



ANNUAL REPORT

2022-23

Eneur : The Entrepreneurship Cell

Kirori Mal College

From the desk of Convenor



Under the guidance of our convenor, Prof. Roopinder Oberoi. She is a faculty member at the Department of Political Science, Kirori Mal College, University of Delhi. Also, she has been awarded a Post-Doctorate research fellowship by, University Grants Commission. Driven by her commitment to conducting research and engaging in policy interventions in the domain of governance, she is also a visiting professor at the Institute of State Governance in China.

Prof. Roopinder Oberoi

As the convenor of the entrepreneurship cell at Kirori Mal College, you have an exciting and important role to play in fostering a culture of entrepreneurship and innovation within your college community.

Some ideas include organizing events and workshops to educate students about entrepreneurship and provide them with the skills and knowledge they need to start their own businesses. Providing resources and support to help students turn their business ideas into reality, such as mentorship, networking opportunities, and access to funding. Partnering with local businesses and organizations to provide students with hands-on learning experiences and internships. Encouraging students to participate in entrepreneurship competitions and pitch their business ideas to potential investors.

By supporting and promoting entrepreneurship at Kirori Mal College, you can help create a vibrant and innovative community of young entrepreneurs who are ready to make a positive impact on the world.

About us

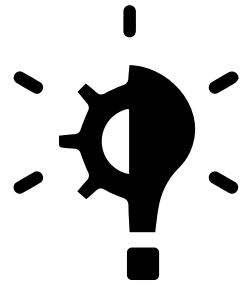
Eneur is the entrepreneurship cell of Kirori Mal College, a prestigious college located in Delhi, India, established in 2018. Eneur aims to encourage and promote entrepreneurship among the students of Kirori Mal College by providing them with the necessary knowledge, resources, and support to turn their ideas into successful businesses. It offers various programs and activities, such as guest lectures, workshops, and mentorship opportunities, to help students develop their entrepreneurial skills and knowledge. Eneur also provides a platform for students to network with entrepreneurs and industry experts, as well as access to funding and resources to help them bring their ideas to fruition.



VISION & MISSION

Vision

To provide an amalgamation of innovation, and leadership combined with risk-taking ventures driven by pragmatism.



Mission

To foster an entrepreneurial culture, support aspiring entrepreneurs and deliver successful solutions to current problems.



MEET OUR TEAM



ARUSH ARORA
President



KHUSHI KAUR MEHTA
Vice President



SAMARTH SINGHAL
General Secretary



HARSHIT JAISWAL
Joint Secretary



YASHIKA KOHLI
Student Coordinator



MADHAV
TREASURER

MEET OUR TEAM

Adivosry Members



SHIVANGEE



TISHA LAMBA



GHRATACHI

Ideation and Research Heads



OM SINGHAL



ADAMYA SONI

MEET OUR TEAM

Business Development Heads



MANISH



ANSHIKA

Technical Heads



LUV



PREM

Marketing Heads



MOHINI



RIO

MEET OUR TEAM



NEHA
Content Head



KEERATMAN SINGH
Event Management Head



MAYANK LALWANI
Public Relations Head

ONBOARDING PROCESS

01

FORM SHORTLISTING

The team gathered fundamental data from the applicants' application forms, such as contact number, email addresses, course information, their knowledge of entrepreneurship, what they can offer the community, and how much they are interested in joining the cell. There were some basic problem-solving questions and a self-evaluation of fundamental abilities in the form, including time management, communication, leadership, research-analytical, and technical-content writing abilities. To guarantee diversity on the crew, Eneur made the form available during both phases and made it open to all of the courses.

02

PERSONAL INTERVIEW ROUND

A personal interview round was then scheduled for the first round's shortlisted candidates. We were able to assess the candidate's abilities via this round, which included leadership, communication, social skills, manners, collaboration, listening, general awareness, self-assurance, and problem-solving abilities. For the group discussion, a panel of six students comprised of all the nominated applicants was formed.

03

PANEL INTERVIEW ROUND

The shortlisted applicants had virtual interviews with a panel of core team members and junior executives. The purpose of the interview process was to determine whether the candidates were the ideal match for Eneur. In the interview phase, certain fundamental questions were posed to assess the candidates' capacity for logical and analytical thought. Their fundamental abilities, such as communication, logical reasoning, analytical skills, reaction to stress, temperament, etc., were to be evaluated during the interview. The team chose students to be a part of the Eneur after thoroughly vetting the prospects.

