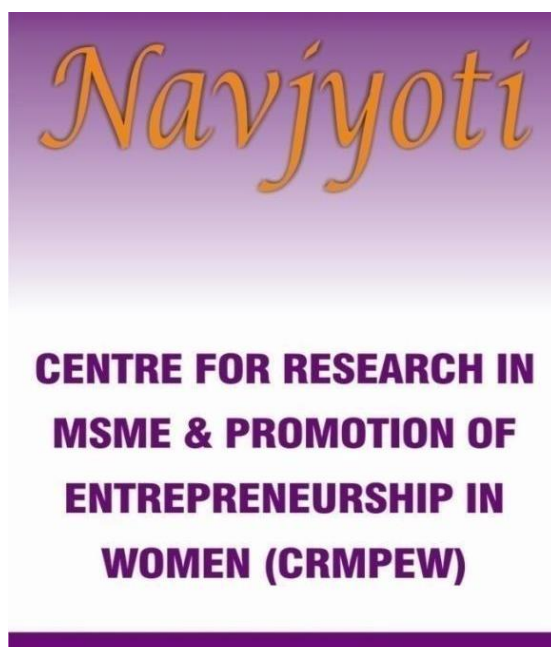
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Project Report of April - July 2019



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I. 17th April - Contact Session-04 of WE Sprint 2.0

The day witnessed a mentor-mentee meet between the 6 startups of the Accelerator Program to set the action plans and milestones to be achieved in the near future. The startups planned an agenda for the next three months.



II. 17th April - Learning Block-01 of WOMENPreneur 2019 (Day - I)

The Day I of the Learning Block - 01 of the second cohort of WOMENPreneur 2019 had Business Plan Development Workshop where they worked on their Business Model and were able to define their problem area.



III. 18th April - Learning Block - 01 of WOMENPreneur 2019 (Day-II)

The 12 energetic startups of WOMENPreneur 2019 were exposed to sessions on Product Planning and Unit Economics followed by One to One mentoring on 360D Business Model by mentors and industry experts on Day II.



IV. 27th April - NIAM's Agri Entrepreneur Visit

A team of young aspiring agri entrepreneurs led by National Institute of Agricultural Marketing (NIAM) visited AIC, Banasthali Vidyapith. Business Modelling workshop was facilitated by Abhishek Pareek, CEO, AIC Banasthali

followed by interaction with Shri D.V. Singh, Head of Krishi Vigyan Kendra.



v. 5th July - Orientation of Rural Women Micro Entrepreneurs in collaboration with Rajeevika (Day-I)

A two day workshop was organized by E-Cell, Banasthali Vidyapith, **supported by State Bank of India** in collaboration with Rajeevika to orient the Rural Women Micro Entrepreneurs on Product Innovation, Ideation, Opportunity Evaluation, Customer centric approach & motivating them to explore newer markets. On Day-

1 our mentor took a full day workshop focused on Ideation, Opportunity Evaluation, and Entrepreneurship along with Leadership, Marketing and Sales.



VI. 6th July - Orientation of Rural Women Micro Entrepreneurs in collaboration with Rajeevika (Day-II)

The day two of the Orientation of Rural Women Micro Entrepreneurs in collaboration with Rajeevika and E-Cell, Banasthali Vidyapeeth, **supported by State Bank of India** saw discussions on Innovation on Rural Enterprises along with cluster discussions on Castor Oils Production, Amla Products, Mushrooms, Garlic Powder etc. Over 20 rural women micro entrepreneurs were oriented on

innovating the products they produce and exploration of newer market segments.



VII. 19th July - Workshop under Entrepreneurship Development Program (Session - I)

Two days of interactive and engaging sessions by Ms. Divya Rajput, Co-Founder, Women In Business, was organized by E-Cell, Banasthali Vidyapeeth **supported by State Bank of India**. More than 250 students attended the sessions and were oriented to talk about ideas, innovation and investments. The first session saw over 60 students from Earth Sciences background engaging in the session.



VIII. 19th July - Workshop under Entrepreneurship Development Program (Session - II)

The second Session of Entrepreneurship Development Program conducted by E-Cell, Banasthali Vidyapith, **supported by State Bank of India**, witnessed over 80 students engaging in the activity organized by Ms. Divya Rajput during her interaction where she taught students about consumer perspective of products.



IX. 20th July - Workshop under Entrepreneurship Development Program (Session - III)

The third session of the Entrepreneurship Development Program began with orienting Research Scholars on the need of validating their products and commercializing their research. Over 30 students were oriented into commercializing their research under the session organized by E-Cell, Banasthali Vidyapith, **supported by State Bank of India.**



X. 20th July - Workshop under Entrepreneurship Development Program (Session - IV)

The fourth session of the amazing two days full of interactive and activity based workshop under Entrepreneurship Development Program organized by E-Cell, Banasthali Vidyapith, **supported by State Bank of India**, introduced students to the concept of entrepreneurship. Over 80 students from the Biotechnology background were excited to know how their research could be commercialized and utilized for the well-being of the society.



XI. 26th July - Ideation Workshop for E-Cell Students

An Ideation Workshop was organized by E-Cell, Banasthali Vidyapith facilitated by Ms. Anita Shou and Ms. Saumya Verma to orient students on Problem Identification. The students worked on problem-solution fit and came out with innovative ideas. The program is **supported by State Bank of India and Enprendia.**





The program is reaching new levels with the name of State Bank of India as its partner. Thousands of Startups, Students, Guardians, Visitors and Rural Artisans acknowledge the support of State Bank of India for promoting women entrepreneurship.

The Social Media campaign is also going in full form. We have reached more than 2 Lac people through the social media campaigns.

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'Centre for Research in MSME & Promotion of Entrepreneurship in Women'

SBBJ – Banasthali Vidyapith “Navjyoti”



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Consolidated Project Report for April, May and June

We dedicated summers to rural areas of Tonk District, these months we have used an advantage for us and put our all efforts to visit rural villages as much as we can trying to understand their perception about Entrepreneurship, their problems, their demands etc. Two months are very less to understand different communities properly. There is long way to go but happy to share that we are on our way.

MAY 2017

5th and 6th May - We organized the last session of the 3 months Incubation Program started after the 2nd Inter Department B-Plan Competition. For the 2 days sessions, all the incubates were mentored and encouraged by real time entrepreneurs Mr. Ishwar Jha and Mr. Pankaj Sethi to take their plans to the next levels. It was wonderful and very enthusiastic session. Each of the participants/groups presented their ideas in detail and taken feedback from the mentors on how to launch the ideas in market.



One of our bright student Ms Anchal Raj Srivastava of MBA, who is working on a reusable sanitary pads for rural women has joined Saral Designs Solution Private Limited, Mumbai as a intern for next 6 months. Where she will get opportunity to explore the loopholes with her product and try to overcome them. This company has developed India's first indigenously designed machine for producing ultra thin sanitary napkins at affordable price.

Two more students from MBA 2nd yr Ms Pooja Pancholi and Ms Sanjana Binwal who are working on the idea "Power of Pine" have joined Ashoka Youth Venture, Bangalore as interns for

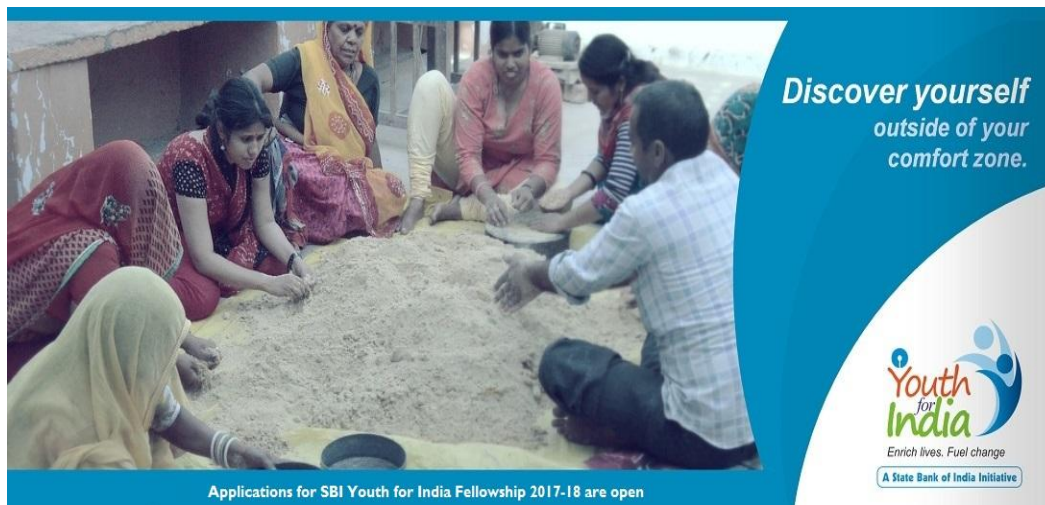
next 6 months. Ashoka Youth Venture is an international community of change makers, with over 6,000 Venture teams in 23 countries across the globe. The aim of program is to help create in everyone as a Changemaker.

Ms Komal Rangwani, student of MBA 2nd yr took her business idea very seriously and decided to work on her project Naari (manufacturing of Khadi) as her internship. This step is very appreciable and encouraging to other students as well.

Another student group Ms. Itika Sethi (BBA 3rd year) & Ms. Bhumika Ghalyan (BSc 3rd year) have launched their magazine “Feel Alive Today” which has seen overwhelming response and are now gearing up for launch of second edition.

SBI Youth for India Fellowship

We have introduced SBI Youth for India Fellowship among final year students of MBA, BBA, B.Com and they are very enthusiastic to enroll themselves in this program, it's a 13 Month program. The fellowship offers the best platform in the country to follow their heart and help solve rural India's most pressing challenges. We expect students to get selected in the fellowship.



17th May - SRF – Priyanka Rajawat has visited Rajeevika (Rajasthan Grameen Ajeevika Vikas Parishad), under the Department of Rural Development, where she has understood that Rajeevika is working for the development of Rural women through SHG groups and provide them different kinds of training in Farming and Non-Farming activities.

She has also facilitated training of rural women in internet knowledge. She managed Idea cellular and Rajeevika for providing basic internet knowledge to the rural women under their project “ROSHINI”.

After that she visited Chorpura village for VO meeting where we interacted with the rural women and try to get their views on what skills they need training.





24th May - We met BDO of Niwai Mr. Murarailal Sharma regarding helping us in mapping of rural areas with respect to information and data related to that particular village.

We also attend meeting of SHG with SPM, DPM, CPM as well as attend training session of rural women on farming and animal husbandry.



25th May - We have visited KVK (Krishi Vigyan Kendra) for survey that what kind of trainings they are providing to the farmers, for how much time and when they provide it. We also suggest the concern person of KVK to provide training on Organic Farming and specially on vermi-compost and discuss about Dairy Farming with them. So, we can explain to the rural women.



27th May - We have visited Banasthali Village on for collecting information that on what things they need training, what kind of work they want to pursue and what kind of help they are expecting from us, so we can help them in best possible way.

28th May - We have visited Bhatariya and Devpura Village for one to one interaction with the rural women for survey on what skills they need training for self employment. We are happy to share that they demand for training on skills, according to their choice.



29th May - We have visited The Centre for Community Economics and Development Consultants Society (cecoedecon) in Niwai, where women were gathered across 35 villages. We interacted with all of them and were trying to collect different kind of views on Women Entrepreneurship from them. We gave them few options, so they can choose on what skills they want to work.



24th May 2017 – Shri Abhishek Pareek visited Jaipur Rugs Foundation a prominent NGO based in Jaipur. The NGO works in the area of skill development, providing sustainable livelihood to rural poor especially women. It was a very fruitful meeting & we are not actively

looking at providing skill development training to some of rural women so that they can set up their own carpet manufacturing setups.

Research Work in May 17

- Our Research Scholar Ms. Shruti Parashar under the supervision of Prof. Harsh Purohit has submitted synopsis on the topic – “STUDY OF INDIGENOUS ENTREPRENEURSHIP MODELS”
- Our Research Scholar Ms. Baisakhi Mukherjee has published a paper titled “Indian Consumers and Organic Products (With special reference to North India)” in the *International Journal of Commerce, Business and Management*.
- Our Research Scholar Ms. Khushbu Goyal under the supervision of Prof. Harsh Purohit has submitted synopsis on the topic – “A Non-Governmental Intervention to Promote Swadeshi FMCG in India” which is based on the entrepreneurs in India.

June 2017

2nd June - We have visited three villages (Bhatariya village, Talab Colony and Banasthali Village) for the survey, especially for Jaipur Rugs Foundation a Jaipur based NGO providing skill development training to rural women.

According to our survey, we have found that there are around 30 women who have shown interest in taking training in manufacturing of carpet from them. We are in regular contact with JRF. So, we can provide them training and give a chance to live their life with dignity.

From 5th to 9th June – Financial Literacy Week - We have celebrated Financial Literacy Week, in which we have organized several activities with Financial Literacy team for rural women. We have taken general awareness session on Financial Literacy and Entrepreneurship in different villages. We have covered around 100 women through this program. As well as we motivate them to play roles on different schemes related with it, We give them a Budget making activity in minimum time, We encourage them to share their views on these topics etc.



10th June - We have introduced “Roshni Project” for rural women, under this project they are learning from trainer about Digital Literacy like how to operate Smartphone and tablet, what is internet, what’s its uses, needs and benefits of Digital Education for their betterment.



13th June - We had meeting with Dr. Mukesh Panwar in Jaipur regarding a event which is going to be held in last week of July in Banasthali Vidyapith. This one day event will be organized by

Jagriti Yatra (non-profit charitable organisation) and supported by Coca-cola. Their motive is to promote Entrepreneurship everywhere.

For that, they will also organise a B-plan competition across India in next couple of months. With the help of this event they want to motivate the youth to become a changemaker and encourage them to be a part of B-plan competition at National level.



15th June - We have visited the site of Jaipur Rugs Foundation (Handmade Carpet Manufacturing y) their manufacturing unit in Manpura near Jaipur. We interacted with the rural women who were engaged in manufacturing process of carpet. It was surprising for us that they are keenly interested in taking higher education from us. We can see hunger in their eyes for education. We are in planning phase for providing better education to them.



17th June - We have organized second session of Roshni Project with our trainer where she taught them about different application used in smartphones. They learn how to install application and use it for easy transactions.

23rd June - We have organized third session of Roshni Project, in which the trainer talked about Bhim (Bharat Interface for money). It's a Mobile App launched by Hon'ble Prime Minister of India on 30 December. It's intended to facilitate e-payments directly through banks to encourage cashless transactions.



28th June - We have visited Dagarthal Village in Niwai District, to explore the jute products manufactured by them before 4 to 5 years ago. But now, there is no production because of unavailability of market and lacking skills. We are working on this issue. So, we can help them out in best possible way.



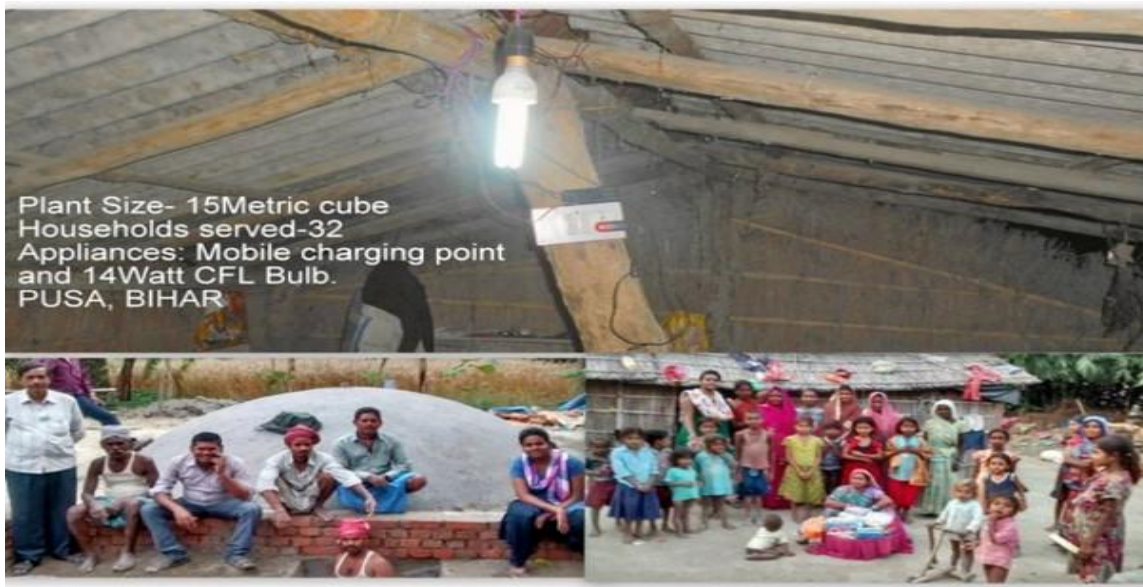
30th June - We have organized our last session of Roshni Project, where our trainer took revision of all the matter which she taught in first three classes.

Our bright Alumnae Ms Akanksha Singh has successfully installed a small Livestock based biogas plant among a cluster of houses in a village- Bathua, PUSA, Samastipur district of Bihar. It is based on the Deen Bandhu model with a 15 m³ capacity that generates 10 KW per-

day. This production is utilized for providing electricity to the targeted 50% of the total households for 6 hours per day in the tola/hamlet within the village. The project also provides electricity to farmers and educates them to use biogas for their motor pump instead of diesel it not only saves the environment but also increase their savings by using clean energy. The supply of electricity at the initial stage had been restricted to only 30 households which will be stretched to another couple hundred households at least. The raised funds will help us them in expansion of our service to more communities and farmers. It will help us in covering the expenses such as electrical appliances wire, bulbs, holder, switches and boards.

She has always been that thoughtful who want to contribute to the society in a way which could save environment and at the same time serve the society too. She has a keen Interest in waste management and being a native of BIHAR, she wanted to come back and start contributing for the welfare of the society. She has taken a step for a very noble cause in lighting up the homes and hearts of some of the less fortunate in our society.

The project aims to generate bio-energy by linking a community to a local biogas plant which would make use of domestic/kitchen waste, animal dung and human excreta together on a mass scale to produce biogas, organic manure and electricity. They have introduced Bio-pesticide with use of Bio-gas plant slurry under the supervision of ICAR Scientist, Delhi which completely replaces Chemicals from the farm while increasing agriculture produce and farmer's income. It helped 120 Farmers to completely give up chemicals from farm and start practicing organic farming in four different districts of Bihar. The project also has several positive interventions which could lead to reducing poverty, improving agriculture and more inclusive ways of providing energy.



Facebook page of SBBJ Banasthali Vidyapith 'Navjyoti' Project has been liked by more than 100000 & has reached to more than 250000 people.

Project Team:

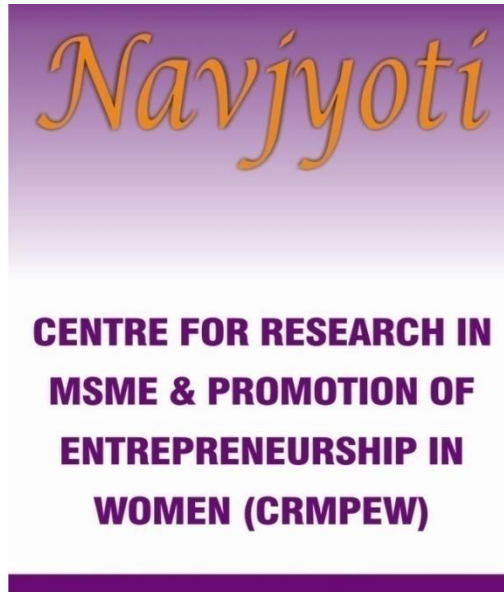
Abhishek Pareek (SBBJ Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Mr. Prashant Raman, Ms. Ravisha Chutani and other student/staff volunteers

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Project Status Update: December 2017

- I. **Workshop at Jabalpur – The E-Cell of Banasthali Vidyapith has also started taking other women's colleges under its fold, helping them with setting up their E-Cells and conducting workshops there.** Towards that, we have signed MoU with Mata Gujri Mahila Mahavidyalaya, a women's college based in Jabalpur, M.P. As part of the MoU our faculty Prof. R.P.Raharia has conducted a 2 day workshop on Entrepreneurship with their girl students. The workshop was attended by more than 280 students and received a wonderful feedback.



वर्कशॉप में छात्राओं ने सीखे उद्यमी बनने के गुर



माता गुजरी कॉलेज में वर्कशॉप के दौरान छात्राओं में दिखा उत्साह।

जबलपुर। नईदुनिया रिपोर्टर

यंगस्टर्स के बीच एंटरप्रेन्योरशिप के लिए मोटिवेशनल और इंस्पिरेशनल वर्कशॉप आयोजित किया गया।

मातागुजरी कॉलेज में आयोजित इस दो दिवसीय वर्कशॉप में स्टूडेंट्स को एंटरप्रेन्योर बनने के लिए मोटिवेट किया गया। इसमें 200 छात्राओं ने हिस्सा लिया। वनस्थली विद्यापीठ से आए प्रो. रामप्रसाद राहुरिया ने छात्राओं से बातचीत की। उन्हें खुद का स्टार्टअप शुरू

माता गुजरी कॉलेज
एंटरप्रेन्योरशिप के लिए
मोटिवेशनल वर्कशॉप का आयोजन

बना सकते हैं इसके बारे में बताया। यहाँ स्टूडेंट्स ने भी एक्सपर्ट से सवाल किए और उन्हें उनका आंसर मिला। प्रश्नपत्र तालिका के माध्यम से छात्राओं को प्रेरित किया गया।

कार्यक्रम का आयोजन प्राचार्य डॉ. विनिता कौर सलूजा के निर्देशन में किया गया। इसमें ईसेल ईचार्ज डॉ. राफिया रिज्वी, डॉ. समता

- II. 4th to 6th December 2017** – Our E-cell and Incubation team attended 3 days training program at Startup Oasis in Jaipur. The training program was aimed at understanding the basics around – How Incubation Centre and E-cell should work for nurturing women led startups. As it is time now to go the next level and work with the startups. Through multiple presentation and activities, Startup Oasis defined us the ways of creating and implementing different programs and competitions in Incubation Centre including how to engage and motivate students to go for entrepreneurship in a structured way. The training had a understanding of varied activities of an incubation centre.



