

# REPORT 2022-23



## ENTREPRENEURSHIP CELL, MIRANDA HOUSE

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### **Introduction**

E-Cell Miranda House is dedicated to cultivating the entrepreneurial spirit within a community of passionate individuals. The organization serves as a dynamic platform for aspiring entrepreneurs, providing them with opportunities to explore and develop their innovative ideas. At the heart of its endeavours is the annual business summit, Croesus, where young visionaries come together to unleash their entrepreneurial potential.

In addition to hosting Croesus E-Cell Miranda House is also a hub for continuous learning and creativity. The organization regularly organizes webinars, providing members with valuable insights and enriching their knowledge base. Through these initiatives, E-Cell Miranda House is fostering a culture of innovation and entrepreneurship, empowering its members to embark on their entrepreneurial journeys with confidence and zeal.

### **Aim**

E-Cell, Miranda House aims to foster an entrepreneurial spirit amongst students and gain valuable experiences through hands-on and engaging projects and events. The E-Cell's mission is to build a holistic platform that supports growth and builds strong community networks. Through various initiatives the E-Cell creates a safe and inclusive space that encourages productivity and engagement. Through the E-Cell issues of marginalization, inequality and accessibility are addressed in innovative and dimensional ways, taking into account the intersectionality of development. The main goal of the Entrepreneurship cell is to raise awareness of the potential and empowering nature of entrepreneurship.

# Events and Activities

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## Speaker Sessions

The speaker sessions in 2022-23 brought industry leaders and successful entrepreneurs to share their experiences and expertise, providing students with valuable insights and practical knowledge:

1. Mr. Saurabh Jain, Founder of Fun2Do and Ex-Vice President at Paytm, shared actionable advice on navigating the entrepreneurial journey. - **6 April 2022**
2. Mr. Aditya Arora, CEO at Faad Network, conducted an interactive session on "Entrepreneurial Mindsets and Startup Creation," encouraging students to think like entrepreneurs. - **23 July 2022**
3. Mr. Daksh Sethi, Founder and CEO of Guby Rogers, held a workshop on crafting impactful resumes and optimizing LinkedIn profiles for professional success. - **28 July 2022**
4. Mr. Sandesh Dholakia, Founder of Case Ace, provided strategies and insights for excelling in competitive case study events. - **24 September 2022**
5. Prof. Love Sarin, Associate Professor of Entrepreneurship at FLAME University, enriched students' perspectives with academic and practical insights into the entrepreneurial world. - **1 October 2022**

Overall Participation : 60-70 students each seminar

## Autumn Carnival – 9<sup>th</sup> & 10<sup>th</sup> November 2022

The Autumn Carnival debuted as a vibrant fest blending entrepreneurship with entertainment:

- **Speaker sessions** featured:
  - Mr. Sahil Chalana, Founder of College Duniya, discussing innovation in the education sector.
  - Mr. Ansh, Founder of INGLU, sharing tips for young entrepreneurs.
  - Mr. Prashant Pitti, Co-founder of EaseMyTrip, providing insights into scaling startups.
  - Mr. Shikhar Sachan, Co-founder of Civilsdaily, focusing on the intersection of education and technology.
- **Open Mic Stand-Up Comedy** added a fun and engaging twist, showcasing the lighter side of networking and community-building.

## Croesus – 28<sup>th</sup> & 29<sup>th</sup> March 2023

The flagship business summit of the year, Croesus 2023, stood out as a confluence of innovation and competition:

- **Competitions:**

E-Cell MH hosted four inter-college competitions inculcating various domain such as Marketing, Strategy and Production.

- **B-Plan:** The flagship event encouraging students to identify and solve realworld problems through entrepreneurial solutions.  
Number of participants: 44
- **House of S.H.A.R.K.S:** A platform to showcase product innovation and creativity.  
Number of participants: 16
- **Mind of Roadies:** A test of entrepreneurial acumen combined with adventurous challenges.  
Number of participants: 16
- **Kabhi Khushi Kabhi Marketing:** A unique blend of movie trivia and marketing strategies.  
Number of participants: 19

- **Speaker Highlights:**

- Mr. Varun Alagh, CEO of Honasa Marketing, shared insights into brand building and market strategies.
- Mrs. Ghazal Alagh, Co-founder of Mamaearth, inspired with her journey of creating a sustainable brand.
- Mr. Azhar Iqbal, Co-founder and CEO of Inshorts, discussed innovation in digital content consumption.

Overall Participation : 100-120 students per speaker session

Through these events and initiatives, E-Cell Miranda House has reaffirmed its dedication to nurturing entrepreneurial talent, enabling students to grow as confident innovators and future leaders.

**Photo Gallery : 2022-23**



*Ghazal and Varun Alagh Speaker Session*



ENTREPRENEURSHIP CELL  
MIRANDA HOUSE



SEMINAR ON

# RESUME & LinkedIn PROFILE BUILDING

27TH JULY 2022

Seminar Hall  
12PM Onwards



Media Cell, Department of Commerce, DSE  
in collaboration with  
Entrepreneurship Cell, Miranda House



## Beyond the Classroom EPISODE 42

### Entrepreneur Mindsets and Creation of Startups



#### Mr. Aditya Arora

Angel Investor | CEO at Faad Network | Padma  
Shri Nominee | Mentor at AIM, Delhi Govt. |  
Microsoft Changemaker | Parliamentary  
Awardee

☑ 23 July, 2022

🕒 5:00 p.m.

📍 Microsoft Teams

## Competitions



## Azhar Iqbal Speaker Session

