

Annual Report ERIC 2022-23

1. Mentor Session on Promoting Yourself, Business and Brand By Ms. Mamta Dhingra

MENTOR SESSION

Promoting Yourself,
Business and Brand



25th MARCH, 2023

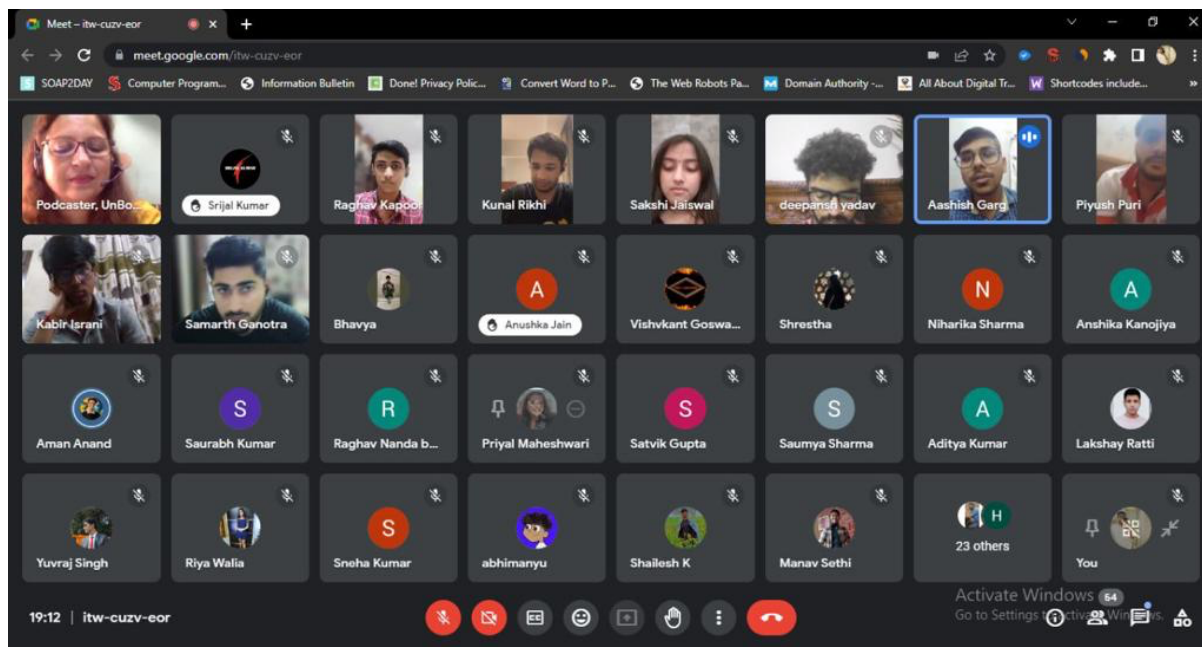
GOOGLE MEET 



Mamta Dhingra

About the speaker

Mamtaa Dhingra has over 18 years of experience in PR, marketing, and brand communications, working with agencies and corporations such as IPAN Hill & Knowlton, HKTB, CRY, and STAR India Pvt. Ltd. She now serves clients across various industries as an independent consultant, specializing in strategy, business acquisition, and client servicing. Mamtaa is also a regular writer on MarComm topics for media portals. Her notable achievement includes leading a nationwide crowd-funded awareness campaign, WoWakening, for acid attack survivors with the NGO partner ASFI



<https://www.linkedin.com/in/mamtaadhingra>

About the session

Session started with a discussion about how in college life we use different approaches to promote ourselves in continuation to which she added promoting yourself, your business, and your brand is an essential endeavor to thrive in today's competitive landscape. It involves a multifaceted approach to establish a strong presence and connect with your target audience.

She explained how everyone should begin by understanding their audience's needs and preferences. Craft a unique value proposition that sets them apart from competitors. Develop a professional and consistent visual identity, including logos and color schemes, to create brand recognition.

