



Modern Education Society's
Ness Wadia College of Commerce, Pune

Start-up & Innovation Cell

**Webinar on 'SPORTS & LESSONS IN
LEADERSHIP, TEAMWORK &
ENTREPRENEURSHIP'**

Date: 19 September 2020
(Saturday)

Time: 5:00 p.m. to 5:45 p.m.

Speaker : Ms Diva Daruwalla
(Best Ness Girl 2018-19)

Platform : Zoom



* Prior registration is mandatory

Let's learn more about
achievement through
sports!



Dr M Noronha
Coordinator

Dr M K Sanap
Head, Start up &
Innovation Cell

Prof Ginja Shankar
I/c. Principal



Report on Sports- Lessons in Leadership, Team-work & Entrepreneurship

Exemplifying resilience & 'the show must go on' attitude during the Covid-19 crisis, an online webinar (on Zoom) was held on 19th September at 5:00 p.m. on the topic '**Sports: Lessons in Leadership, Team-work & Entrepreneurship**' by the Start-up & Innovation Cell of the college.

Diva Daruwalla, a young sports enthusiast and basket-ball player & student of Ness Wadia College was invited to speak on the topic. At the outset of her talk, she stated that entrepreneurship is a lifestyle and a mind-set in which discipline is pivotal. Discipline is exactly what sports teaches one. Being ready to work consistently & persistently is what facilitated Diva to excel in sports. She drew a fine comparison between sports injuries and ups & downs any entrepreneur has to encounter in course of running his/her enterprise; if you play a sport, injury is inevitable and so is it with any enterprise/venture. Further, winning and losing are part and parcel of any sport/game, both can give us valuable learnings. She emphasised the significance of 'balance'- physical & mental both to be able to have sustained success in any walk of life.

She opened some pages of her personal life to explain how certain situations motivated rather challenged her to become more adaptable and flexible in her approach. Till class 9, she was in Pune and was into basketball after which she moved to Abu Dhabi where there was surprisingly no basketball court at all ! Initially she was frustrated but she didn't cease her morning runs and exercise. She was offered an opportunity to join the athletics team of the school which she readily accepted. She underlined the importance of actually doing and exploring rather than doing nothing and sitting back and waiting for opportunities to come our way. She mentioned that right now is the time to invest in ourselves and learn valuable skills. This is the age of accessibility and using it efficiently is our responsibility. She explained the importance of surrounding ourselves with positive and motivating folks/friends/people through the concept of 'environment stimulus' - the environment in which we are exerts an influence on us/stimulates us to do something, either positive or negative.

At the end, she also took some questions of the audience and addressed them.



2020-21-2812



Modern Education Society's
NESS WADIA COLLEGE OF COMMERCE
19, Late Prin. V. K. Joag Path, Pune - 411 001 Maharashtra State (India)
Phone: - 020-26167024 / 26160909 || Fax No.: 020-26163149 / 26160572



Internal Quality Assurance Cell

Annual Report for the Academic Year 2020-21

IQAC Coordinator: Dr. R. B. Sonawane

Training Programme on "How to use Google Classroom and Google Meet"

06/10/2020-08/10/2020

An online training programme on "How to use Google Classroom and Google Meet" for online teaching was organized during October 06-08, 2020. During this training programme Ms. Jayashree Venkatesh, Ms. Seema Purandare and Ms. Ashwini Waghmare demonstrated the use of various Google online tools and their use for online teaching.

Demo session on "How to use Pen Tablet for Online Teaching"

09/12/2020

An online demo session on "How to use Pen Tablet for online Teaching" was organized on December 09, 2020. During this demo session Ms. Himani Narang demonstrated the use of WACAM Pen Tablet for on line teaching.

Dr. Ramdas B. Sonawane,
Coordinator,
Internal Quality Assurance Cell,
Ness Wadia College of Commerce, Pune



Startup and Innovation Cell

Report on Webinar Friday, 16th October, 2020

Topic: Orientation for Students

Speaker: Dr. Mariam Noronha, Coordinator, S\$IC, NWCC

The webinar began with opening remarks by Dr. Mariam Noronha, Coordinator, Startup and Innovation Cell of the College. She welcomed the attendees and went on to explain the structure and overall working of the Startup and Innovation Cell of the College.

She began her talk with some insight into the inception of the Cell; the Cell has been established in June, 2019, under the aegis of the CIIE (Centre for Innovation, Incubation and Enterprise), of SPPU (Savitribai Phule Pune university). It is Chaired by the Principal, Headed by Dr. Manohar.K.Sanap and Coordinated by her. 5 students are members of the Core Committee. The Cell is required to work as per the guidelines issued by CIIE, in line with which the Cell had 3 sub-cells the IPR (Intellectual property Rights) Cell, Social Entrepreneurship Cell and Industry Interaction Cell headed by Dr. Bharat Rathod, Dr. Rajesh Raut and Ms. Jasmin Shikalgar and Dr. Deepa Dani respectively. Ms. Seema Purandare was faculty in-charge of various Startup Clubs. The Book Club functions under the guidance of Dr.Noronha who oversees the working of the Cell.

Thereafter Dr. Noronha explained the difference between business, startups and entrepreneurship. Though all 3 terms are different, they are often used



synonymously. She said that "Business is solving problems and making a profit while doing so", "Startups are business ventures powered by technology and with high potential for growth" and "entrepreneurship is a way of life". One can be entrepreneurial without even running a business because it is a mindset. Every business is not a startup.