04

WELCOME TO THE TEAM!

After such a thorough selection procedure, chosen students were warmly welcomed into the team. The purpose of the induction was to inform new members of the cell's appropriate operation and to update them on current live projects. They were given departments based on their preferences.

Phase 1

- The recruitment drive started in the month of **August**.
- Selected **20** students from a pool of **100+** applicants (second-year students).
- Maintained course and gender diversity during the recruitment.

Phase 2

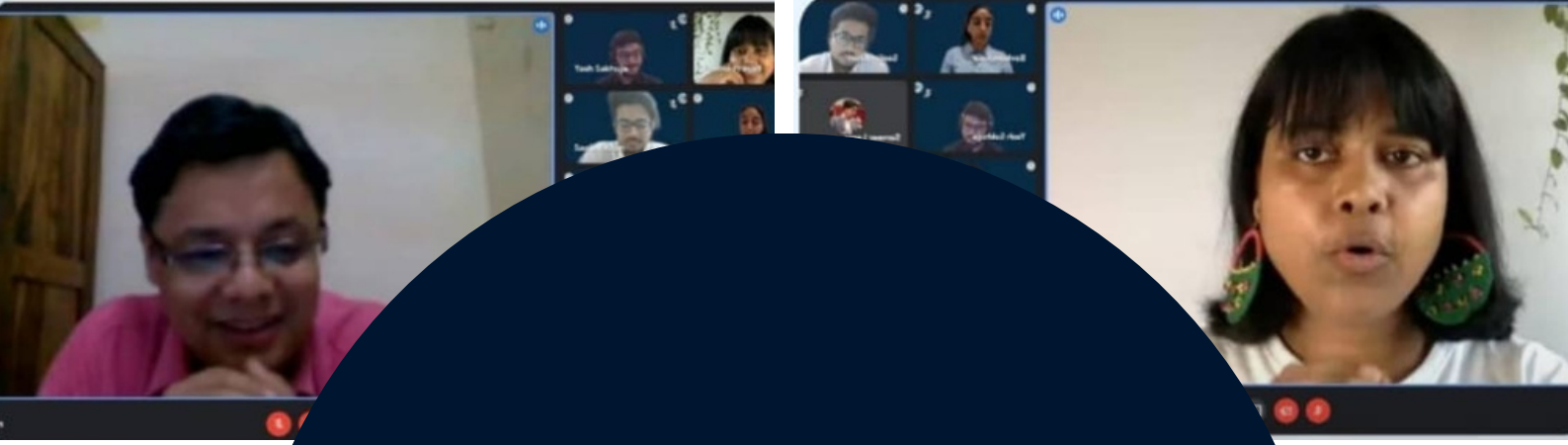
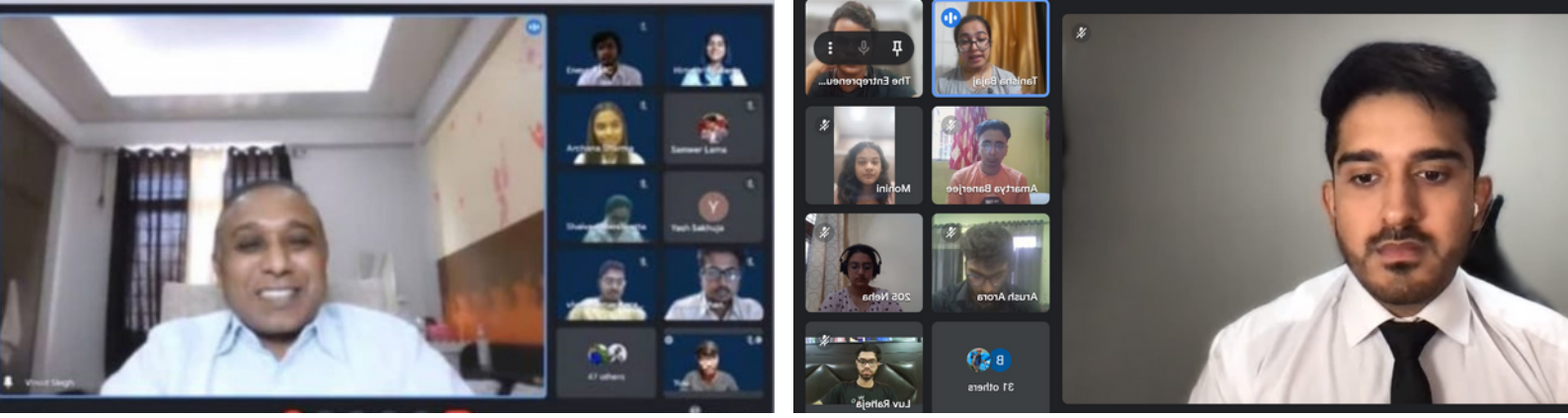
- The recruitment drive started in the month of **December**.
- Selected **50+** students from a pool of **200+** applicants (first-year students).
- Maintained course and gender diversity during the recruitment.