She gave various suggestions to Build a robust online presence with a user-friendly website containing engaging content and clear calls to action. Leverage social media platforms to connect directly with your audience, sharing valuable content and engaging with followers.

Email marketing is a powerful tool for direct communication with your customer base. Use it wisely to nurture relationships and drive sales.

Consider paid online advertising to target specific demographics and boost visibility. Optimize your website for search engines (SEO) to improve organic discoverability.

Engage in partnerships, collaborations, and influencer marketing to broaden your reach. Encourage positive online reviews and showcase customer testimonials to build trust.

Continuously monitor and adapt your strategies based on analytics. Maintain a consistent brand message and be responsive to customer feedback.

At last she summarized by quoting promoting yourself, your business, and your brand involves a strategic blend of online and offline marketing tactics, customer engagement, and a commitment to delivering value. Successful promotion strengthens your brand's reputation and drives growth in an ever-evolving marketplace.

SOCIAL MEDIA LINKS

https://www.instagram.com/p/CrD_mb5yRPZ/?igshid=MzRIODBiNWFIZA==

2. Session on impact of recession on startups and investors by Mr. Rishabh Aggarwal



Presents webinar on

IMPACT OF RECESSION ON STARTUP'S AND INVESTORS

Recession and how a budding startup deals with it. What further efforts should a startup and investor take to address it?

