1. PITCH THE CHIT – 06 August 2016

“It’s not about ideas. It’s about making ideas happen.” — Scott Belsky.

Entrepreneurship Cell (E-Cell) MUJ organized an event called Pitch the Chit, on 6th August 2016. The venue was fully occupied with the participants and their teams, to try their Entrepreneurial Skill with their innovative ideas to bring their startup. Everyone was enthused and eagerly waiting for the event to start. The Event was about making your own company with the words provided in the piece of paper, within the time constraint of 20 minutes. Further rules were announced for the event.

After this, event flagged off successfully. We saw a huge participation as there were 11 teams in total. They all directed their thinking towards making a startup with their unconventional thinking. As it is truly said, “The value of an idea lies in the using of it.” — Thomas Edison. They all made a business plan within the time limit and were ready to share it in the front of the Panel of Judges. It was pretty amazing to get such an incredible response. The Peculiar thing about the event was that for all of them, it was their first try to build their business acumen.

All of them presented their business plan and were judged on the five parameters, which are as follows:-

1. Uniqueness
2. Feasibility
3. Unique Selling Proposition
4. Market Value
5. Problem which it is solving

Listening to each and every business plan, judges provided the team with the marks. On that basis, we announced two winners. They were profusely applauded by the other teams. The event went off successfully because of the organizing team of E-Cell (which always strives to give their best) and also the participants.

“The secret of business is to know something that nobody else knows.” - Aristotle Onassis.
2. GENERAL BODY MEETING (GBM 1.0) – 20 August 2016

The vagaries of nature with the sun playing truant forced the meeting to start late. This did not cause any distress, as we were kept happily occupied by our chief content writer, Sushant Bindra, who did a great job of breaking the ice, as all the new members felt our reserve melting away, and we cheerfully interacted with each other.

The session started with the Welcome Address, given by Saloni Jain, whom we came to know was also the HR Manager, and by Lalit Gupta, an OC member in E-Cell.

We were then introduced to our secretary V.Sai Krishna Reddy, who made it a delightful interactive session, as he explained to us the very basis of evolution and success of E-Cell. It made us all feel the thrill of being potential entrepreneurs. We were then joined by our Vice President, Anant
Raj, who shared with us his experience of meeting CEO's of Jaipur based firms and industrial visits. Further he gave a brief about the past two events of this month. He also talked about E-Cell’s contribution to his success. Then we were treated to a video introduction of the OC and the OB members, as they were introduced on the clip, they mounted the stage to our cheers.

We were then introduced to the President of E-Cell, Deepankar Garg. He credited E-Cell with enabling him to acquire leadership qualities and great communication skills. He gave a presentation of the year plan along, an account of their past achievements and the future events that are to take place.

The NEC (NATIONAL ENTREPRENEURSHIP CHALLENGE), which is conducted by IIT Bombay every year was also being discussed. The B-Plan Organizer, Ayush Goyal, gave a clear idea of the NEC and E-Cell’s achievements at the NEC. Our VP Anant Raj then talked about the E-Conclave, a 3-day entrepreneur meet conducted by ECELL MUJ and shredded light upon the advantages of having a startup during college days. In lighter vein, Ranjith discussed interests like music and sang for us, where he was joined by Hardik.

Puru Goyal, our Web Administrator, talked about his startup 'Martopolis' (incubated by ECELL MUJ). He talked about the hardships he faced and the support and encouragement he received from E-Cell and MUJ. The GBM ended with the Vote of Thanks delivered by our secretary Krishna Reddy.

At the end of the meeting, we returned to our hostel with the satisfaction that we had joined the right club that will help us achieve our dreams.
3. STARTUP VILLAGE – 24th August 2016

We all have thought at one point of time or another that education system of our country needs to be changed, but have you ever thought what should be the new system. Well the team of startup village did!! They created a new era of learning online, the smarter way of learning where you need to go beyond classrooms and start fusing content and knowledge with the real world rather than just memorizing it. Learning about how to turn your idea into a multi-million dollar company. They believe that the students are way smarter in the Internet Era and they can touch the skies through that.

Mr. Siddharth Ram, the Head of Communications and part of Senior Leadership of Startup Village, interacted with the fellow members of the E-Cell and students from CSE and IT on 24th August 2016 regarding their fabulous program #StartInCollege. Mr. Ram opened his first startup when we was in college and represented India at NASA, where else Startup Village is the No.1 Incubator in our country ranked by Entrepreneur Magazine, in which others to follow are IITs’ and IIIT’s. They are also the 1st Public Private Partnership Incubator in the nation.