She then went on to explain innovation in business with a wide range of examples ranging from Apple's revolutionary products that are trendsetters, Amazon's reinvention (from books to e-books, to Kindle to Audible to Prime), the Rubik's cube (best selling toy), Nutella (a product that evolved as a solution to shortage of cocoa in War times), how IKEA to the rise of Social Media Influencers, Food Stylists, Artists, Illustrators and even Harry Potter and Calvin and Hobbes. All the examples were across a spectrum of innovations even though we do not usually see them that way.

Dr. Noronha exhorted students to be inspired by these and other examples of successful people. She said that very often lack of funds, faith in our own abilities, apprehensions of friends and family, lack of resources and our own limitations prevent us from taking the leap of faith and starting even a side hustle. Turning points come at any point in life and one can always start small if nothing else. She encouraged students to observe, spot problems and niches, use their artistic skills and creativity, bootstrap ventures, build teams and give the right man the right job. All these tips were aligned with instilling an entrepreneurial attitude among attendees.

The orientation ended with a request to all to register with the Cell as members/volunteers and to join the webinar lined up on Monday, 19th October,



2020 where CA Amrut Deshmukh will share his journey from the corporate world to social entrepreneurship as Founder of the Mission Make India Read.

Number of Students attendees: 28



Ness Wadia College of Commerce
Startup And Innovation Cell
Report on the SIC Webinar on Self-Reliance & Entrepreneurship ; Speaker : Amrut
Deshmukh

Epitomising versatility and vanquishing personal encounters to keep the show on track even during the pandemic, the Startup And Innovation Cell of the college held the first in its series of online webinars(on Zoom) on 19th October, 2020 at 5:00 p.m. on the topic : **Self Reliance and Entrepreneurship (Part-1)**.

The webinar began by opening remarks of I/C. Principal Prof. Girija Shankar. She greeted a cordial welcome to the speaker Mr. Amrut Deshmukh. The Principal also welcomed the students and attendees, and congratulated Dr Mariam Noronha Coordinator, Start -Up And Innovation Cell) for taking endeavours in actively organising such worthwhile and efficacious events so that the best reaches the students .

Amrut Deshmukh, who calls himself an outdated Chartered Accountant, is a social entrepreneur popularly known as the Booklet Guy, was invited to speak on the topic. He is steering upon a mission to cultivate the habit of reading amongst the youth of India, Mission Make India Read. Taking the session forward, he stated about commencement of his journey as a CA and further enunciated the series of three failed startups incepted by him leaving him dejected thereupon.

Today he has more than 16 lakh young enthusiasts who are reading books with him using his free mobile app called 'Booklet' because of some great reading innovation. He narrated how his brother's piece of advice, "Whenever you feel stuck in life, read randomly," helped him develop the habit of reading and draw helpful insights therefrom. He mentioned that his giving up CA for setting up his social enterprise was an 'investment in the society' and the return thereon would be the 'social rate of return' he would reap - put simply, the positive impact he would have made in the society. Initially, owing to the fact that the common person finds it difficult to dedicate sufficient time to completely read a book, he created short summaries and shared it on WhatsApp. After a while he realised that this needed to be scaled up and merely WhatsApp wasn't serving the purpose in its entirety. He emphasised that since he had taken up such a noble cause, his friends in the field of IT (Information Technology) readily agreed to develop the Booklet app for absolutely no money/remuneration; Further, he shared how a lady who had no eyesight/divyaang immensely benefited from the audio summaries he had created. He was also invited to a conference for the disabled/visually challenged/blind to share his story.

In this way, Mr Deshmukh exhorted students and teachers to commit to reading thus enriching their own lives. He also mentioned that 'Abundance is the enemy of motivation' because of which we must not become complacent and passive when there's a lot, instead, we must finish tasks one by one, little by little. He also addressed questions of the attendees in the Q&A session to their satisfaction.

No. of attendees - 94



Students - 87

Teachers - 7 (Prof. Girija Shankar, Dr. Mariam Noronha, Ms. Seema Purandare, Dr
Bharat Rathod, Dr Dipak Wayal, Ms.Vijayalaxmi Pujari, Ms. Soniya Iyengar)



According to Covid-19 regulations and Section 2, Epidemic Diseases Act 1987, failing to wear a mask in public spaces will result in a fine of 100.



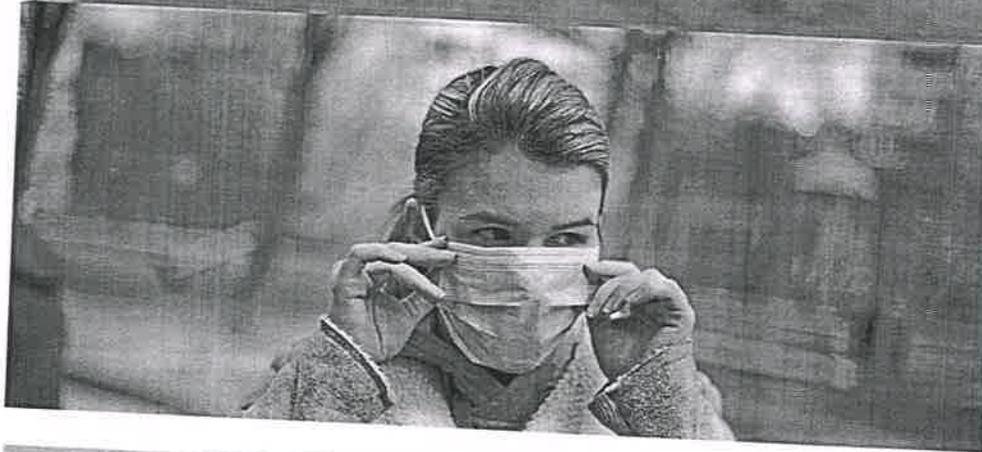
**STOP!
WEAR YOUR
FACE MASK**

**BE A SUPERHERO AND
WEAR YOUR MASK!!**



#STOP THE SPREAD

ARE YOU?