**WHEN AND
WHERE?**

**29 APRIL,
2023**

7 PM - 8 PM

PLATFORM: GOOGLE MEET



SCAN TO JOIN



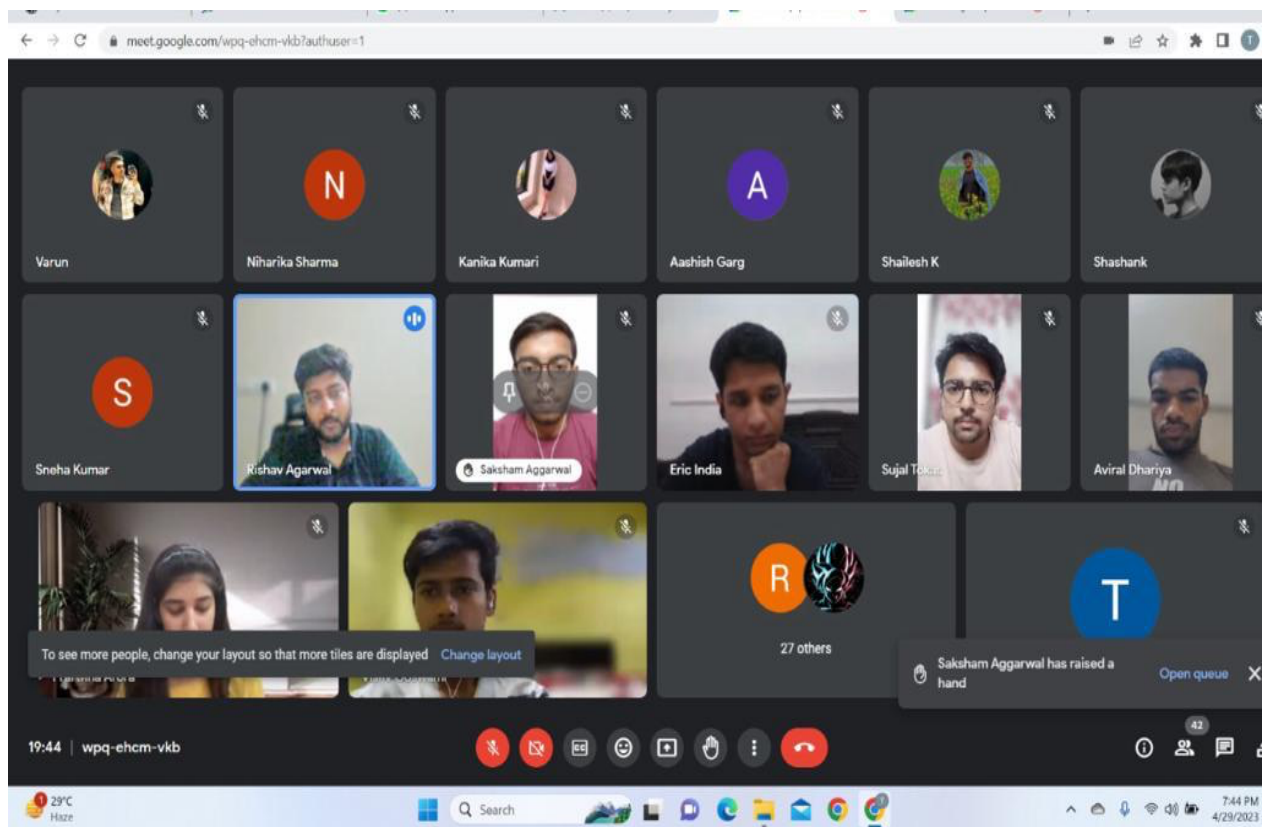
Rishabh Aggarwal

**FOUNDER, PICXELE
ANGEL INVESTOR IN 50+ STARTUPS**

About the speaker

Rishav Agarwal is the Founder and CEO of Picxele (helps companies meeting their on-demand work requirements through Gig Workers). Picxele has reached 750K+ users and 8Cr+ in revenues over 3 years remaining Bootstrapped. He also mentors the upcoming student entrepreneurs through a fellowship programme Dhandho. Along with that he has invested in 50+ startups as an Angel Investor.

<https://www.linkedin.com/in/rishav-agarwal>



About the session

He started by explaining how recessions can significantly impact startups and investors in various ways. He further added :

For startups, recessions often mean decreased consumer spending and reduced access to capital. Consumers tend to tighten their belts during economic downturns, which can lead to decreased demand for products and services, making it challenging for startups to acquire customers and generate revenue. Additionally, investors may become more risk-averse during recessions, making it harder for startups to secure funding, particularly if they rely on venture capital or angel investments.

Startups may also face increased competition during a recession, as more individuals may turn to entrepreneurship as an alternative to a tough job market. This heightened competition can further strain resources and market share.

For investors, recessions pose risks to their investment portfolios. Stock market volatility and declining asset values can erode the value of their investments, including holdings in startups. Investors may become cautious and reduce their overall investment activity during economic downturns, impacting the availability of funding for startups.

However, there are opportunities amidst the challenges. Some investors may see recessions as a chance to invest in promising startups at lower valuations, potentially leading to substantial returns when the economy recovers. Additionally, startups that can adapt, cut costs, and demonstrate resilience may thrive in challenging economic environments, ultimately becoming more attractive to investors.

He concluded, recessions can present substantial challenges for startups and investors due to reduced consumer spending, increased competition, and a risk-averse investment climate. However, they also offer opportunities for savvy investors and adaptable startups to emerge stronger in the long run.

SOCIAL MEDIA LINKS

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3. Session on workplace equality and team development by Mr. Himanshu Jain