The event was a great success, as Mr. Siddharth explained the august gathering how #StartInCollege helps students to build a technical startup during their college life. This 6 months online course program gives the college students a stupendous training for developing the idea, designing the product and finally marketing and sales. Students built a prototype during their six month startup course and get acquihired by top companies or investors. This program doesn’t stop there, even if your first try won’t be successful it will help you grow and result in an overall development which will be fruitful in future whether getting selected in a prestigious university for further studies or gaining industrial skills. Their Student Entrepreneurship Policy gives students 15 % extra attendance and 5 % grace marks in their respective colleges so that there won’t be any academic loss. On top of that the program provides the enrolled students an amazing platform for showcasing their skills directly to leading startups for job openings and also 1 founder from each team wins Silicon Valley scholarship of INR 1.5 lacs and a chance to spend last one week in the Silicon Valley itself which is the leading hub and start-up ecosystem for high-tech innovation and development. It also provides an opportunity to the students to showcase their ideas or products on Facebook online and if selected get a chance to launch your product at the headquarters of Facebook.

Such kind of global exposure is really hard to get in today’s competitive world. The videos and presentation displayed by the Startup Village team were marvelous and so motivational that it gave all the budding entrepreneurs the boost in their confidence.

With #StartInCollege gain industry skills, get great jobs with start-ups, gain global exposure and build great start-ups with friends because at the end as a youth you have got nothing to lose but everything to gain.
4. YOUNG ENTREPRENEURSHIP TALK – 27\textsuperscript{TH} August 2016

An astoundingly colloquium was organised by E-cell for their 1st Youth Entrepreneurship Talk on 27\textsuperscript{th} August 2016 for their members. The guest speaker for the event was Dr Anil Kumar Gupta, Professor at IIM Ahmedabad and the Padma Shree Awardee. He is also the Exec. Vice Chair at the National Innovation Foundation. Professor was received and greeted by Dean Mr. Awadhesh Kumar Sir. The event started with one of his utmost inspirational video from the Ted Talks. Shortly after that he was welcomed on the stage by respected Vice Chancellor Sir, Mr. Sandeep Sancheti.

Dr. Anil K. Gupta is on his journey throughout the Nation to expand the global as well as local space for innovations at grassroots and college level, and provide the crucial platform for research and incubation to all the budding entrepreneurs and the young innovators and he graced our university by stopping over. His speech enlightened all of us and sowed the seed of innovation in the every person present in the auditorium.

The most paramount thing for society’s betterment is innovation and no one understands and promotes it better than him. His believes in building a society where innovators are valued and acknowledged and he is the one who is actually building such a society. His organizations NIF, SRISTI and Honey Bee are rock solid proof of that, and not only that they even provide scholarships and a lot of awards are granted to the young trendsetters, some of which being conferred by the President of India.

After the edifying speech of Dr. Gupta, he had an amazing interactive session with the students and faculty members sitting in the hall and responded to all the queries with great intellect. His enthusiasm to find and promote young innovators is unmatched. He even proposed to set up an Innovation Club in the premises of our college. He told the audience
about the site “Techpedia.com” where one can post their ideas or innovations and get recognized around the world.

The event was a huge success as all the dull faces in the auditorium miraculously glistened within couple of minutes, just like sunflowers blooming in the morning after a dusky night.

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5. BSE WORKSHOP – 24th September 2016

A BSE workshop was organized by E-Cell on 24th September, 2016 to understand the fundamental concepts and working of a stock market. The event started at 1:30 pm sharp welcoming the two elite speakers of the day; Mr. Ishu Tayal, regional manager at Capital One and Mrs. Jyoti Sharma.

The audience was first acknowledged by Mr. Ishu Tayal, whose opening statement was “To secure the future, one needs to have financial knowledge about stock market“. He began his session by dismissing the preconceived notions about equity market. He explained the whole system as not similar to gambling, but a complex mechanism driven by the science of algorithms. Then the focus shifted to the basic aspects of stock exchange, including common terminology in equity market, function mechanism and importance of data analyzing. To establish his theoretical abstractions, Mr. Ishu displayed the BSE website, along with a live demonstration of the stock exchange of Sensex and Reliance. His presentation concluded
with a Q-&-A session with the students, to clear their doubts on equity market and its functioning.

Second to acknowledge the crowd was Mrs. Jyoti Sharma. Her session primarily focused on securities in stock exchange and knowing imperative facts before investing in shares. She then illustrated the functioning and role of the Securities and Exchange Board of India (SEBI). Summarizing her talk, she warned the students of fraud and malpractices in stock market. She also advised students on how to avoid being ‘phished’.

Post event, the speakers were facilitated by core E-Cell members with a memento. All in all, the seminar was a great success. E-Cell MUJ was delighted to welcome such acute speakers for the enlightening insight into the world of stock exchange.
1st October 2016: E-CELL MUJ yet again came with another event on entrepreneurship inviting the guests from E-CELL IIT-B (the leader of all E-CELL’s in India). Event started at 12:45 pm at TSB Hall. Mr. Ankush Shah was invited as the guest.