WEAR IT!

**मास
कफन से छोटा होता है...!!**

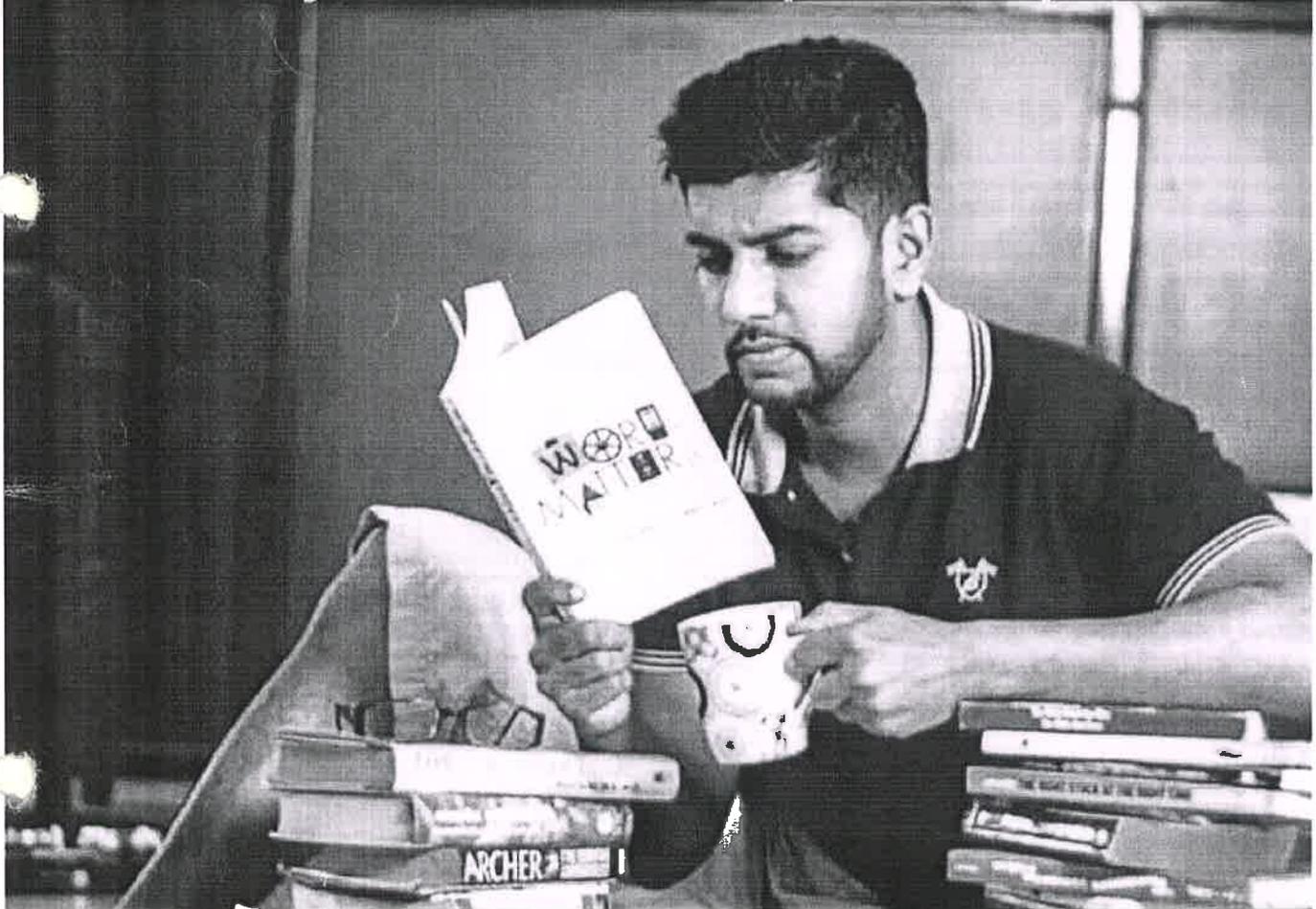


**REPORT AGAINST
CYBERBULLYING
TO STOP IT**

**SECTION 67
OF INFORMATION
TECHNOLOGY ACT 2000
PREScribes PUNISHMENT
FOR PUBLISHING OR
TRANSMITTING OBSCENE
MATERIAL IN ELECTRONIC
FORM FOR A TERM WHICH
MAY EXTEND TO 5 YEARS
AND ALSO WITH FINE WHICH
MAY EXTEND TO 10 LAKH
RUPEES.**

Modern Education Society's
Ness Wadia College of Commerce
Startup and Innovation Cell

Organizes A Webinar Series on
Self Reliance and Entrepreneurship



Speaker: Amrut Deshmukh
Social Entrepreneur Founder, Mission Make India Read

Monday 19 October, 2020

5pm-6pm

Platform : Zoom



2020-21 (9)



Modern Education Society's Ness Wadia College of Commerce

19, Late Prin. V.K Jaog Path Pune- 411001 Maharashtra (India)

STARTUP AND INNOVATION CELL Presents Webinars on: Self Reliance & Entrepreneurship

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Ujjwal Gulati

Founder Mindfulness with
Mandalas



Anita Tikoo

Landscape Architect and
Food Blogger.
Founder: A Mad Tea Party



Sonal Singh

India's Most Powerful
Women Award 2020.
Co- Founder and Director Fittr
a fitness Startup.



27, 28 &
31 Oct.



