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ECELL
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supported by
AMITY
INNOVATION
INCUBATOR
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INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

AMITY UNIVERSITY MUMBAI

"GIVING POWER TO FUTURE INNOVATORS BY ENCOURAGING THE
SPIRIT OF ENTREPRENEURSHIP"

INNOVATION WEEK 2021

23rd to 29th SEPTEMBER 2021





About Entrepreneurship Cell

Vision- To provide an incubator to all the incubates within the campus with industry connections. Inspire students to play a prominent role in leading entrepreneurial activities in the country and make a significant contribution to the global innovation.

Mission- To create entrepreneurial thinking and environment among the students and create business leaders in all spheres of life.

The Entrepreneurship Cell was started by the students of Amity University Mumbai under the guidance of Amity Innovation Incubator - Noida to foster Entrepreneurship among the students on Campus. We at the Entrepreneurship Cell (E-Cell) are focusing on encouraging students to start their enterprises which we believe is instrumental for our country to develop and aspire to cultivate fundamental skills required for real-world business, like Critical Thinking, Team Building and Group Dynamics, Networking with Partners, and understanding the legalities of starting their entrepreneurial journey. Entrepreneurship-Cell (E-Cell) also conducts various inter-school workshops, seminars, and events to induce an entrepreneurial ecosystem and helps in providing a platform for individuals with creative minds and potential to become an entrepreneur in all spheres of life.



About Innovation Week 2021

Each year, members of E-Cell Amity University, Mumbai hosts Innovation Day. During this occasion, E-Cell, AUM discusses prior events, startups, upcoming endeavors, past accomplishments, and introduces the student entrepreneurs of Amity University Mumbai.

Events are conducted to celebrate the spirit of innovation among Amitians to participate in competitions, workshops, and webinars that are precisely focused on current business trends and themes.

We understand that innovation is impossible to achieve without close collaboration between students and industry contacts. We hope to inspire the community with our many events, competitions, and webinars as we begin our new entrepreneurial year. Through entrepreneurial case studies, industry challenges will be highlighted across all disciplines, helping to stimulate critical and entrepreneurial thinking.



Why be part of Innovation Week?

Innovation Week is a celebration of creatives, risk-takers, and innovators. The week bridges the gap between local entrepreneurs, talent, and industry networks; ultimately accelerating our already thriving startup community. We know that innovation cannot happen without extensive collaboration between students and industry connections. With our various events, competitions and webinars, we aim to start our new entrepreneurial year by inspiring the community. Industry Challenges will be promoted across all the disciplines through entrepreneurial case studies and would help intrigue critical and entrepreneurial thinking.

Event Timeline

23rd
Sept

Innovation Whizzards

Timing: 4:30 pm to 6:30 pm

Event Type: Competition

About: Participants will be given 3 problem statements before the event, on the day of the event the participants have to explain and represent their innovative solutions to the problems. While explaining their solutions participants will be asked to switch on their cameras, thereby making it more interactive. Participants can take help of any model/ppt to explain their solutions in a better way.



INNOVATION WHIZZARDS

ABOUT THE EVENT

PARTICIPANTS WILL BE GIVEN 3 PROBLEMS STATEMENTS BEFORE THE EVENT, ON THE DAY OF THE EVENT THE PARTICIPANTS HAVE TO EXPLAIN AND REPRESENT THEIR INNOVATIVE SOLUTIONS TO THE PROBLEMS.

**DATE- 23 SEPTEMBER 2021
TIME- 4:30 PM TO 6:30 PM**

24th
Sept

-Leaders Roundtable Conclave

Topic for Panel 1 - Rules vs Instinctives

Timings: - 11.30 am to 1.00 pm

Event Type: -Panel Discussion

About: A wealthy and innovative perspective take away for students straight from many CEOs.