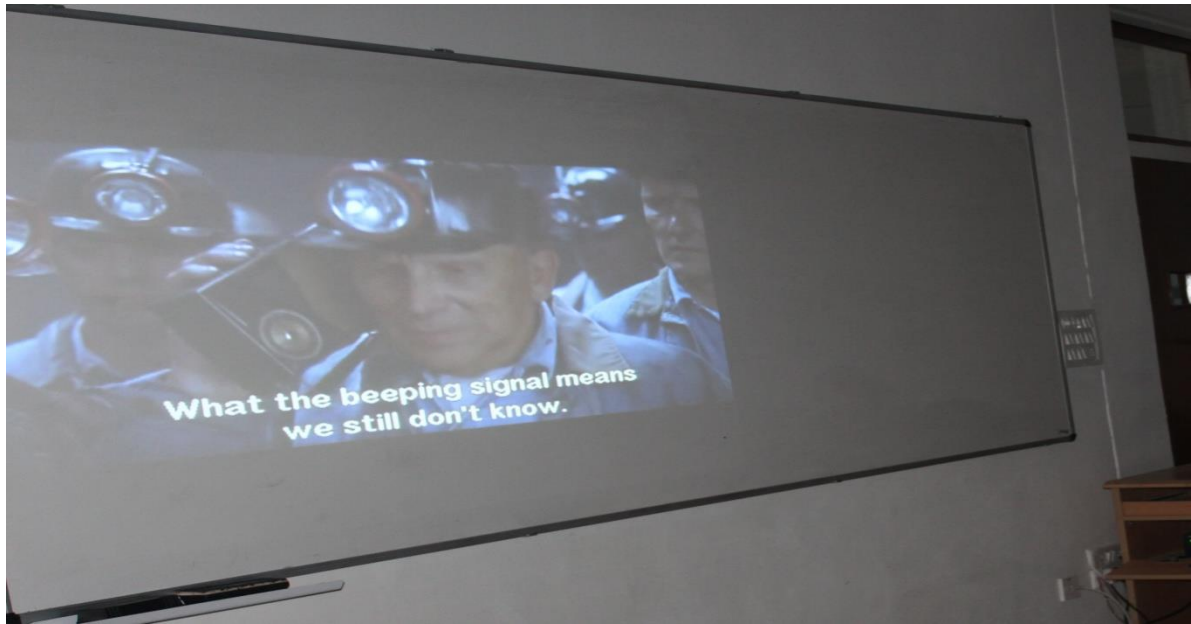
- III. 11th December 2017** – Banasthali has awarded Phd to Dr Maneesha Kaushik for her wonderful work on Startups in Rajasthan. Her work is one of its kind in Rajasthan.
- IV. 14th December 2017** – Shri Anand Rudra, Senior Advisor, US AID visited Banasthali. US AID is supporting entrepreneurs through a specialized program called IHUWASH. The program intends to nurture startups in areas of Waste, Health, Hygiene and Sanitation. Mr. Anand was very happy to see the works of E-Cell in promoting women entrepreneurs, he very much liked the work of Banasthali in giving sustainable livelihood to rural women through Khadi manufacturing.





V. **20th December 2017** – To break the monotony of interactive sessions, this time we came up with the unique idea of film screening. The screening of movie 'October Sky' was organized for all the e-cell members.

The objective of the activity was to inspire students to never give up on their calling irrespective of the hardships they may encounter on their path. The session was well balanced with discussion which leads to enhanced understanding of the movie among students and increase motivation to pursue their dream without fearing of failure.



- VI. 22nd December 2017** – As a part of initiative our team has targeting school's audience this time. So, thought of coordinate inspiring activities with the high school students of Banasthali. We have conducted a session. In that session they were divided into small groups of 15 students each and were asked to perform few activities. These helped them in identifying their leadership quality and churn the wheels of their minds and create an exciting story thus bringing out their creativity at its best. We are happy to share, their participation was full of enthusiasm and energy and they were keenly interested on attending more such sessions in future.



- VII. 29th December 2017** – One of our bright student Ms. Anchal Raj Srivastava from Management course is working on organic and eco-friendly sanitary napkins for rural women. For that purpose she had organized Menstrual Hygiene Awareness session for rural women in Bhatariya village, in order to make them aware of healthy practices needs to be done during periods. There were around 30 women attended the session and find it interesting. The outcome was there is a need for adequate availability of good quality sanitary napkins at an affordable price and more awareness needs to be spread among other women to solve this social issue of unhealthy menstrual hygiene.



Project Status Update: January 2018

- VIII. 3rd \ 9th \ 10th \ 17th January 2018** – Ms. Priyanka Rajawat (SRF - CRMPEW), has visited Tonk District, Rajasthan to explore rural artisans & their entrepreneurial skills. She has started her entrepreneurial journey with the help of Rural community of Tonk, who are engaged in felt making

from ages. She is trying to search out good potential market for felt products through different market strategies and networks. The idea is to provide market access to the local industry and provide sustainable livelihood opportunities to the artisans.



- IX. 5th \ 6th January 2018** – Ms. Ravisha Chotani and Ms. Anita Shou (CRMPEW Project staff) along with students and other faculty member visited JECC Jaipur for attending IIF 2018. It was organized by Department of Industries (Govt. of Rajasthan) and Laghu Udyog Bharti. Department of Industries promotes small scale industries and marketing of their products. Around 120 students from Banasthali Vidyapith participated in the various events organized like Mega MSME Conclave, technical Seminars, exhibition, etc. The whole idea is to give students exposure on how other women are involved in various business avenues.



- X. 15th January 2018** – "Children must be told how to think, not what to think" With a purpose of promoting a new way of thinking among the young minds, the E-cell members organized a fun learning session with class 12th students of Sharda Mandir, Banasthali Vidyapith. While the 'worst case scenario' encouraged them to think out of the box and the 'shadow behind you'

was a great activity to develop the concentration power. More than 200 students participated in the event.



XI. 19th January 2018 – Our students attended, E-Conclave at Manipal University, Jaipur. E-Conclave is the 3-day flagship event of E-Cell, Manipal University Jaipur which garners young entrepreneurial minds from all over the nation.

E-Conclave covers a gamut of sub-events that include Innovriti, Ideation Competition, IPR & GI Talks and Business Quiz Competition along with an Intern fair. The unified effort of all sub-events is to provide students with a closer insight into the entrepreneurial world and bring to them some real-world business challenges.

Our students applied for INNOVRITI (Business Plan Competition) and 6 teams were shortlisted which consisted of 11 students. On day 1 each team was assigned to the mentor panel and their ideas were discussed. Total 25 teams from different Universities got 2 minutes to pitch their idea to the jury members. Out of these 25 teams, top 10 business ideas were shortlisted for the final round in which 1 team from Banasthali University was shortlisted for the final round.

On day 2, these top 10 finalists pitched their ideas to the jury and investors and got valuable feedback. Despite none of the team won the competition but our students got to know how to work on their loopholes, what will be the next step in their entrepreneurial journey. The 2-day event was full of learning and enthusiasm for our budding entrepreneurs.



XII. 19th January 2018 - The outreach program for WOMENPreneur under the Incubation Centre at Banasthali Vidyapith was conducted at Kota in partnership with Startup Oasis and TEDSTART Jhalawar. An Impact Talks event was organised at the premise of Career Point University. The event focused on the theme of "Strengthening Startup Ecosystem in Kota" moderated by Chintan Bakshi (CEO – Startup Oasis). The panel members included of: Mr Pramod Maheshwari (Founder and Chairman, Career Point Ltd.), Mr K.M Tandon (Advisory, Shriram Fertilizers and Chemicals), Professor Rajesh Singhal (Coordinator, ED Cell RTU), Mr Shreyans Mehta (Founder, Medcords), and Mr. Mayank Trivedi (GM, Eduncle Pvt Limited).



- XIII. 20th January 2018** – Shri Shalabh Mittal, CEO of School for Social Entrepreneurs visited Banasthali and took a one on one mentoring session with budding entrepreneurs of Vidyapith, it was very informative and interactive session. Budding entrepreneurs were very excited to clear their doubts which they are facing during their entrepreneurial journey.



- XIV. 20th January 2018** – Shri Satyajit Majumdar, Professor, Centre for Social Entrepreneurship, TISS visited Banasthali and interacted with students of MBA stream, where he talked and motivated about social entrepreneurship as a career option, motivated students and cleared their doubts.



- XV. 20th January 2018 -** An event on “Challenges and opportunities for women entrepreneurs” was conducted by Incubation Centre, Banasthali Vidyapith in collaboration with Startup Oasis and Ted start Udaipur at College of Technology and Engineering. The Panel members were – Ms. Vidhi Jain (Co-Founder of Shikshantar, Ms. Guddi Prajapat (Founder of Eco Hut), Ms. Julie Jain (Co-Founder of Banyan Roots), Ms. Rama (Founder of City walk Udaipur).



- XVI. 20th and 21st January 2018 –** “Banasthali has a research group called OMRISE which has been formed in a unique collaboration with Buurtzorg, Netherlands and Praan Group, Netherlands. OMRISE organized its Second International Conference on “Integrating

Simplification: Harmonizing Humaneness with Technology in Entrepreneurship through Integrative Intelligence” at Banasthali University. With this conference, we hope to bring insights and approaches from both West and East to enrich ways of organizing and entrepreneurial thinking.”



- XVII. 20th & 21st January 2018** – Ishwar Jha, founder of Appetals has visited Banasthali and conducted two day workshop on “as your career” with around 250 students of different stream. Where he talked about different career option and suggests them to choose wisely.



- XVIII. 21st January 2018** - For creating awareness about WOMENPreneur, Incubation Centre, Banasthali Vidyapith, organized one panel discussion on the topic “Challenges and opportunities for women entrepreneurs” hosted by Startup Oasis and Ted Start, Jodhpur at MBM Engineering College. Ms. Harshita Rathore (Founder of Gang Sutra) , Ms. Shruti Goel (CEO of MyShop Iq), Ms. Chahat Arora

(Co-founder of The Blue Umbrella), Ms. Sushila Toshniwal (Toshniwal Sarees) were the panel members.



- XIX. 24th January 2018** – Incubation Centre, Banasthali Vidyapith, is glad to organize a panel discussion on **“Challenges in Scaling up of Women-led Startups”** at **Indian Institute of Crafts and Design, JAIPUR** . We invite enthusiastic Women Entrepreneurs to get benefits from experienced Panelist who have faced challenges in successfully running their enterprise. The budding entrepreneurs will get clarity about **“How to run an enterprise with facing multiple challenges?”**



- XX. 30th January 2018** - An outreach event on WOMENPreneur at Sophia Girls College, Ajmer was conducted by Incubation Centre, Banasthali Vidyapith.

For creating awareness about WOMENPreneur, Incubation Centre, Banasthali Vidyapith. The principal of Sophia College Sister Pearl had given us the opportunity after assembly to talk about this and encourage budding entrepreneurs to pursue their passion and apply for WOMENPreneur with their transformational idea to get an opportunity to incubate with Incubation Centre, Banasthali. After that, we had one to one query with some students to solve their issues and give them more clarity on WOMENPreneur and importance of Women Entrepreneurship.

- XXI. The program is reaching new levels with the name of State Bank of India as its partner. Thousands of students, Guardians and visitors acknowledge the support of State Bank of India for promoting women entrepreneurship.**
- XXII. The Social Media campaign is also going in full form. We have reached more than 2 Lac people through the social media campaign.**

Project Team:

Abhishek Pareek (SBI Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Ms. Ravisha Chutani, Mr. Raghuvir Singh and other student/staff volunteers

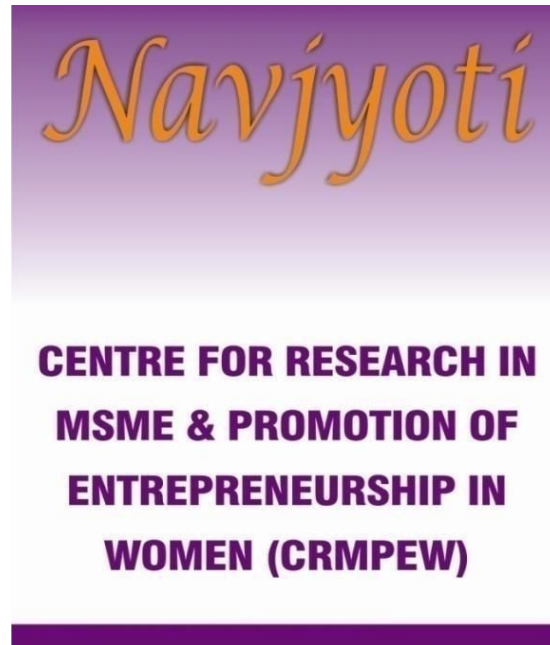
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Project Report of March-April 2019



“Centre for Research in MSME & Promotion of Entrepreneurship in Women”



Acknowledgement: We thankfully acknowledge ‘SBI’ for their generous support for the project activities.

For internal circulation only

Project Report of March-April 2019

I. 1st March - Youthpreneur Workshop by Karmyo for E-Cell Students



E-Cell, Banasthali Vidyapith supported by **State Bank of India** organised Youthpreneur workshop in association with Karmyo. The 5-hour activity-based workshop was themed on Idea Generation. 50 students participated in small groups to ideate, enabling them to develop an entrepreneurial mindset.

II. 3rd March - Youthpreneur Workshop by Karmyo for Banasthali Students



Project Report of March-April 2019

E-Cell, Banasthali Vidyapith supported by **State Bank of India** organised Youthpreneur workshop in association with Karmyo. The lively and engaging workshop was focused on Idea Generation. Participants from various courses came together and worked in small groups to ideate, enabling them to develop an entrepreneurial mindset and the spirit of teamwork.



III. 10th March - Session by Mr. Nagaraja Prakasam Entrepreneurship Students



Project Report of March-April 2019

An interactive and engaging session by Mr Nagaraja Prakasam, Founder Native Angle Network and senior mentor, was organised by E-Cell, Banasthali Vidyapith supported by **State Bank of India**. More than 250 students attended the session and were excited to talk about idea, innovation and investments.



IV. 17th April - Mentor-Mentee Meet Contact Session - 4 of WE Sprint 2.0



Project Report of March-April 2019

Contact Session - 4 of WE Sprint 2.0 Accelerator Program organised Mentor-Mentee Meet to set the action plans and milestones to be achieved in the nearby future.



v. 17th April - WOMENPreneur Learning Block - 01 (Day-01)



Project Report of March-April 2019

WOMENPreneur 2019 Learning Block with 12 passionate Women Startups at Atal Incubation Centre, Banasthali Vidyapith. Startups were exposed to Business Plan Development, Product Planning.



VI. 18th April - WOMENPreneur Learning Block - 01 (Day-02)



Project Report of March-April 2019

WOMENPreneur 2019, Learning Block - 01 with 12 passionate Women Entrepreneurs at Atal Incubation Centre, Banasthali Vidyapith. During the two days, startups were exposed to Business Plan Development, Product Planning and Unit Economics followed by One to One mentoring on 360D Business Model by mentors and industry experts. Time for action in Science and Technology.



VII. 27th April - Orientation of NIAM at Banasthali Vidyapith



Project Report of March-April 2019

A team of 30 young aspiring agri entrepreneurs led by National Institute of Agricultural Marketing (NIAM) visited Atal Incubation Centre, Banasthali Vidyapith. Business Modelling workshop was facilitated by Mr. Abhishek Pareek, CEO, AIC Banasthali followed by interaction with Shri D.V.Singh, Head of Krishi Vigyan Kendra, Banasthali Vidyapith. Mr. Manoj Aggarwal, COO, NIAM also spoke about the initiatives of Govt. of India for supporting Agri Entrepreneurship.



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Project Report of March-April 2019

The Social Media campaign is also going in full form. We have reached more than 2 Lac people through the social media campaigns.

The activities of E-Cell (which is supported by SBI) is also reaching a humongous number of students in campus & we graciously acknowledge the support of State Bank of India for supporting the noble cause.

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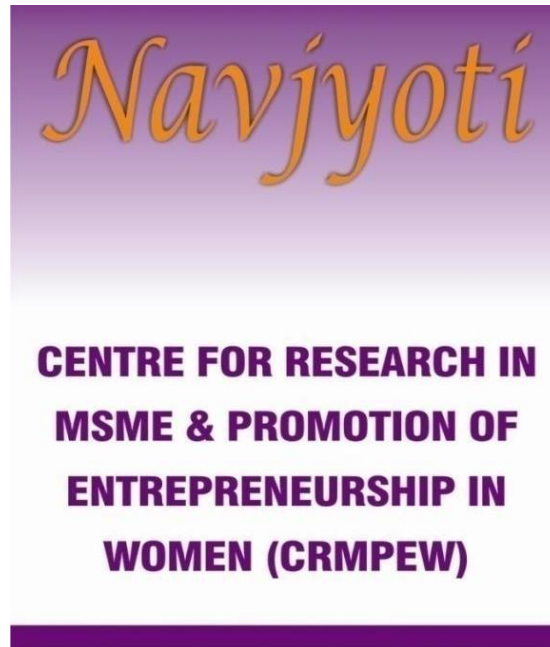
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Project Report of February 2019



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Project Report of February 2019

I. 1st February – Demo Day of WOMENPreneur 2018 (Day – 1)



The day - 1 of Demo Day of WOMENPreneur 2018, an 11 months incubation program for women-led startups saw its grand Demo Day with fantastic pitches by the startups preparing for the final demo day investor pitches of WOMENPreneur 2018 in front of mentor and investors of the respective sectors. The practice pitch session was to give the final stroke to the 11 months incubated women-led startups. The startups evaluated their business plans from the perspective of mentors and investors from their respective sectors.



Project Report of February 2019

II. 2nd February – Demo Day of WOMENPreneur 2018 (Day – 2)



The day – 2 of Demo Day of WOMENPreneur 2018 saw investors from respective sectors and sector agnostic investors evaluating the final pitches by our 9 women led star ups from industries such as Fashion and Jewelry, Social Entrepreneurship, Rural Livelihood, Healthcare and Customer Experience etc. The event acclaimed a wonderful response and met interested investors for its two startups Swazen and Greens and More with others in the pipeline for the same.



Project Report of February 2019

III. 7th February - Vice Chancellor's Innovation Challenge (One Minute Pitch)



Vice Chancellor's Innovation Challenge supported by **State Bank of India's** applications shortlisting started with a bang. The first screening began with the 80 shortlisted teams out of more than 200 applications. They presented their One Minute Pitches in front of panels. 40 teams were further shortlisted after the One Minute Pitches for the 3 days Boot Camp.

IV. 8th February – Boot Camp of Vice Chancellor's Innovation Challenge (Day– 1)



Project Report of February 2019

The 3 day Boot Camp of Vice Chancellor's Innovation Challenge supported by **State Bank of India** began with an engaging session on Design Thinking. The young innovators worked the entire day with 7 parallel panel discussions on Empathy Mapping, Problem Definition and Ideation.

v. 9th February – Boot Camp of Vice Chancellor's Innovation Challenge (Day– 2)



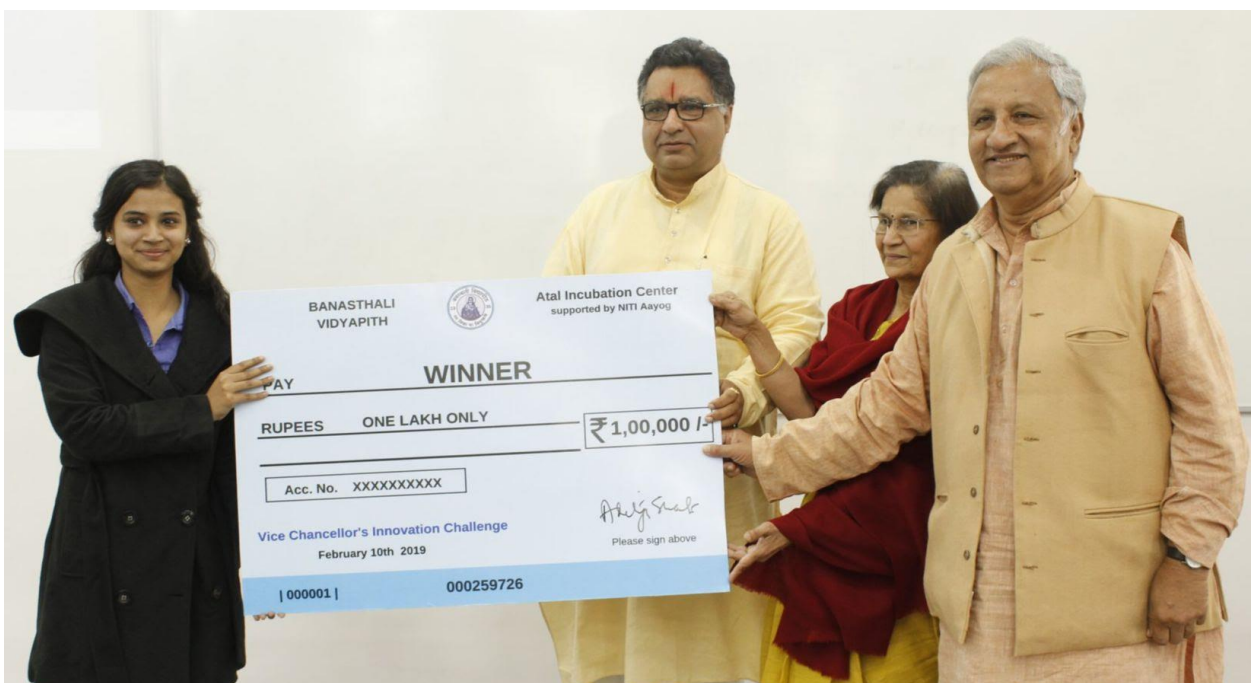
The second day of Boot Camp of Vice Chancellor's Innovation Challenge supported by **State Bank of India** saw 40 semifinalists occupied in 6 parallel sessions on Prototyping and Testing Plan. The evening witnessed the teams pitching for the top 10 spots for the grand finale of Vice Chancellor's Innovation Challenge supported by **State Bank of India**.

Project Report of February 2019

VI. 10th February – Grand Finale of Vice Chancellor's Innovation Challenge



The Grand Finale of Vice Chancellor's Innovation Challenge supported by **State Bank of India** began with the guiding words of Hon'ble Vice Chancellor Prof. Aditya Shastri where he emphasized on 'Think Big, Think New and Think Through'. The day resumed with 10 innovative pitches starting from School Students to Research Scholars.



Project Report of February 2019



Project Report of February 2019

VII. 28th February – Pitch Perfect for E-Cell Members



E-Cell, Banasthali Vidyapith supported by **State Bank of India** organized 'Pitch Perfect', a playful learning event where the students were engaged into problem identification and improvising the existing solutions. The activity concluded with innovative pitches by the teams.

VIII. 28th February – Talk with Ms. Anju Bansal, Founder, Gempro for E-Cell Members



Project Report of February 2019

E-Cell, Banasthali Vidyapith supported by **State Bank of India** was delighted to have Ms. Anju Bansal, Founder- Gempro who engaged the students in a lively session where she shared her entrepreneurial journey and encouraged the girls to unleash their potential to realize their dreams.



The program is reaching new levels with the name of **State Bank of India** as its partner. Thousands of Startups, Students, Guardians, Visitors and Rural Artisans acknowledge the support of State Bank of India for promoting women entrepreneurship.

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Project Report of February 2019

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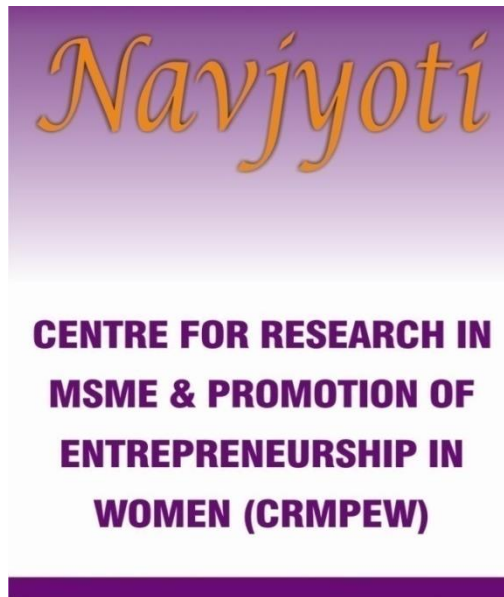
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Project Status Update: April 2018



'Centre for Research in MSME & Promotion of Entrepreneurship in Women'



Acknowledgement: We thankfully acknowledge 'SBI' for their generous donation for the project activities.