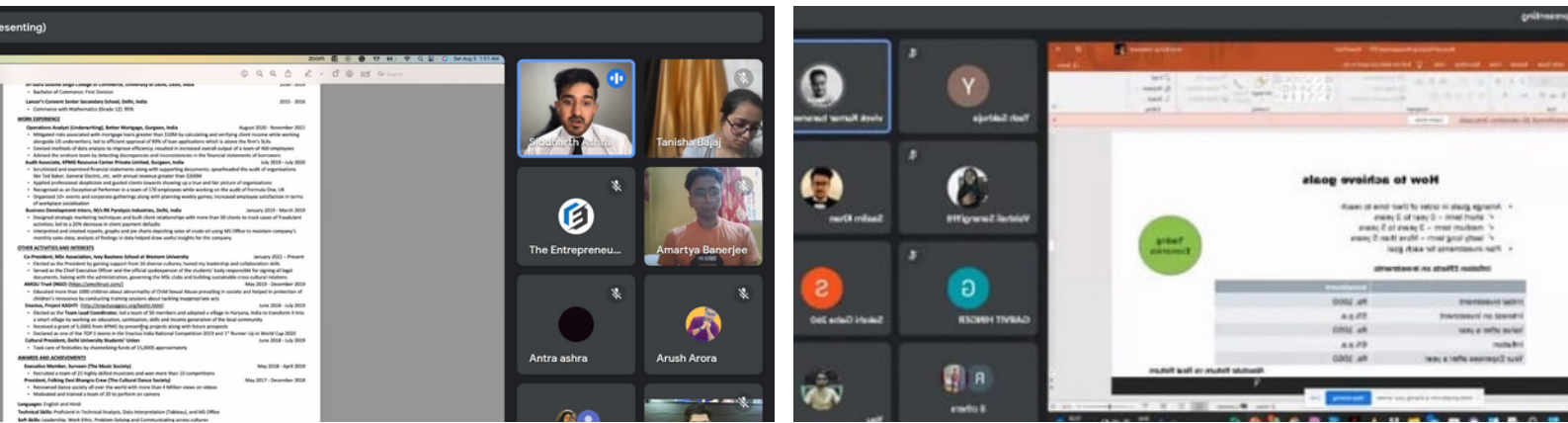
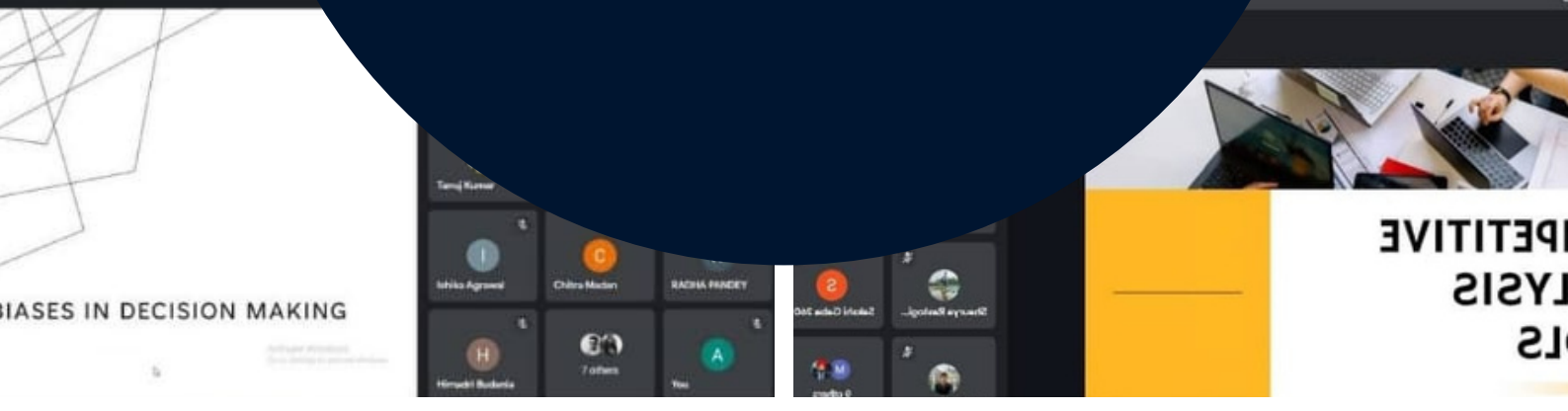
Onboarding was done in **two stages** during this session. We hired junior executives in the first phase and first-year students in the second. To preserve variety within society, recruits from nearly every course were used in both phases.