5:00 - 6:00 pm



Zoom

1) 27 October 2020 : Mr Ujjwal Gulati- Career interests driven by
Self- Awareness & purpose.

2) 28th October 2020 : Ms Anita Tikoo - A conversation with an architect, food blogger
and sustainable living advocate

3) 31st October 2020 : Ms Sonal Singh - Winning Mindset



2021
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Ness Wadia College of Commerce
Start-up & Innovation Cell

2nd Webinar as a part of the Webinar Series on 'Self-Reliance & Entrepreneurship'

Topic : Career Interests driven by Self-Awareness & Purpose

Date : 27 October 2020; Day : Tuesday; Time : 5:00 p.m. ; Platform : Zoom

Speaker : Mr Ujjwal Gulati (Founder of 'Mindfulness with Mandalas')

The workshop/webinar began with Dhruv Gorakh, the host, introducing the speaker to the audience. Mr Gulati started-off with an exercise by asking all the attendees to choose a colour from an array of colours based on their current emotion. He went on to open pages of his formative years and expounded upon how childhood conditioning regarding what's right and what's wrong, which profession/occupation is desirable and which is less desirable or not at all desirable merely based on preconceived notions of social status and economic clout one 'ought' to have by virtue of the occupation they choose. He admitted that in his early years, he lacked even an iota of self-awareness

Further, he conducted an exercise which involved a string of questions regarding our purpose, whether we have decided it or not, what appeals to us the most, our vision and the activities/tasks we plan to undertake or are undertaking in pursuit of that purpose, in short, are we living our purpose? He urged the students/attendees to introspect and reflect upon what we are good at doing and what we are good at being (our unique skills & qualities), what our perfect world looks like and so forth. He expounded upon the significance of self-awareness as a means to grow and develop in practically every aspect of life thus establishing a harmonious relationship with ourselves and the outer world. After this power-pact mental exercise, he again showed everyone the same array of colours but this time with their corresponding emotions. He explained the concept of colour psychology and mentioned that every colour has specific human emotions related to it. This was followed by an edifying QnA (Question & Answer) session which comprised questions of how yoga/dhyaana/meditation, despite being native to our nation, Bharat, has been neglected by several people, the necessity of bringing in a legislation about mental well-being/wellness programmes in every organisation be it government agencies or private entities. The session ended with the vote of thanks.

Attendance recorded in the 2nd half :-

No. of total attendees :- 77

Students :- 75 (inclusive of the core members and host)

Teachers :- 2 (Dr Mariam Noronha & Dr Deepa Dani)

Some students from St. Mira's College were present.



Ness Wadia College of Commerce
Startup And Innovation Cell
Report on the SIC Webinar on Self-Reliance & Entrepreneurship
Speaker : Anita Tikoo
Wednesday, 28th October, 2020

The Startup And Innovation Cell of the college organised the third in its series of online webinars(on Zoom) on 28th October, 2020 at 5:00 p.m.on the topic : **Self Reliance and Entrepreneurship (Part-3)**.

The webinar commenced with a brief welcome by Mr. Rohan Aaron, student member of the Core-Committee of the Cell and host of the event. Rohan introduced the speaker Mrs. Anita Tikoo, before handing over the conduct of the session to her.

Anita Tikoo is a Landscape Architect and Food Blogger, Founder, "A Mad Tea Party". A practicing Landscape Architect who enjoys cooking with seasonal ingredients grows a considerable number of greens, herbs, fruits and vegetables she uses in her own terrace garden. She conducts Food Workshops (presently online) where like-minded people join her in the kitchen on weekends to cook with locally sourced seasonal ingredients. She has been baking sourdough breads at home for years using her lively wild yeast starter and local flours.

The central idea governing the theme of the series of webinars(Self Reliance and Entrepreneurship) was indeed articulated and verbalized in an impeccable manner by the speaker, Anita. She shed light on her journey from a landscape artist and a food blogger. She kept the session interactive by frequently throwing questions and confronting the audience, thereby ensuring their absolute attention.

At the outset of her talk, she mentioned that - like other young people, she also did not like to cook food but enjoyed a lot reading about the cuisines. This stimulated her to initiate writing her own blogs to share recipes that she made. Moreover she stated cooking is not merely a hobby but indeed a life skill and all of us should know how to cook a decent meal. She went on to explain about the workshops she conducted ,which often made her feel pleasure, gratified and merrymaking.

In this way, Mrs Tikoo exhorted students and teachers to learn cooking as a life skill thus enriching their own lives. She also addressed questions of the attendees in a very interactive and satisfactory manner.

No. of attendees - 67

Students - 64

Teachers - 4 (Dr. Mariam Noronha ,Ms. Seema Purandare, Dr Deepa Dani, Ms. Jasmin Shikalgar)

Institutes:

- Ness Wadia College of Commerce



- Balaji college of Arts and Commerce
- Modern Law College
- Symbiosis College of Arts and Commerce
- St. Miras College



2020-21

Ness Wadia College of Commerce
Startup And Innovation Cell
Report on the SIC Webinar on Self-Reliance & Entrepreneurship
Speaker : Sonal Singh
Saturday 31st October, 2020

The Startup And Innovation Cell of the college organised the fourth in its series of online webinars(on Zoom) on 31th October, 2020 at 5:00 p.m.on the topic : **Winning Mindset.**

The webinar commenced with a brief welcome by Ms. Sumedha Datta, student volunteer of the Cell and anchor of the event. Sumedha introduced the speaker Mrs. Sonal Singh, before handing over the conduct of the session to her.

Sonal Singh is the Co-founder and Director of Fittr a fitness start-up and recently has received India's #39 Most Powerful Women Award 2020 by Business Today.