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Project Status Update: April 2018

- I. 4th April 2018** – Our SRF Ms. Priyanka Rajawat is working with the rural artisans has visited Tonk, one of the backward districts of Rajasthan where most of the population is involved in Felt (Namda) making. After her several visits and one to one interaction with the artisans. She was able to understand that opportunities for fair wages are few or inexistent & weaving continues to be the only source of income available to most of them, however their designs are outdated and they have few local markets where they can sell their products. The lack of opportunity and market access is taking a toll on local industry.



(TONK, RAJASTHAN)

- II. 10th April 2018** – Visited Tonk, to understand their existing structure of making felt like from where they purchase raw material (sheep's fur) and how they convert sheep's fur into a fabric. What kind of machinery they use for refining wool etc.



Project Status Update: April 2018

- III. **15th April 2018** – It was a wonderful experience for E-cell students to board the ‘Shuruaat Bus’ and give 100-second elevator pitches for the competition to develop their Business Ideas. Shuruaat Bus is an initiative by The Global Education and Leadership Foundation (tGELF) in partnership with NITI Aayog’s Atal Innovation Mission. Their aim is to find and support entrepreneurs across different cities in India.



Project Status Update: April 2018

- IV. 21st April 2018** – Our SRF visited Tonk, Rajasthan to understand the process of making felt, different types of felt, their price structure, quality assessment, how much time is required for making a sheet of felt and strategies to put her effort for their betterment in terms of easy making and better quality.



(Carding Process)



(Felting Process, Step - 1)

Project Status Update: April 2018



(Felting Process, Step - 2)

- V. **29th April 2018** – Mr. Abhishek Pareek, CEO and Ms. Archana Relan, Incubation manager of AIC Banasthali Vidyapith visited SBI Training Centre in Bangalore and interacted with **SBI Youth for India** fellows. They discussed how after their fellowship, they can start their own enterprises that can be supported by Atal Incubation Centre at Banasthali. Our Incubates Ms. Shriti Pandey, from Womenpreneur, is also alumna of SBI Youth for India fellow, shared her experience with AIC Banasthali Vidyapith with the fellows. A highly interactive session made fellows to come out with numerable queries. The event was coordinated with support from Mr. Nixon Joseph, COO, SBI Foundation.



Project Status Update: April 2018

VI. 6th May 2018 – Traditional Art Entrepreneurship Summit 2018.

Priyanka Rajawat, SRF has taken the initiative to preserve art by giving different employment opportunities to the Rural Artisans of Tonk District. Fortunately, her idea got selected for Traditional Art Entrepreneurship Summit (Conference and Exhibition) 2018 which is organized by **MITHILASMITA Trust** and supported by the Honbl. **Ministry of MSME, Govt. of India**. She showcased her work at the Exhibition there.

VII. 8th May 2018 – Immediately after the selection in Traditional Art Entrepreneurship Summit,

Priyanka Rajawat (SRF) along with rural artisans started making samples which she presented in the Exhibition. She prepared few samples like Pen Stand, Diary Cover, and Coasters etc.



VIII. 10th May / 13th May / 23rd May/ 28th May 2018 – She continued her routine visits to Tonk

to start production for exhibition along with this she always convince artisans to shift on contemporary product design using traditional artisanal techniques, also check the quality of product, standardization of product, help in raw material purchasing, etc.

Project Status Update: April 2018



- IX. 15th May 2018** – Because of the efforts put under CRMPEW Project our student Ms. Anchal Raj Srivastava, was awarded grant from DST (Govt of Rajasthan) for her promising work in the field of menstrual hygiene and health. She has been covered by 'Rajasthan Patrika' for her noble initiatives for rural women.

पैडगर्ल आंचल कर रही हैं ग्रामीण महिलाओं को अवेयर



जयपुर ♦ यह है आंचल राज श्रीवास्तव। पेशे से वनस्थली स्थित अटल इंक्यूबेशन सेंटर में इंक्यूबेशन एग्जीक्यूटिव। काम आस-पास के गांव की महिलाओं और लड़कियों को नैपकिन का इस्तेमाल करने के लिए अवेयर करने का मिशन। आंचल के इसी मिशन को और आगे बढ़ाने के लिए विज्ञान एवं प्रौद्योगिकी विभाग ने एक लाख रुपए की ग्रांट दी है। अक्षय कुमार की पैडमैन मूवी तो इस साल रिलीज हुई है, जिसमें महिलाओं को नैपकिन के लिए अवेयर करते हुए दिखाया है, लेकिन आंचल यह काम पिछले दो साल से कर रही हैं। अब आंचल को गांव की लड़कियां पैडगर्ल के नाम से जानती हैं। आंचल मुंबई की सरल डिजाइन से नैपकिन खरीदकर

1.5 लाख का लक्ष्य

आंचल ने बताया कि डीएसटी के इंक्यूबेशन ऑफ आइडिया सपोर्ट के तहत फंड मिला है। इस साल तक डेढ़ लाख महिलाओं को नैपकिन डिस्ट्रिब्यूट करने का लक्ष्य है। वर्तमान में कनस्थली और घरोडिया गांव की 200 से अधिक महिलाओं को नैपकिन इस्तेमाल करने के लिए अवेयर कर चुकी हैं। अब महिलाएं अपनी बेटियों को भी नैपकिन के लिए अवेयर कर रही हैं।

गांव की महिलाओं को सस्ते दामों में देती हैं। आंचल अब आंगनबाड़ी की महिलाओं को भी इस मिशन से जोड़ेंगी, ताकि ज्यादा से ज्यादा गांव तक पहुंचा जा सके।

- X. **25th May 2018** – E-cell and AIC team attended talk on “**Demystifying Digital Marketing**” by **Mr. Gaurav Mehta - Chief Marketing Officer, CarDekho** – Girnar Software Pvt. Ltd. He shared his insights of digital marketing and helped to understand different way of doing it. It was a very inspiring and knowledgeable session with him.
- XI. **13th June 2018** – Priyanka Rajawat (SRF), visited village **Bhagwanpura, Devli Tehsil, Tonk** where we had one to one interaction with all of them and were trying to collect different kind of views on Women Entrepreneurship from them. She oriented rural women on opportunities of becoming an Entrepreneur and the options on skill development which women can take to become micro entrepreneurs.

Project Status Update: April 2018



XII. 15th June 2018 – AIC, Banasthali Vidyapith has organized **WE Sprint Accelerator Program** for women led startups. During the program in Demo Day – 1, our women entrepreneurs have experienced wonderful interactive session with

- 1. Mr. Zubin Nalawalla (co-founder LIQVD Asia)** who conduct an informative session on “Developing Digital Marketing Strategies for Startups.”



Project Status Update: April 2018

- **Dr. Ashish Nayan, Expert (Innovation & Entrepreneurship) from NITI Aayog** talked about the various schemes of GoI supporting innovation in the country. He talked about the benefits startups can avail to scale and grow. He also appraised SBI for its support and appreciated the activities under the CRMPEW Project.



- **Mr. Rohit Chaddha** addresses our cohort of WE Sprinters. His years of experience combined with his fine acumen in the area of finance, particularly for startups, offered a lot of interesting insights and myth-busters to start-ups.



Project Status Update: April 2018

2. **16th June 2018** – In continuation of Demo Day- 1, our women startups under the WE Sprint Acceleration Program have showcased strong business models along with passion & drive to excel to get funding from 20+ investors because optimum funding for a venture is as important as running a venture successfully. We are pleased to share that they all get wonderful feedback from the investors.



3. **18th June 2018** – Ms. Priyanka Rajawat (SRF) has discussed with rural artisans of Tonk about loopholes in their product and made strategies to overcome them. The process is taking lot of time so they are trying to re-engineer the supply chain process.
4. **21st June 2018** – Ms. Priyanka Rajawat (SRF), has attended a workshop on “**Theory of Change**” conducted by **UnLtd.- A Launchpad for Social Entrepreneurs**. Where she experienced how important to understand the need /problem of society and make a bigger vision for that. Simultaneously, we have to think about the impact we want to influence, output as well as outcomes.
5. **24th June 2018** – Ms. Priyanka Rajawat (SRF) has visited **Nayagaon in Devli Tehsil**, Tonk District where she interacted with rural women & girls to orient them to start their own businesses. She discussed about the skills they are possessing & how they can use it as generating regular income for themselves.

Project Status Update: April 2018

Achievement –

- Till the date, she has successfully generated revenue of around **Rs. 1,00,000 /-**
- Additionally, she has another order of Rs. 50000 in hand.



6. **28th June 2018** – We are very happy to share that one of our bright student from Law department **Ms. Aishwarya Himanshu Singh** has been selected as a **fellow for SBI Youth for India Fellowship** (2018-2019). We hope that this opportunity give wings to her dream.

Project Status Update: April 2018



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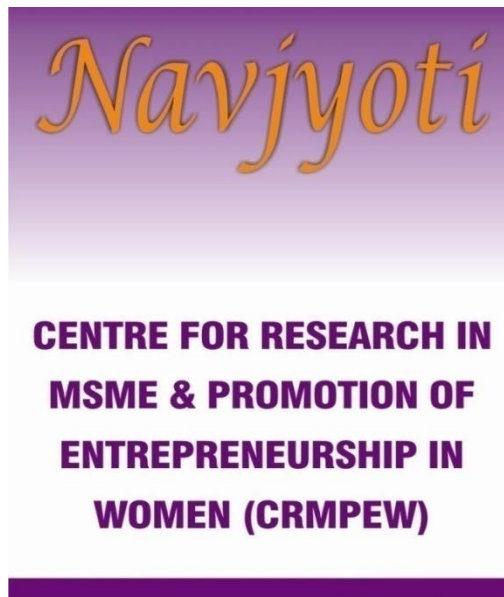
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Project Report of August 2018



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Project Report of August 2018

- I. **10th August 2018** – Day 1 of Idea Carnival 2018 organized by E-Cell at Banasthali Vidyapith supported by SBI, which began with an inaugural session in which Mr. Abhishek Pareek, CEO Atal Incubation Centre, Banasthali Vidyapith oriented all the participants about what an Idea is and how it can be converted into a Start-up. He also told them about the assistance and benefits they can avail from E-cell and AIC at any stage of their Idea. This was followed by an ice-breaking session wherein the participants engaged in various activities in order to know each other and gear up collectively for an intensive 3 days program of Idea Carnival 2018.



Project Report of August 2018

- After the initial orientation and warm up, the participants were asked to give a 60 sec. pitch explaining their idea in front of other participants. Once all the participants pitched, 10 best ideas were chosen based on collective voting followed by team formation.



Project Report of August 2018

- The next session of Idea Carnival 2018 was aimed to make our participants aware of the difference between commercial and social startups.

E-Cell at Banasthali Vidyapith supported by SBI was glad to have Mr. Chintan Bakshi, CEO_Startup Oasis to shed light on the topic. He made the participants understand the concept by various examples of successful social and commercial startups.



Project Report of August 2018

- "We can understand others' perspective only and only if we let loose and not strictly hold onto our own perspective" - Dr. Pallavi Tak

E-Cell at Banasthali Vidyapith supported by SBI was delighted to have Dr. Pallavi Tak, Assistant Vice president- Startup Oasis on board for a session on "How To Pitch" in Idea Carnival 2018. She discussed various case studies of successful ventures, the Art of Asking the Right Questions and helped individual teams in preparing their Lean Business Model Canvas.

The day ended with teams working extensively on their business models using insights gained through various sessions throughout the day.



Project Report of August 2018

- II. **11th August 2018** – Day 2 Idea Carnival 2018 started with an interactive session on Market Validation by Ms. Archana Relan, Incubation Manager at Atal Incubation Centre, Banasthali Vidyapith. She insisted on the fact that "Success is achieved through a series of fast failures" and explained how it's important to understand the difference between "customers and end consumers for a product or services".



Project Report of August 2018

- All 10 teams went on Market Validation for a better understanding of target customers to build a more customized product by verifying their needs and desires. Students conducted several surveys or interviews in different hostels, departments, and canteens to check the acceptance of their product concept.



Project Report of August 2018

- After a rigorous market validation session, in order to energize our students, Ms. Anchal Raj Srivastava, conducted a warm-up session and Ms. Priyanka Rajawat motivated students with an interactive talk.

The participants were made to relax through various fun activities, encouraged to show their experience and learning insights which came by being a part of Idea Carnival 2018.



Project Report of August 2018

- The relaxation session was followed by a discussion with "Practicing Entrepreneurs" **Mr. Rohit Agarwal, founder at Contree, Ms. Ruchika Beri, co-founder of Jewelove, Mr. Dilnawaz Khan, Chief Evangelist at Codesign Labs, and Ms. Nisha Jain Grover, founder & director at Vatsalya Legacy Pvt. Ltd.** mentor our participants to infer & understand the experiences of market validation and help them to refine their idea. Later, teams also had a one to one mentoring session with panels that helped with their queries.

Day 2 Idea Carnival 2018 concluded with teams working amongst themselves, incorporating the valuable insights from the field work & feedback of mentors to prepare a final pitch for tomorrow.



Project Report of August 2018



III. 12th August 2018- After 2 action packed days of rigorous and meticulous mentoring, diligent planning and extensive research coupled with well co-ordinated efforts, teams gave their final pitches on day 3 of Idea Carnival 2018.

Project Report of August 2018



Project Report of August 2018



- Idea Carnival 2018 concluded with the announcement of winners in 2 categories:

1. The Best Idea- won by a team of Jyotsna Masand, Sweta, Sakshi Ahuja, Ayushi, Raksha Sinha for their product of #NAV- Air and Smog Filter
2. The Best Presentation- won by a team of Roshita Sharma, Radhika, Rashmi, Megha for their idea #Revival Co- Recycling cotton fabric.

The winners were felicitated by Dr. Harsh Purohit, Dean - FMS, WISDOM, Banasthali Vidyapith.

Project Report of August 2018



Project Report of August 2018



Project Report of August 2018

- IV. **13th August 2018-** Our bright Banasthalite **Ms.Talu Devi Shubra Ji** from **Manipur** is doing tremendous work by giving employment over 100 women in her pickle venture. She began with four women employee, no loans, no subsidies and now she is planning to take the flavors of her state across the country and beyond. She has also displayed her product at international trade fair in Myanmar, Thailand and Bangladesh and found a good response.



- V. **16th & 17th August 2018** – We held a **National Conference on Corporate Governance through Leadership & Bhartiya Perspectives** in which we had **Shri Vijay Ronjan, CGM, SBI, Jaipur Circle Head Office** and **Shri Nixon Joseph, COO, SBI Foundation** with us. They talk about Issues & Challenges in Leadership practices and Corporate Governance and provide deep insight for Entrepreneurship and its Ecosystem. Along with this we have also organized panel discussion with **Dr. Manisha Kaushik**, Senior Faculty and Startup Mentor, SKIT Jaipur, **Dr. Anita Sharma**, IIM Amritsar and **Ms. Archana Relan** (Incubation Manager, AIC Banasthali Vidyapith) on **Startups and mid size companies**.

Project Report of August 2018

VI. 20th & 21st August 2018 - Startup Drive in 07 Colleges of Nawalgarh District

Ms. Archana Relan (Incubation Manager) represented AIC & E-Cell, Banasthali Vidyapith in StartUp Drive in 07 colleges of rural peripheries of Nawalgarh District. This program was conducted by Moraraka Foundation. The startup drive was conducted in Shekhawati Girls College, Shekhawati Engineering College and New Indian Polo Technical College in Doondlood area and Ram Kumari Girls College and Kanoria College (Mukundgarh), Poddar College and Gyan Vihar College at Nawalgarh City.



Project Report of August 2018

- VII. 31st August** – WOMENPreneur Learning Block-3 started with one to one MENTORING CLINIC with our incubatees, chaired by industry experts and mentors suggesting refinements in operation plans, giving new insights and compelling our WOMENPreneurs to think from various perspectives in one to one diagnostic panels.



Project Report of August 2018

VIII. 1st September - WOMENPreneur Learning Block-3 Day 2 started with the review of operating plans, building pipelines and setting up the targets, by Experts & Sutradhars, for next 3 months along with the execution strategies for our incubatees.



After the review of operating plans, we had one on one session with experts from various domains who focused upon various aspects of our incubatees' ventures.

Project Report of August 2018



Incorporating the learning from past 2 days of Learning Block-3, the event concluded with all the incubatees presenting their operating plans and strategies to a panel chaired by **Mr. Abhishek Pareek**(CEO, AIC Banasthali Vidyapith), **Mr. Ishwar Jha** (Founder at

Project Report of August 2018

Appetals), **Mr. Rohit Agarwal**(Founder of Contree), **Mr. Siddhant Khurana**, **Mr. Raj Kumar Jani** (Strategic Initiative at Katori Pvt. Ltd.), **Mr. Yogesh Kumar** (Founder at Even Cargo), **Mr. Ashutosh Kumar** (Entrepreneur / Startup Catalyst / Consultant), **Ms. Kratika Soin**, **Mr. Chintan Bakshi** (CEO at Startup Oasis), **Ms. Archana Relan** (Incubation Manager, AIC Banasthali Vidyapith)



Project Report of August 2018

The program is reaching new levels with the name of State Bank of India as its partner. Thousands of students, Guardians, visitors and rural artisans acknowledge the support of State Bank of India for promoting women entrepreneurship.

The Social Media campaign is also going in full form. We have reached more than 2 Lac people through the social media campaign.

Project Team:

Abhishek Pareek (SBI Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Ms. Ravisha Chutani, Mr. Raghuvir Singh and other student/staff volunteers

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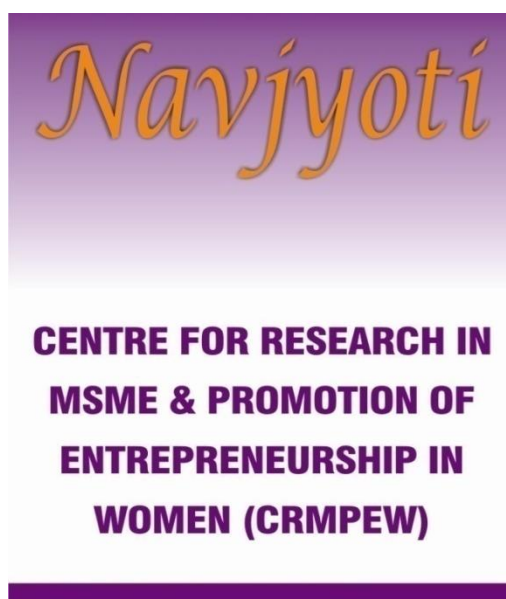
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Project Status Update: February and March 2018



'Centre for Research in MSME & Promotion of Entrepreneurship in Women'



Acknowledgement: We thankfully acknowledge 'SBI' for their generous donation for the project activities.

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Project Status Update: February and March 2018

- I. 3rd February 2018** – Team of E-cell, Banasthali Vidyapith interacted with B.Tech students to introduce the young minds to the world of entrepreneurship. The students showed active participation and put forth their innovative ideas. It was highly motivated and interactive session.



- II. 7th February 2018** – Banasthali Vidyapith in collaboration with Consortium of Women Entrepreneurs of India (CWEI) organized a one day conference on Intellectual Property Rights for Start-Ups. 200 students, researchers and faculty members from Management, Law, Life Sciences, Engineering, Design, Pharmacy, Journalism, etc. participated with great enthusiasm. The session was graced by CWEI chairperson, Dr. Shashi Singh who addressed the audience highlighting the use of IP Tools to strengthen Women Entrepreneurship in India; Ms. Prigya Arora, Patent Associate, Khurana & Khurana gave an overview on IPR emphasizing on facilitation and system of protection of IPR Tools- Patents and Designs; Ms. Jyoti Kumari, Partner, KNS Partners, Delhi who is also a Banasthali alumna talked about patents covering biotechnology and mistakes to be avoided by start-ups while creating and securing IP; and Ms. Prachi Agrawal, Managing Associate, Anand & Anand, Delhi gave deeper insights on Trademarks, Brand Building and Copyright Act, 1957.

Project Status Update: February and March 2018

She also discussed about management of IP such as infringement, protection and judicial remedies.



III. 10th to 16th February 2018 – Entrepreneurship Week (E-week) celebration!!

E-Cell Banasthali Vidyapith has always been dedicated to promoting the spirit of entrepreneurship in our students. To achieve this goal, we organized E-Week from 10th-16th February in association with Wadhvani foundation, one entire week full of events that boosted the confidence of all the participants and made them believe in their entrepreneurial dreams. The campus witnessed a myriad of activities and received an overwhelming response from one and all.

Day - 1

We started with Game Arena and involved the participants in fun games that encouraged them to think out of the box and expand their horizons of creativity. Meanwhile we also spread awareness about the significance of E-Cell and the activities we conduct throughout the year.

Project Status Update: February and March 2018



Day – 2

It was a perfect amalgamation of learning and fun. Students were given insights of women entrepreneurship and were motivated by success stories of some women entrepreneurs of Banasthali Vidyapith. A one to one interaction with our mentors helped the students speak out their ideas. We also organized a quiz to test their knowledge about top companies, brand ambassadors and the advertisement world.



Project Status Update: February and March 2018



Day - 3

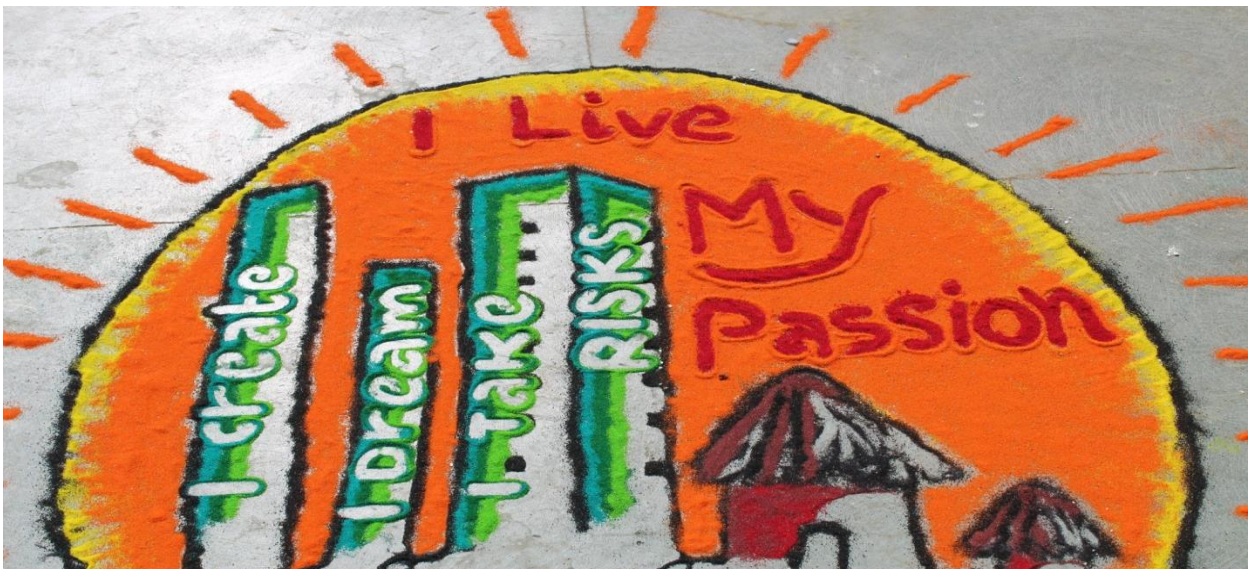
On third day, taught students some pivotal lessons from the movie 'THE PURSUIT OF HAPPYNESS'. Being one of the finest examples of cinema, the movie is based on the real life story of Chris Gardner. Nothing could have motivated them more than this story of triumph which shows how anyone can be a leader if you have determination, confidence, and the drive to be successful.