The seminar started by Mr. Ankush Shah addressing the crowd. He started by giving students a brief knowledge on what is entrepreneurship. He then enlightened the crowd with some other aspects required to be an entrepreneur. A small break of 45 minutes was taken by the guest.

The next session was the most active session when listeners were given the task to follow. It was nothing less than an adrenaline rush. This session started by randomly dividing the students into 4 groups. The first task given to each group was to learn about each of its teammate’s strength and weakness. Then they were given 5 minutes to think of any 3 startup ideas and jot it down on a sticky provided. Then in another 5 minutes’ students have to decide one among the given ideas and plan its structure, its USP, etc. Then one students from each group came to the dice to showcase their ideas. Students actively took part in this event. The ideas that came forward were

- Online alcohol shop
- Online hospital appointment
- E-shopping by street level shop
- Old book store for colleges

Post this activity he gave students a brief knowledge on the structure of any firm. He told about the various financial, management administrative, promotion, etc. structures of any enterprise. He concluded his session by giving some websites for the resources and guidance for students to start up.

The session mainly focused on entrepreneurship and start-up. The guest very efficiently interacted with the participants clearing all their queries and helping them build a foundation knowledge on how to start-up. Overall response post event by the students was very good. Everyone who participated went back learning something...

7. FEILD TRIP – BAREFOOT COLLEGE – 18th February 2017

The Social work and Research Center (“SWRC”), widely known as Barefoot College is a voluntary organisation working in fields of education, skill development, health, drinking water, women empowerment and electrification through a solar power for the upliftment of rural people, which was founded by Bunker Roy in 1972. It is located in Tilonia, Rajasthan, India.

An industrial trip was organised by the MUJ Chapter of E-Cell at Barefoot College inviting a troup of 20 students, headed by Sai Krishna (General Seceratary of E-Cell MUJ), and two faculty members-Sagar Gupta Sir and Vikram Singh Kashyap Sir. Post breakfast, the group left the campus around 8:15 am, followed by three hours journey.

After reaching the destination around 10:45, we were first received and then guided about the rules of the campus. Then a proper field trip was given to all the members, initiated by a documentary on Barefoot the NGO and terminated by a visit to its old Campus.
The Documentary on Barefoot

The documentary started off with a brief introduction about their organisation showing their history, field of work, extent of their organisation and the process. It showed how the help the rural illiterate people from villages to learn technical skills and become independent. It also focused on its international extent and works done in helping them. That was followed by the numbers of works it has done in different ways by creating awareness about rainwater harvesting, solar cells, night schools, and many more.

Production Unit

First site after the documentary was the production unit of College where they produce Sanitary pads, Napkins, etc. A process was showcased on the method of their production. These pads are made by the combination of cotton and paper. They are supplied to over 200 villages all over India. Apart from the production unit, the most attractive feature there was the architecture of the room which was dome structured with a stunning ventilation to maintain the temperature of the room.

Health Centre

Health Centre of the College was established to for the treatment of the rural areas serving over 80 villages with a Pathology Lab, Operation Theatre and a MedicalStore. They provide both inhouse treatment and outhouse treatment covering more than 70 villages quarterly with medical support. The medical Department mainly dealt with Homeopathic and Allopathic medicines. Apart from that they setup camps for villages where they guide them about the preventions of many diseases and some first aids.

Nursery

Nursery was a big open land with collections of any flora which are preserved and nurtured organically. Many rare types of plants could be found there which are protected there. Some of these rare species are as:

1) Kalp Vriksh: Only two in whole Rajasthan. Apart from that it could be only found in Sri Lanka.

2) Jamun Tree: One of the rare species of this fruit also classified as the most original species of this fruit found only in Pushkar.

3) Ashwagandha: A plant known for its numerous medical benifits, most comonly known to cure the blood pressure of the patients.

4) Shiari: Its Juice is known to be a cure for diabetes.

5) Tamidi: A plant known for its magical effects in curing brain disseses such as tumers,
addiction, memory power, and many more.

And many more add to list. Apart from that the most exciting part was the bee harvesting where we learnt about the process of bee cultivation and honey extraction.

**Neer Jaal**

Neer Jaal or the Water Web is a water testing unit of Barefoot which functions around 3 times a year in different villages warning them about the water they consume by the impurity content. The office of 4 people (2-Tester, 2-Data Feeder) visits villages and tests the sample of water consumed by them for Florine, Chlorine, its pH, TDS Test, and many more. All these data are updated on net which can be found on their website. It also functions in installation of RO Purifiers on different villages as they can the pure water.

**Radio**

Another part which fascinated all the members was the Radio Station of Barefoot. These broadcasts are done in both forms i.e., live and pre-recorded broadcast. Started at around 1983-87 the main contents in the broadcast are about Govt. Jobs, Agriculture, Folk Songs and Folk Stories. With a range of about 15 km this radio can be caught at 90.04 FM.