ERIC
Entrepreneurship, Research and Incubation Centre
Presents

Workplace equality and team development

HIMANSHU JAIN

18th SEPTEMBER, 2023

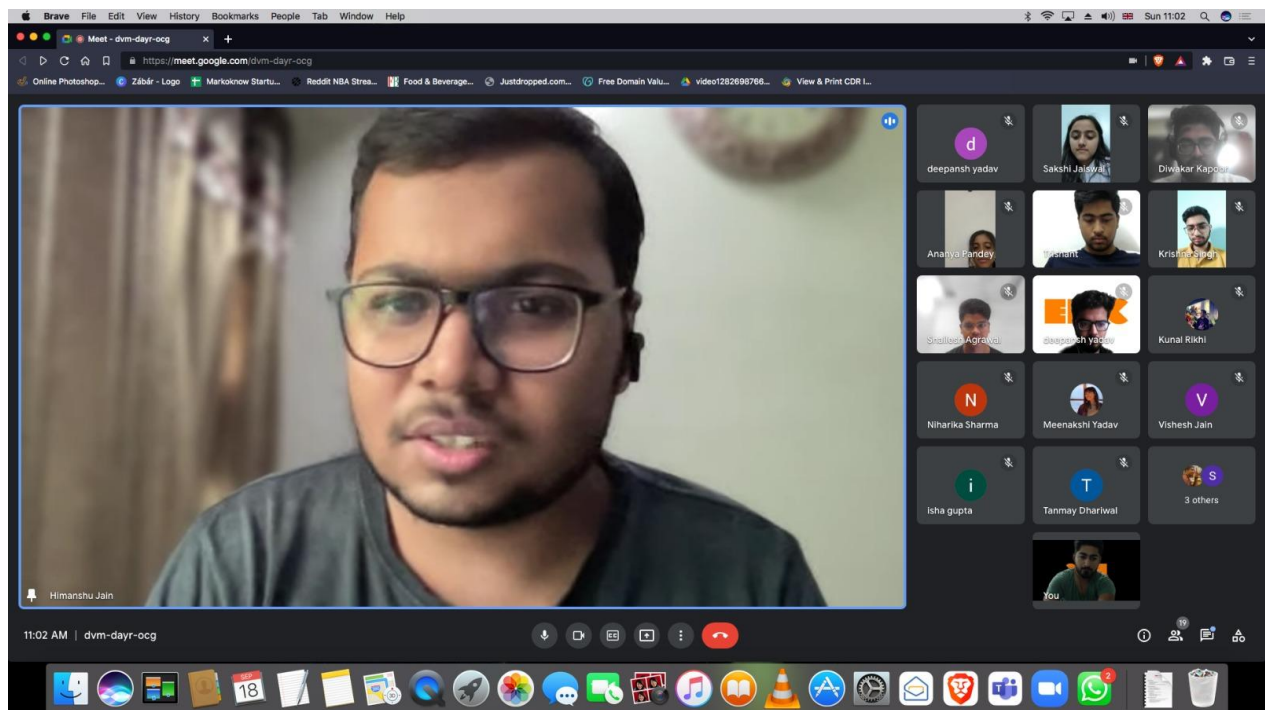
GOOGLE MEET 

About the speaker

Founder and CEO of a start-up (helping start-ups to navigate through the ecosystem). Till now, he has helped 350+ entrepreneurs to grow their start-up and also helped startups to raise more than Rs

10M+. He has been nominated for Young Entrepreneur Award by AF & has been recognized as Startup Mentor & Investor at various institutions such as IT Bombay, IT Madras, NIT-Bhopal, Startup Uttarakhand, Business Blasters.

<https://www.linkedin.com/in/himanshu9402>



About the session

He discussed how Workplace equality and team development are crucial components of fostering a healthy, productive, and inclusive work environment. Then, he explained by clearing various terms which included :

Workplace Equality: This concept revolves around ensuring that all employees, regardless of their background, have equal access to opportunities, benefits, and fair treatment within the organization. It encompasses gender, race, age, sexual orientation, disability, and other factors. Workplace equality involves policies and practices that prevent discrimination, bias, and harassment, allowing each employee to thrive based on their skills and abilities. It not only adheres to legal requirements but also embraces diversity as a strength, leading to improved creativity, innovation, and overall organizational success.

Team Development: Effective teams are the building blocks of a successful organization. Team development involves nurturing a group of individuals into a cohesive, high-performing unit. It encompasses several key elements:

Clear Goals: Teams should have a shared understanding of their objectives and responsibilities.
Effective Communication: Open, transparent, and respectful communication is vital for collaboration.

Roles and Responsibilities: Clearly defined roles and accountability help avoid confusion and conflicts.

Conflict Resolution: Teams should have mechanisms in place to address conflicts constructively.

Continuous Learning: Encouraging skill development and knowledge-sharing enhances team capabilities.