Speakers:

- 1) **Mr. Ravi Saxena** - Managing Director (MD) - Wonderchef Home Appliances Pvt. Ltd.
- 2) **Mr. Sandeep Saxena** - Chief Executing Officer (CEO) - Dr. Batra's Health Care
- 3) **Dr. Raj Padhyar** - Founder and CEO - Digital Gurukul
- 4) **Ms. Naghma Mulla** - Chief Executing Officer (CEO) - Edelgive Foundation
- 5) **Mr. Nitin Jain** - Partner - Agama Law Associates
- 6) **Ms. Diana Fernandes** - Founder- Bloomingdale Public Relations Pvt. Ltd
- 7) **Mr. Ankit Kapur** - Vice President - Amity Education Groups

Topic for Panel 2 - CEO for the new Normal

Timings: - 2.00 pm to 4.00 pm

Event Type: -Panel Discussion

- 1) **Mr. Arijit Dutta** - President and Business Head Whole Time Director- Board Member- UNO Mindia, NK Mindia Group
- 2) **Mr. Ashish Chandra** - Managing Director - CEO- Bharti Airtel Lanka Pvt Ltd
- 3) **Mr. Sushil Mulchandani** - CEO- J.M. Baxi and Co.
- 4) **Mr. Ashok Ramchandran** - CEP and President- Schindler, India
- 5) **Mr. Anant Roongta**- Managing Director- Famous Studios Ltd
- 6) **Mr. Devdatta Chandgadkar**- CEO- Saraswati Infotech Ltd
- 7) **Mr. Ashwini Bhadri**- CEO- Equinox Labs
- 8) **Mr. Ankit Kapur**- Vice President- Amity Education Group



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LEADERS ROUNDTABLE CONCLAVE

RULES VS. INSTINCTIVE

Panel discussion with a wealthy and innovative perspective take away for students straight from many CEOs. Networking with industry experts and accelerators helps provide a nurturing environment for budding entrepreneurs.

Date - 24th September 2021, Time - 11:30 AM to 1:00 PM

Speakers - Panel 1

MS. NAGHMA MULLA
Chief Executive Officer (CEO) - Edelgive Foundation

MR. ANKIT KAPOOR
Vice President, Marketing, Amity University Mumbai

MR. RAVI SAXENA
Managing Director (MD) - Wonderchef

MR. NITIN JAIN
Partner - Agama Law Associates

DR. RAJ PADHYAR
Founder and CEO - Digital Gurukul

MR. SANDEEP SAXENA
Chief Executive Officer (CEO) - Dr. Batra's Health Care

MS. DIANA FERNANDES
Founder Bloomingdale Public Relations Pvt. Ltd.

Moderators

DR. BHAWNA SHARMA
Officiating Director HOI ABS, AUM

DR. ABHIJIT SHIRODHKAR
Director, ASAP, AUM

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LEADERS ROUNDTABLE CONCLAVE

CEO FOR THE NEW NORMAL

Panel discussion with a wealthy and innovative perspective take away for students straight from many CEOs. Networking with industry experts and accelerators helps provide a nurturing environment for budding entrepreneurs.

Date - 24th September 2021, Time - 2:00 PM to 4:00 PM

Speakers - Panel 2

MR. ARIJIT DUTTA
President and Business Head Board Member UNO Mindia, NK Mindia Group

MR. ASHWIN BHADRI
Chief Executive Officer (CEO) Wquinox Labs

MR. DEVDATTA CHANDGADKAR
Chief Executive Officer (CEO) - Saraswat Infotech Ltd.

MR. ASHISH CHANDRA
Chief Executive Officer (CEO) - Bharti Airtel Lanka Pvt Ltd

MR. ANANT ROONGTA
Managing Director Famous Studios Ltd.

MR. SUSHIL MULCHANDANI
Chief Executive Officer (CEO) - J.M. Baxi and Co.

MR. ANKIT KAPOOR
Vice President, Marketing, Amity University Mumbai

MR. ASHOK RAMCHANDRAN
Chief Executive Officer (CEO) - Schindler India

Moderators

DR. APARNA KHANNA
Director, AIB, AUM

DR. SHRIKANT CHARHATE
Director, ASET, AUM

25th
Sept

- Felicitation of E-Cell Team

Timing - 2:00pm to 2:30pm

- Corporate Connect- To bridge the gap between entrepreneurs and industry professionals, we came up with the Partner Companies initiative - where we will collaborate with industry experts to create a better tomorrow with a sense of entrepreneurial spirit.
- Coder's Connect - Coder's Connect is a club/ group of people who will help the upcoming start-ups with the technical challenges for eg: Developing a website/Application for their start-ups.
- Alumni Connect- The goal of an E-Cell Alumni is to instill a sense of loyalty and enhance the overall well-being of your business by helping the organization achieve its goals and building a link between the alumni, the community, and our prestigious organization.
- Legal Connect- Legal Connect is a club/ group of people (LLM students) who will help the upcoming start-ups with legal challenges for example: Registering their company, getting a product patent, etc.
- Partner E-Cells- Collaboration with other entrepreneurship cells will result in the expansion of our network and the extension of our reach among the entrepreneurial youth.