Sonal firmly believes that when you value courage over comfort, great things happen. Having developed a strong work ethic early-on, Sonal started helping her parents at their stores in Canada after-school & during holidays at the age of 11. She attributes her great customer excellence skills to this experience! Sonal has also been raising awareness on domestic violence in the community and conducting workshops for low-income women in partnership with NGO Udayan Care, Sonal has been awarded the REX Karmaveer Chakra global fellowship and We Are the City's Rising Star Award. Sonal writes & speaks regularly about wellness and emotional fitness in her blog Fit Mind | Fit Body.

She took over the session and accentuated the purpose of the her talk - "How do you create a winning mindset?" Taking an interactive and illuminating session ahead ,she enlightened the attendees with *5 Tips to Cultivate a Winning Mindset*, believing crucial to develop a winning mindset :

- 1) Know one's purpose
- 2) Body language, enthusiasm, staying motivated, positive attitude and confidence
- 3) The importance of understanding and applying the concept of "appreciate vs expect", put simply to inculcate optimism and praise what you possess.
- 4) The significance and vitality of getting support to pursue in direction for our objectives (getting guidance, surrounding yourself with like-minded, positive people.)
- 5) The need to focus on our mistakes and learn from them, reflect and celebrate our success

She firmly believes that "The Biggest Credit to Your Success is You" and "Your most important sale in life is to sell yourself to yourself." Never discount the importance of learning, she emphasized. She went on by precepting that - "grab every opportunity we get and learn from our experiences and failures, as we learn more when you fail".



In this way, the Speaker exhorted students and teachers to learn how to cultivate a winning mindset . She also addressed queries of the attendees in a very interactive and satisfactory manner . Also she shared the importance of meditation and other fitness techniques.

Particulars :

No. of attendees - 65

Students - 62

Teachers - 3 (Dr. Mariam Noronha, Ms. Seema Purandare, Ms. Jasmin Shikalgar)

Institutes:

- Ness Wadia College of Commerce
- Balaji college of Arts and Commerce
- St. Mira's College



Ness Wadia College of Commerce
Startup & Innovation Cell
Report on the workshop on "Business Lean Canvas Model"
6th and 7th November, 2020
Resource Person : Sunanda Verma Bhatta

The Startup & Innovation Cell of the college organised a two-day hands-on workshop (on Zoom) on the theme of "Business Lean Canvas Model" on 6th November, 2020 at 5:00 p.m.

The workshop began with a brief welcome by Mr. Akshat Mandalgi, student member of the core committee & anchor of the event. Akshat handed over the conduct of the session to Dr. Mariam Noronha (Co-ordinator, Startup & Innovation Cell) to introduce students to the idea behind the initiative of conducting the workshop. She mentioned that the workshop was an effort to motivate and expose students to the nitty-gritty of embarking on an entrepreneurial journey.

Thereafter, Ms Verma took over the session and initially explained in brief that a business model is a description of how an organisation creates, captures and delivers value. The purpose of coming up with a well-drafted business model is important to gain better clarity & focus about how and where one wants to get to in the journey of business. It also aids in mitigating, if not completely eliminating, the risk of failure in business. She stated that the first stage in developing a model is to come up with a viable idea- identify a challenge or opportunity in the market and then build up on the same. She emphasised the need of clear articulation & communication of the idea through story-telling.

Further, she touched upon and explained in detail every aspect in the Business Canvas Model. She underlined the importance of 'Customer Segmentation' in which the target audience of the product or service is clearly specified so as to further determine the value proposition of the business. While segmenting and zeroing in on the target audience, the market to which the proposed product/service may cater to can be - (1) Mass market - large number of people and not really from a specific class; (2) Niche market - specific class of the society with specific needs. She explained 'niche market' by using her own new venture, Tcha's example: the coffee beans Tcha uses finds a lot of liking in the south Indian community. The value proposition is the commitment of the producer/enterprise as to what differentiates them from the remaining market players and why a consumer should prefer their product/service to any other enterprise's product/service. She then expounded upon determining 'Customer Relationships' which have to be maintained so as to sustain, grow and scale any enterprise. Developing strong, empathetic relationships with customers facilitates customer retention and sales augmentation. Next, she spoke about the 'channels' through which the product/service is to be provided- communication with customers and ensuring smooth distribution. Moving ahead, she underlined that every enterprise requires resources to be employed to ensure smooth functioning. Key resources include human resource, raw material/physical resource, financial resources (debt/loan/investors/source of funds). Determination of 'revenue streams' was the



next point of discussion in which the various ways through which revenue could be earned/generated had to be identified and specified. After this, she outlined the need to identify 'key activities' of the firm which involves the activities the firm itself would primarily carry out (essentially operations, human resource management) while certain specialised functions can be outsourced to agencies which specialise in those functions. 'Key partnerships' primarily involve the main suppliers, strategic alliances and so on. Lastly, she explained how to develop a 'cost structure' for the model. This would include all costs of operations, salary/remuneration, overheads etc. Thus, every essential factor which is to be taken into consideration while contemplating to begin a business was explained with suitable examples. Business canvas models of AirBnB, Netflix, Amazon Prime and FlipKart were shared with the attendees through a power-point presentation.

Towards the end, a problem statement was shared with all of the attendees so that they could work out a solution and come up with a business model. The problem statement was, **'With growing demand and consumption of goods especially from online platforms, the use of plastic (non-biodegradable) for packaging has exponentially risen. How can this problem be solved using the concept of 'biodegradable packaging?'** Attendees were divided into groups of 5-6 so they could work on a solution and model.