This sightseeing was followed by lunch by around 12:45 pm. The lunch was a tipical Rajasthani food of Rice, Gatte ki Sabji, Bandha Kobi, and Curd. Lunch was of a self service system where visitors serve themselves and end up by washing their own dishes.

Post lunch a break of around half an Hour was taken where a photo session took place with self wandering around the campus. Then we headed to their crafts shop. Our final destination was the Old Campus of Barefoot where the other part of its productions takes place.

**Kabad se Judag**

Kabad se Judag is a recycle branch of Brefoot where they recycle the discarded products and transform them to teach the under privillaged children. This place makes a income of around 2-3 lakhs by selling its notebooks, paper bags, chalks, candles, and many more. Some of their work such as Candle making is a seasonal affair which is initiated only in the month of October. This sector mostly employs handicaps for the task. The introduction was followed by a showcase where they demonstrated some of their works that they also take use in educating children such as

1) Electric Motor: A motor constructed with simple battery, magnet and copper wire teaches
them about the principle of induction motor.

2) A fan working on the principle of transfer of vibrational energy.

3) Flaps crafted to create optical illusion for teaching students regular stuff.

4) Traditional Ghumars crafted with different geographical cycles.

5) A showcase of a paper cap was also done where one piece of common news paper can craft 3 different types of caps.

**Solar Lamp Workshop**

One of the most important sector the college, here womens from different parts of the world are trained to design the circuit of a solar lamp for a period of 6 months. The present term of workshop going would end by the mid of March. This workshop consists of 39 trainees, maximum 6 of myanmar, followed by 4 people from Madagascar, Senegal, Mali, Bostwana and Mexico, 3 trainees from Syria, Somalia and Cape Verde, 2 from Tonga and 1 from Micronesia and Kiribati.

**Solar Cooker and Heater**

The tour ended with a final demonstration of Solar Cooker and Water Heater. A show case was given on its construction and mechanism. The Solar Cooker is attached with a mechanic clock which automatically changes the orientation of glass reflectors according to the position of sun.

The trip ended and the later was concluded back to the University. By the end of the trip everyone learnt a lot new and mainly about the practical approach. This trip inspired lots of us and taught us the power of determination. But by the end of the day The Journey counted which shall cerish in the memories of the visitors for the days to come.
8. **INDUSTRIAL VISIT – 4th March 2017**

On the 4th March 2017, IEI MUJ Civil Chapter in collaboration with Entrepreneurship-Cell, MUJ had organized an industrial visit for fifty students, who were accompanied by Professor Sagar of the Civil department. The visit was to the Patni Builders PVT. LTD. (Brick Division), Triveni Corporation (Bricks, Blocks), Vishal Construction Company (Grit, Dust) situated in the heart of Jaipur city.

The visit started in the early hours of a working day by the college bus. The group was taken to the training hall first and foremost as soon as reaching the plant. Within the industry premises, Mr. Patni and his manager took charge, and took the enthusiastic group to the plant around noon and briefed up with the introduction about the plant. Mr. Patni and his manager pensively explained the process of manufacturing of each construction element they produce like fly ash, hollow blocks, solid blocks and grit. They even explained the advantages of each of these materials over their substitutes, that makes them the modern marvels they are. Mr. Patni explained how cheap all these materials are, to produce and to use. He said that the industry makes economical bricks in accordance with the low cost Housing Yojana, initiated and run by the government of India. He also answered the queries of the students regarding marketing and manufacturing.

Students were amazed at the speed at which the process occurred and how the bricks were produced in an economic fashion. The visit concluded by the afternoon. The industrial visit was an enriching experience for students in getting live exposure of manufacturing which would help them in building an enhanced knowledge-base and further career enhancements.
Mr. N.D. Mathur

Mr. N D Mathur began the talk by commenting on the Union Budget saying that the efficiency and growth was the aim of this year’s budget. He also added that the stability is significant for any budget to be successful. Analysing the government Policy to move the economy to a cashless economy, he remarked that the plan has been partially successful in annihilating black money but greatly winning in terrorist funding Hampered. He then moved on to how the Union Budget affected on the startups. He pointed out on the fact that investors haven’t been given the chance to gain from the capital gains. The one Positive impact was that the tax breaks have been increased to 3 Years in a seven year period. He also pointed out the fact that the Government has been empathetic towards lower class citizens
By increasing the budget of MNREGA to 48000 crores. However, the prominent effect of the MNREGA was it wouldn’t allow to Create any asset for the benefit of the country and it was just a Public welfare scheme. And bringing an end to his gracious talk, He ended on a well note saying that this year’s Union Budget was A balanced one and the overall impact of all this will be seen in One year.