ONBOARDING





WORKSHOPS AND SESSIONS



CANVA, VN AND PHOTOSHOP

The Technical Team along with the Technical Heads hosted an hour-long workshop to teach all the members of the Cell, the working of Canva and Photoshop. Canva and Photoshop are both popular graphic design software programs that allow users to create and edit visual content such as images, graphics, and designs. Attending a workshop on Canva, VN and Photoshop can be a great way for individuals to learn how to use these tools and improve their design skills.

COLD CALLING

Pitching and lead generation are important skills for businesses and organizations to master, as they can help attract new customers, partners, and investors. A workshop was organised by the marketing and the PR head together to provide valuable insights and techniques for effectively getting leads and building relationships with potential stakeholders.

CV BUILDING

The team led a session on creating CVs so that first-year students could learn how to create a CV for various profiles and how to maintain their profiles for a positive impression. since it is required when applying for graduate schools, internships, and employment. Therefore, it is crucial for all Cell members to be aware of it.

RESUME BUILDING

The workshop taught participants how to craft standout resumes for today's competitive job market. It covered structuring, content selection, and formatting, while emphasizing tailoring to specific roles, showcasing skills, and using quantifiable results and action verbs. Real-life examples and interactive activities were used, with experienced facilitators offering personalized advice and insights on industry trends.

PERSONAL FINANCE MANAGEMENT

Eneur conducted a workshop on Personal finance management which is the process of planning and controlling your financial resources in order to achieve your financial goals. Eneur firmly believes in making entrepreneurs self-sufficient to some extent so that they can finance the small-term needs of the business at least, hence conducts such workshops.

COMPETITIVE ANALYSIS TOOLS

A comprehensive workshop on Competitive analysis was conducted by Eneur which taught all the Cell members how they can analyse a firm if given so. A few of the tools that were taught are Market Research, Competitive Benchmarking, SWOT Analysis, Customer Feedback, etc. It's important to regularly conduct a competitive analysis to stay up to date on the market conditions and adapt your business strategy accordingly.

ANALYTICAL TOOLS

Eneur conducted a skill-enhancing workshop on "Analytical Tools" which was presented by professional investment bankers Mr. Vignesh Kamath and Ms. Priyanshi Srivastavam, which gave insights on how these tools can be used to lessen the work and analyse the financial reports or the data that entrepreneur has to encounter on a daily basis.

PORTFOLIO BUILDING AND PITCH DECK

Eneur has also conducted an educational session on "Personal Portfolio Management" which was presented by JBIMS alumnus Mr Amit Sahita, which was followed by an enlightening workshop on "How to Create a Pitch Deck" which was presented by, the entrepreneur of the year 2022 honouree, Mr Tushar Kansal, in an enlightening workshop.

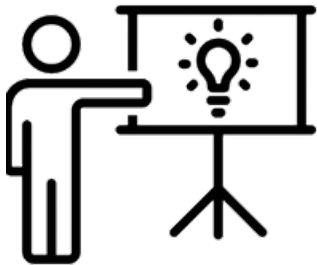
LIVE PROJECTS

Live Project is an opportunity where individuals work on real projects or tasks for an organization, rather than just observing or assisting with work and it is this thing that makes Eneur look different from other societies and unique in itself. In this, Eneur collaborates with promising startups and non-profit organizations to get industry exposure and practical business acumen.

It certainly assists startups and non-profit organizations with website administration, research, technical work, SEO management, and other necessary operations. Eneur has mentors who are subject matter experts in the field to help us along the way and guarantee a successful outcome.