Attendance :

Students - Initially 32 & towards the end 25 students

Teacher - 1 (Mariam Noronha)



Presentation Day - 7th November, 2020

The following groups were created for purposes of working out a solution, coming up with viable business models & presenting/pitching their respective ideas.

| Group No. | Names of participants | Class |
|-----------|--|--|
| 1. | 1. Maithili Anamika Mishra 2. Swati Mishra 3. Rohan Aaron 4. Prachi Agarwal 5. Sneha Landage | F.Y.B.Voc. T.Y.B.Com. T.Y.B.Com. T.Y.B.Com. T.Y.B.Com. |
| 2. | 1. Shital Holambe 2. Simran Hinwar 3. Wasi Khan 4. Kajal Shelar 5. Radhika Sharma | F.Y.B.Com. S.Y.B.Com. F.Y.B.Voc. S.Y.B.Com. T.Y.B.B.A. |
| 3. | 1. Melissa Mathias 2. Priyancee Singh 3. Niranjana Mandal Kumar 4. Shubham Mohite 5. Ritu Sharma | T.Y.B.Com. S.Y.B.B.A. T.Y.B.Com. T.Y.B.Com. S.Y.B.Voc. |
| 4. | 1. Dhir Malani 2. Taher Vohra 3. Kirtan Chande 4. Roshani Divekar 5. Chhaya Kamble | T.Y.B.Com. T.Y.B.B.A. S.Y.B.Com. F.Y.B.Com. T.Y.B.Com. |
| 5. | 1. Sakshi Lokhande 2. Akshat Mandalgi 3. Samarth Sulakhe 4. Sana Qureshi 5. Rani Chavhan | T.Y.B.Com. S.Y.B.Voc. S.Y.B.Voc. T.Y.B.Com. S.Y.B.Com. |



The 2nd session of the workshop began at 4:30 p.m. A brief summary of the points, ideas made & pitched by each of the above groups is outlined below :

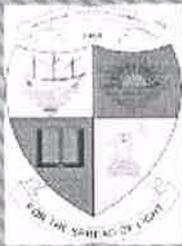
| Group No. | Idea Pitched | Feedback from resource person &/or coordinator |
|-----------|--|--|
| 1. | <p>The primary idea of the group was to begin a recycling plant in the short run which would cater to the already existing problem of plastic waste being generated by various companies through their packaging and manufacturing processes. The group's idea was in line with the UN's Sustainable Development Goal of 'Responsible Consumption & Production' and 'Combating Climate Change.' The model proposed also included services to the local municipal corporations/governing bodies in helping them recycle plastic waste by sharing their load of plastic waste management. It was proposed that after gaining a good image/goodwill in the market, the firm would indulge in producing and generating awareness about biodegradable packaging material.</p> | <p>The idea looked good on the surface but didn't have any specific, actionable & viable plan with regard to ground-level implementation. Proper market research analysis was required to be done because there are presently many companies which have already heavily invested in the recycling sector. Coming up with a clear, concrete & executable plan was strongly recommended.</p> |
| 2. | <p>Developing packaging material made out of sal leaves was the main business idea of this group. Sal leaves are traditionally used in making biodegradable plates (colloquially known as <i>patravali</i>). It also proposed the idea of making carry bags of varying sizes using the same material so as to reduce the use of plastic-made carry bags. It planned to have online shopping platforms like Amazon, Flipkart etc. as key partners. Further, it was proposed to have a mechanism through which packaging material is returned to the respective companies.</p> | <p>The idea was very well planned and presented. The key partners were well-defined. There weren't any potential areas for improvement.</p> |
| 3. | <p>The group came out with an innovative concept of running food trucks which would supply various food items and ice-creams and all the packaging would be of biodegradable material. It involved hiring of various trucks/tempos, customising them as per the food item/s which is/are to be sold and then making them ply around various parts of the city.</p> | <p>The model proposed was not in alignment with the problem statement. The key area of focus was shifted from sustainable packaging to a wholly different idea. While the idea in itself may be good, it was not a direct solution to the given problem statement.</p> |



| | | |
|----|---|---|
| 4. | <p>The group proposed to begin an enterprise which not only produces biodegradable packaging material but also provides 'creative packaging' solutions as per customer needs. The biodegradable packaging material would be made from sea-weed which is abundantly available in the oceans/seas. In essence, the enterprise will specialise in sustainable packing of every product of other product manufacturing companies out in the market.</p> | <p>The customer segmentation needed to be clearly defined as hypothetically any given product may be 'helpful' & 'useful' to many segments of the market but it may not be truly needed and relevant. Realistic and practical approach in defining the target audience was suggested. Identify the lowest hanging fruit, which is the most relevant and check if the market size is large enough to sustain business.</p> |
| 5. | <p>The primary solution to the given problem statement proposed by this group was that of using 'bamboo slurry', 'natural glue', 'sal leaves' and other organic raw materials to prepare packaging materials (cartons/boxes, plates and carry bags) specifically for food delivery. Local farmers (bamboo grass growers) would be partnered with. Customising the products as per the needs of customers - the products which require to be packaged.</p> | <p>While the primary customer segment was specifically defined as 'food delivery' restaurants/hotels/aggregators, the exact problems they face and how the product is a viable solution were not adequately addressed in the remaining presentation.</p> |