Dr. Oum Kumari R

Mrs. Oum’s talk largely constituted of explanations of the Mechanisms of GST. The major impact of the GST was that it would lead to a unified tax regime across India. She also put GST In simple terms saying that it included VAT on goods plus Services and currently done such a way that the VAT is charged on every stage of production which ultimately adds up in the Cost of the product. She ended her talk by concluding that she had utter belief that GST would be successful in India as it has been successful in 150+ countries worldwide.

Mr. C Anirvinna

The major chunk of his talk was about the condition of various Indian startups and how utterly they were disappointed with the Government. He stated the fact that only 8 out of 111 startups got concession and he further remarked on the strategy the Startups were implementing. He silently added that the Government should provide infrastructure to the Indian startups In order to do well and compete globally. He ended off his talk with a rather amusing note stating if the startups were a boon or a bane to the country’s economic health.

Dr. Manvinder Singh Pahwa

The talk was majorly about GST and its effect. A handful of facts were stated by him about GST, namely, the deadline for GST is 7th September 2017. Elaborating about the mechanisms of tax he stated the fact that indirect tax gives rise to inflation hampering the growth of an economy. Further saying that usually government collects direct taxes and state government collects indirect taxes. Explaining the situation of Tamil Nadu and Maharashtra not accepting GST, he said this is happening because the two states are largely manufacturing states and the implementation of GST would take away their revenues as taxes. The last fact that he mentioned about GST was that alcohol, petroleum products and tobacco have not been included in GST.

Mr. Puru Goyal

The last speaker for the day was Puru Goyal who is in fact an integral part of an early stage startup. Commenting upon the lack of support startups got, he said the budget is grateful to well established startups but not too early and upcoming startups.
Prelude to the event – Pre-Fest – BizLit (16th-18th Nov 2016)

As a prelude to the E-Conclave 2017, to create a buzz for the event, E-Conclave organized BizLit from 16th to 18th November 2016. This three day event witnessed:

- Young Entrepreneurship Talk by Mr Sahil Agarwal, CEO Hippocabs
- Nacao & Pitching, that involved bidding on companies, pitching of ideas infront of a jury

Event – Entrepreneurship Festival – E-Conclave (20th – 22nd Jan 2017)

- **Boot Camp, 19th Jan 2017**
  E-conclave started with a Boot Camp (6-9pm) for the budding entrepreneurs to train them on basic fundamentals of start-up, ideation, validation, budgeting, financial planning, funding, revenue structure, and other intricacies of business. This bootcamp was organized in collaboration with Start-Up Oasis and its resource person was Mr Dilawaz Khan, Business Development and Programme Co-ordinator, Start-Up Oasis.

  *(Introduction of the speaker - Dilnawaz Khan has over 7 years of professional experience and has been an entrepreneur himself. Prior joining Startup Oasis, he had 2 startups in web technology and education space and right now he mentors and consults startups on the subjects like branding, marketing, technology and design. He is currently working as Manager Business Development and Program Coordinator at Startup Oasis, a Jaipur based technology business incubator which is a joint initiative between RIICO & CIIE – IIM A. He has also been the part of scouting team for Unitus Seed Fund and a core team member of Google Business Group, Jaipur.)*

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- **Inauguration E-Conclave, 20th Jan 2017**
  E-Conclave was inaugurated at the hands of Pro Vice Chancellor MUJ, Prof. Kumkum Garg. The Chief Guest for the event was Mr Vijay Saxena, Research Officer, Department of Science and Technology, Rajasthan. Mr Vijay Saxena has been a mentor to E-Cell for last few years. He encourages the organization of DST sponsored entrepreneurial activities, especially the talks and workshops on IPR and GI at MUJ. The dais was also shared by Dr B.K. Gupta, Dean
Talk on Intellectual Property Rights (IPR), 20th Jan 2017

This was a DST supported event. There were three resource persons, to talk about IPR and discuss issues related. The speakers not only emphasized on creating patents but also challenging patents of the world and demolishing the ones that are fake or could be challenged. They also brought forth the issue of possessing IPR but not consciously knowing the IPR we have, hence underutilization of the resources and strength we possess. Speakers highlighted IPR, patent, copyright, and trademark in their speeches. Examples from VIP, Nerolac and Asian paints, Colgate, Mc Donalds, Monsanto, Xerox, Doss, Microsoft, Apple, IBM, Amul, were cited. They informed the audience that IPR existed in India since days of Chanakya and Akbar, they exist today in scattered sources which need acknowledgement. Whereas in countries like the U.S. 8 percent of the GDP comes from copyright alone. Students not only got encouragement to create their own patents but also a slogan – ‘Patent MUJ se.’ (patents from Manipal University Jaipur).

(Speakers for the IPR talk and their profiles –

1. **Advocate Subramaniam Vutha**, (from Mumbai) over the past 15 years, has provided to leading companies, consulting and training services in the development and implementation of Corporate IPR, e-commerce laws, information technology laws and complex licensing transactions. He has also worked for over 25 years at senior levels with leading organizations, including IL&FS and the joint venture of Unisys
Corporation, USA with the TATA group. He is a Founder Member of the Technology Law Forum, a member of the International Technology Law Association, a Past President of Licensing Executives Society, India, an affiliate of the Licensing Executives Society, International. He is a Former Lecturer on IT Laws at the University of Mumbai’s Department of Law, for LLM students.