Diversity and Inclusion: Embracing different perspectives and backgrounds contributes to creativity and problem-solving.

Integrating workplace equality into team development promotes fairness, reduces biases, and ensures that all team members have an equal voice and opportunities for growth. Ultimately, this combination fosters a positive work culture that attracts and retains diverse talent while enhancing team performance and innovation.

SOCIAL MEDIA LINKS

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4. Session on how to build a start-up when you are in college ?



HOW TO BUILD A
Start-Up when you
are in college ?

24TH JANUARY , 2023
9PM ,  Google Meet

SHIVANSH
 **GARG**



SCAN ME

Mentor session !



About the speaker

Founder and CEO of started up (helping start-ups to navigate through the ecosystem). Till now, he has helped 350+ entrepreneurs to grow their start-up and also helped start-ups to raise more than Rs 10M+. He has been nominated for Young Entrepreneur Award by AF & has been recognized as Startup Mentor & Investor at various institutions such as IT Bombay, IT Madras, NIT-Bhopal, Startup Uttarakhand, Business Blasters.

<https://www.linkedin.com/in/imperfectmentor>

About the session

He assured that building a startup while in college is possible, and illustrated the process with a practical example:

Step 1: Idea Generation

Start by identifying a problem or a market gap that you are passionate about solving. Let's say you notice a lack of eco-friendly alternatives for on-campus transportation.

Step 2: Market Research

Conduct thorough research to validate your idea. Survey fellow students to gauge interest in eco-friendly transportation solutions. You find that many students are concerned about the environmental impact and are willing to explore sustainable options.

Step 3: Create a Business Plan

Develop a comprehensive business plan. Define your target market (college campuses), revenue model (e.g., rentals or subscriptions for electric scooters), and growth strategy (expanding to nearby colleges).

Step 4: Build a Team

Recruit co-founders or team members who share your vision. You partner with an engineering student to design and maintain the scooters, and a marketing major to create branding and promotional strategies.

Step 5: Secure Funding

Utilize college resources, like entrepreneurship centers and grants, to kickstart your venture. Additionally, you pitch your idea to professors and alumni who may be interested in investing.

Step 6: Product Development

Start building your product – in this case, electric scooters. Partner with local manufacturers or explore crowdfunding to raise funds for initial prototypes.

Step 7: Legal and Administrative Tasks

Register your business and ensure compliance with local regulations. Also, consider liability insurance for your scooters.

Step 8: Marketing and Branding

Create a website and social media profiles to promote your eco-friendly transportation service. Run marketing campaigns targeting college students interested in sustainability.

Step 9: Networking

Leverage college networking events and alumni connections to gain valuable insights, mentorship, and potential partnerships.

Step 10: Time Management

Maintain a balanced schedule by allocating specific hours for classes, studying, and your startup. Effective time management is crucial.

Step 11: Learn Continuously

Seek advice from professors, attend entrepreneurship workshops, and engage with your college's entrepreneurial ecosystem to refine your skills.

Step 12: Adapt and Pivot

Stay open to feedback and pivot when necessary. If scooter rentals aren't as popular as expected, consider adding electric bike rentals to your services.

Step 13: Measure Progress

Set measurable goals, such as the number of rides per day or revenue growth. Regularly assess your startup's performance and adjust strategies accordingly.

He discussed how In this example, your college-based startup offers a sustainable transportation solution. With determination, resourcefulness, and adaptability, you can create a successful venture that not only addresses a market need but also enhances your entrepreneurial skills and opportunities for the future.

SOCIAL MEDIA LINKS



कॉलेज ऑफ वोकेशनल स्टडीज
College of Vocational Studies
(दिल्ली विश्वविद्यालय) (University of Delhi)

संदर्भ संख्या
Ref. No. CVS

दिनांक
Dated

This is to certify that the activity report (Department/Society/Unit) for the academic year 2022-2023 has been submitted for documentation to Internal Quality Assurance Cell, College of Vocational Studies, University of Delhi.

Anu Satyal
18.12.2023.

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