SERVICES PROVIDED



Among the many cells established in Kirori Mal College , Eneur is one such cell dedicated to educating and promoting entrepreneurship among the students and nurturing the next coming business tycoons. Eneur provides young, ambitious business enthusiasts a platform where they can hone their entrepreneurial skills. Eneur has a vast network of student enterprises from all over Delhi University who establish interactions with various entrepreneurs, angel investors , business incubators and seed funds from all over India. Eneur provide a wide spectrum of services which make us stand out from others. Our services also include mentorship, consultancy, providing the necessary resources needed and also opportunity windows .

OUR SERVICES



CONTENT

MARKETING STRATEGIES

FUNDRAISING STRATEGY

PITCH DECK

CSR INITIATIVES

EXPANSION STRATEGY

SOCIAL MEDIA MANAGEMENT

GRAPHIC DESIGNING

PUBLIC RELATIONS

GO-TO-MARKET STRATEGY

EVENT PLANNING SERVICES

Live Project 1

TALENTONCORE



Talentoncore, based in India, collaborates with top personalities and talent gurus in the entertainment sector. In 2019, it began as the first all-in-one talent platform and now represents many brilliant individuals of various ages and backgrounds. They can help you take your skill to the world, whether you're just starting or seeking your big break. Talentoncore gives a global platform for you to showcase your ability.

Eneur assisted this startup with

1. **Social media management** involves creating and scheduling posts for social media platforms, engaging with followers, and analyzing the success of social media campaigns.
2. **Content development** involves creating written or visual content for a company's website or social media channels.
3. **Market research** involves gathering and analyzing data about target audiences to better understand their needs, preferences, and behaviour.
4. By conducting market research and helping to promote the startup among the young masses, Eneur may have been able to help the company identify and reach its target audience and increase its visibility and brand awareness.

Live Project 2

DU CONNECT



Du Connect is a marketplace and a community majorly for students where they find solutions to their day-to-day activities related to accommodation, college, internship or events.

Eneur helped Du Connect in

1. **Identify the problems that students face:** Start by conducting market research to understand the challenges and needs of students. This involved surveys, focus groups, or interviews with students to gather insights on the types of problems they face and the resources they need to overcome them.
2. **Promote the platform:** they already had an online appearance, but students were not aware of it. This involved marketing through social media, email campaigns, partnerships with schools and other organizations, and other tactics.
3. **Competitive Analysis:** we evaluate the strengths and weaknesses of their competitors to identify opportunities and threats for the business. This helped them better understand the market, position their products or services, and develop strategies to differentiate themselves from their competitors.

Live Project 3

THE VC STORIES



Established by Alumni of IIM and FORE in Sept'20, The VC Stories aims to provide a secular platform that manifests the entrepreneurial and startup ecosystem for enthusiastic entrepreneurs by helping them build their entrepreneurial skills and encouraging them in job creation rather than finding ones as we think that there is a gap between the knowledge sharing related to this ecosystem.

VC Stories needed students to work in different domains of the startup, which were:

1. PR Department
2. Marketing Department
3. Business Development department
4. Content and Social Media Department.
5. Technical Department

The students got exposure of the corporate world by working in these domains and health with real issues while working there. it was a two-month long live project which gave students an intensive practical knowledge.

Live Project 4

HAMARI PAHCHAN



Hamari Pahchan aims to eliminate social evils like hunger, illiteracy, and period poverty and strives to promote causes like menstrual hygiene, elderly well-being and many more. They seek a world full of hope, tolerance, and equity, where there is no poverty and everyone lives with a sense of dignity and security.

Eneur provided a variety of marketing and fundraising services to help a cause raise awareness and support.

1. Raising awareness involves getting the word out about a cause and attracting attention to it. This involves creating promotional materials such as PowerPoint presentations, social media campaigns, press releases, and other tactics.
2. Fundraising involves generating financial support for a cause, which involved organizing events, soliciting donations, or applying for grants.

By assisting with fundraising and recommending ways to promote the cause, Eneur helped the organization generate resources and support to achieve its goals.



OUR EVENTS



DÉBUT D' ENTREPRENEUR'

The Entrepreneurship Cell, Kirori Mal College hosted Début D' Entrepreneur' 22, one of the best online student entrepreneurship events, with impressive participation across all webinars and workshops conducted by some of the most eminent speakers across India, we dove deeper into a plethora of enlightening conversations revolving around insightful topics like Analytics, Marketing, Portfolio Management, and Pitch Decks, while pushing the brightest minds to their limits via an intricate Business Quiz.