2. **Mr Falgun Buch**, (He is a lawyer by education and a litigator by profession registered to practice with the Bar Council of Rajasthan. Mr Falgun is also a registered Patent Agent and licensed to practice before the Patent Office, India as well as Intellectual Property Appellate Tribunal. He holds a dual masters degree in corporate law as well as intellectual property rights. Before getting his license as a litigator, Mr Falgun worked with the Global R&D center of Crompton Greaves Ltd., a well-known conglomerate dealing in electrical and consumer appliances. He has also been associated with AZB & Partners, a tier-I law firm in India. After joining the litigation, He has advised his client in various facets of law such as IT & IP disputes, commercial and contractual disputes.

3. **Mr Yashawant Dev Panwar**, (TIFAC Delhi) is M.Sc. Physics from MDS University, Ajmer, Rajasthan specialised in Microwave Electronics and M. Tech in Future Studies and Planning from Devi Ahilya University, Indore. His doctoral research is in progress at IIT Delhi on Management of Intellectual Property. He is presently working with Patent Facilitating Centre (PFC) of TIFAC since 1997 & is responsible for filing and prosecuting patents in India and other countries. These patents and other IP applications are filed on behalf of academic institutions and Government R&D institutions. He has performed internship on IP management and technology transfer at National Institute of Health (NIH), USA and has taken training on Patent Searches at European Patent Office, Vienna, Austria. He also had undergone training of trainers of IPR at JIII, Tokyo.

- **Business Idea Competition – ‘Innovriti’ Elevator Pitching - Round One, 20th Jan 2017**
  The student teams were invited to pitch for their business ideas, which were to be judged on the basis of three criteria – Idea, Go to market strategy, Competition analysis. The panel of judges comprised of entrepreneurs and representatives of nodal agencies for entrepreneurship like – Sahil Agarwal (Founder & CEO Hippocabs), Prithvi Kunwar(Entrepreneur in Organic Farming), Yogendra (Founder of Cross Labs), Mukesh (from Way to College) and Dilnawaz Khan (Manager Business Development, Start-Up Oasis). Twenty teams registered themselves for the competition, like–

1. Piltover Technologies – Prosthetics for the poor
2. Ostello’s – Hostel reporting of wards
3. Bookey – Books exchange platform
4. Teapot – Variety of Assam tea
5. Chrysalis Accessories – Handmade jewellery
6. Beforus – Personal safety with mobile app and bracelet
7. Moneyflow – Linking investors with the start-ups
8. Amber – Ambulance service
9. Desi Anajmandi – Native foodgrains
10. Kodago – Social network for work management
12. Surprizzo – Tailormade gifts
13. Atta Vata – Hand ground Flour
14. Vaayu – Air pollution control
15. Infusion – Flavoured water

- Internfair – Start-Ups and Companies for student internship, 20th Jan 2017
Over 160 students got themselves registered for Internfair. 100 students were shortlisted by 6 Companies on 20th January 2017, were eligible to appear for the final round of interviews on 21st January 2017. Organizations like Headstart, I-Create were a part of collaborating teams with MUJ E-Cell.

- Talk on Geographical Indication (GI), 21st Jan 2017
This was DST supported event. There were four resource persons for the event namely - Prof T.K. Jain, Mr Vikram Joshi, Mr Anuj Saxena and Ms Lisa Lukose. If IPR gives trademark, copyright, patent, industrial design rights and in certain places trade secrets are also protected. Products with characteristics specific to a certain Geographic location are given the GI tag which protects them from imitation. An appellation of origin is a special brand of GI.

(Profile of the speakers -
1. Professor Trilok Kumar Jain is a writer, thinker and promoter of social entrepreneurship, spiritualism, Indian culture and philosophy, and education. He has written many e-books, blogs, and newspaper articles on these issues. He has conducted Workshops on Social Entrepreneurship and Teacher Training throughout India. He firmly believes that improving education and imparting training in social entrepreneurship are crucial for development of our country. He is the first person in India to start doctoral research on social entrepreneurship. He has served many institutions including IIM Ahmedabad. He is currently Dean of Suresh Gyan Vihar University and promoter of Rishabh Dev Educational Society Bikaner.

