

UPKRAM (E-CELL, Bharati College)

Annual Report Academic Year 2022-23

About Founder

Upkram was inaugurated and started with the release of a book on “Entrepreneurship” written by Prof. Saloni Gupta. Prof Saloni Gupta, Principal, Bharati College, is the main driving force behind it. She has constantly encouraged the students to create a culture of Entrepreneurship by motivating them, guiding them and disseminating knowledge about business environment and enabling the conduct of skill development training programmes leading to self-employment.

Aim

Upkram was established with the aim of transforming student creativity into Entrepreneurship.

Vision

To develop and enhance entrepreneurship skills among the students by providing them opportunities to present their ideas and views before UPKRAM. It will bring together aspiring entrepreneurs and support them with mentoring, consultancy, and networking. It will invite renowned entrepreneurs to deliver seminars and educate students about the joy and deprivation of entrepreneurship. It will assist them in realizing their ideas. It promotes and brings up entrepreneurial instincts among students.

Mission

To generate entrepreneurial spirit and passion among students to bring their ideas to life, to inculcate a culture of entrepreneurship amongst the students and faculties with a firm understanding of the need to build more job providers in our country as well as the option of considering start-ups and entrepreneurship as a career option.

Events (Academic Year 2022-23)

1) Under the aegis of **Career Development Centre**, University of Delhi, Upkram, the Entrepreneurship Cell of Bharati College, organized an **Entrepreneurship and Innovation Summit, GET SET PITCH** on the 19th of May 2023, 12pm onwards, in the Seminar Hall. This was an endeavour to give a platform to enthusiastic students, who have business ideas but need guidance and support to bring them into action. The event began with welcome of the honourable guest **Shri Bharat Bhushan Arora**, the chief architect of Samarth Bharat Career Development Centres, by respected Prof. Saloni Gupta, Principal, Bharati College. Following this, Gauri Chaudhary, president of Upkram, reported the events and projects undertaken by the E-cell. Subsequently, five business ideas were pitched before the dignitaries, including Peekabo (detachable sustainable notebooks), Seed2Stem (Gardening Solutions), MODA (Styling services), Annapurna (Social entrepreneurship initiative to provide employment to widowed women), Kitaab (resale of used study material). Each business idea presented by the students was discretely reviewed, glitches were identified, and corrective mechanisms were suggested by the esteemed guest, such that students can take their business idea forward successfully. Moreover, the guest motivated the students to embrace their entrepreneurship spirit and incorporate technology into their business ideas to ensure mass reach and scaling. The event ended with a vote of thanks to the guest and the participants.



2) The Entrepreneurship Cell of Bharati College organised **Sustainable Entrepreneurship Seminar** and Workshop on the 8th of February 2023, to learn from industry leaders to build businesses that

are sustainable yet profitable. Mr. Manil Agarwal, founder of sustainable. And Col. Prakash Tewari, Board of directors, Grameen Impact Ventures shared insights of the topic. Followed by active participation of members and audience and their discussions with the speaker, the seminar turned out to be a fruitful one.



UPKRAM
THE ENTREPRENEURSHIP CELL
BHARATI COLLEGE, UNIVERSITY OF DELHI
presents

**SUSTENABLE ENTREPRENEURSHIP
SEMINAR & WORKSHOP**

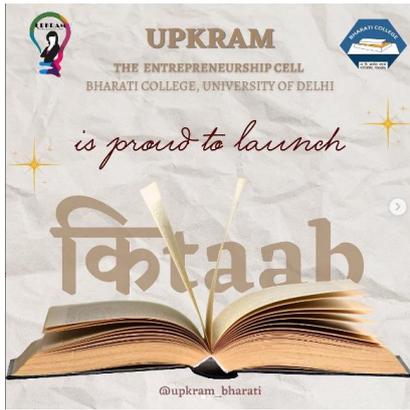
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|  COL. PRAKASH TEWARI <small>BOARD OF DIRECTORS, GRAMEEN IMPACT VENTURES</small> |  MR. MANIL AGARWAL <small>FOUNDER, SUSTENABLE</small> |
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 **SEMINAR ROOM**
(BHARATI COLLEGE)
  **8TH FEBRUARY, 2023**
12 NOON - 4:00 PM


 In case of queries, contact: GAURI: 9911001524
TANYA: 8368720433

3) Project Kitaab

The E-cell of Bharati College operates on the approach of 'learning by doing'. Therefore, after successful implementation of student led small business ventures- project Chiraag, Rang-de-Poshak, and Jaiva Gulaal, now the students of E-cell have initiated Project Kitaab, which is a business model capturing the untapped market of used books. Under this project, the team offers an in-house bookstore to the students of Bharati college for sale of old/used books or readings and purchase of both used and new books and readings. The E-cell team endeavours to serve as one stop shop for all the student needs related to study materials at an optimized cost, also generating a sufficient margin for keeping the business model profitable. Use of debit and credit notes is a technique that students have learned in this project to avoid holding up finances in stocks and reduce financial risk. In addition to this, students have learned product cataloguing, and stock maintenance through this project. The team has got a fairly positive response from the students both in terms of supply and demand of books. Inception of the project took place in November 2022, and the project is still ongoing.



Kitaab project.pdf

3) E-Summit Erudition (22.07.2023)

The Entrepreneurship Cell of Bharati College organized the One-Day annual E-summit on the July 22nd, 2022. Over the course of the Summit, a number of events took place, as well as some extremely successful Indian entrepreneurs from all over the country were invited.

The First round being “**What's Up CEO?**” It encouraged students from all over Delhi university to make a **pitch** deck for their hypothetical startup, that will be presented to the judges who are potential investors looking at innovative ideas and outlooks for surviving in a fast-changing world. They were free to ideate, innovate and come up with entirely new concepts to promote their business. The Second round was the “**Mind Marathon**” wherein the students were given a case study on the spot and students were required to solve it in a span of 15 minutes. The winner for “What’s up CEO?” and “Mind Marathon” was Pooja Singh from Bharati College, University of Delhi and Sejal Sinha from Kamala Nehru College, University of Delhi.

The last but the most important event was the “**TedTalkk**” with the renowned entrepreneurs. Mr. Prince Gupta (CEO and Founder at Educaptain) gave his valuable insights on what to keep in mind before initiating a start-up. Mr. Ishaan Baisoya (CEO of Co-Founder at Broomberg Cleaning Services) and Mr. Shubham Maheshwari (Founder & CEO at Being Chef) explained the vital concepts of entrepreneurship very lucidly. Mr Shawrya Mehrotra (Founder & CEO at Metvy), known for his competitive skills shared insights regarding difficult working environments and how one shall navigate the same to produce positive results. While, Mr. Rajan Luthra (Co-Founder of Metvy) encouraged the young minds to following their passion.