FELICITATION OF E-CELL TEAM

2021-2022

25th September 2021, 2:00 pm to 2:30 pm

**To start our new year at Entrepreneurship Cell
at Amity University Mumbai, we focus on:**

**This year's committees and team members for the smooth
functioning of our events.**

Faculty coordinators for our guidance.

**Our initiatives to boost entrepreneurs in Amity along with
our Goals and Aspirations to excel and create bigger
impacts.**

25th
Sept

- Entrepreneurship in your field

Timing : 2:30pm - 3:30pm

Event Type : Panel Discussion

About: Panel discussions by professors of Amity University Mumbai on growing entrepreneurship in their fields in order to increase the awareness of Entrepreneurial spirit in the campus and to lay emphasis on the innovations that are still taking place in the post-Covid era.

We will invite experts from different departments within our campus to shed light on the various aspects of Entrepreneurship in their respective fields.

Speakers:

1. **Dr. Siddharth Pandey** - Biotechnology Department
- 2 **Dr. Deepa Parasar** - Computer Science Department
3. **Dr. Dattatray Late** - Nanotechnology Department

Incentive: Participation Certificate



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ENTREPRENEURSHIP IN YOUR FIELD

Panel discussions by professors of Amity University Mumbai on growing Entrepreneurship in their fields in order to increase the awareness of Entrepreneurial spirit in the campus and to lay emphasis on the Innovations that are still taking place in the Post-Covid Era.

Date - 25th September 2021, Time - 2:30PM to 3:30PM



DR. DEEPA PARASAR
Head of Department of
Computer Science
Engineering Department



DR. SIDDHARTH PANDEY
Head, Centre of Excellence in
Astrobiology



DR. DATTATRAY LATE
Head of Centre of Excellence

25th
Sept

- Alumni Discussion

Timing : 3:30pm - 4:00pm

About: COVID-19 had an almost instantaneous impact on most businesses and areas. We predicted that the first sign of COVID-19's impact on family and non-family enterprises would be revenue, and we were right. Similarly, the event's goal is to learn how family-owned businesses handle their businesses and their experiences during pandemics. As a result, Amity Business School is hosting an event for alumni with a family-owned business to share their stories with students and staff.

Speakers:

- 1. Mr. Himanshu Ahuja**
- 2. Mr. Vikas Aute**
- 3. Mr. Aayush**
- 4. Ms. Akshita Garg**

Incentive: Participation Certificate



The banner features the Amity University Mumbai logo at the top left and the ECELL Amity University Mumbai logo at the top right. The main title "ALUMNI DISCUSSION" is prominently displayed in large, bold, white letters. Below the title, a dark rectangular box contains the following text:
Interactive Panel Discussion to learn about ABS Alumni's business experiences and lessons learned throughout the pandemic.
With the assistance of a debate on how family-owned businesses handle their different resources over the pandemic period.

Date- 25th September 2021, Time- 3:30 pm to 4:00 pm



Mr. Himanshu Ahuja



Mr. Vikas Aute



Mr. Aayush



Ms. Akshita Garg



27th
Sept

-Investment Masterclass: An Investment Planning Initiative for Entrepreneurs

Timing: 2:00 pm to 3:00 pm

Event Type: Masterclass

About: The main purpose of this conclave is to educate and equip the students with the understanding of analyzing the current investment trends if they are planning to set up their own business at the beginning level.

Speaker: Sarah Tantray

Incentive: Participation Certificate



INVESTMENT MASTERCLASS

An Investment Planning Initiative for Entrepreneurs

The main purpose of this conclave is to educate and equip the students with the understanding of analysing the current investment trends if they are planning to set up their own business at the beginning level.