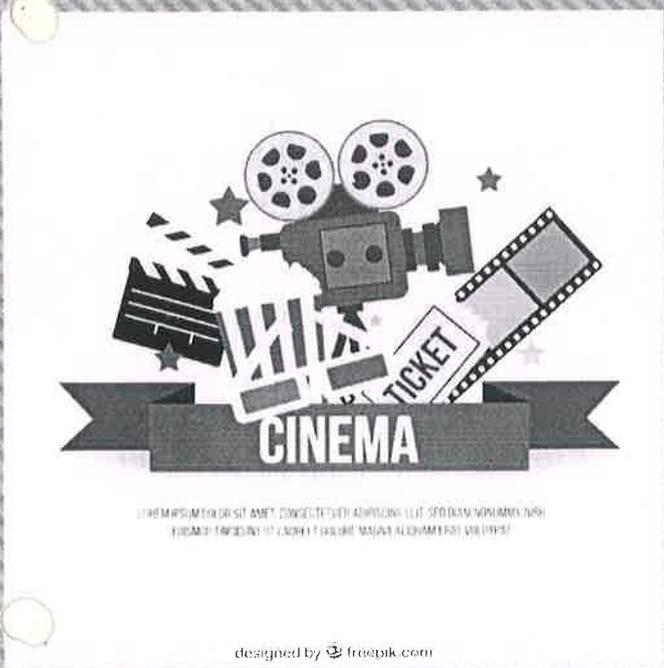
Attendance for 7th November 2020 : 26 attendees
 25 students
 1 teacher





No access to the report. (14)

Activity on 'LEARNING ENTREPRENEURSHIP FROM MOVIES'



LIST OF MOVIES

1. Lagaan
2. Harishchandrachi Factory
3. Chak De India
4. The Martian
5. Aladdin
6. The Jungle Book
7. The Lion King
8. Guru
9. Dangal
10. Mission Mangal

**ROLLING THE REEL OF MOVIES
TO DRIVE THE ENTREPRENEURIAL
MINDSET !**

DATE : 3rd April 2021

**Let's apply the art
of film sense !**

* Why not club entertainment with worthwhile learning by watching a movie/film & drawing





Ness Wadia College of

Commerce, Pune

Startup & Innovation Cell

Report on the event: 'Gup-shup with Student Startup Founders' - Panel Discussion

Saturday, 10th April 2021

5p.m. - 6:45 p.m.

The Startup & Innovation Cell of the college organized an event on "'Gup-shup with Student Start-up Founders' - Panel Discussion on Saturday, 10th April 2021.

The discussion was jointly hosted by Mr. Rohan Aaron and Ms. Sumedha Datta.

The session began with a short introduction of the panellists by Rohan. All the panelists are final year students pursuing varied programmes in Bennett University.

- 1) Pradyumn Mane, Founder of Physics Mindboggler, B.Tech. in Engineering Physics.
- 2) Anchal Aggarwal, co-founder of - B.Tech. in Biotechnology.
- 3) Tunap Paul - B.Tech. in Computer Science.
- 4) Hardik Agarwal - BBA in Marketing.
- 5) Shrey Tyagi - B.Tech. Computer Science.
- 6) Zaid Naim - BBA in Entrepreneurship.

Thereafter, Dr Prakash Choudhary (Vice Principal), Dr Monohar Sanap (Head of the Cell) and Dr Mariam Noronha (Coordinator of the Cell) addressed the attendees and shared their views.



... the address of dignitaries, Sammedha geared up the pace of the discussion by putting forth guidelines/rules to maintain the decorum of the session.

Following questions had been put across by Sumedha alternately and addressed by the Panelists:

(1) At the outset, could all of you briefly state the idea and key driving force behind your start-ups? Also, please share the USP (Unique Selling Proposition) of your business/product with us.

2) Zaid, the making of C-Safekey during the Covid-19 crisis, is an example of socially productive innovation & immense ingenuity. Could you please elaborate on how this idea was conceptualized and how you brought it into the market during such a tumultuous period?

(3) Anchal, could you elaborate on the need for 'formidable networking' as you lay a lot of emphasis on the same? How has it helped Explorevio move ahead?

(4) Pradyumn, you started your blog Physics Mindblogger at a very early age. You also wrote 2 books before you turned 20 which is commendable. How would you explain your personal growth by getting yourself out there at such a young age?

(5) Tunap - you've already shared the concept of Travelsey. Could you shed some light on the project you were working on to build a blockchain solution for online examinations to prevent paper leaks?

(6) Shrey and Hardik - The Covid-19 crisis has unleashed the true potential of online skill development platforms. How has SkillArena leveraged this opportunity? Further, since access to learning resources has become highly easy and open to a large section of our society, how do you strategize keeping that in mind?

(7) I think all of you would agree that having a great business idea is not enough-one needs to market it well- could each of you share how you have managed to market your products?

(8) This question is specifically directed to those who have co-founded their start-ups - Anchal, Hardik & Shrey - How should one identify capable & compatible co-founders? How did you identify your co-founders?



? How did you go about it ?

(10) What was the most challenging task/activity in the initial stage of setting up your start-up(s) ? While every activity/task brings along with it its own set of challenges, what remains a challenging task/activity now/at present ?

All the panelists illuminated the attendees with their insightful answers, by sharing their thoughts and experiences. They further stimulated the students to believe in their ideas and kick-start their entrepreneurial journey.

Towards the end, Sumedha requested attendees to fill out the feedback form and proposed the vote of thanks to student panelists for having carved out time and engaged in such a fruitful discussion. She also thanked the coordinator of the cell for her immense support and guidance throughout. Last but not the least, she extended her sincere thanks to the whole organizing team - the working committee and core committee.

Then, Ms. Sumedha declared the session closed.

Particulars of the discussion

Virtual Platform : Google Meet

Total no. of student attendees : 66

Total no. of teacher attendees : 3

Total no. of panellists : 6

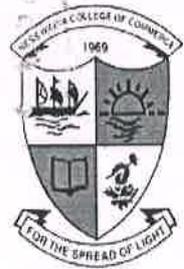
Name of the teacher attendees : Prof. Dr. Prakash Choudhary, Prof. Dr. Manohar Sanap and Dr Mariam Noronha.