Project Status Update: February and March 2018

Day – 4

There is no better way of expressing your thoughts than an art form. On day 4 of the E-WEEK organized by E-Cell at Banasthali Vidyapith supported by SBI, the enthusiastic students gave life to their thoughts about entrepreneurship with flamboyant Rangoli colours. They expressed ideas such as 'it's never too late to start', 'entrepreneurship is never gender biased', 'let your ideas flow' and 'believe in your passion'.



Project Status Update: February and March 2018

Day - 5

On 5th day, E-WEEK came as a challenge to the participants where their creative mind and marketing skills were put to test. The teams competed against each other for gaining the maximum profit out of a business which they built from their principal amount of 100 rupees only. The distinct ideas included a fun game, handmade diaries and cards, lemonade, nail art and craft items.



Day - 6

We believe that entrepreneurship needs to be encouraged not only among the students, but also among the rural women because they play a significant role in our society. We dedicated one entire day to the hardworking women at our very own informal training centre and performed a skit for them. We displayed some stories of valorous women and aimed at instilling in them a belief that every women has the potential to bring a change, one just needs to take the first step.

Project Status Update: February and March 2018



Day – 7

On the last day of E-Week, we had the felicitation ceremony and gave the fruit of labor to all the winners, runners up and coordinators. We feel immensely proud to have accomplished all our goals and achieve this milestone. The entire team of E-Cell will always be dedicated to propagate this spirit among the students because we believe that little girls with dreams become women with vision.



Project Status Update: February and March 2018

- IV. **15th February 2018** – E-cell, Banasthali Vidyapith supported by SBI has pushed budding entrepreneurs of Banasthali for DST Grant. DST were providing grant for support for incubation of idea. Around 30 students were present their ideas in front of a panel in Jaipur.



- V. **16th February 2018** – "You have to be very brave and very entrepreneurial - you have to dare to create your own brand". E-cell members, Shalu Nathani and Diksh Saxena student of MBA first year, Banasthali Vidyapith are putting their full efforts to prove this quote right. Their idea "IDEAZEN" got second position as well as cash prize of 15K among the top 10 teams across India in B-plan competition organized by Acropolis Institute of Management and Research, Indore.

Project Status Update: February and March 2018



VI. 8th March 2018 – International Women’s Day

Dr. Sharad Nair, a prominent Venture Capitalist, entrepreneur and founder of Apex Advisors DMCC from Dubai, UAE has visited Banasthali Vidyapith to empower women through his motivational speech. Along with this budding entrepreneurs were present their idea and all the idea were highly appreciated by Dr. Nair as well as he is ready to invest if anyone among them is looking for seed funding. The day is also marked learning from the story of Flochat, an upcoming messenger service. Later, Dr. Nair discussed about relevance of Ethics and values for the budding startups and expresses his optimism for the rise of women startups.

Project Status Update: February and March 2018



VII. 11th March 2018 – E-Cell at Banasthali Vidyapith supported by SBI brought another golden opportunity for the students. We were delighted to have Mr. Gagandeep, Mr. Movil and Mr. Amit from the IT Department of Government of Rajasthan.

They interacted with B.tech students and shed light upon the upcoming hackathon which is going to be held in Jaipur from 18th-21st March under the 'iStart program', a flagship initiative of Govt. of Rajasthan intended to foster innovation, create jobs and facilitate investments.

Project Status Update: February and March 2018



VIII. 13th to 15th March 2018 – Atal Incubation Centre, Banasthali Vidyapith has launched a program WOMENPreneur 2018. We got around 200 applications across the nation from that we have selected only 40 women led startups who were the part of 3 day Boot Camp at Banasthali.

Day – 1

First day of WOMENPreneur continues with a workshop on Business Modelling for the participating start ups by Mr. Chintan Bakshi CEO, Start Up Oasis.



Project Status Update: February and March 2018

Carrying on the insights from the 'Business Modelling Workshop' the startups were then grouped into various panels for one to one mentoring.

The day ended with teams getting valuable feedback from the industry experts, mentors and investors.



Day – 2

Day 2 of WOMENPreneur 2018 started on a powerful note with a session by Mr Tarun Agrawal, Portfolio Manager of Startup Oasis on Financial Modelling and Start-Up Unit Economics.



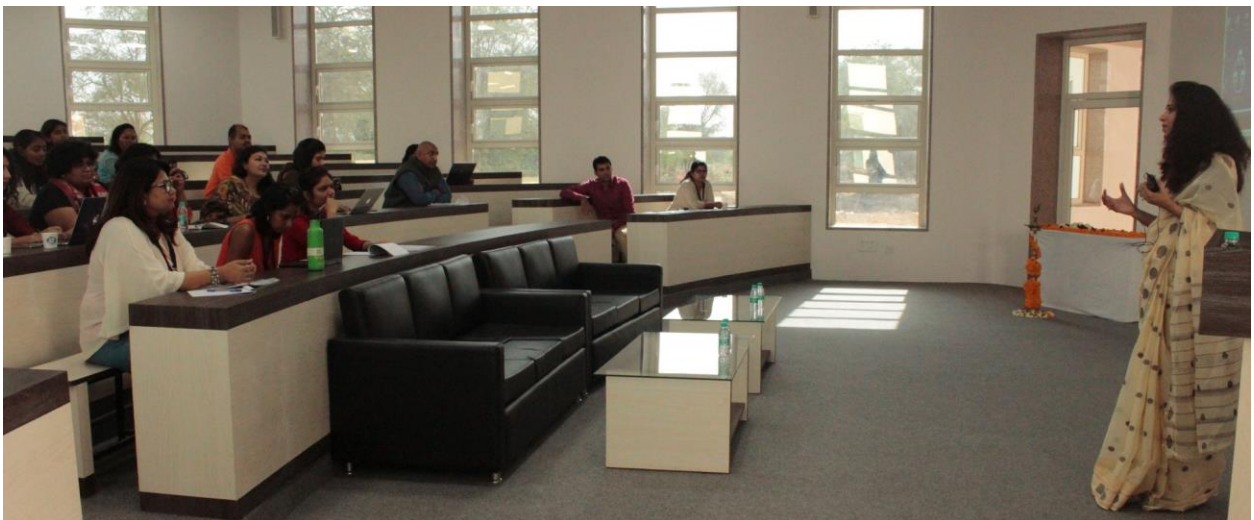
Project Status Update: February and March 2018

The session of Financial Modelling was followed by group mentoring workshop for the participating startups by the industry experts.



Day – 3

The final day of WOMENPreneur 2018 commenced on an inspiring note with a session by Ms Jagrati Shringi, CTO, Voylla. She shared her struggle and instilled in participants a new zeal just before their final pitching.



These 3 days were full of enthusiasm, excitement and energetic. It ended very well.

Project Status Update: February and March 2018



- IX. 19th to 21st March 2018 – E-cell, Banasthali Vidyapith supported by SBI motivate & support Technology students to participate in **Hackathon 4.0, a 36 hour non-stop coding marathon** organized by Government of India for making a competitive ecosystem for the innovative minds across the nation. The event will witness dignitaries from Government of India, officials from Government of Rajasthan, eminent IT leaders and reputed spokesperson from different corners of the world.



Project Status Update: February and March 2018

- X. **23rd March 2018** – 'Finance is not merely about making money. It's about achieving our financial goals and protecting the fruits of our labor.' E-Cell at Banasthali Vidyapith supported by SBI hosted an interactive session on 'Personal Finance' by Ms. Meenakshi Rohella, SEBI resource person. She explained the importance of early and planned investments and also the various investment avenues available in the market.



- XI. **24th March 2018** – Ms. Aarti Saluja Sahni founder of RT Chocos, an Entrepreneur and a bright alumna of Banasthali Vidyapith has visited the campus and took a workshop with around 40 students of Home Science department on handmade chocolate making. Where she had also shared her struggles and achievements as well as guide them how they can start their own food business.



Project Status Update: February and March 2018

- XII. 27th March 2018** – Creative thinking inspires ideas. Ideas inspire change - Barbara Januszkiewicz

Heartiest congratulations to the aspiring women entrepreneurs "Our faculties & students" for getting the seed grant for 'Incubation of Idea' from Department of Science & Technology, Rajasthan. We wish them success in their entrepreneurial journey.

SBI School of Commerce and Banking



- XIII. 30th and 31st March 2018** – Smart India Hackathon 2018 is an initiative to identify new and disruptive digital technology innovation for solving the challenges faced by our country. SIH 2018 was attended by our 2 faculties; Mr. Abhishek Pareek & Ms. Anchal Raj Srivastava at 2 nodal centres at Jaipur & Udaipur. More than 10,000 students were striving to solve about 340 problem statements proposed by the ministries.

Project Status Update: February and March 2018



XIV. With the help of ‘CRMPEW’ project supported by SBI. One of our team members Priyanka Rajawat, SRF is working with the **Rural Artisans of Tonk district, Rajasthan** who are engaged in Namda (Felt) making. With this initiative we are trying to minimize the gap between the artisans and customers. So, they can get fair wages for their work.

- We are working on a **Product Development**, like how we can increase the quality of the product, what technology we can use to increase the production. So, we can modify an existing product to an entirely new product that satisfies a newly defined market niche.
- We are also working on **Customer Validation**, like how customer reacts on their product, are they really want to buy it as well as on what price they want to buy it. This helps in avoiding building a product that no one wants.
- We are also working on **Market Research**, like what should be the customer segment, their needs and preference and what should be the promotional strategy etc.

Project Status Update: February and March 2018



- **Product Picture -**



Priyanka Rajawat visits Jaipur and Tonk, twice or thrice a week to work on all the above mentioned activities.

Project Status Update: February and March 2018

Achievement –

- Till the date, we are successfully helping them to generate revenue of around **Rs. 70,000.**
- Additionally, they have an order of **1500 units** of product at present, which is in monetary term around **Rs. 1,00,000.**

The program is reaching new levels with the name of State Bank of India as its partner. Thousands of students, Guardians, visitors and rural artisans acknowledge the support of State Bank of India for promoting women entrepreneurship.

The Social Media campaign is also going in full form. We have reached more than 2 Lac people through the social media campaign.

Project Team:

Abhishek Pareek (SBI Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Ms. Ravisha Chutani, Mr. Raghuvir Singh and other student/staff volunteers

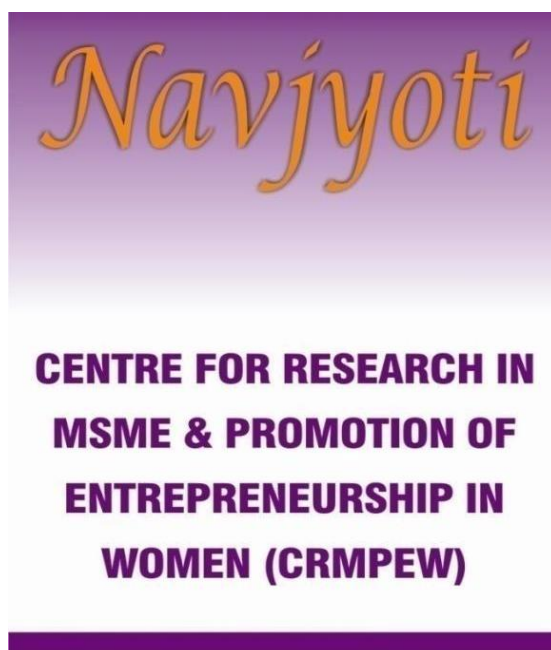
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Project Report of January 2019



“Centre for Research in MSME & Promotion of Entrepreneurship in Women”



Acknowledgement: We thankfully acknowledge ‘SBI’ for their generous support for the project activities.

For internal circulation only

Project Report of January 2019

- I. A one of its kinds Vice Chancellor's Innovation Challenge competition was launched for budding innovators and entrepreneurs of Banasthali Vidyapith. This is for the first time a competition of this scale and objective was launched at Banasthali to provide a platform for Innovators to showcase their innovations.

**BANASTHALI
VIDYAPITH**
University for Women; University with a difference

Vice Chancellor's Innovation Challenge

An innovation of today, can make a better tomorrow!



Who can apply?

- Students of Banasthali Vidyapith
- Having a unique innovative, sustainable and scalable solution to social/national issues.
- Maximum 3 members per team.
- Cross disciplinary teams preferred.
- Potential ideas get direct entry to Incubation Program of Atal Incubation Centre, Banasthali Vidyapith.

1st Prize: Rs 1,00,000
2nd Prize: Rs 50,000
3rd Prize: Rs 25,000

Last date to apply: 15th January 2019

Register at : www.aicbanasthali.org

Go to events tab

Vice Chancellor's Innovation Challenge

• Email Id: aic@banasthali.in

• Reach us at : Nav Mandir

 Atal Incubation Centre,
Banasthali Vidyapith

Supported by:



Project Report of January 2019

II. 5th January – Vice Chancellor’s Innovation Challenge Orientation Session in Department of Physics

An orientation session was conducted by Ms. Anchal Raj Srivastava for the students in Department of Physics on 5th January to talk about the upcoming Vice Chancellor’s Innovation Challenge. The students were guided towards the entrepreneurial mindset of solving simple problems with innovative ideas. There doubts about how to work on an idea and bring it on the level of commercialisation were taken up.

III. 13th January - Vice Chancellor’s Innovation Challenge Orientation Session with E-Cell, Banasthali Vidyapith

Another orientation session was held with 25 students of E-Cell, Banasthali Vidyapith by Ms. Samiksha Todaria and Ms. Saumya Verma on 13th January. The interactive session talked about defining the problem and finding a solution for the same. The students were taught about the Lean Business Model Canvas which focuses on problem, solution along with target customers.

IV. 17th January - Contact Session 2 of WE Sprint 2.0 (Day - 1)



Project Report of January 2019

The day 1 of Contact Session - 2 of WE Sprint 2.0, an accelerator program for fledgling startups was launched with the Diagnostic Panels. The startups evaluated their business plans from the perspective of mentors and investors from their respective sectors. The mentors and investors were CEOs, Vice Presidents and Consultants from sectors such as Fashion and Jewelry, Social Entrepreneurship, Rural Livelihood, Healthcare and Customer Experience etc.



v. 17th January - Youthpreneur Workshop by Karmyo with students of E-Cell, Banasthali Vidyapith.



Project Report of January 2019

Karmyo, a startup incubated at Atal Incubation Centre, Banasthali Vidyapith, conducted a 5- hour session with 50+ students of E-Cell, Banasthali Vidyapith on 17th January. The session was a playful learning about the stages of how an idea is grown into a business. The activity concluded with students coming up with various ideas to solve the day to day problems in their lives.

VI. 18th January - Contact Session 2 of WE Sprint 2.0 (Day - 2)



WE Sprint 2.0 resumed its day 2 of Contact Session - 2 with discussions between mentoring panels and startups on product market fit and marketing plans. The startups were met with mentors and angel investors from sectors such as Handicrafts, Healthcare, Agriculture, Social Impact, Growth Planning etc.



Project Report of January 2019

VII. 18th January - Entrepreneurship Orientation Session with E-Cell Students by Mr. Ishwar Jha



A session themed as Women in Technical Startups was facilitated by Mr. Ishwar Jha, Founder & CEO, Appetals Solutions Private Limited for E-Cell Students. The interactive session encouraged young women in technology to come up with innovative solutions and build businesses out of it. The students were encouraged to choose entrepreneurship as a career option with better scope and growth.

VIII. 19th January - Youthpreneur Workshop by Karmyo with Department of Bioscience and Biotechnology



Project Report of January 2019

A workshop by our incubated startup, Karmyo was organised for the students from the Department of Bioscience and Biotechnology. The 5-hour session called Youthpreneur was themed on imparting the practical knowledge of entrepreneurship amongst students. The engaging workshop was a lively and playful method of inducing the basics of working on an idea to turning it into big business.

IX. 20th January - Kidpreneur Workshop by Karmyo with Class 11th and 12th Students of Sharda Mandir



A workshop to introduce basics of Entrepreneurship amongst school students was organised for Class 11th and 12th students of Sharda Mandir. The students were involved in activities such as AdMad to improve creativity and encourage teamwork amongst school students.

X. 21st January - Kidpreneur Workshop by Karmyo with Class 11th and 12th Students of Sharda Mandir

On demand, another batch of 50 students from class 11th & 12th Standard went through a 5 Hour Idea Generation Workshop. The purpose of this was to catch

Project Report of January 2019

them young and shape their ideas towards entrepreneurship. The students were divided in teams of 5 and were given problems to solve with their creativity and team skills. The students solved certain interesting issues of road accidents, health and hygiene etc.



The program is reaching new levels with the name of **State Bank of India** as its partner. Thousands of Startups, Students, Guardians, Visitors and Rural Artisans acknowledge the support of State Bank of India for promoting women entrepreneurship.

The Social Media campaign is also going in full form. We have reached more than 2 Lac people through the social media campaigns.

The activities of E-Cell (which is supported by SBI is also reaching a humongous number of students in campus & we graciously acknowledge the support of State Bank of India for supporting the noble cause.

Project Report of January 2019

Project Team:

Mr. Abhishek Pareek (SBI Chair), Ms. Saumya Verma (SRF), Ms. Anita Shou (JRF), Ms. Ravisha Chutani, Mr. Raghubir Singh and other student/staff volunteers

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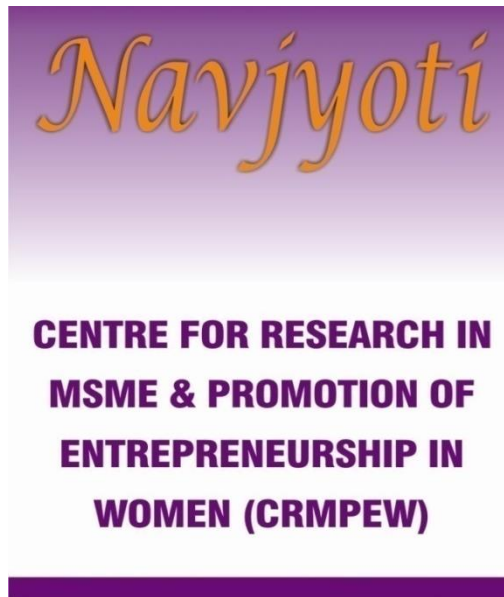
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Project Report of July 2018



'Centre for Research in MSME & Promotion of Entrepreneurship in Women'

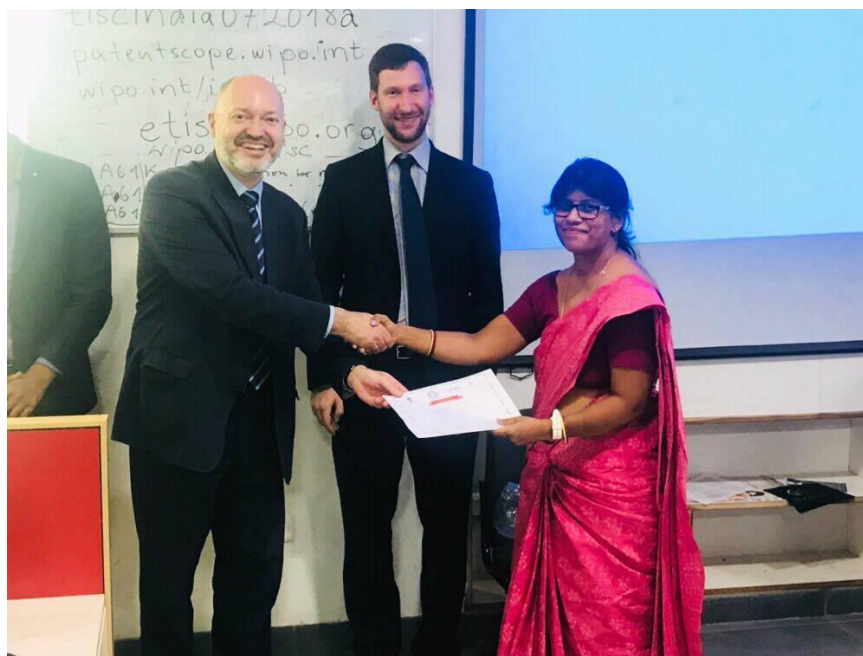


Acknowledgement: We thankfully acknowledge 'SBI' for their generous donation for the project activities.

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Project Report of July 2018

- I. 2nd & 3rd July 2018** –Two faculty members of our team has attended two days workshop on Advanced Patent Search organized by World Intellectual Property Organization (WIPO), Geneva, Switzerland and The Cell of IPR Promotion and Management (CIPAM) in collaboration with Technology and Innovation Support Center (TISC), RAJCOST, DST, Government of Rajasthan, MNIT Jaipur.



Project Report of July 2018

- II. **4th July 2018** – Ms. Aparna Agarwal, one of our team members has joined “Incubator Conference” at IIMB campus organized by NS Raghavan Centre for Entrepreneurial Learning (NSRCEL), IIMB’s innovation hub. It was supported by Niti Aayog, the conference provided a platform to collaborate and build a strong entrepreneurial ecosystem, and share best practices. Incubation managers, mentors, venture capitalists and other enablers were collectively brainstorming, understanding the strategic benefits of collaboration and share experiences and insights on the incubation ecosystem. Discussions were broadly on incubation challenges and success, mentoring and its nuances, method to track success of start-ups, and equity.



Project Report of July 2018

- III. **5th & 6th July 2018** – Ms. Priyanka Rajawat (SRF), one of our team members has selected for the Social Accelerator on ‘Craft, Culinary and Livelihood’ organized by Startup Oasis, Jaipur based Incubation Centre. She has attended the first contact session at IICD, Jaipur which concludes with discovery of creativity, storytelling, design thinking, business model and social impact for its cohort of 19 budding social start-ups.



Project Report of July 2018

- IV. **16th / 17th July 2018** – Our team has organized **Orientation Program of E-Cell** for newcomers in different department with aim to support new students and help them to aware about E-cell. Which includes how E-cell helps them to develop their different skills, how it motivates to pursue their dreams, how different session / workshops helps them to nurture their ideas etc.
- V. **22nd & 23rd July 2018** – **Ms. Umang Sridhar, Founder of KhaDigi** along with her team has visited Informal Education Centre at Banasthali Vidyapith to interact with rural women who are working there. She has closely observed the loopholes in manufacturing process of Khadi fabric and suggest some changes. Along with this she also assure that she will train them and help them to sell their production in market.



Project Report of July 2018



VI. 27th & 28th July 2018 – In the words of Abigali Adams “Learning is not attained by chance, it must be sought for with ardour and diligence” In order to broaden the horizons of knowledge of our WOMENPreneur Atal Incubation Centre, Banasthali Vidyapith organized ‘Learning Block 2’. The sessions focusing on Digital Marketing, Business Development and Customer Acquisition, Negotiation skills and different sales strategies were organized. Learning Block-2 was set in motion for our incubatees on ‘Digital marketing for startups’ by **Mr. Santosh Sahu, Founder-Digiterz**. It made the incubates aware about how to pull the organic audience and how to take advantage of the various offerings of different social media platform to reach their target audience through appropriate keywords and enhance their engagement rate.



During the second half, the incubatees had an interactive session on ‘Business Development and Customer Acquisition’ by **Mr. Arvind Thanvi, Founder- MoineeFoundation**. The session broadly focused on Business to Government and Corporate Social Responsibility(CSR).

Project Report of July 2018



The second part of the 'Business Development and Customer Acquisition' session in Learning Block 2 was taken up by **Mr. Sharad Bansal, Founder-Srjna**. He discussed the 'Business to School' model with the incubatees and told them about how they can make their presence felt in this arena as well.



The next session on Day 1 of Learning Block 2 was conducted by **Mr. Devendra Thakur from Franchise India** on Establishing Franchisee Models.