Date- 27th September 2021, Time- 2:00 pm to 3:00 pm



SARA TANTRAY

Co-Founder of Wild
West Innovations



27th
Sept

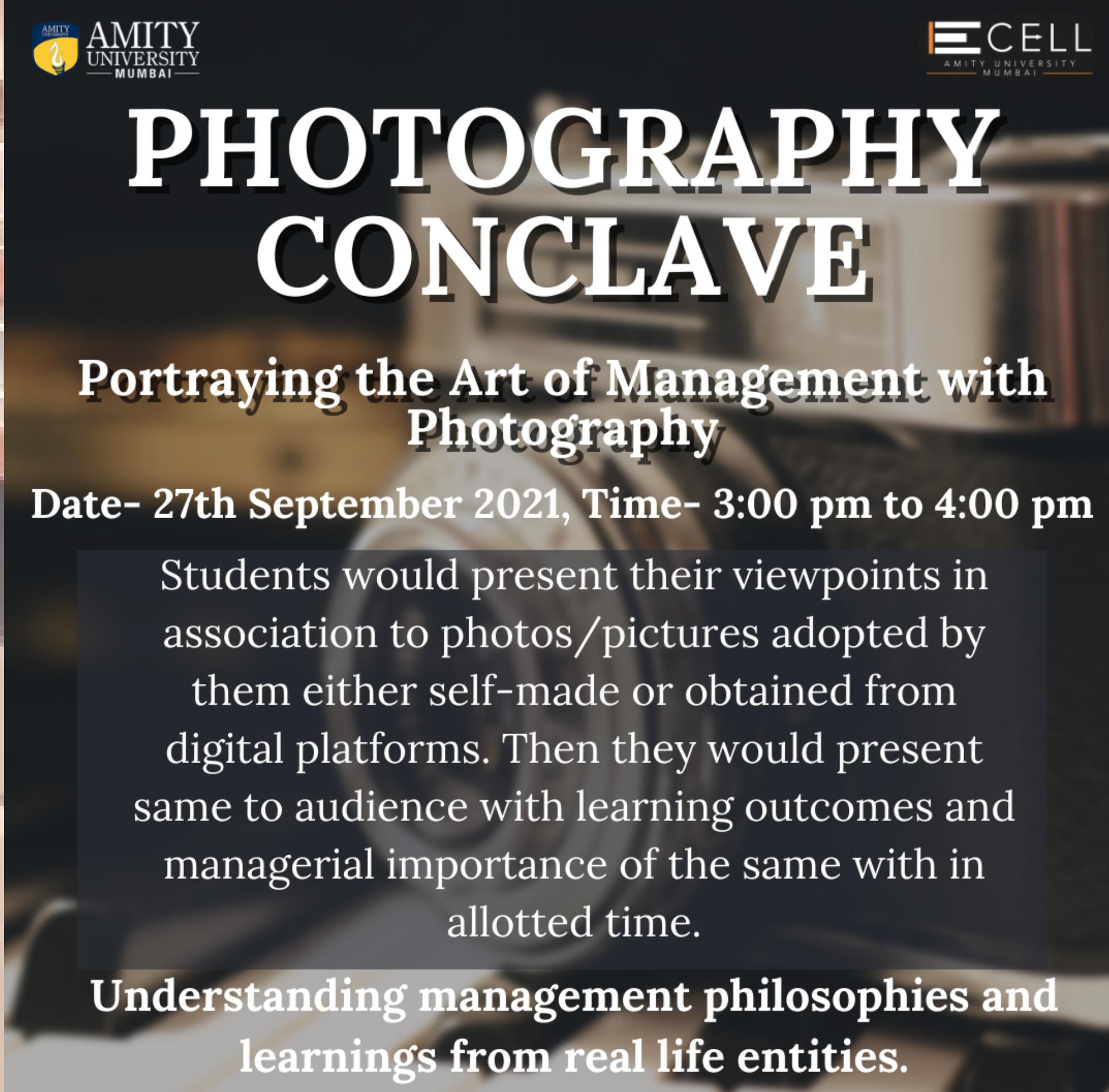
- Photography Conclave

Timing: 3:00 PM to 4:00 PM

Event Type: Interactive Workshop.