Report submitted by: Akshat Mandalgi(student member, Core committee, S&I Cell)

Recording: https://www.youtube.com/watch?v=VIg3Y8uSO_4&t=1773s



2020-21 (11)



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Start-up & Innovation Cell

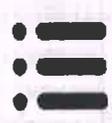
WEBINAR ON "INTELLECTUAL PROPERTY RIGHTS FOR ENTREPRENEURS"



Google Meet



27th April 2021
4:00 p.m.



Intellectual Property Rights empower individuals and organisations to profit from their creativity and inventions.

The knowledge of intellectual property and rights arising thereof can prove to be invaluable to entrepreneurs and startup founders.

Let's learn and get to know more on this topic through the webinar which is being organised.



Speaker : Mr Shridhar Kulkarni
(Co-founder, LegaLogic Consulting)

Registration Link : <https://forms.gle/6rT2hqXgdVuQxmSu7>

Clickable Registration Link : <https://forms.gle/KJGoo7PcVqxrsnHQ6>



**Modern Education Society's
Ness Wadia College of Commerce, Pune
S&IC (Startup and Innovation Cell)**

Webinar on IPRs (Intellectual Property Rights) for Entrepreneurs

**Speaker: Mr. Shridhar Kulkarni, Co-Founder, LegaLogic Consulting,
Pune**

Tuesday, 27 April, 2021

4 m to 5.40 pm

On 27 April, 2021, the Startup and Innovation Cell of the College organized a webinar on Intellectual Property for Business. The lecture was delivered by Mr. Shridhar Kulkarni, Co-Founder, LegaLogic consulting Pune's leading corporate legal consultancy firm.

The event began with his introduction by student member of the Core Committee of the S&IC, Mr. Rohan Aaron, TY BCom. Dr Asha Jadhav, In-Charge Principal, Dr. Prakash Chaudhary, Vice-Principal and Dr. Mariam Noronha, Coordinator S&IC gave their opening remarks.

Mr. Kulkarni began his talk by explaining the term "intellectual property" which consists of 3 parts:-

- A. Product of human creation
- B. It Comprises of two distinct forms:-
 - a) Artistic work and b) industrial property

He also explained the different types of intellectual property:-

1. Invention

It is a new product that comprises an innovative step for the application. It is protected by a patent which an exclusive right is granted so that no one uses his invention without his consent.

2. Artistic work



It is creating something new in field of art like writing a book, drawing, publishing new music, etc.

3. Symbol logo

It means giving a logo to a product but no one can use that logo except its company.

C. Registration of the same

He further explained "design registration" which means having a design or shape or a pattern of a specific product to be registered and marketing in such a way that the field is known by

Design registration offers the advantages of an increase in market potential, promotion of creativity and safeguarding the features of the product. The requisites are it must be new and must not be disclosed to the public.

He went on to say that GIs (Geographical Indications) and Designs are the lesser known and talked about among IPRs but they are growing in importance. Geographical Indications (GIs) are products which originate from a specific territory and are known globally. They help you to gain an edge over competition.

Trade Secrets are not defined under any law. They refer to the manner in which one does business. Trademarks can be registered by 10 years, renewable thereafter; they are more commonly known in the business domain. Copyright is an IPR that need not be registered and can be enforced if one can prove that one was the original creator/author of that piece of work. Trademarks and Copyrights must be registered. This is imperative to protect one's trademark/patent. Patents offer strong protection and include product and processes. Designs are about the visual aspects and building of machinery/products, buildings/architecture, etc. Ownership of design can be transferred/leased.

He went on to explain a little about the importance of registration of intellectual property as follows:-

1. IPRs can become an important revenue stream because they can be sold/licensed.
2. Facilitates differentiation and enhances competitiveness.
3. Protects oneself/one's ideas.



4. An important branding/marketing tool.
5. Enables the owner of the IPR to gain the first mover advantage.
6. Reduces the cost of fighting disputes elsewhere.

His talk was enriched with several familiar brands and examples such as:

Bisleri is a company that sells packaged water, packaged water is an industry but people usually ask for Bisleri instead of a packaged water bottle, similarly people ask for a Coke instead of a cold drink.

While discussing that trademark is a symbol, word, signature, name, etc. which helps to distinguish between one brand and another. He gave the classic example of "Kirloskar" which is written in a distinct style and facilitates instant recall of the graphic when mentioned.

For GI's the *Puneri Pagdi* and *Kolhapuri Chappals*, for design the Bisleri bottle/Coke Bottle, for patents, the very contemporary and much talked about vaccine manufacture in India were cited.

Brands are acquired to cash in on their goodwill and reach. One recent example from the education sector, Byjus acquisition of Aakash Tutorials was quoted as an example. Aakash Tutorials had a well established reputation as a leading competitive examination preparatory institute and Byjus chose to acquire it to eliminate competition and consolidate its position as a leading educational service provider.

GIs and Patents are territorial rights and a good amount of homework must be done by brands/companies/individuals seeking to register the same. One must find out who one's competitors are and whether they are using a similar trademark. One must check if a domain name is already registered. All this must be done as preparation before one gets attached to an idea and envisions its implementation. Registering a trademark though not mandatory is advisable. Similarly in case of patents, one must first carry out a patent search.

Finally, Mr. Kulkarni shed some light on how one can protect one's IP from being compromised. He suggested that one must have a Non Disclosure Agreement, define Confidential Information and include a strict IP clause.

The session ended with an animated question-answer session.

Number of Students Attended: 74 Number of teachers attended: 6