Project Report of July 2018

To give our incubatees a deep insight into Business to Consumer model and Establishing Retail Outlets, we invited **Mr. Vishwas Shringi, CEO-Voylla** for the last session under the series of 'Business Development and Customer Acquisition' sessions.



Day 1 of LB-2 ended with a session on 'art of negotiation' by Prof. Kamal Jain of IIM Indore with the incubatees. The incubatees learned that how to negotiate using communication and complimenting techniques through his experience.



Project Report of July 2018

Day 2 of Learning Block 2, we began with an interactive and insightful session on hiring a sales team, tackling sales funnel and business sales strategies by **Mr. Balaji Chakravarthi, Founder-ScoVelo Consulting.**



- VII. 27th / 28th / 30th July 2018 – Our E-Cell coordinators has presented **Roadshow** across Banasthali Vidyapith which includes different departments, markets & hostels to promote about E-Cell for freshers and upcoming event **“Idea Carnival 2018”**. These Roadshow help us to attract several students who want to learn about Entrepreneurship.



Project Report of July 2018



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VIII. Project Team:

Abhishek Pareek (SBI Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Ms. Ravisha Chutani, Mr. Raghuvir Singh and other student/staff volunteers

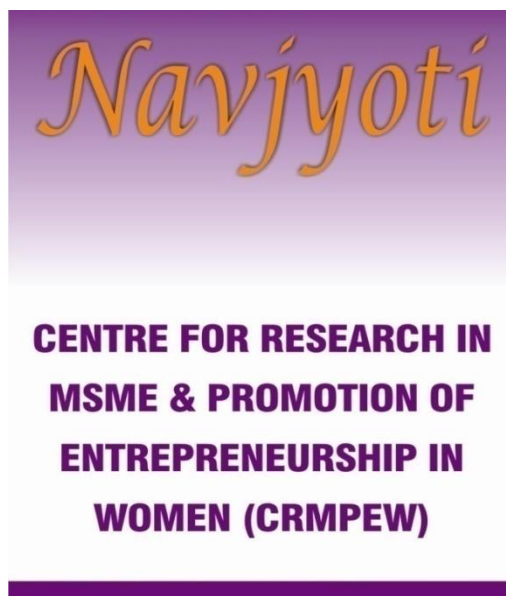
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Project Report of October-December 2018



“Centre for Research in MSME & Promotion of Entrepreneurship in Women”



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Project Report of October-December 2018

I. 4th October – WE Design Week 5 Entrepreneurship Development Program

Under WE Design, students visited **Jaipur Rugs and Indian Institute of Crafts and Design (IICD), Jaipur**. They took keen interest in understanding the basic functioning of an organization & its structure. They also interacted with Shri Nand Kishore Chaudhary, Founder - Jaipur Rugs, he inspired students by sharing his journey and how he established Jaipur Rugs - one of India's largest manufacturers of hand-knotted rugs.

At Indian Institute of Crafts and Design (IICD), Jaipur, Ms Sarika Narayan, Business Consultant to Startups in Crafts Sector, delivered an inspiring talk through her experience of working in design space. Dr Toolika Gupta, Director, IICD interacted with the students and motivated them to choose entrepreneurship as a career option. The day was full of learning and knowledge sharing by experienced people working in the design field.



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II. 4th October–A day with Startup

Atal Incubation Centre, Banasthali Vidyapith team member Samiksha Todaria spent a day with our incubated startup **Vikalp Women Enterprises at Itarsi (MP)**. Team member Anchal Raj Srivastava also spent a day with another incubated startup **The Apprentice Project at Pune (Maharashtra)**. The idea was to understand the challenges faced by the startup, team dynamics, organization structure, its functioning and interacted with different stakeholders so as to provide structured support to the startup.

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- III. 12th October–Ms. Meghna Gupta, MBA 2002, FMS-WISDOM, Banasthali Vidyapith and **Founder- VenTantra** visited her alma mater and addressed the under graduate students sharing her rich experience over the years and encouraged them to stride on less travelled paths and follow dreams. She focused on building a mindset for creating successful business ventures that tackle social and environmental issues and give up the fear of failure.



Project Report of October-December 2018

IV. 14th October -IMAGINE" 4th Inter College B-Plan Competition

The event was organized by **E- Cell at Banasthali Vidyapith supported by State Bank of India** which started with the inaugural address by Shri Abhishek Pareek, CEO- Atal Incubation Centre, Banasthali Vidyapith. He emphasized on putting rigorous efforts which will eventually pave way for success. Teams from different colleges of Rajasthan participated in the event which saw the pitching of Business ideas from a variety of domains, which was followed by a Q & A session by a panel of esteemed judges - Mr. Abhishek Pareek, CEO - Atal Incubation Centre, Banasthali Vidyapith, Ms. Meghna Gupta Founder-VenTantra and Ms. Archana Relan Incubation Manager- Atal Incubation Centre, Banasthali Vidyapith. Winning team was Team Fucinnaale (Team members- Ms. Khyati Verma and Ms. Kanika Verma, Banasthali Vidyapith) and 1st Runner Up was Team Karyavahi (Team members- Ms. Kavya Chaturvedi and Ms. Aparna Tripathi, JECRC Foundation, Jaipur)



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V. 15th October – WE Design Week 6(Finale)

In morning session, **Mr. Shalabh Mittal, CEO- School for Social Entrepreneurs** delivered a talk on startup ecosystem and various government policies. He guided students about how to take their ideas forward with the help of various government and institutional incubators and fellowships which are especially working with design startups.

Ms. Ruchi Varma, Dalai Lama Fellow 2018 took a session on importance of design in creating compassion in civic spaces. She told them about emotions, empathy and how to design with compassion to all stakeholders as USP.

In afternoon session, teams pitched their creative and innovative business ideas in design space, which was followed by Q & A session by a panel of esteemed judges- Mr. Abhishek Pareek, CEO - Atal Incubation Centre, Banasthali Vidyapith, Prof K D Joshi, HOD- Banasthali Institute of Design, Ms. Archana Relan Incubation Manager- Atal Incubation Centre, Banasthali Vidyapith, Mr. Shalabh Mittal, CEO- School for Social Entrepreneurs and Ms. Ruchi Varma, Dalai Lama Fellow 2018.

Winning team of WE Design 2018 was Team AGILE (Team members- Shreya Gupta, Muskan Verma and Aditi Paliwal)

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VI. 22nd October- Atal Incubation Centre, Banasthali Vidyapith taking its association further with India's premier bank **State Bank of India** which will provide credit linkage and will be one stop solution provider to all financial needs of women startups incubated at Atal Incubation Centre, Banasthali Vidyapith. The MoU signing ceremony was graced with the august presence of Shri Vijay Ronjan, CGM- Rajasthan, delegates of the Bank and women entrepreneurs from Jaipur. We thanks State Bank of India for their continued support for the cause.



VII. 10th September- Atal Incubation Centre, Banasthali Vidyapith and Startup Oasis jointly organized 'SAHBHAGITA' a Fundraising event for the Social Sector Startups. It was one of its kinds initiative in the startup space where 9 social startups pitched their enterprise and showcased their social impact through various innovative business ideas to the gathering of HNI's and dignitaries of Jaipur.

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VIII. 29th and 30th November – A 2 day workshop on **Intellectual Property Rights (IPR)** was conducted with support from Cell for IPR Promotion and Management (CIPAM) for more than 250 Faculty Members and Research Scholars at Atal Incubation Centre, Banasthali Vidyapith. The workshop covered various aspects of IPRs including IP Tools, Patents, Design, Trademarks, Brand building, Copyright, and how IP can be a important tool to enhance business competitiveness.



IX. 30th November – **WE Sprint 2.0** was launched with its first contact session. The new cohort was welcomed by Shri Abhishek Pareek, CEO- Atal Incubation Centre, Banasthali Vidyapith. Ms Archana Relan, Incubation Manager- Atal Incubation Centre, Banasthali Vidyapith addressed the cohort with the keynote about AIC, Banasthali Vidyapith and helped the WE Sprinters to set up the expectations for the acceleration program. First contact session was focused upon Business and Financial model in which Dr Pallavi Tak took the workshop on the Business model followed by Mr Rajneesh Singhvi who took the session on the Financial

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Modelling. Then one-to-one discussions helped women entrepreneurs in clarifying their doubts and gave them a better understanding of formulating a business and financial model.



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X. 30th November – Womenpreneur Learning Block 4

Learning Block 4 first half plugged the financial models and unit economics of the incubatees through one to one discussion with Financial Experts Ms Kritika Soin and Mr Rajneesh Singhvi and a diagnostic panel for Investors perspective with Mr Amit Singal, Mr Subir Singh and Mr Hansraj Agarwal. Incubatees brainstormed with sector-specific investors to become investment ready.



XI. 1st December -WE Sprint 2.0, Day 2 was started with **Diagnostic Panel** which was attended by investors, industry experts and mentors suggesting refinements in their business plan, giving investor perspectives to startups and compelling the WE Sprinters to think from various perspectives.

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XII. 25th December—A case study on “**Zomato: a shining armour in the foodtech sector**” written by Dr. Prashant Raman, Associate Professor, FMS- WISDOM, Banasthali Vidyapith is published in Journal of Information Technology Case and Application Research (ABDC Listed and Scopus Indexed Journal) which is first of its kinds case study in India in FoodTech startups.

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The Social Media campaign is also going in full form. We have reached more than 2 Lac people through the social media campaigns.

The activities of E-Cell (which is supported by SBI is also reaching a humongous number of students in campus & we graciously acknowledge the support of State Bank of India for supporting the noble cause.

Project Team:

Mr. Abhishek Pareek (SBI Chair), Ms. Saumya Verma (SRF), Ms. Anita Shou (JRF), Ms. Ravisha Chutani, Mr. Raghubir Singh and other student/staff volunteers

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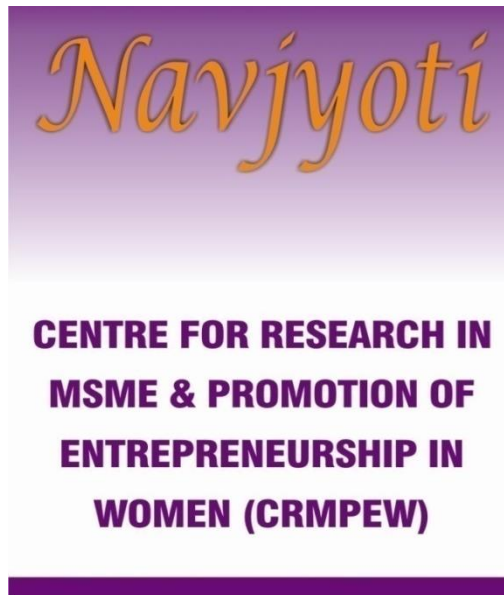
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Project Report of September 2018



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- I. 31st August** – WOMENPreneur Learning Block-3 started with one to one MENTORING CLINIC with our incubatees, chaired by industry experts and mentors suggesting refinements in operation plans, giving new insights and compelling our WOMENPreneurs to think from various perspectives in one to one diagnostic panels.



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- II. 1st September** - WOMENPreneur Learning Block-3 Day 2 started with the review of operating plans, building pipelines and setting up the targets, by Experts & Sutradhars, for next 3 months along with the execution strategies for our incubatees.



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After the review of operating plans, we had one on one session with experts from various domains who focused upon various aspects of our incubatees' ventures.



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Incorporating the learning from past 2 days of Learning Block-3, the event concluded with all the incubatees presenting their operating plans and strategies to a panel chaired by **Mr. Abhishek Pareek**(CEO, AIC Banasthali Vidyapith), **Mr. Ishwar Jha** (Founder at Appetals), **Mr. Rohit Agarwal**(Founder of Contree), **Mr. Siddhant Khurana**, **Mr. Raj Kumar Jani** (Strategic Initiative at Katori Pvt. Ltd.), **Mr. Yogesh Kumar** (Founder at Even Cargo), **Mr. Ashutosh Kumar** (Entrepreneur / Startup Catalyst / Consultant), **Ms. Kratika Soin**, **Mr. Chintan Bakshi** (CEO at Startup Oasis), **Ms. Archana Relan** (Incubation Manager, AIC Banasthali Vidyapith)



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- III. WE Design Program** - Atal Incubation Centre, Banasthali Vidyapith has launched WE Design Program - "A unique Entrepreneurship Development Program (EDP) for Design Students". The 6 weeks certificate program will help women in converting their creativity & innovation into the scalable business models.

WE DESIGN

A unique "All Women Entrepreneurship Development Program (EDP)"
for Design Students



- 6-week certificate program on developing startup ideas in design
- One contact session per week every Saturday
- Sessions on marketing, team building, business model, startup ecosystem and many more
- Program delivery by best Industry Mentors

- IV. 10th September** - WE Design, Week 1 launched with the inspiring talk by Shri Abhishek Pareek, CEO- Atal Incubation Centre, Banasthali Vidyapith and Prof K D Joshi, Head - Banasthali Institute of Design. An energetic workshop on Design Thinking, Idea Generation, how to explore business opportunities in Design, Impact of an Entrepreneur and various fun activities conducted by Dr. Pallavi Tak. The session also focused on creating a business model around creativity and innovation in Design.

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- V. **11th September** – Ms. Priyanka Rajawat, has visited different girls colleges of Jaipur to spread awareness about importance of Entrepreneurship among young generation and tell them that with the help of **E-Cell at Banasthali Vidyapith supported by SBI**, we are trying to create an ecosystem for college students. Where they can share their ideas as well as able to get guidance from the mentor.
- VI. **16th September** - WE Design, Week 2 was launched with the workshop on the Business Model Canvas by Mr Yogesh Kumar, Founder - Even Cargo. He helped students in developing the business model around their creative and innovative ideas in design. Understanding of consumers behaviour and building the sales strategy is an important aspect of a workable business model. Prof. Prashant Raman & Dr. Jitendra Singh Rathore helped students to understand these two aspects through various case studies and examples.



Project Report of September 2018



Project Report of September 2018



VII. 21st September – One of our team member **Ms. Anchal Raj Srivastava** has got an opportunity to interact with the students of SKIT, Jaipur through **Ignite Talks**. Where she shared her Startup Journey and encourages other students about entrepreneurship.



Project Report of September 2018



VIII. 24th September - WE Design - Week 3 thrilled with the success story of **The Slow Studio, founder **Ms Asmita Kulshreshtha**.**

Small creative ideas can grow into big realities if you develop a good market strategy and turn your idea into a scalable business model. **Ms Ruchika Beri, founder - Jewelove** took a session focused on building strategies and business model scalability.

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An interactive session on Market Validation conducted by **Ms Archana Relan, Incubation Manager at Atal Incubation Centre, Banasthali Vidyapith**. She insisted on the fact that "Success is achieved through a series of fast failures" and explained how it's important to understand the difference between "customers and end consumers for a product or services".



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IX. 30th September – Atal Incubation Centre, Banasthali Vidyapith partnered with TiE Rajasthan for **TiE SmashUp 2018**. Our startup participated in speed dating and pitch presentation and benefited from the experts' advice by Ms Anu Acharya (CEO - Map My Genome India Ltd.) , Ms Shanti Mohan (CEO - Lets Venture) , Ms Padmaja Ruparel (Co-Founder at Indian Angel Network & Founding Partner of IAN Fund). There were more than 100 participants, entrepreneurs of different age group, and startups that are in separate stage of growth. Successful entrepreneurs shared their struggles and experiences while investors revealed the tips to gain investments. It was a wonderful platform to bring together the people from entrepreneurial ecosystem of Rajasthan as well as from other parts of the country.

Project Report of September 2018



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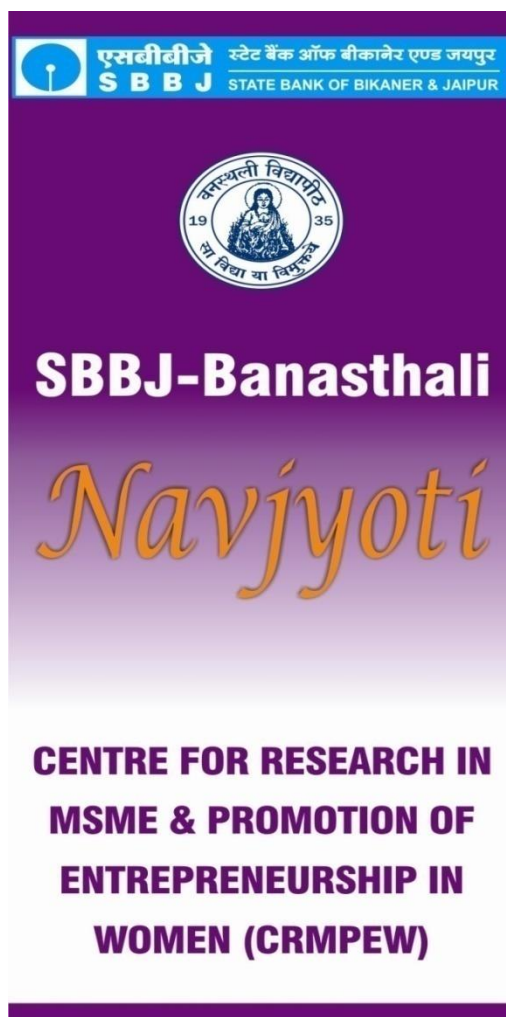
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'Centre for Research in MSME & Promotion of Entrepreneurship in Women'

SBBJ – Banasthali Vidyapith “Navjyoti”



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Project status update: September 2017

- I. **2nd September 2017** – **Mr. Onkar Kishan Khullar** popularly known as **Digital Gandhi** visited Banasthali. He interacted with the students and talked about Idea Creation, Investor Pitch, Marketing plan and Business Model Review. Students enjoyed the session a lot and present their views on social entrepreneurship. He is the founder of 3 companies and author of 3 Books. He was awarded with Karamveer Chakra from ICONGO for the youngest cause consultant in the world as well as listed among the top 50 social entrepreneurs in the world.



- II. **17th September 2017** - We had organized the “IMAGINE” 3rd Inter Department B-plan Competition. The B-Plan competition is the third in the IMAGINE series and has received overwhelming response. More than 50 teams initially registered for presenting their ideas, which include students from different departments. Every B-Plan competition is making inroads in departments which were earlier inactive in promoting entrepreneurship. Sixteen team were shortlisted to participate in the final competition.

It was a wonderful day, especially when w

We have screened 16 presentations out of 26 entries received to pitch their idea in B-plan competition. It ended with lots of innovative business ideas by young budding women entrepreneurs with their commitment to challenge the status quo. It had a diverse participation with students from Technology, Engineering, Pharmacy, Mathematics, Law & Management. The judging panel comprised of Banasthali's Alumna **Ms. Bhavna Choudhary**, co-founder of Blue Madder foundation with the objective to create dignified livelihood opportunities through craft revival for marginalized youth, rural women and artisans, **Ms. Avneet Kaur**, founder and CEO of her company called Runway Closet, the company is into designer wear & is one stop store for apparels, accessories and fashion.

Ms.Akansha Singh, founder of Swayambhu Innovation Solutions Pvt. Ltd. She is working in field of control in Emitting Carbon emission at Grass root level. Their presence motivates the students.



III. 19th – 20th September 2017 – A 2 day E-Leaders Workshop was conducted by National Entrepreneurship Network (NEN) held at VGU, Jaipur. In all 25 students from different

institutes such as Jaipuria Institute of Management, MNIT, IIM and many more across Rajasthan participated actively in the workshop. Four students represented Banasthali Vidyapeeth viz. Mansi Awasthi (MBA I yr), Supriya Gupta (MBA I yr), Saumya Verma (B.Tech III yr) and Guneet Kaur (BBA III yr), the students are part of E-Cell, Banasthali Vidyapeeth supported by State Bank of India.

First day of the workshop was highly interactive and made lively through various activities and games that enabled the students to identify their traits, leadership styles they need to develop to manage E-Cell in their campuses.

Second day of workshop started with lot of activities for students to learn nuances of how to conduct workshops, sessions and motivate budding entrepreneurs. The students participated in games & activities like “Jeopardy”, which was a quiz game that involved risk taking in the form of points that each team earned, “Think with the Box”, the game provides an opportunity to design the packaging of any product of your choice with the available materials and also mention all the key contents on the packaging, “Investors Hunt” where the other teams had to lookout for investors who would invest in a particular business keeping in mind the risks and profits the business would fetch, “Venture Voyage”, where the teams had to select a venture of real and plan for its name, tagline, financiers, customers it aimed for, marketing strategies, risk involved etc.

Coming back with lot of learning & motivation these student E-Leaders will be conducting various activities for the other E-Cell members to promote entrepreneurship.



- IV. **27th September 2017 - Dr_Hina_Shah**, Entrepreneur, speaker, writer, dancer and **Founder-Director ICECD** talk on Enterpreneurship at Banasthali University. She addressed audience on real issues like purpose of life, women entrepreneurship and start-ups, how to balance between personal and professional life. She shared her life experience, which gave deeper insights and motivation to our bright students and faculties.





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Project status update: February 2017

- I. 1st February 2017 – EDC Team interacted with the B.Tech students of Banasthali Vidyapith. The event was attended by more than 160 students of B.Tech. EDC Team motivated the students on taking Entrepreneurship as a career option, updated them about the activities of Banasthali Vidyapith “Navjyoti” Project. It was a very successful event and students appreciated the efforts of the Centre.



- II. **4-5th Feb 2017 - Students of EDC went to Tata Institute of Social Sciences (TISS) Mumbai for a social entrepreneurship event called iPreneur, 2017.** Under the two days event of Flea market, 4 students put up a stall in which they came up with the idea of representing Jaipuri items which included kurtis, mojdi's, bags, etc. It was a two day event and they had a tough competition with the other entrepreneurs who also put up their stalls. They also participated in the expert talk which was done by various renowned entrepreneurs like Preeti Sinha, Senior President of Yes Institute and Sandeep Hande from Yes Bank.

3 of the students participated in the Live pitch event in which they got a case and had to speak on the various solutions to the case for 5 minutes. Our students stood Second in this competition with receiving a cash prize of Rs 5,000 along with the participation certificates. The next event in which 2 students participated was the Social Venture Challenge in which had to present their idea by giving the solutions to social problems. It was a great learning for our students as they got a platform to interact with various social entrepreneurs and got the insight as to how they can move further on this track.



- III. **10th February 2017 - 50 students of EDC went to Bare Foot College, Tilonia, Ajmer, which is among the Top 20 Global NGOs.** It was a great learning for the students as well as for the faculty members. The journey started with visiting the new campus of the college in which they demonstrated how they preserve solar energy for cooking and their other use. The boilers were manufactured by the rural women who didn't have a proper training and they never went to school. The students interacted with many rural women on the working of the solar plant and there were many grand moms who came from different countries to learn this technique of solar energy preservation. The training was provided to the national and international women for 6 months who were 35 years and above. The students also saw the manufacturing of various clothes and floor mats. One of the Banasthali alumna who was working there helped in demonstrating the overall workflow of Tilonia.



- IV. **Research Work** – Research Paper titled “WOMEN ENTREPRENEURS--- PROMISING POTENTIALS” was presented Business Process Re-engineering for Sustainability and Climate Change: Issues & Perspectives AT Convention Centre at JNU, New Delhi
- V. **The pilot INCUBATION PROGRAM** which was started for the finalists of B-Plan Competition is going in full swing & students are actively participating in the sessions. The Program is helping students in getting detailed inputs in their ideas & business plans.
- VI. **17-19th February 2017 - Two students (Vartika Goyal & Shilpi Badola) of EDC, Banasthali Vidyapith have participated in Startup Weekend organized by IMT, Ghaziabad between 17th- 19th Feb 2017.**

It was a 54- hour weekend event in which 38 ideas were pitched. Amongst those 38 ideas, top eight ideas including the idea of Banasthalites were selected on the basis of voting. Then all the participants formed eight teams to develop a working prototype, demo, or presentation within 54 hours, thus propelling them to take their idea to the next stage.