2. Dr. Lisa P. Lukose, is Associate Professor in the University School of Law and Legal Studies (USLLS) Guru Gobind Singh Indraprastha University, Delhi. Dr. Lisa has more than 13 years of teaching experience at PH.D, LL.M and LL.B levels from prestigious institutes like the Indian Law Institute (ILI), New Delhi; School of Indian Legal Thought (SILT)- Mahatma Gandhi University, Kerala etc. Her area of specialisation is Intellectual Property Rights Law. She is Expert Legal Member, Government of India to review the Geographical Indication Act and Member nominated by Government of Kerala on Revision of Kerala Police Manual and Preparation of Kerala Police Standing Orders (2016 onwards).
3. **Mr. Vikram Joshi**, trained as a textile technologist started his career the year 1985 with the Handicraft Board, Govt. of India to document the traditional hand block printing craft in India, particularly Rajasthan and around. He has been invited by Victoria and Albert Museum – London, University of Toulouse – France, City Council of Aleppo – Syria to share his experience and understanding along with IIT Delhi, Kanpur, NID, NIFT, IICD, Arch Institute and Pearl Academy. He has actively contributed his time to get Geographical Indication for Sanganeri Print and also as a promoter and Managing Director of a textile park near Bagroo called ‘Jaipur Bloc’. Mr. Joshi is also a core member of national advisory body of the Confederation of Indian Industry – CII for the craft sector.

- **Voice of Innovators (VOI), 21st Jan 2017**
  The event considered talks by speakers coming from various walks of life. There were entrepreneurs, yatripreneurs, authors, intrapreneurs, social entrepreneurs. The speakers were – Ms Ruchika Beri (entrepreneur), Mr Swati Chandak (author), Dr Suyog Bhavare (yatripreneur and social entrepreneur), Mr Vijay Jaiswal (intrapreneur) and Dr Anil Dutt Vyas (entrepreneur).

  **(Profiles of speakers)**
  1. **Ruchika Beri**’s passion is Marketing - understanding how consumers go through buying process is something that has amazed and excited her. She has more than 8 years of rich experience in Marketing, Branding, Digital Marketing, Team Management across different industries. Her diverse knowledge gives us the exposure and experience to be able to showcase what works and what doesn’t. Ruchika is a Co-Founder of a Platinum Jewelry eCommerce portal Jewelove. She heads Marketing & Digital Communications at Jewelove.

  2. **Dr Suyog Bhavare**, an Ayurvedic doctor by qualification, Suyog, is an entrepreneur at heart. He founded a chain of Ayurvedic clinics in Nashik and many youth based organisations in and around Maharashtra, like - Swapnapurti Education and Research Centre, Arogya Chikitsalaya, and others. Suyog is passionate about healthcare, social work, travelling, drama, counselling & management. He currently works as COO of Jagriti Yatra, a unique train journey that inspires you to become a yatripreneur.

  3. **Mr Vijay Jaiswal**, is currently pursuing PGPX from IIM Ahmedabad. An IIT postgraduate in design, his interest areas are - Frugal Innovation, Value Engineering, Strategic Innovation, Empathetic Consumer Research, Digital Transformation. He comes with rich industrial experience as Head Designing and Virtual Reality, Head- Industrial design with Volvo Eicher and names alike in automobile industry.
4. **Ms Swati Chandak**, is Bestselling Author of “Gradients”; An Acclaimed Educationist and Career Counsellor, Swatii Chandak is the CEO of Colored Ink (An upcoming Literary Platform). Swati is associated with the field of literature from last five years. She has won 11 awards nationally and internationally for the same. She has worked with almost 15 anthologies. Her first short story received an award for the same. She is a constant follower of motivational speaker Priya Kumar, and her words of appreciation add value to her work.

5. **Mr Anil Dutt Vyas**, is an Associate Professor and the Head, Department of Civil Engineering at Faculty of Engineering, MUJ. He has worked with MNIT college, Jaipur; International Centre for Science & Technology, ICS-UNIDO, Trieste, Italy; UNICEF, Africa; and other such organisations. He holds a PhD in the field of Urban Water.


Ten companies were shortlisted in Round One of ‘Innovriti’ and now were put infront of a rigorous panel for pitching. The jury comprised of – Mr Dhanpat Dhariwal, Mr Vijay Jaiswal (IIM A), Ms Hema (I-Create), Dr Suyog Bhavare (COO Jagriti Yatra), Dr Aparna Makkar (Faculty, MUJ). The programme started with address by Ms Manisha, City Lead, Headstart Jaipur. The following ten teams were shortlisted and asked to make a ten minute presentation along with cross questioning round by the jury. Out of these ten, first three were bestowed with fellowships and cash prizes. These ten teams were –

1. Piltover Technologies
2. Ostello’s
3. Chrysalis Accessories
4. Beforus
5. Kodago
6. Flight First
7. Atta Vata
8. Vaayu
9. Infusion
10. Amber

**The first three positions were taken by –**

1. Infusion
2. Kodago
3. Beforus

**Additional prizes given were –**

1. The most crisp presentation (went to Beforus)
2. Best presentation (Kodago)
3. Youngest team and most impressive presentation (Infusion)

- Internfair – Start-Ups and Companies for student internship, 21st Jan 2017

The Companies that appeared on 21st January were as follows:
1. Amigos
2. Qriyo
3. Eriont
4. Bijson
5. Aur Batao
6. Utkarsh
7. Hiring Buddha
8. Softoad
9. Big pharmacy
10. Martopolis
11. Piltover Technologies
12. SociEdu
13. Mavericks

The list of candidates shortlisted for the final interview by their CEOs as on 21st Jan 2017-
4. Tanuj & Ripunjay for Utkarsh.