About: To Conceptualize, Implement, Impart managerial learnings with the depiction of philosophy from photos and pictures at ABS.

Incentive : Participation Certificate



The banner features the Amity University Mumbai logo at the top left and the ECELL logo at the top right. The main title "PHOTOGRAPHY CONCLAVE" is displayed in large, bold, white letters. Below it, the subtitle "Portraying the Art of Management with Photography" is written in a smaller, white, serif font. At the bottom, the date and time "Date- 27th September 2021, Time- 3:00 pm to 4:00 pm" are listed. A descriptive paragraph follows, explaining the purpose of the conclave. At the very bottom, another subtitle reads "Understanding management philosophies and learnings from real life entities."

PHOTOGRAPHY CONCLAVE

Portraying the Art of Management with Photography

Date- 27th September 2021, Time- 3:00 pm to 4:00 pm

Students would present their viewpoints in association to photos/pictures adopted by them either self-made or obtained from digital platforms. Then they would present same to audience with learning outcomes and managerial importance of the same with in allotted time.

Understanding management philosophies and learnings from real life entities.



28th
Sept

- Launch of ABS Newsletter

Timing: 2:00 pm to 2:15 pm

About: Launch of ABS Newsletter

Word limit - 500

Theme - Persevering through the Pandemic- Fostering Business Leadership amongst Students.



AMITY BUSINESS SCHOOL

LAUNCH OF ABS NEWSLETTER

Date- 28th September 2021

Time- 2:00 pm to 2:15 pm

Business Quotient - Equip the Quiver

Persevering through the Pandemic -
Fostering Business Leadership amongst
Students

28th
Sept

- Innovation Day

Timing: 2:00 pm to 4:00 pm

About: This event will emphasize the value of innovation in the field of Entrepreneurship. It is intended for all those who want to come up with something innovative which will be helpful for the development & growth of the society.

We celebrate Innovation Day on the 28th of September on the account of Honourable Chancellor Dr. Assem Chauhan's birthday. On this day, we announce all of our future activities, initiatives, and events. The goal of this event is to empower young minds and teach them how to turn ideas into action.



INNOVATION DAY

This event will emphasize the value of the innovation in the field of Entrepreneurship. It is intended for all those who want to come up with something innovative which will be helpful for the development & growth of the society.

Date - 28th SEPTEMBER 2021

Time - 2:00pm to 4:00pm

Platform - MS TEAMS



Launching of Startups on Innovation Day-

Anmol Goyal

Ardu-I-know (Robotics)

We at Ardu-I-Know want to introduce robotics and Arduino-based learning through carefully designed and assembled kits. Hands-on experience, we believe, is the most important aspect in learning robotics which aims to provide via very accessible workshops tailored for different age groups.

Gautam Shah ®

Fitness Derzi (Fitness)

To enhance the quality of life in the communities, serving through our fitness philosophy, facilities, programs, and products and to instill in the lives of people everywhere the value of health and fitness. Taking care of people's health and contribute to their wellness.

Madhurima

Vivacity (Graphic Design)

I have never put boundaries to what I create. Started from resin work to making hand-painted keychains to making digital art prints, and customizing shoes. I have tried everything that people have asked me to and I've always liked the challenge of trying new ideas.

You will get to see my passion on my art page as it contains art from all genres starting from audiovisuals to digital art and photography.

I give my customers the freedom to choose what they want in their customized gifts and try to portray the emotions they have for their loved ones through the art that I make.

Communication, interaction, and behavior are the three most important factors for me while owning a small business.

Afreen

AD aesthetic store (Small Business)

The main purpose of the brand is to provide great style to people, the way they would like it to be created by us is much more affordable prices in comparison to the higher brands. The comfort, likeness, style, happy responses, and feedbacks are what AD Aesthetic Store us about. We aspire to innovate, expand, grow and enhance, with multiple options in the store.

Moin Patel

Maharaja (E-Commerce Business)

Maharaja Co. is a business with the drive and wherewithal to constantly update and improve the online shopping experience. We are the preferred choice of hundreds of online shoppers and resellers across India.

Janaki/Sachin/Shubham/Avantika 's

PeerSpace (Mental Wellbeing)

A safe space for our friends to express their hearts out.