In addition to attendees, the event attracted various mentors and investors. A good share of teams end up working together beyond the startup weekend to build a fully operating startup and others take with them the bootcamp experience and a network of like minds.



- VII. 17-18th February 2017 – Shri Abhishek Pareek visited Bangalore** to meet couple of Incubators including IIM – Bangalore, NASSCOM ERNET Centre of Excellence, T-Labs for getting a feel around the different activities of the incubation centers. Discussion with IIM Bangalore incubation centre was very fruitful as they are running a Women specific Entrepreneurship Learning Program which they have agreed to share with our students also.
- VIII. B-Shop activity** – This was one of its kind activity in Banasthali where EDC Team provided students with some space in WISDOM & SBI School where students can set up their shops and sell anything they want. The activity garnered lot of enthusiasm, excitement and motivation in the student groups. 9 groups, 3 each from BBA, B.Com & MBA were selected through open process and were allotted 1 week each for selling any product of their choice. The groups have sold lot of products such as Clothes, Bags, artificial jewellery, accessories, home décor, footwear, handmade products, etc. We want to keep this activity going for the coming months, as the purpose is to remove that inhibitions of women towards doing business and let them taste success.
- IX. 19th February 2017 – Mr. Zubin Nallawala, a serial entrepreneur and an expert in Digital Marketing** interacted with the students of EDC. He stressed upon the need of Digital Marketing as a tool to help entrepreneurs in promoting their businesses.



- X. 20 & 21st February 2017 – Banasthali Vidyapith in collaboration with Buurtzorg and Praan Group from The Netherlands organized the First International Conference of OMRISE Conference Series on “Integrating Simplification: The rise of self-managed enterprises”. Integrating Simplification Theory (IST) talks about a dynamic approach for organizing and entrepreneurial thinking. The objective is to enhance entrepreneurial creativity and self-management as part of the integrative self-managed paradigm.**

The conference invited presentations and workshops on various sub-themes like self-reliance, integrative happiness, sustainable development, indigenous entrepreneurship models, social entrepreneurship etc. The event received encouraging participation from academicians, practioners and graduate students.

With respect to social entrepreneurship the conference had following contribution

1. **Panel Discussion:** - Mutual learning between Indian and Dutch Home Care Nursing Models. The panelists brought in unique perspective from their area of expertise. Panelist - Devjit Sarkar (Domain - Homecare), Dr. Madhumita Chatterji (Nursing Talent Development), Prof. Harsh Purohit (Organization Management), Puneet Bindlish (Technology) moderated by Prof. Sharda Nandram (Moderator)

2. **Special Talk** - Spiritual Ecology for Integration Simplification by Dr. Krishnakant Shukla. The talk covered the process of achieving sustainable development.

3. **Paper presentations**

a. Social Entrepreneurship : A Step Towards ShubhLaabh by Dr. Priti Hingorani

b. An analysis of the drivers and methods of the entrepreneur who focuses on the deployment of renewable energy. – A case study on solar incubator Powerhouse in California, USA by Ms. Marjolein Shiamatey

c. Profits Must Be Auspicious: ShubhLaabh from Demonetization in India by Dr. Megha Aggarwal & Ms. Rashmi Singh Rana

d. Implementing the Impact Business Model for social entrepreneurs: Lessons learned from muZIEum and Twist030 by Ms. Gloria van Ewijk & Prof. Sharda Nandram

e. Paper submitted for including in publication: Integral Yoga as foundation for social entrepreneurship leading towards sustainable welfare (ShubhLaabh) by Prof. Sharda Nandram and Shri Puneet Bindlish



- XI. 27th February 2017 – Ms. Itika Sethi & Ms. Bhoomika Ghalyan, students of EDC launched their own magazine called “Feel Alive Today”.** A grand book launching ceremony was conducted which was attended by almost 200 students & many faculty members. It is their first magazine which addresses a platform for students to showcase their aesthetical side.



Project Team:

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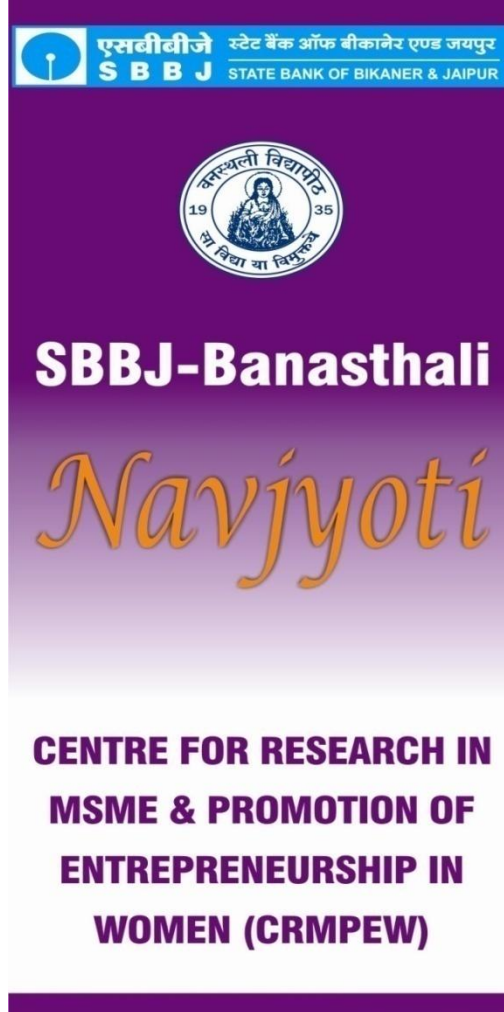
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Project status update: January 2017

- I. **Shri Chintan Bakshi, COO of Startup Oasis, the biggest incubator in Rajasthan has visited Banasthali and interacted with the students of EDC Cell. Shri Chintan is a IIT & IIM graduate and has over 9 years experience in leading ventures in the rural and the Bottom of the Pyramid (BoP) space. Chintan has been working in the rural markets since 2004, developing innovative business models to commercialize grassroots technologies, foster rural entrepreneurship, provide internet connectivity / services, enable rural eCommerce and implement mobile enabled last mile distribution for FMCGs. He has worked extensively in the rural markets of Gujarat, Orissa and Rajasthan. Startup Oasis under his leadership has rolled out more than 90 Startups and many of them have gone through the funding stage also.**



- II. **Mr. Vivek Pratap Singh Rathore, Director at Eyebridge Soft Solution Private Ltd. has visited to the Campus on 8th January to enhance students learning in the dynamic field of Entrepreneurship. He shared his journey, how he becomes an Entrepreneur. He inspired the students and suggested them to look beyond the traditional ways of making career and explore opportunities in every direction of their choice.**



- III. One of our students Ms. Aanchal Raj Srivastava got selected for TIE Rajasthan B-plan competition on 12th Jan. to pitch her idea. She presented her idea in front of entrepreneurs and investors. Basis their feedback she is now improving her idea and will very soon go for commercial launch.
- IV. Mr. Osama Manzar conducted session on Social Entrepreneurship on 18th January. He is the founder of Digital Empowerment Foundation and works exclusively in the area of empowering masses for using Digital Technologies. It was an interactive session in which Mr. Osama shared his journey and experience of starting up as an entrepreneur. He also motivated them to explore possibilities for developing their ideas and to take up entrepreneurship especially in Social sector. He also works in the area of Community Radio reaching the rural masses. His foundation has digitally empowered more than 10 Lac individuals and more than 5500 MSMEs.



- V. On 19th January 2017 EDC Cell at Banasthali Vidyapith has conducted a session with Bachelor of Design & Master of Design students for promoting entrepreneurship among women. The session was attended by more than 80 students of the department. Design is one area where we are focusing to bring more people into Entrepreneurship.

- VI. EDC Cell at Banasthali University organized the Second Inter Department B-plan Competition "IMAGINE" on 21st January. Total 15 teams presented their ideas. This time we made it more grand and invited industry experts to judge the event. Mr. Ishwar Jha as serial entrepreneur based in Mumabi, Mr. Pankaj Sethi, Director in EdTech Incubator, were the judges for the presentations. They together bring more than 50 years in experience. Their valuable insights to the presenters added lots of value to their ideas. The event started with presentations, followed by question and answer rounds. The audience was thrilled with the novel thoughts and had a great learning experience on how to implement their ideas. The day ended with 6 teams selected for the Pilot Programme at Banasthali University.
- VII. A pilot INCUBATION PROGRAM has been started for the 15 students who are selected participants from the B-Plan Competition. It is a 6 weeks program where the participants we will be taken through detailed discussions and insights of their business. The program is been mentored by Shri Ishwar Jha who will conduct sessions in both online and offline mode for 6 weeks.
- VIII. Shri Ishwar Jha, Founder and CEO of Appetals Solutions Pvt. Ltd and his highly enthusiastic team conducted a one day workshop - "Launch Your Career" at Banasthali University. The session was attended by management students. The workshop was focused on guiding the students on framing goals in their lives, dreaming big and communicating with others. The session also concentrated on developing ones personality & growth in career.





- IX. **Entrepreneurship Development Cell – EDC Cell** is conducting its activities in full swing. The number of members in the EDC has now reached 400 and we are getting an exceptional feedback from students for the type of activities conducted through EDC. We are now gunning to take this number to 500 students by end of Feb 2017. Students from BHsc, BCom, BA, BBA, MBA, B.Design, BTech, BALLB, Bsc. Bio Tech are part of the group.
- X. **B-Shop activity** – This was one of its kind activity in Banasthali where EDC Team provided students with some space in WISDOM & SBI School where students can set up their shops and sell anything they want. The activity garnered lot of enthusiasm, excitement and motivation in the student groups. 9 groups, 3 each from BBA, B.Com & MBA were selected through open process and were allotted 1 week each for selling any product of their choice. The groups have sold lot of products such as Clothes, Bags, artificial jewellery, accessories, home décor, footwear, handmade products, etc. We want to keep this activity going for the coming months, as the purpose is to remove that inhibitions of women towards doing business and let them taste success.
- XI. **Prof. Harsh Purohit, Dean FMS WISDOM** delivered a key note in St. Xaviers College, Jaipur where SBBJ Project was mentioned and it was well acknowledged by the audience.



- XII. Students of the Banasthali School highlighted and promoted women entrepreneurship. The event was attended by thousands of school and higher education students.





Project Team:

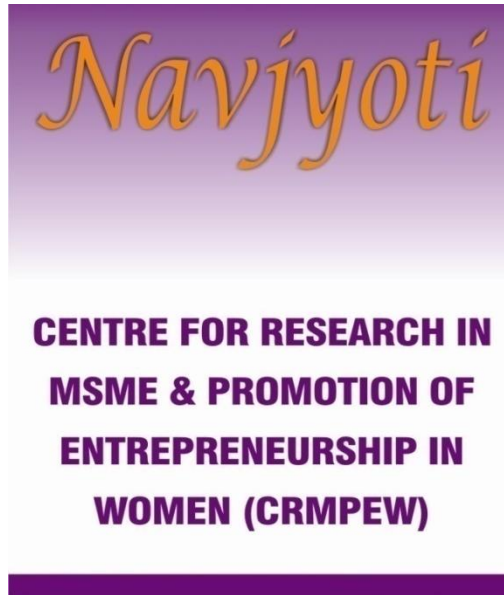
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‘Centre for Research in MSME & Promotion of Entrepreneurship in Women’



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Project Status Update: October and November 2017

- I. **5th October 2017 – “Illuminate” - A pre Eureka Workshop Series conducted by IIT Bombay** is organized in E-cell at Banasthali Vidyapith. Mr. Pradeep Dariyani conducted a one day workshop on Entrepreneurship (How to frame your B- plan) where students from different streams came together, developed their ideas and discussed their ideas with the other participants. The speaker then worked with the participants on different aspects of finance, marketing, scaling, etc. The day ended with lot of enthusiasm, motivation & ideas.



- II. **7th October 2017 – Felicitation Ceremony** for the winners & participants of **“IMAGINE” 3rd Inter Department B-plan Competition**. Respected Prof. Siddharth Shastri Ji, Vice President of Banasthali Vidyapith showered his blessings and encouraged women entrepreneurs by giving them prize money, trophy and certificates. Heartiest congratulations to Saumya Verma (Winner) Shalu Nathani & Diksh Saxena (1st Runner up) Shreya Singh (2nd Runner up) and other participants. Thanks to our esteemed panel members ‘Daughters of Banasthali’ Bhavna Choudhary, Avneet Kaur & Akansha Singh for judging the event.



- III. **14th – 26th October 2017** – Ms. Priyanka Rajawat, SRF, CRMPEW attended *an orientation program at Startup Oasis, which is a Jaipur based Incubation Centre* driving and building entrepreneurial ecosystem in Rajasthan. She got training on the various aspects of incubation processes, the role of Incubation Centre for new Start-ups. The procedure of working of an Incubation Centre. How to choose mentors, Investors, Expertise, build Ecosystem for New Ideas. How an Incubation Centre go hand in hand with new ventures. The training has helped her in understanding the processes incubation center.
- IV. **23rd - 25th October 2017** – Mr. Raghubir Singh Chauhan has attended “6th UNESCO-APEID meeting on entrepreneurship education” at Manila, the Philippines. The Asia Pacific Program of Educational Innovation for Development (APEID) is a program of the United Nations, Scientific, and Cultural Organization (UNESCO), Asia-Pacific Regional Bureau for Education in Bangkok, Thailand. It was established as an inter-country co-operation program serving 47 member states in the Asia-Pacific region. 120 delegates from 20 countries in South Asia, East Asia and within ASEAN member countries participated in the 6th UNESCO-APEID meeting to discuss and support the regional framework of entrepreneurship education, sustainable businesses and job generation through entrepreneurship. Subject to pragmatic constraints, only 80 international participants were invited to Manila, Philippines. Mr. R S Chauhan from Banasthali Vidyapith participated and received amicable response from the organizers. Delegates who attended were composed of policy makers, educators, entrepreneurs, professionals, youth representatives, and experts as resource persons. *Designing a Relevant and Innovative Entrepreneurship Education: Towards Mutual Recognition of Qualifications in ASEAN, East and South Asia*, was the theme of the meeting. A broad range of issues including- ecosystem to support

entrepreneurship education, were discussed to create change in the educational landscape for a vibrant and prosperous region.



- V. **27th October 2017** – Ms. Anita Shou, Ms. Ravisha Chautani and Ms. Priyanka Rajawat attended the **‘Road to GES’ investor pitch event** [consisting of ten startups] at VGU, Jaipur presented by NITI Aayog in association with Wadhvani Foundation as a knowledge partner. The event attended by 500-odd aspiring entrepreneurs, startups, investors, mentors, students and entrepreneurs concluded successfully with Ramakrishnan M from Bangalore based Intello Labs winning the coveted Golden Ticket to attend the prestigious GES 2017 at Hyderabad. “Road to GES” has the primary objective of enhancing entrepreneurship and innovation in the ecosystem and providing startups exposure and networking opportunity with investors, entrepreneurs, mentors and prospective partners.



- VI. 3rd – 4th November 2017** – Members of E-Cell @ Banasthali Vidyapith supported by SBI attended full day event TiE Smash Up at Jaipur. The very vibrant event was aimed at fostering ecosystem full of entrepreneurship, innovation and providing startups exposure and networking opportunities. It was attended by more than 100 budding entrepreneurs, Angel Investors, Mentors and Students. It covered the inspirational stories of successful start ups from Rajasthan like Au Small Finance Bank, Voylla (fashion jewellery brand), CarDekho and many more which brought deeper insights to the students about scaling their ventures. It was very exciting to hear young students with their innovative ideas and products.



- VII. 3rd November 2017** – Centre Chair Shri Abhishek Pareek was invited at a roundtable in Jaipur organized by Tata Trusts. The dialogue centered around women entrepreneurship and its challenges. Shri Abhishek shared with the audience about the project CRMPEW supported by State Bank of India and the audience appreciated the efforts by SBI and Banasthali in promoting women entrepreneurship.
- VIII. 9th November 2017** – Banasthali Vidyapith was nominated at National Entrepreneurship Awards organized by Ministry of Skill Development and Entrepreneurship. The nomination had a big role of State Bank of India and the jury recognized the joint efforts.
- IX. 13th November 2017** - 40 E-Cell members and 5 faculties from Banasthali Vidyapith attended *“Think Big 2017” organized by Thinkthrough Consulting and WEConnect International* at Kingdom of Dreams, Gurugram. Think Big was focused on creating a conducive ecosystem for women entrepreneurs by bringing together women entrepreneurs, companies, investors, government officials, mentors and industry associations. The event saw a participation of 1600 attendees and business leaders such as Vandana Verma (Programme Director at Ikea Foundation), Ms. Manisha Raisinghani (Co-founder LogiNext Solutions), Ms. Shweta Rajpal Kohli (Head - Public Policy Uber India) , Naiyya Saggi (Founder- Baby Chakra) and many more with 13 power packed sessions on topics like access to entrepreneurial ecosystem as an enabler, women entrepreneurship, from job seekers to job creators, engendering investments, from policy to practice so as to provide a platform to share knowledge and network.



- X. **16th November 2017** - "You can be an entrepreneur even at your job because entrepreneurship is not just opening up an enterprise but an innovative thought process". That's the thought **Ms. Daisy Tanwani, founder and CEO of Pinklay**, left the budding and vibrant entrepreneurs of Banasthali with. She visited the campus and had an interactive session organized by E-Cell at Banasthali Vidyapith supported by SBI. She not only shared her journey and her learnings with the students, but also instilled in them a belief that any goal is achievable if you work hard and believe in your dreams.



- XI. **16th November 2017** – Mr Raghubir Singh Chauhan has participated in the **workshop 'Social Impact Measurement'** along with 21 participants from diverse background. It was organized by Startup Oasis, at RIICO, Sitapura, Jaipur(Rajasthan). The resource persons aimed to highlight importance of and the imperative need to understand the social impact created through various enterprises involved in such catalyzing roles. Mr. Chintan Bakshi, the first resource person from Startup Oasis, discussed the Social Lean Startup Methodology. The relationship between *Idea prototype* to *Validate/ Invalidate the Minimum Viable Product*, was discussed to highlight the key elements of *Social Lean Model Canvas*. This engaging session was followed by equally participative discussion and team activities on *Impact Measurement in Social Enterprises*. As the resource person for this session Elisabeth Niendorf, from EBS University Germany, shared her research work on ModRoof. Major highlights discussed during the case study of ModRoof were further discussed during the team activities. The third session was an insightful discussion by Mr Aditya Seth who

showed his documentaries. Each of the documentaries stirred multidimensional discussions encompassing legal, social, economic and pragmatic dimensions related to 'social impact' created through various enterprising activities. While discussing methodologies, need and importance of measurement of such impact, an overall synergy created amongst the participants was repeatedly reinforced throughout the day.



XII. 16th - 17th November 2017 – A 2-day workshop about social entrepreneurship was conducted by Mr Nitin Tailor, founder and CEO of Serve Happiness Foundation and Ms Neha Kandalgaonkar, director of VIVAM solid waste management pvt. Ltd. They enlightened the students about their journey, existing social problems and the difference every individual can make to it.

On DAY 1 the students formed teams and were provided with the Ideation Canvas. The bright minds worked on possible solutions for the most pressing problems in the society.

On DAY 2 students worked on social business model. Mentors explained various nuances like value proposition, cost structure, revenue model, social impact and many more to the students.

In the end, every team presented their ideas before a panel of judges which also included Mr. Abhishek Pareek and Mr. Ankur Joshi. Based on sustainability of the Business Idea and other aspects, the best 3 ideas were rewarded. The 2 day extensive workshop left with the students a sense of social responsibility and also encouraged the young and creative entrepreneurial minds to keep working hard in the correct direction.



XIII. 19th November 2017 - "You can only grow when you have the courage to step out of your comfort zone." E-Cell at Banasthali Vidyapith supported by SBI was delighted to have Shri Shalabh Mittal, CEO of School for Social Entrepreneurs, for an interactive session with all the members of E-Cell. He shared experiences from his and other social entrepreneurs' life.



- XIV. 23rd November 2017** - Banasthali Vidyapeeth has signed an MoU with National Institute of Urban Affairs for promoting women entrepreneurship in areas of Water, Health and Sanitation. The program is called IHUWASH – Incubation Hub for Urban Water, Sanitation and Hygiene. The vision is to nurture women entrepreneurs in the above areas. E-Cell in the coming days will be developing a program to channelize the above program.
- XV. 25th November 2017** – Banasthali Vidyapeeth has received award of Best Emerging Incubation Centre for Women in India. The Award was given by Hindustan Unilever Limited & Dewang Mehta Foundation.



- XVI.** It was a very eventful year at E-Cell at Banasthali Vidyapith, we are growing with each passing day and having a strong presence of more than 600 students in the E-Cell and many more are expected to join in the coming months.
- XVII.** With the understanding of 'Catch them Young' we have started to include school students also now and orienting them towards Entrepreneurship. We are also looking for some partnerships where we can train rural women under some skill development program making them small entrepreneurs for their sustainable livelihood.
- XVIII.** The program is reaching new levels with the name of State Bank of India as its partner. Thousands of students, Guardians and visitors acknowledge the support of State Bank of India for promoting women entrepreneurship.
- XIX.** The Social Media campaign is also going in full form. We have reached more than 2 Lac people through the social media campaign.

Project Team:

Abhishek Pareek (SBI Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Ms. Ravisha Chutani, Mr. Raghuvir Singh and other student/staff volunteers

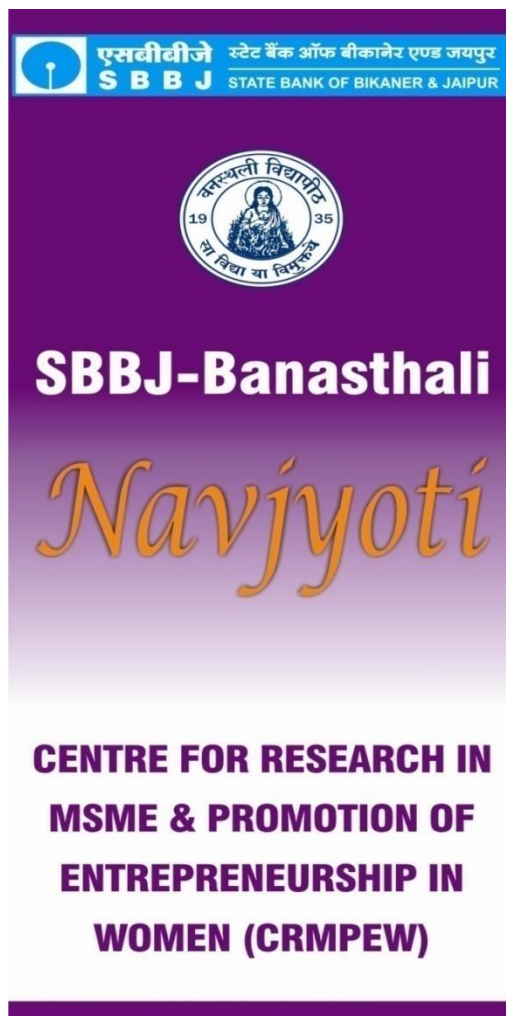
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'Centre for Research in MSME & Promotion of Entrepreneurship in Women'

SBBJ – Banasthali Vidyapith “Navjyoti”



Acknowledgement: We thankfully acknowledge 'SBBJ' for their generous donation for the project activities.