Final results of the Internfair are as follows-

Students hired-
- Shivik Khatri - Intern (Product Branding & Marketing)
- Anupal- Freelancer (Graphic Designing)

Students shortlisted for technical rounds-
- Hridhyansh- Website Development (Static Page)
- Simran Sinha- Freelancer (Content Writing)
- Ripunjay Sharma- Website Development (with admin panel)
- Shatabdi Nayak- Blogger (Health & Fitness)
- Anamika- Blogger (Fashion & Lifestyle)
- Sanidhya- SEO (Keyword Analysis)
- Saloni- Graphic Designing (FB Banner- 26 Jan)
- Sarthak- Animation & Creatives Development (Video)

**Students On Hold**
- Shaurya
- Kunal Sethi
- Anukriti - HR

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➤ **Business Quiz Competition, 22nd Jan 2017**
Business Quiz competition was organized for the students in which 15 teams participated and finally three teams won the awards. This was a case study analysis competition, bringing teams together to brainstorm on the problems and challenges a start-up could face and solutions it could bring forth. The thought process included problem hunting, brainstorming on probable solutions, SWOT analysis, Cost-Benefit analysis, etc.

➤ **Talk on Geographical Indication (GI), 22nd Jan 2017**
Three resource persons were invited to talk on GI, namely – Dr Renu Bapna, Dr Mayank Baranwal and Dr Manthan Janodia.

(Profiles of the speakers –

1. **Dr Renu Bapna**, works as Joint Director, Department of Higher Education, Govt of Rajasthan Jaipur. She has to her credit 37 years of work experience as Advisor and Director, All India Council for Technical Education (AICTE), New Delhi; Senior Scientist at TDB; Joint Secretary, Higher Education; Joint Director, Academic and RUSA, Govt of Rajasthan. She is M.Sc PhD in Chemistry and was Awarded Fellowship for advanced research by University of Basel, Switzerland and for Advance training in Stripping Voltametry at BARC, Bombay. She has visited Australia, Israel, China and Turkey as member of Indian Delegation sent by Government of India for exploring mutual collaboration for the advancement in the field of technical education and science &technology. She has penned many research papers, reports and books.

2. **Dr. Mayank Baranwal**, is specialized in 'Intellectual Property Rights' stream and has completed his LL.M. from NALSAR University of Law, Hyderabad, Telangana and the coveted Ph.D. title from National Law University, New Delhi in Geographical Indications area. He has also served as a Legal Officer in TATA Consultancy Services Limited, Mumbai and thereafter which, he joined University of Rajasthan, Jaipur in the Department of Law as an Assistant Professor. He possesses seven years’ experience of Court Practice in the High Courts of Indore (M.P.) and Delhi besides being absorbed in teaching and many administrative assignments since joining University of Rajasthan, Jaipur. He is a frequent visitor to many Universities for taking lectures on the area of Geographical Indications.

3. **Dr. Manthan Janodia**, received his PhD from Manipal University in 2009. He is postgraduate in pharmacy, has diploma in Business Administration and also a degree in Intellectual Property Rights by World Intellectual Property Organization. He has
authored a book “Basic Concepts of Intellectual Property Rights” in 2014, published by Manipal University Press. He is also a recipient of UGC Raman Post Doctoral Fellowship and has completed his Post Doctoral Fellowship at Department of Pharmacy Administration, School of Pharmacy, University of Mississippi, USA.

Valedictory Function, 22nd Jan 2017

Valedictory function was chaired by Prof. Sandeep Sancheti, Vice Chancellor, MUJ. The event comprised of talk by the President and prize distribution. President congratulated the organizing team and the participating team for the success of the event. The event was declared successful and impactful. President emphasized on more women participation in the E-Cell along with regular talks and workshops throughout the year. He called forth for more start-ups to be incubated and the number to grow from 15 to 25 in a year’s time. Some more insights from the VC’s speech are –

- We need to face the challenges & find the ways for innovations,
- The best thing is write down the ideas, test it,
- Important is how we can give back to the society,
- Without failing there is no learning, so keep on trying & learning,
- Every semester we need to have at least 10 talks from entrepreneurs,
- MUJ management is always there to support the students in all possible ways.

The event closed at a very positive note and there was seen a great amount of zeal to continue the momentum of activity in future. Feedback was taken from all the participants for a better functioning and performance.