We at Peerspace wish to provide you a place where you can anonymously vent what bothers you. We as helpers aim to provide comfort and assistance to you, a seeker.

Rimjhim Agarwal's

Your emotional well being (Mental Wellbeing)

Your emotional wellbeing is a mental health platform aiming to break the stigma around Mental health and make therapy super affordable for everyone. We strive to create a win-win situation for both the Therapist and client.

Khumesh Patil's

Baat Karo (Mental Wellbeing)

Baatkaro is an advanced & affordable mental health platform that we have launched, intending to make available necessary and effective psychological care to anyone and everyone who needs it. Baatkaro provides an economic, effective, and remotely accessible way to reach out to a mental health professional in your time of need.

With the goal of spreading mental health awareness across India, we operate.



Ira (S)

Iraart (Small Business)

The purpose of this small business is to provide people with the most affordable, handmade, and eco-friendly authentic jewelry and accessories.

Each and every customer's order is specially crafted & is made with a lot of love and perfection which can't be seen in large scale, bulk manufacturers/big scale business. So, the thing that makes us different from other businesses is that we have the most affordable price and all our products are unique, of high quality and it is also safe for the environment, completely handmade, recyclable.

We provide authentic energy crystals which help in the welfare of people who indulge in spirituality so that's a plus. We aim to promote innovative and nature-friendly jewelry.

Adarsh Jaiswal

UrbanStall (E-Commerce B2B)

At UrbanStall we provide complete tech support to the local market with their control over their business at a very low-tech support price.

We are on to build shape UrbanStall as a super App of India, Where one will have just everything in their hands.



29th
Sept

- Finance Conclave

Timings: 11:45 PM - 2:00 PM

About: The Indian Financial Sector has seen tremendous changes clubbed with the contiguous effect of financial and economic crises. The paradigm shift in the banking sector is no exception with the continuous rise in non-performing assets, adoption of IFRS in the Indian Financial Reporting arena, and the rise in the demand of meeting BASEL standards. The banking and the financial sector have been making strides with the technological disruptions, right from cashless transactions to financial inclusion towards achieving inclusive growth. The conclave aims to brings experts from across the industry who will dialogue, debate, deliberate and share their reflections in digital transformation and FinTech in order to upskill the knowledge of the management students. This conclave would help the students in preparing a better career in the Indian Financial Industry and also in understanding the expectations of the recruiters.



The flyer for the Finance Conclave features the Amity University Mumbai logo at the top left, the ECELL logo at the top right, and the Institution's Innovation Council logo in the center. The main title "FINANCE CONCLAVE" is prominently displayed in the center. Below the title, a descriptive paragraph explains the purpose of the conclave, stating that it aims to bring experts from the industry to discuss digital transformation and FinTech, ultimately helping management students prepare for careers in the Indian Financial Industry. The date and time of the event are listed as "Date: 29th September 2021, Timing: 11:45 am - 2:00 pm". A section titled "Speakers" lists five speakers with their names and titles:

- MR. SANDEEP GARG, Income Tax Commissioner, International Transfer Pricing Pune
- MR. MANAS RANJAN MOHANTY, Managing Director, Bhartiya Reserve Bank
- MR. ESHAN AHLUWALIA, Vice President, MSCI Inc New York
- MR. BIHARILAL DEORA, Director (Finance), Abakkus Asset manager LLP, Singapore
- DR. NIRAKAR PRADHAN, CEO, PRMIA India