For internal circulation only

Project status update: March 2017

- I. 4th March 2017 – Anchal Raj Srivastava & Diksha Mishra along with Senior Research Fellow of Project Ms. Priyanka Rajawat went for a 3 day workshop cum B-Plan Competition at IIT Delhi. The event was attended by more than 400 participants and more than 50 Industry Speakers who had taken sessions on different aspects which are of help of the budding entrepreneurs. Students of Banasthali came in the top 10 in the B-Plan Competition.



- II. 6-8th March 2017 – 3 Students Komal Rangwani, Itika Sethi & Bhoomika Ghalyan members of the Entrepreneurship Development Cell along with Senior Research Fellow Ms. Priyanka Rajawat participated in the 3 day workshop organized by AIRSWEE – All India Road Show on Women's Economic Empowerment through Entrepreneurship, Hotel Holiday Inn, Jaipur. The initiative has received funding support from the US Mission in India, US department of state. It was organized in association with TiE, Rajasthan.

They got selected among 25 women across Rajasthan, where they covered every genre regarding business plan, investment, funding, marketing etc.



- III. 10th March 2017 - SBBJ Chair Abhishek Pareek & Senior Research Fellow Ms. Priyanka Rajawat attended a 1 day seminar at Indian Institute of Crafts & Design. The seminar was organised by British Council in association with Jindal Centre for Social Innovation & Entrepreneurship & Startup Oasis. The participants deliberated on the challenges and opportunities for women's empowerment in the social enterprise space in India. The seminar was attended by prominent NGOs of Jaipur, representatives of British Council, angel investors, mentors, incubation managers, etc.
- IV. 11th March 2017 – EDC Team provided an opportunity to all the members of EDC on working with Yes Foundation as a intern for the period of 6 months. The Foundation works in the social sector & motivates youth to be a part of the social change. Many students have given registrations for the same. The final list is awaited.
- V. 18th March 2017 – Senior Research Fellow Ms. Priyanka Rajawat took initiative to interact with students of higher secondary and talked about entrepreneurship as a career option. Many students have not even ever thought about going into entrepreneurship.



- VI. **20th March 2017 – EDC Team took a session with students of MBA 2nd Semester on taking entrepreneurship as a career option. The students were oriented about the importance of entrepreneurs for the nation, their role & how it will benefit them. The students were also oriented about various ways in which they can consider entrepreneurship as a career option.**
- VII. **Research Work – A Research Paper was presented by Ms. Priti Hingorani, Research Scholar, Banasthali Vidyapith with the topic “Social Entrepreneurship – A step towards Shubh-Labh”**
- Registration of PhD.** on the Topic “The relationship between HRM Strategies and Entrepreneurial Success for Startup Entrepreneurs in the Jaipur District of Rajasthan” has been done. The research will be carried by Ms. Maneesha Kaushik in the Guidance of Ms. Swati Batra, Former Associate Professor, Department of Economics, Banasthali Vidyapith
- VIII. **The pilot INCUBATION PROGRAM** which was started for the finalists of B-Plan Competition is going in full swing & students are actively participating in the sessions. The Program is helping students in getting detailed inputs in their ideas & business plans.
- IX. **27th March 2017 – Shri T.T.M Tharakkan, Chief Risk Officer, SBBJ & Shri Anil Kumar Sharma, Manager, CSR felicitated the winners of 2nd Inter Department B-Plan Competition at Banasthali Vidyapith. Shri. Tharakkan also interacted with the audience and motivated them to go into entrepreneurship & grow in their careers. The 1st Prize went to Anchal Srivastava & Diksha Mishra with a cash prize of Rs. 10000 & winning trophy, 2nd Prize went to Itika Sethi & Bhoomika Ghalyan with a cash prize of Rs. 5000 and a trophy, 3rd Prize went to Nidhi Rungta & Monika Kesharwani with a cash prize of Rs. 3000. The participants were also presented with certificate of participation.**







- X. B-Shop activity** – This was one of its kind activity in Banasthali where EDC Team provided students with some space in WISDOM & SBI School where students can set up their shops and sell anything they want. The activity garnered lot of enthusiasm, excitement and motivation in the student groups. 9 groups, 3 each from BBA, B.Com & MBA were selected through open process and were allotted 1 week each for selling any product of their choice. The groups have sold lot of products such as Clothes, Bags, artificial jewellery, accessories, home décor, footwear, handmade products, etc. We want to keep this activity going for the coming months, as the purpose is to remove that inhibitions of women towards doing business and let them taste success.
- XI. A Facebook promotion campaign** was also launched for the official page of SBBJ Banasthali Vidyapith ‘Navjyoti’ Project. The campaign reached more the 1,51,000 people and was a grand success. Including the web promotion exercise the total facebook views have now crossed almost 2,00,000 people.

Project Team:

Abhishek Pareek (SBBJ Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Mr. Prashant Raman, Ms. Ravisha Chutani and other student/staff volunteers

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‘Centre for Research in MSME & Promotion of Entrepreneurship in Women’



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Project status update: August 2017

- I. **3rd August 2017** - Mandeep Kaur Sidhu, founder and CEO of a series of ventures – Simbacart, SimbaQuartz and an NGO Smile Care has visited Banasthali University and motivated students through her journey. The session was attended by the members of E-Cell who wish to challenge the world and change lives. What best can be a role model for the women budding entrepreneurs, someone who started her journey from a small village and challenged the status quo with the motive to develop her village and generate employment. She has also been recognized as a women entrepreneur by ASSOCHAM India in August 2016.



- II. **18th August 2017** – Shri Abhishek Pareek has interacted with Designing department students, where he motivated them to use their creativity for themselves instead of using for others. He talked about the importance of Entrepreneurship in current scenario and suggested them to be more interactive with students of different department through E-cell. So, they can make effective and sustainable plans by using different skills.
- III. **19th August 2017** – As part of our endeavor to spread the awareness of entrepreneurship in women and promote it to produce women startups. E-Cell Banasthali Vidyapith has collaborated with a women’s college called “Mata Gujri Mahila Mahavidyalaya” based in Jabalpur. The MoU is signed for supporting them in setting up their E-Cell, conducting workshops and promoting women entrepreneurship. We are also targeting some other women’s colleges in Rajasthan for helping them in the noble cause.
- IV. **23rd August 2017** – Shri Abhishek Pareek represented E-Cell Banasthali Vidyapith at Digital Rajasthan Conclave organized by FICCI in collaboration with E&Y. He spread the word about importance of entrepreneurship education especially in women. He also mentioned

about the efforts Banasthali Vidyapith is putting in for promoting entrepreneurship in women.

- V. 24th August 2017 – Shri Abhishek Pareek spoke at "Biotech Startup -Investor-Incubator Summit 2017" at Bangalore. The event was organised by ABLE (Association of Biotech Led Enterprises) and panel discussion focused on the status, growth & challenges of Biotech led startups. It had a interesting mix of Govt. representatives, startups & industry at one place. He updated the audience about the emerging ecosystem of Entrepreneurship in Rajasthan and the challenges faced by women startups in Rajasthan. He also mentioned about the gracious support from State Bank of India for promoting entrepreneurship in women.



- VI. 25th August 2017 - Ms. Priyanka Rajawat took initiative to organize a special session on Digitally Empowered Women with the Hostel Wardens. So, they can empowered digitally and try to take initiatives according to their skills. "Because Education and Learning has no restriction of Age". The E-Cell at Banasthali Vidyapith is focusing on many initiatives thereby touching lives of many women in different forms.



- VII. 28th August 2017 - Prof Rajagopalan Vasudevan, an Indian scientist of international repute- popularly known as India's Plastic Man, visited our campus. He interacted with students and students also interviewed him to understand (1) Technology (2) Growth and Expansion and (3) Marketing related challenges that he faced. Various students and faculty members from different disciplines attended his lecture. The lecture on "Creating ownership oriented future by utilizing waste" was highly motivating and opened fresh vistas for enhancing entrepreneurial propensity amongst the students. It was a very inspirational session & an eye opener. We thank him for his visit to our campus.**





- VIII. E-Cell at Banasthali Vidyapith is now growing by each day, we have a strong presence of more than 550 students in the E-Cell and many more are expected to join in the coming months.
- IX. The Social Media campaign is also going in full form. We have reached more than 2 Lac people through the social media campaign.

Project Team:

Abhishek Pareek (SBI Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Mr. Prashant Raman, Ms. Ravisha Chutani, Mr. Raghuvir Singh and other student/staff volunteers

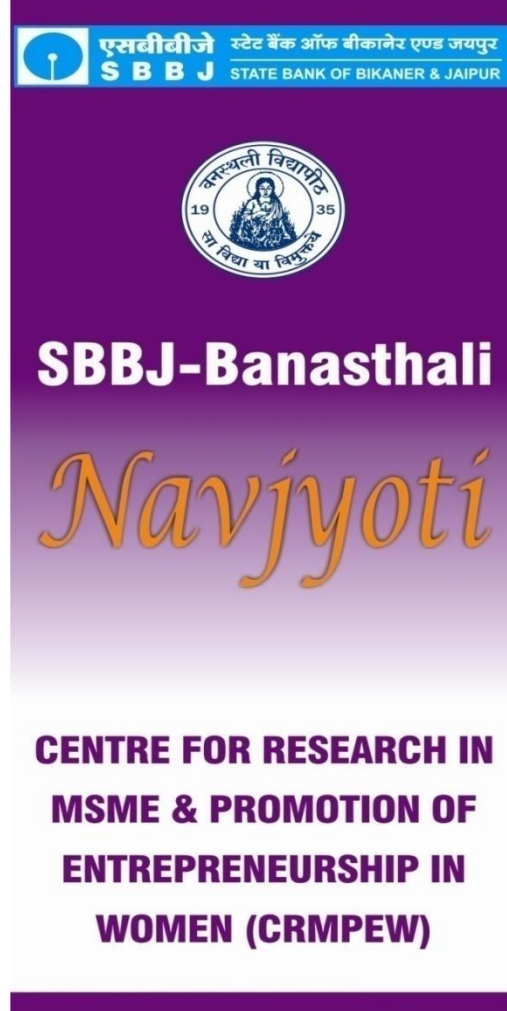
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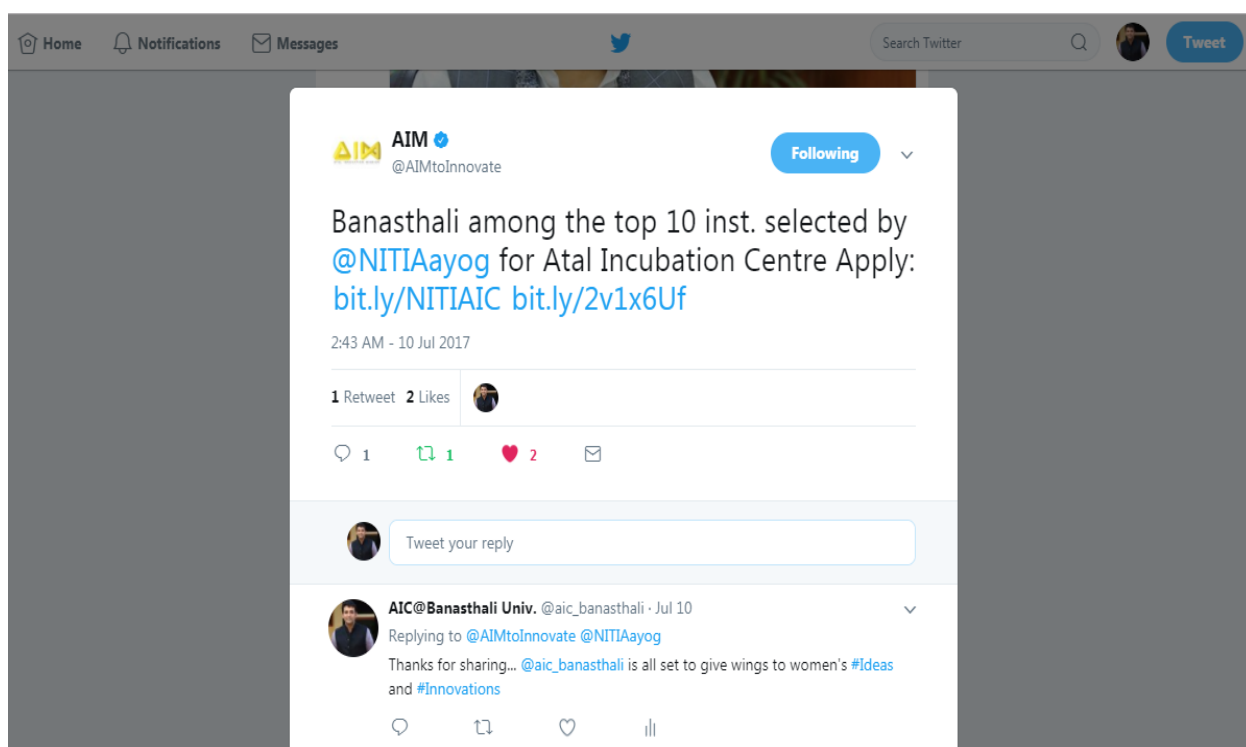
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Project status update: July 2017

- I. Our Research Scholar Ms. Neha Wasan has done research and submitted PhD on the topic “Marketing Challenges of Small and Medium Handicraft Textile Units – A study of selected Chikan and Banarasi Apparel manufacturers in Uttar Pradesh”.**
- II. Our Research Scholar Ms. Shalini Jain & Associate Professor Ms. Seema Sharma has submitted a research paper with the title “Measuring Customer Satisfaction with respect to Marketing Strategies of SBBJ: A case study of Rajasthan State”.**
- III. Our Research Scholar Ms. Shalini Jain & Associate Professor Ms. Seema Sharma has submitted a research paper with the title “ Factors affecting the needs of Bank customers – A case study of SBBJ Bank in Rajasthan”. The paper was published in International Journal of Management & Social Sciences.**
- IV. Our Research Scholar Ms. Shalini Jain & Associate Professor Ms. Seema Sharma has submitted a research paper with the title “ To Measure the customers satisfaction with respect to Financial Services and Promotional Tools and Techniques adopted by SBBJ: A case study of Rajasthan”.**
- V. Our student and member of Entrepreneurship Development Cell Ms. Aanchal Raj Srivastava” has been featured in an article by Economic Times. She is working in the area of female sanitation and very soon will launch her startup.**
- VI. 19th – 22nd June 2017, Shri Abhishek Pareek has attended a workshop called “Masterclass for Startup Mentors & Educators” organized at Indian Institute of Corporate Affairs at Gurugram. The idea behind attending the masterclass was to get acquainted with the modalities and understanding of how mentorship works. He is not become a certified mentor and will be mentoring the budding women entrepreneurs.**
- VII. Our students Ms. Itika Sethi & Ms. Bhoomika Ghalyan have got their trademark registered in the name of “Feel Alive Today” and in few days will get their company incorporated. They are working primarily on publication business, where the initial magazine has been launched in March 2017 and the second Edition is about to be launched in few days. Apart from this they are also working on the idea of launching a website application for connecting patients to Psychologists, thus helping patients in getting counseling at their home only.**

- VIII. 15th June 2017 – Banasthali Vidyapith has received approval for setting up Atal Incubation Centre, supported by Atal Innovation Mission, NITI Aayog. Out of around 4000 applications received by NITI Aayog, only 10 institutions have received the sanction, Banasthali Vidyapith is one of them and only one in Rajasthan to receive the sanction. It is a matter of pride to share with you that it will be one of its kind all women incubation centre in India. The activities been done under the project ‘SBBJ Banasthali Vidyapith Navjyoti’ for last one year for promoting women entrepreneurship has helped a lot in building the momentum and excitement among women budding entrepreneurs.



- IX. 17th July 2017 – NITI Aayog team from Atal Innovation Mission visited Banasthali Vidyapith for the upcoming reviewing the upcoming Atal Incubation Centre and we also updated them about the SBBJ Project and the various activities been conducted under the project. NITI Aayog team appreciated the vision of the Bank in setting up “Centre for Research in MSME and promotion of Entrepreneurship in Women” and were happy with the various activities been carried out at Banasthali. The Incubation Centre will be a progression of the E-Cell activities and will help in converting the ideas into implementation.



- X. **24th – 28th July 2017, we sent 3 of our faculty for a 5 day Faculty Development Program organized by National Entrepreneurship Network (NEN) Wadhvani Foundation. The FDP was primarily on developing the Entrepreneurship education and how to make it more activity oriented.** This 5day workshop focused on 'Orientation' and 'Basic Program' in Entrepreneurship. Besides offering conceptual knowledge this FDP primarily helped (1) to share an interactive learning space amid other faculty members, (2) in learning systematic teaching practices in Entrepreneurship, and (3) in creating a platform for self-discovery and mutual exploration. Throughout the sessions heterogeneous teams were repeatedly made to focus on activity based learning. These activities emphasized on idea generation, idea evaluation, opportunity discovery, prototyping, and early customer insights. Insights related to organizing competitions and workshops were also provided to assist participants in online and campus activities. The NEN course material, on the online learning management system, was introduced. It included videos, facilitator notes and handouts. This demonstration was aimed to assist participants to subsequently run each lesson for respective students.

The following overview summarises it succinctly.

**Day 1
(24th July 2017)**

- | | |
|------------------------------------|--|
| • Icebreaking and Program overview | • Importance of Entrepreneurship Education |
| • Importance of Entrepreneurship | • Experiential learning (E-cell) |

- Activity: Teambuilding
- Introducing NEN curriculum
- Success Stories (Campus Companies, Students Ventures)
- Activity: Entrepreneurship Style Quiz
- 5 M Model of Entrepreneurial Styles
- Design Thinking

Day 2 (25th July 2017)

- Quick Recap of last class
- Process of Design Thinking
- Activity :Myth Buster
- Competency Outcome Proficiency Indicator Scale (COPIS)
- Teach back sessions (for participants)
- Managing Risks and Learning from Failures
- How to learn from failure and build resilience?
- Find your Flow
- Idea Generation
- Activity: Let's ID8
- Building idea bank

Day 3 (26th July 2017)

- Quick Recap of last class
- Teach back sessions (for participants)
- Idea Generation
- D.I.S.R.U.P.T Model
- Mind Mapping
- Lean Startup approach to venture creation
- Wowing your Customer
- Decision Matrix Analysis
- Paired Comparison Analysis
- 5 Question Framework
- Activity : Decision Matrix Analysis
- Activity : Paired Comparison

Day 4 (27th July 2017)

- Quick Recap of last class
- Teach back sessions (for participants)
- Activity : Customer Profiling,
- Effectuation: decision making principles for entrepreneurs
- Lean Startup approach to venture creation
- Segmentation and Targeting
- Niche Marketing
- Outcome Driven Innovation
- Value Proposition Design
- Activity : Value Proposition and Fit
- Activity : Refine your Value Proposition: Blue Ocean Strategy

Day 5 (28th July 2017)

- Quick Recap of last class
- Teach back sessions (for participants)
- Activity: Defining your Customer Segment
- Mapping the consumption chain
- Why Customers Won't buy
- Activity : Apply 5 Q Framework
- Prototyping Essentials
- Minimum Viable Product(MVP)
- Activity : Design your Experiment

XI. 26th July 2017 an award launching ceremony was organized at Banasthali Vidyapith. Jagriti Yatra which is a pioneer in igniting young minds through entrepreneurship launched their Sustainable Enterprise Award at Banasthali Vidyapith. The event was supported by Coca Cola. The award ceremony was attended by lot of change-makers who have done wonders in their areas. Mr. Lakshman Singh, awarded by President of India for his work in water harvesting in his village shared his story. Ms. Chhavi Rajawat, only women Sarpanch in India with a Management degree also shared her story. Dr. Mukesh Panwar, a dentist by profession and a social worker shared his story. Dr. Suyog, COO of Jagriti Yatra also shared the journey of Jagriti Yatra with the budding entrepreneurs.





- XII. A Facebook promotion campaign was also launched for the official page of SBBJ Banasthali Vidyapith 'Navjyoti' Project. The campaign reached more the 1,80,000 people and was a grand success. Including the web promotion exercise the total facebook views have now crossed almost 2,00,000 people.**
- XIII. 27th – 28th July 2017 – Shri Ishwar Jha, a serial entrepreneur, digital evangelist conducted a workshop “Zero to One Crore” with students of EDC Cell at Banasthali Vidyapith. The workshop covers ideation sessions and how to scale your business from zero to one crore. The students were very excited to attend the workshop which helped them to identify the problem areas and how to overcome them to take your business to next level.**





Project Team:

Abhishek Pareek (SBBJ Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Mr. Prashant Raman, Ms. Ravisha Chutani and other student/staff volunteers

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'Centre for Research in MSME & Promotion of Entrepreneurship in Women'

SBBJ – Banasthali Vidyapith “Navjyoti”



Acknowledgement: We thankfully acknowledge 'SBBJ' for their generous donation for the project activities.

For internal circulation only

Project status update: October 2016

I. Research Work:

The University has been promoting entrepreneurship over the time and it is wonderful to report following research update during the month:

- The University has awarded Phd. in October 2016 to Shri. K.K.Goyal, Assistant Director, Ministry of MSME on the topic Simulation on Entrepreneurial Success in Micro, Small & Medium Enterprises: An Operations Approach.
- Paper presented & published in conference “the Make in India Initiative: Role and Challenges For SMEs in the Global Perspective” with the title “The Motivating Drivers of the Footwear SME Suppliers to Adopt Green Supply Chain Initiatives by our faculty Dr. Neeti Kasliwal & Research Scholar Ms. Rina Gupta.

The University is also promoting & motivating students to do research in the areas of MSME & Entrepreneurship. With commencement of fresh research in these areas, we are hopeful of more publications in the exciting time to come.

- II. The course on Entrepreneurship introduced by the University is going in full swing. With lots of content promoting Entrepreneurship, practical approach & assignments. The students are highly motivated by the course curriculum and the learning this course provides to them.**
- III. Our faculty Shri Abhishek Pareek has also taken task to teach eBusiness. The course outline has been designed in such a way that most of the concepts of eCommerce, their business models, their working, eSupply Chain Management, eCustomer Relationship Management, revenue models are been discussed in detail. The assignments given to students are also towards understanding the concepts of startups, ecommerce companies which gives students chance to get exposure towards the working of these new age business. The course outline covers the ecommerce industry in detail and depth.**
- IV. Facebook Page in the name of SBBJ – Banasthali Vidyapith “Navjyoti” which has been earlier created is getting tremendous visibility & excitement among students. The Facebook page has reached to more than 7600 views. Posts from this page are also floated regularly on University social media network which has over 20,000 women membership.**
- V. Shri. K.K. Goyal, Assistant Director, Ministry of MSME has visited the University twice in the month of October. In his address to P.G. (MBA) and U.G. (BBA, B.Com, B.A., B.Sc.) students in two separate sessions, he discussed about a number of schemes and programmes to help and assist small businesses, especially entrepreneurs.**

Mr. Goyal talked about various government schemes for MSMEs and put special emphasis on certain special incentives and concessions for women entrepreneurs. For example, under Prime Minister's Employment Generation Programme (PMEGP), margin money subsidy for women/SC/ST is upto 35%. He also threw light on Udyog Adhar scheme, an initiative of government for simplifying registration process for MSMEs which is a 10 min process and no fee is charged. Another discussion was on National Small Industries Corporation (NSIC), which provides machinery on hire purchase basis and also helps in organising supply of raw material like coal, iron, steel and others.



