

ANNUAL REPORT OF NURTURE- THE INCUBATION CELL

1ST February 2023 - 31ST December 2023

Teacher Co-ordinators

1. Ms. Vinita Malik (Convener)

2. Mr. Rahul Chopal

3. Ms. Shivani Kalra

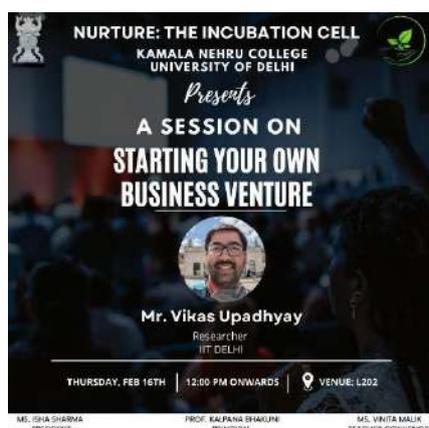
4. Ms. Nikita Pasan

Student Co-ordinator

1. Gourangi Gaur

2. Dharvi Singh

1. Session on Starting your own business venture held on 16th February 2023



Nurture- The Incubation Cell of Kamala Nehru College organized a seminar on "**Starting your own business venture**" for all the members of the Incubation Cell on 16th February 2023. The session was hosted by **Mr. Vikas Upadhyay, entrepreneur and researcher at IIT Delhi**, who provided useful insights to the students on how to start a business venture from scratch. Mr. Upadhyay began by **highlighting the importance of having a clear idea and vision** before entering the roadmap to entrepreneurship. During the session, he talked about how a proof of concept or product prototype can prove to be highly useful in testing the viability of an idea. Moving on, he explained the process of pitching one's business idea to potential investors and securing a series of funding rounds to get the business off the ground. The session ended with Mr. Upadhyay

interacting with the students and answering their questions regarding their startup ideas.

2. Business Conclave 2023 – 11th April 2023



KNC Business Conclave is the annual flagship event of Nurture held on 11th April 2023. It aims at facilitating interactions between the leaders of today and the



change-makers of tomorrow and provides a platform for thought-provoking discussions on pertinent new-age topics. The conclave gives a golden opportunity to inquisitive minds to interact with pioneers from the fields of entrepreneurship, business, journalism, politics, and economics and get inspired by different leaders. We endeavour to empower the youth to ideate, innovate and implement business solutions and challenge corporate issues as well as create comprehensive plans to bring tangible changes to society.

PANEL DISCUSSION

The panel discussion was a key highlight of the Business Conclave 2023. The event began with a traditional lamp-lighting ceremony.



The panel discussion, which followed the inauguration ceremony, was a highly insightful session that covered a wide range of topics related to entrepreneurship and innovation. The panellists shared their experiences, insights, and perspectives on various aspects of the business world, and provided valuable advice and guidance to the students who attended the event.

Pranjal Kamra, the CEO of Finoogy Ventures, shared his insights on the startup ecosystem and provided tips on how students can navigate the challenges of starting a new venture. He also highlighted the importance of action over ideas.

Aakriti Rawal, the co-founder and CEO of House of Chikankari, shared her journey of starting a successful e-commerce platform for traditional Indian clothes with her mother and highlighted the importance of innovation and

creativity in the business world.

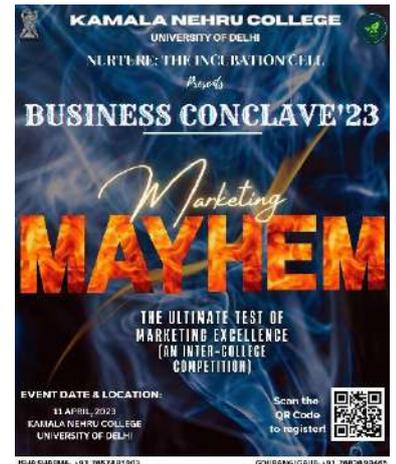
Ananya Narang, an entrepreneur, shared her experiences of starting a venture and emphasized the importance of perseverance and resilience in the face of challenges and finding innovative ways to solve them.

Saurabh Trivedi, the founder of IP Samadhan, shared his insights on the startup ecosystem and provided valuable guidance to students who are interested in starting their own venture. Saurabh's expertise in intellectual property rights and protection, combined with his experience working with startups, made his insights particularly valuable.

The panel discussion was highly engaging and interactive. The session provided students with a unique opportunity to learn from industry experts and successful entrepreneurs.



MARKETING MAYHEM The Marketing Mayhem event at our annual flagship Business Conclave showcased creativity in full swing. With three rounds focusing on marketing and advertising famous brands, the competition reached its peak in the final round where teams crafted their own ads. Held in the college auditorium, 10 teams participated, and the top 3 were rewarded for their exceptional marketing prowess.



B-PLAN

The B Plan Competition added a strategic touch to our Business Conclave with multiple engaging rounds. Starting with an online quiz, the event proceeded to offline presentations by selected teams. Renowned entrepreneur Anyana Narang presided as the judge, adding expertise to the evaluation. Teams from various colleges presented highly innovative business ideas, making the competition a platform for insightful entrepreneurial discussions and a valuable component of our flagship

event.

3. Session on social media and Entrepreneurship held on 27th August 2023



Nurture- the Incubation Cell organized a captivating webinar on the topic "Social Media and Entrepreneurship" featuring Mr. Manish Kumar, the Founder and CEO of Insights DNA. The webinar explored various aspects of leveraging social media for entrepreneurial success. He discussed several key topics throughout the session:

1. LinkedIn Strategies: Mr. Kumar highlighted the power of LinkedIn for entrepreneurs and side hustles. He also discussed the importance of regular posting, engagement with connections and networking on the platform.