The speaker roster for the event consisted of :

- Mr Vignesh Kamath (Investment Banking Professional)
- Ms Priyanshi Srivastava (Senior Business Analyst at Zomato)
- Ms Niti Goel (MICA Ahmedabad Alumnus)
- Mr. Amit Sahita (Co Founder of Namita Invest India)
- Mr Tushar Kansal (Founder and CEO of Kansaltancy Venture)
- Mr Sumit Gupta (Founder of Viral Pitch)
- Mr Keshav Kumar (Founder and CEO of Adyaway)

ENVISION

Envision is not a mere series of live sessions but a magnificent opportunity whereby the aspirants learn valuable lessons from the best. The Entrepreneurship Cell, Kirori Mal College hosts, with the object of skill enhancement and a colossal exchange of ideas, some of the most decorated speakers from diverse industries. These elite entrepreneurs share, in the most exuberant yet modest way, about the struggles and challenges they faced as well as the rough patches they went through on their path to success and excellence. The audience gains tons of knowledge from the illuminating and engaging discussions on essential yet largely unexamined topics like “Intrapreneurialism”, “Green Entrepreneurship”, “Mindset of an Entrepreneur” etc.

DÉBUT D' ENTREPRENEUR REBOOT

The Entrepreneurship Cell, Kirori Mal College went offline with the much-awaited Debut D' Entrepreneur Reboot on 18 April 2022, hosting several decorated speakers from diverse industries, with the object of skill enhancement and a colossal exchange of ideas. Many elite entrepreneurs shared, in the most exuberant yet modest way, about the struggles and challenges they faced as well as the rough patches they went through on their path to success and excellence.

The speaker roster for the event consisted of :

- Dr Anil Sethi (Life Coach and Wellness Expert)
- Dr Harsh Vardhan Kothari (Professor at DIAS)
- Ms Shweta Goel (Assistant professor at DIAS)
- Mr Vaibhav Aggarwal (Co-Founder of Broomees)
- Ms Niharika Jain (Co-Founder of Broomees)
- Mr Saurav Kumar (Co-Founder of Broomees)
- Rajan Luthra (Co-Founder of Metvy)
- Shawrya Mehrotra (Co-Founder of Metvy)

The audience gained tons of knowledge from the illuminating and engaging discussions conducted during the event, designating it as one of the finest in the Delhi University circuit.

E-BUZZ

Ebuzz was held from October 11th to October 14th, 2022. The event had two primary components: buzz was the speaker session, where we had two speaker sessions in an offline arrangement, and Pitch Perfect was a pitch deck competition in which participants had to register first through unstop. Two rounds were included in the pitch deck. The first phase was a quiz competition on the 11th of October, with all of the questions focusing on the startup industry. After qualifying in the first round, applicants were contacted on the 14th of October for the offline pitch deck competition, where they had to pitch their firm. The entire event was a success, with over 200 people registering for E-buzz and over 800 people registering for the Pitch Deck competition. it had a reach of 3000+ on Unstop. we got entries from IIM Banglore, IIT Delhi, IIM Lucknow and many other renowned institutions.

STARTUP FAIR

ENEUR: The Entrepreneurship Cell's Startup Fair was held on April 12th 2023 and was a tremendous success, drawing an impressive crowd of over 3000+ attendees. The event featured a variety of innovative startups, exciting games, complimentary drinks, and ice creams. This gesture created an ecosystem of conducive growth, encouraging networking and collaboration among entrepreneurs and visitors. Participants had the chance to explore different stalls showcasing unique ideas and technologies. Engaging activities and an open mic competition added to the event's charm, while magician Naman Khanna and musician Ajitanshu Kumar provided captivating performances. ENEUR's Startup Fair created an unforgettable experience, and exceeded all expectations, igniting the entrepreneurial spirit and leaving a resounding impact on all attendees.

FUTURE PROSPECT

Our major goal is to foster an entrepreneurial culture among the students by working on more live projects and exposing them to the business world. We also intend to concentrate on nonprofit organisations at the same time. Since the freshers were hired for this session, we would now teach them the processes and hope for additional live projects to come in and broaden the industries we operate in. Because the event is quickly approaching, the crew would look for effective collaborators. Throughout this time, the team will continue to network and make contacts with organisations who work for the same cause, and entrepreneurial organisations in order to arrange training and mentorship sessions for our team and even other college students on topics such as the business world, startups, and entrepreneurship.