- VI. Entrepreneurship Development Cell – EDC Cell formed last month has been joined by students of different streams & batches. More than 200 students from BHsc, BCom, BA, BBA, MBA, B.Design, BTech, BALLB, Bsc. Bio Tech are part of the group.**
- VII. Narmada Prerna Yatra – A 4 days Yatra is been carried by Serve Happiness Foundation each year for giving orientation to students for entering into the areas of Social Entrepreneurship and bring the change in lives of many millions. The Yatra is planned in the rural setting along river Narmada in Bharuch, Gujarat. The participants are made to visit and meet various entrepreneurs who have brought positive change in the society. The Yatra is full of learning and participants get lot of orientation, learning & motivation for entering into social sector, starting their enterprise and bring the much required change India needs. 8 students along with 2 faculty members were sent to the Yatra.**

Narmada Prerna Yatra is an approach by Mr. Nitin Tailor (CEO & Founder of Serve Happiness Foundation) with an aim to bring together the change makers from across the country and help them foster relationships by building a network with young entrepreneurs and role models who are working for an ecosystem. The main vision of the yatra was to

inspire youth, connect with the real life models and Change makers to walk on the dream to bring positive change in the society.

Day-1, 29th September

The yatra started with 17 change makers from 7 different states with the aarti of Maa Narmada, Bharuch. In the very beginning all the yatri's met Mr. Nirmalsih Yadav, Director of Green Agro Services Pvt. Ltd., who guided us with the importance of introducing technology in the field of agriculture in India as many countries like US, UK and Israel are looking at India as a role model in the field of agriculture. Next we met Mr. Kamlesh Kosamia, Principal of Sardar Nagar School, Valia where we all had the interaction with students, visited the school and did various activities for the students. After that we visited Vivekanand Gramin Techniki Kendra, Gumandev where we got to know about that the organization was 27 years old and they identify the poor people from rural areas to make them self dependent. The institute provided the quality education to the students and also places them in the companies where they can earn as well.

Day-2, 30th September

On the second day we started our journey by visiting Gumandev Temple and after that headed towards Health Training and Resource centre, Valia where we came to know about community health programs designed for the rural areas as they appointed 'ASHA' whose responsibility was to provide vaccination for various incurable diseases. After that we visited SEWA Rural, Jhagadia Dist, Bharuch where we got some insight of the 'I AM TECHO' app which is basically designed to digitalize the whole healthcare system. And lastly we visited Narmada Dairy farm which gave us an opportunity to learn about the working and functioning of the dairy business.

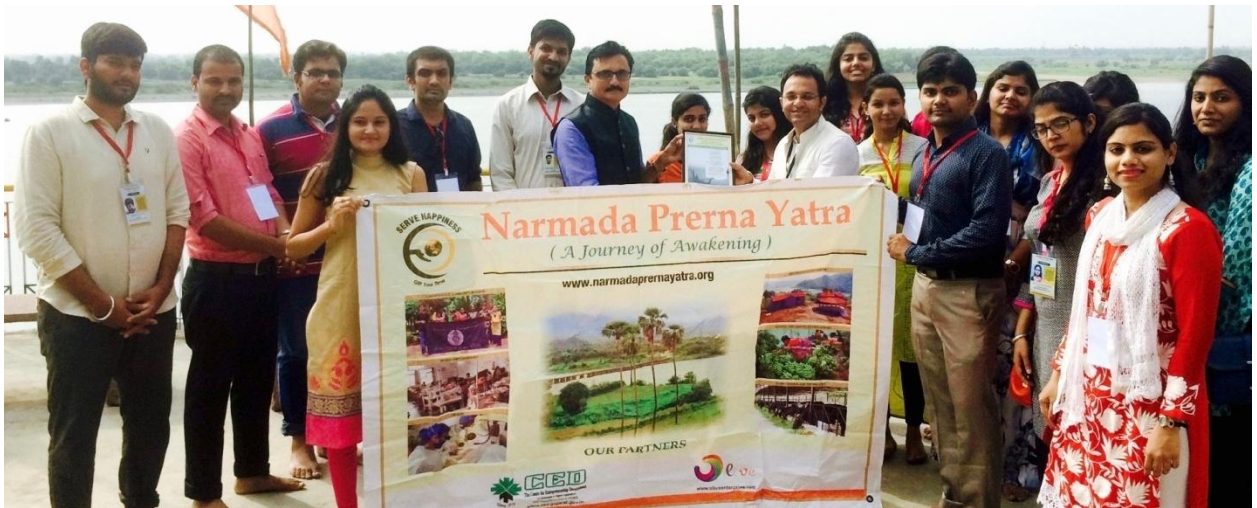
Day-3, 1st October

On the 3rd Day we met Vivaswan Bhatt, Founder of Ishan Organic Farm, Garudeshwar who insisted on the fact that we can produce good yield of crops even by adopting organic farming. Next we met Prince Manvendra Singhji Gohil who is a direct descendant of the 650 years old Gohil Dynasty. His work for freedom of gay rights is highly regarded worldwide and he is popularly known as a 'Gay Prince of India'.

Day-4, 2nd October

Students visited Vadia Palace popularly known as 'Tajmahal of Gujrat' along with Prince Indra Vikram Singhji who gave us the insight about history of Rajpipla and opportunities in heritage Tourism. After that we visited Maruti Nandan Wafers, Bhadam Dist, Narmada,

were had an interaction with Geeta Ben and Dhaval who actually demonstrated the manufacturing banana wafers.



- VIII. **B-Shop activity** – This was one of its kind activity in Banasthali where EDC Team provided students with some space in WISDOM where students can set up their shops and sell anything they want. The activity garnered lot of enthusiasm, excitement and motivation in the student groups. 9 groups, 3 each from BBA, B.Com & MBA were selected through open process and were allotted 1 week each for selling any product of their choice. The groups have sold lot of products such as Clothes, Bags, artificial jewellery, accessories, home décor, footwear, handmade products, etc. We want to keep this activity going for

the coming months, as the purpose is to remove that inhibitions of women towards doing business and let them taste success.



- IX. **Centre for Research in MSME & Promotion of Entrepreneurship for Women supported by State Bank of Bikaner & Jaipur under the banner of SBBJ – Banasthali Vidyapith Navjyoti,** organized a **Business Plan Competition on 25th September 2016** which saw active participation from different departments like B-Tech, BCA, BA, BSc, BBA, B Com, MBA. The event was a grand success where over 50 budding entrepreneurs participated and presented their business ideas on Startups. It was a full day event and presenters were judged by a panel of 5 faculty members followed by question, answer and discussion round between the judges, audience & presenters. The audiences were thrilled with the novel thoughts and had a great learning experience on how to implement their ideas. Two groups have emerged as winners while 5 groups will be awarded with Consolation Prizes.

In continuation to the above there was a Felicitation Ceremony organized on 5th Oct. 2016 where the winning teams were felicitated in the gracious presence of Shri. A.C. Rout, CGM CB, SBBJ, Shri. T.T.M. Tharakan, GM – Risk Management & CRO, SBBJ & Shri Harsh Purohit, Dean FMS – WISDOM & Shri. Abhishek Pareek, SBBJ Chair.

The winning team will be awarded with a cash prize of Rs. 11000/- along with a Trophy. The runners up will be awarded with a cash prize of Rs. 7000/- along with a Trophy. The consolation prize is a 21 day online course on Entrepreneurship offered by *Indipreneur* which will be sponsored by SBBJ Banasthali Vidyapith Navjyoti

The Indipreneur Launchpad Course has been designed and developed to aid aspiring entrepreneurs in their startup journey. This 21-day flexible and self-paced online course on entrepreneurship has been developed after extensive research and learning from more than 100 entrepreneurs.

The Indipreneur Launchpad Course has a simple and effective teaching style that highlights startup fundamentals and puts them in context for the entrepreneur-to-be. It provides ready templates and tools that one can further customize for your business.





- X. 21st October 2016 was a great day for all of us, as state of the art SBI School of Commerce & Banking was inaugurated in the gracious presence of Smt. Arundhati Bhattacharya, Chairman, SBI, Shri. Arun Kumar Choudhary, CGM, SBI, Shri Aditya Shastri, Hon'ble Vice Chancellor, Banasthali Vidyapith, other senior dignitaries of SBI & Banasthali family. We also took the opportunity to brief Smt. Bhattacharya about the noble work done under SBBJ Banasthali Vidyapith 'Navjyoti' project for empowering women through entrepreneurship.



- XI. In the month of October 2016, many dignitaries have visited the University, like Prof. Arvind Panagariya, Vice Chairman, Niti Aayog, Smt. Sumitra Mahajan, Speaker, Lok Sabha, among other & have praised the work done under the SBBJ Banasthali Vidyapith 'Navjyoti' Project.
- XII. Recruitment process for SRF has been initiated – For this, initially the requirement of SRF was shared on LinkedIn and social media pages of Banasthali University. Further, the requirement was published in Dainik Navjyoti (Jaipur Hindi Edition) on 2nd Sept. 2016 and DNA (Jaipur English Edition) on 3rd Sept. 2016.
- Post this we have received 35 applications. The applications were screened through a due diligence evaluation process including weightage for Industry Experience, Acedemic

Experience, Orientation towards Entrepreneurship & education. Out of the 35 applications received calls were made to 18 candidates for appearing for interviews on 9th Oct. 2016 at FMS – WISDOM, Banasthali Vidyapith.

Out of the 18 calls sent, 12 candidates appeared for Interviews in front of a Panel including Shri. K.K. Goyal, Member of Governing Council, Shri. Harsh Purohit, Covenor, GC, Shri. Abhishek Pareek, SBBJ Chair Professor.

The appearing candidates were first tested for their entrepreneurial orientation through a questionnaire & then were made through detailed personal interviews. 4 candidates were shortlisted for the post of SRF in the order of their merit viz. Mr. Anshul Joshi, Ms. Priyanka Rajawat, Ms. Varsh Singh & Ms. Shreya Singh.

Project Team:

Abhishek Pareek (SBBJ Chair), Ms. Anita Shou (JRF), Mr. Prashant Raman, Ms. Ravisha Chutani and other student/staff volunteers

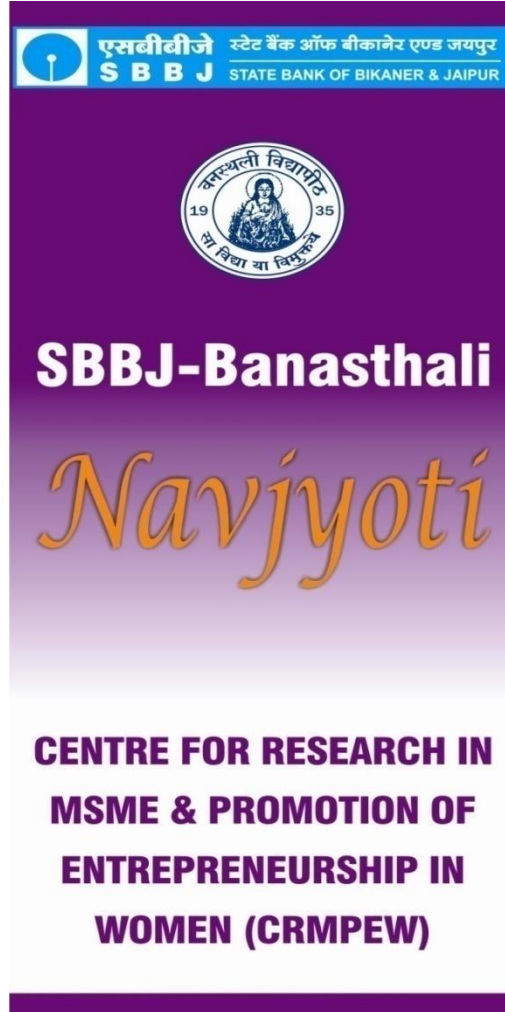
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Acknowledgement: We thankfully acknowledge 'SBBJ' for their generous donation for the project activities.

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Project status update: November 2016

I. Research Work:

The University has been promoting entrepreneurship over the time and it is wonderful to report following research update during the month:

- Paper published in Pezzottaite Journals with the title “Transformation in Women Entrepreneurship: A case study of Banasthali through Khadi Production” by our faculty Dr. Megha Aggarwal & Ms. Shikha Singh.
- The University has also registered a candidate for Research on the topic “Women Empowerment through Dairy Development in Rajasthan: A Comparative Analysis of Ajmer & Alwar. The research will analyze the impact of Dairy farming on women which will give a new dimension to dairy farming for the betterment of women in Rajasthan.

The University is also promoting & motivating students to do research in the areas of MSME & Entrepreneurship. With commencement of fresh research in these areas, we are hopeful of more publications in the exciting time to come.

- II. The course on Entrepreneurship introduced by the University is going in full swing. With lots of content promoting Entrepreneurship, practical approach & assignments. The students are highly motivated by the course curriculum and the learning this course provides to them.**
- III. Facebook Page in the name of SBBJ – Banasthali Vidyapith “Navjyoti” which has been earlier created is getting tremendous visibility & excitement among students. The Facebook page has reached to more than 11,135 people with engagement of over 4,250 people. Posts from this page are also floated regularly on University social media network which has over 20,000 women membership.**
- IV. Shri. Nitin Tailor, Founder of Serve Happiness Foundation had taken a 2 day workshop at Banasthali on Social Entrepreneurship. The 2 day workshop was attended by 51 students who are interested in this area. Social Entrepreneurship is a new emerging area where people can solve real life issues with their ideas & bring significant change in society. Feedback of the workshop was very positive and exciting. On the first day of workshop a report of Narmada Prerna Yatra was also launched, the 4 day rural immersion yatra was attended by our students of EDC Cell and they have worked hard to prepare the report of same. Certificates were also presented to the Yatra Participants. Details of the workshop are as below:**

Module	2 days Social Entrepreneurship Bootcamp
Time	14-16 hours (6-8 hours per day)
External Participants	1 Entrepreneur
Internal participants	A class of 51 students
Workshop Format:	<p>Day-1</p> <ul style="list-style-type: none"> - Expert Talk on Entrepreneurship (2 hours) - Entrepreneur case study (1 hour) - Ideation session (2 hours) - Idea Pitching (1 hour) - Team Formation (1 hour) <p>Day-2</p> <ul style="list-style-type: none"> - Session on funding for ideas (1 hour) - Session on Social Business Model Canvas (1 hour) - Hands on Social Business Model Canvas (3 hours) - Final Presentation on start up ideas (3 hours)
Workshop Outcomes:	Students/Faculty facilitators understood the basics of entrepreneurship. They were trained in how to generate ideas, deepen existing ideas and in general improve creative thinking skills. The workshop has helped those students who want to think of new ideas as well as those that intend to refine and expand existing ideas. Students learned techniques on how right brain thinkers generate new ideas. Workshop helped them understand how to make business model canvas of an idea and how to make enterprise out of that model.





V. **Entrepreneurship Development Cell – EDC Cell** is carrying its activities in full swing. More than 200 students from BHsc, BCom, BA, BBA, MBA, B.Design, BTech, BALLB, Bsc. Bio Tech are part of the group.

VI. **B-Shop activity** – This was one of its kind activity in Banasthali where EDC Team provided students with some space in WISDOM where students can set up their shops and sell anything they want. The activity garnered lot of enthusiasm, excitement and motivation in the student groups. 9 groups, 3 each from BBA, B.Com & MBA were selected through open process and were allotted 1 week each for selling any product of their choice. The groups have sold lot of products such as Clothes, Bags, artificial jewellery, accessories, home décor, footwear, handmade products, etc. We want to keep this activity going for the coming months, as the purpose is to remove that inhibitions of women towards doing business and let them taste success.



VII. Another 1 day workshop on “Zero to One Crore” was organized by EDC Cell where almost 80 students have participated. The workshop aims to prepare entrepreneurs who're thinking of launching a new venture or scale their existing venture with the essential mindset, methods, and tools for running a profitable business. With the help of our guided workbook and our training, they can easily assess the opportunities and risks, build product/market fit product and develop strategies that inspire confidence at all stages of their entrepreneurial journey.

Curriculum - The workshop is carried out using in an interactive training, engaging conversation and workbook guided method. We use our unique workbook, case studies, tutorials and Q&A to facilitate a platform in which people examine how to exploit disruptive opportunities in a right way. The workshop extensively covered below aspects:

Entrepreneurial Mindset, Ideation & Product Development, Planning, Structure, Strategy, Launch Checklist & then how to increase business from 1 customer to Rs. 1 Crore revenue.



VIII. Recruitment process for SRF has been completed – After short listing 18 candidates; from the total 35 applications received for the post of SRF, 12 appeared for interviews held on 9th Oct. 2016. The appearing candidates were first tested for their entrepreneurial orientation through a questionnaire & then were made through detailed personal interviews. 4 candidates were shortlisted for the post of SRF in the order of their merit viz. Mr. Anshul Joshi, Ms. Priyanka Rajawat, Ms. Varsh Singh & Ms. Shreya Singh.

The offer was made to Mr. Anshul Joshi, but unfortunately he declined the offer for personal reasons. Post which the offer was released to second shortlisted candidate Ms. Priyanka Rajawat, who happens to be Alumnae of Banasthali and is well versed with Banasthali's culture & understanding of students. She has accepted the offer and has joined services on 23rd November 2016. She has already set out a task for herself and is charged to empower women through Entrepreneurship.

Project Team:

Abhishek Pareek (SBBJ Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Mr. Prashant Raman, Ms. Ravisha Chutani and other student/staff volunteers

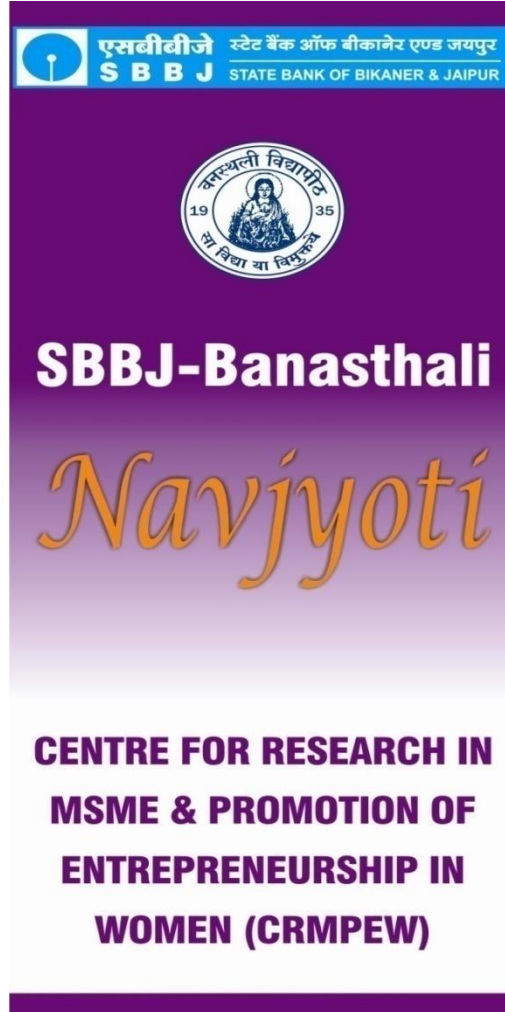
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Acknowledgement: We thankfully acknowledge 'SBBJ' for their generous donation for the project activities.

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Project status update: December 2016

I. Research Work:

The University has been promoting entrepreneurship over the time and it is wonderful to report following research update during the month:

- Chapter published in book Perspectives on Business & Management with the title “Payments Banks: Can India Achieve Digital Financial Inclusion” by our faculty Shri. Prashant Raman & Shri. Abhishek Pareek.

The University is also promoting & motivating students to do research in the areas of MSME & Entrepreneurship. With commencement of fresh research in these areas, we are hopeful of more publications in the exciting time to come.

- II. The course on Entrepreneurship introduced by the University is going in full swing. With lots of content promoting Entrepreneurship, practical approach & assignments. The students are highly motivated by the course curriculum and the learning this course provides to them.**
- III. Facebook Page in the name of SBBJ – Banasthali Vidyapith “Navjyoti” which has been earlier created is getting tremendous visibility & excitement among students. The Facebook page has reached to more than 18,256 people with engagement of over 6,233 people. Posts from this page are also floated regularly on University social media network which has over 21,000 women membership.**
- IV. The University under the banner of SBBJ Banasthali Vidyapith “Navjyoti” Centre has sent students for a 5 brain storming “Learning Societies UnConference” event at Sardarshahar, Dist. Churu, Rajasthan. The Learning Societies UnConference seeks to bring together all kinds of people who are co-creating diverse learning communities, sustainable learning spaces, creative un/learning processes, etc. for new models of happiness, well-being and Swaraj.**

Students from The Banasthali University participated in 9th learning societies UnConference event organised in Churu District from 15th Dec to 19th Dec 2016. The event was attended by more than 400 social entrepreneurs like educators, organic farmers, artists, designers, ecologists, film makers, homeschoolers, unschoolers, barefoot innovators, spiritual seekers, and more. The participants co-created their agenda, what matters deeply to them, they share their aspiration with each other, they build their visionary thoughts. Our students

learned from them how they can socially serve a society which is much needed in this time, also learned how to change waste into wealth.

It helped them to explore, express and nourish their creative energies all together. There were open kitchen stations for cooking experiments and workshops throughout LSUC. They came up with an idea of B-shop in which they sold coffee and earned profit. They had a great experience. After that they were part of a competition in which they have to explain their ideas with their team members and the team members were suppose to help them in their ideas through their suggestions, contacts, vision and mission clarity, funding etc. These kinds of activities surely enlighten their mind. There were several people were present in learning Societies UnConference 2016 Who can help us further in our mission CRMPEW, our students also got chance to meet these Game Changers and got insights on how to improve their ideas.



- V. **Entrepreneurship Development Cell** – EDC Cell is carrying its activities in full swing. The number of members in the EDC has now touched 300 and we are getting exceptional feedback from students for the type of activities conducted through EDC. We are now gunning to take this number to 500 students by end of Feb 2017. Students from BHsc, BCom, BA, BBA, MBA, B.Design, BTech, BALLB, Bsc. Bio Tech are part of the group.
- VI. **B-Shop activity** – This was one of its kind activity in Banasthali where EDC Team provided students with some space in WISDOM where students can set up their shops and sell anything they want. The activity garnered lot of enthusiasm, excitement and motivation in the student groups. 9 groups, 3 each from BBA, B.Com & MBA were selected through open process and were allotted 1 week each for selling any product of their choice. The groups have sold lot of products such as Clothes, Bags, artificial jewellery, accessories, home décor, footwear, handmade products, etc. We want to keep this activity going for the coming months, as the purpose is to remove that inhibitions of women towards doing business and let them taste success.



- VII. SBBJ Banasthali Vidyapith “Navjyoti” has also planned 2nd Inter Department B-Plan Competition on 21st of January 2017. This time we are making it grand and students are very enthusiastic for the event. We are also in discussion for inviting serial entrepreneurs for judging the event.
- VIII. **Our student Ms. Aanchal Raj has won 1st Prize at 10th National Inter – College Annual Fest organized by Jaipuria Institute of Management, Jaipur Campus.** Her idea won her many good reviews. She has benefited from attending different workshops conducted under SBBJ Banasthali Vidyapith Navjyoti Centre and is now in the initial stage of launching her startup.



Project Team:

Abhishek Pareek (SBBJ Chair), Ms. Priyanka Rajawat (SRF), Ms. Anita Shou (JRF), Mr. Prashant Raman, Ms. Ravisha Chutani and other student/staff volunteers

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