2. Personal Branding: Building a personal brand on social media is crucial for entrepreneurs. The speaker shared strategies on how to define and build a strong personal brand that resonates with the target audience

3. Content Quality: He emphasized the significance of posting high-quality content for long-term success.



4. Social media Agency: He commended us on having started our own social media agency and gave us actionable advice and insights and discussed how such agencies can provide specialized expertise. Following the presentation, an interactive Q&A session allowed participants to seek clarification and dive deeper into specific topics.

4. Mastering Group Discussion and Cracking Case Interviews held on 2nd September 2023



Nurture: The Incubation Cell, in collaboration with Prospicio - The Placement Cell, organized an insightful workshop titled "Mastering Group Discussion and Cracking Case Interviews" on September 2nd, 2023. The workshop was led by CA Shivam Palan, a distinguished alumnus of IIM Indore and the Founder/CEO of CA Monk. With an enthusiastic turnout of over 100 participants, all eager to enhance their prowess in group discussions and excel in case interviews. The workshop was structured to provide valuable insights into two pivotal facets of the recruitment process: mastering group discussions and excelling in case interviews. The session commenced with a focus on the art of effective storytelling as a potent tool for simplifying complex ideas. CA Palan shared techniques for assessing and presenting solutions convincingly, encouraging participants to elevate their critical thinking and problem-solving skills—essential attributes in today's highly competitive job market. The workshop concluded with an engaging question-and-answer session, allowing participants to seek further clarification on key concepts.

5. Start-up initiatives by the cell.

Nurture- The incubation cell started its two-student led project named social sway and scribble.



Social Sway, a student-led project under the Nurture Incubation Cell, provides social media services to empower brands through digital means. Social Sway has successfully collaborated with and served three businesses, enhancing their social media presence, and delivering quality services. The project has effectively utilized digital platforms to optimize brand presence and engagement.

Scribble, the second student-led project initiated by the Nurture Incubation Cell, focuses on providing quality merchandise to college societies. The project offers a range of products, including varsities, t-shirts, shirts, and badges, catering to various colleges and universities. By providing customized merchandise, Scribble aims to contribute to the identity and spirit of college communities.



The Nurture Incubation Cell continues to support and encourage these student-led initiatives, fostering a culture of entrepreneurship and innovation within the academic community.

6. DU Start Up Accelerating Programme (SAP) 2023 held on 27th – 28th October 2023



The DU Startup Accelerator Programme (SAP) 2023, a two-day event, took place on October 27th and 28th, 2023, and was organised by the Udhmodya Foundation in collaboration with Samarth Bharat and Career Development Centre (CDC). The primary objective of this program was to provide budding entrepreneurs with seed funding and mentorship to kickstart their innovative business ideas. The event unfolded at Maharshi Kanad Bhawan, University of Delhi, and brought together a diverse group of individuals with creative business concepts.

INAUGURAL CEREMONY

The event commenced on October 27th with an inaugural speech by Mr. Bharat Bhushan Arora, who outlined the procedures for the two-day event. He encouraged participants to persevere and advised them to change mentors if they faced rejection.

START UP PITCHES



Following the introductory ceremony, the core of the event began with the presentation of business ideas. Over 400 participants registered for the program, out of which 100 were selected



to pitch their innovative concepts. Our business plans for seed funding, which qualified for the first and second rounds, leading us to the finals. On October 28th, 25 startups out of the initial 100 were shortlisted. Angel investors, industry experts, and mentors then examined the feasibility of these ideas. The Incubation cell team was selected in Top 25. The event demonstrated the potential of the Indian youth to contribute to economic growth and innovation.

7. Entrepreneurship - Starting and Growing a Successful Business held on 30th November 2023



STUDENT COORDINATORS: Mr. Gourav Kumar, Ms. Anshu Singhani
 Prof. Rajendra Bhaskari, PRINCIPAL
 TEACHER FACULTY: MS. VIKRANT KUMAR GUPTA, Ms. Neha Choudhary, Ms. Shikha Khatun

Nurture, The Incubation Cell of Kamala Nehru College, hosted a seminar at Kamala Nehru College, featuring Mr. Dhruv Rana, CEO of ANDC inStart Business Incubator. The central theme, "Entrepreneurship - Starting & Growing a Successful Business," served as a conduit for an in-depth discussion. Central to the discourse was the vital role of entrepreneurship in actively generating jobs, moving beyond the traditional employment-seeking mindset.

Mr. Rana detailed the comprehensive support system provided by the incubator, encompassing critical stages such as ideation, co-working spaces, funding, and robust skill development programs. Passion emerged as a key driving force, deemed essential for both the inception and sustenance of a successful business. Practical aspects, including legal considerations, were discussed, with an

emphasis on the significance of agreements in safeguarding entrepreneurial interests.



The seminar concluded with a dynamic question and answer segment, fostering interactive dialogue.

8. Entrepreneurship Cell meet held on 2nd December 2023



Members of Nurture: The Incubation Cell of Kamala Nehru College, University of Delhi attended Bennovate 2.0 - The Entrepreneurship Cell Meet organised by Bennett University on 2nd December 2023. Members from E-Cells of Colleges from all over Delhi NCR interacted with each other and discussed the various ways of finding and grabbing opportunities and enhancing overall quality of their start-ups and ideas.