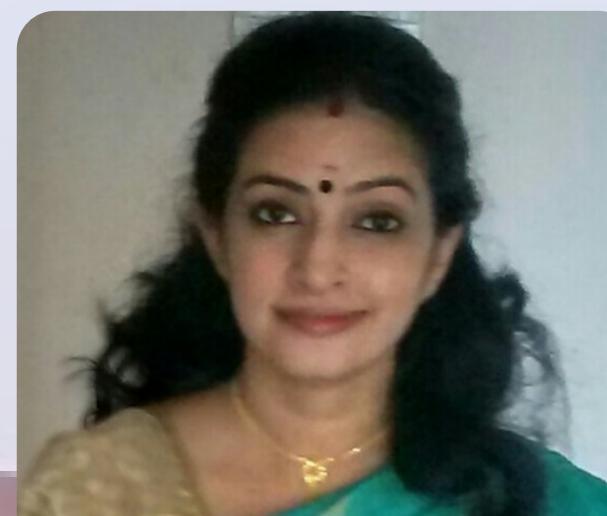
Collaborative Schools

- 1) Amity Business School Mumbai
- 2) Amity Film School
- 3) Amity Institute of Behavioural and Allied Sciences
- 4) Amity Institute of Biotechnology
- 5) Amity Institute of Information technology
- 6) Amity Institute of Liberal Arts
- 7) Amity Institute of Technology
- 8) Amity Institute of Travel and Tourism
- 9) Amity Law School
- 10) Amity School of Applied Sciences
- 11) Amity School of Architecture and Planning
- 12) Amity School of Communication
- 13) Amity School of Engineering and Technology
- 14) Amity School of Fashion and Technology
- 15) Amity School of Languages

Faculty



Dr. Bhawna Sharma
Faculty Mentor



Dr. Seema Unnikrishnan
Faculty In-Charge

E-Cell Team, AUM 2021



Hruti Dongare
President



Tushar Sharma
Vice President



Jonathan Kalluvelly
General Secretary



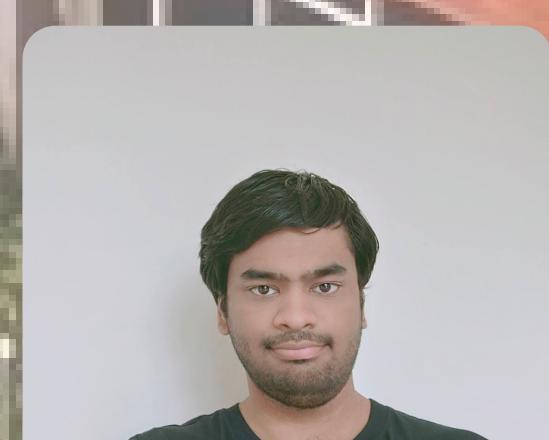
Riya Reji
Head of Organizing Committee



Ojaswita Dhale
Head of Content Committee



Archee Gupte
Head of Creative Design Committee



Jay Gupta
Head of Public Relations



Smitkumar Bhatesara
Head of Technical and Digital Marketing

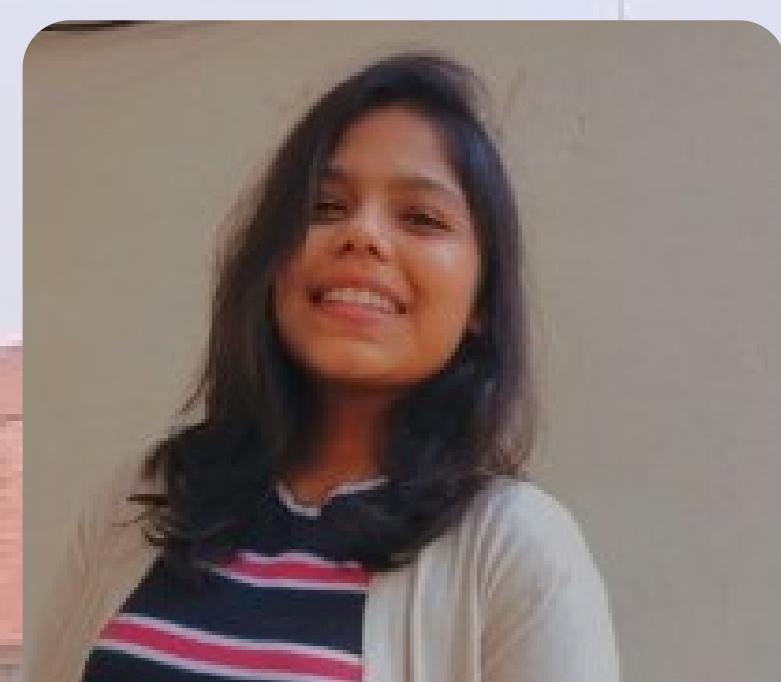
Members



Samruddhi Deo
Organizing Committee



Aryaa Singh
Organizing Committee



Rimjhim Agarwal
Organizing Committee



Shriya Shridhar
Content Committee



Poornima Hari
Creative Design Committee



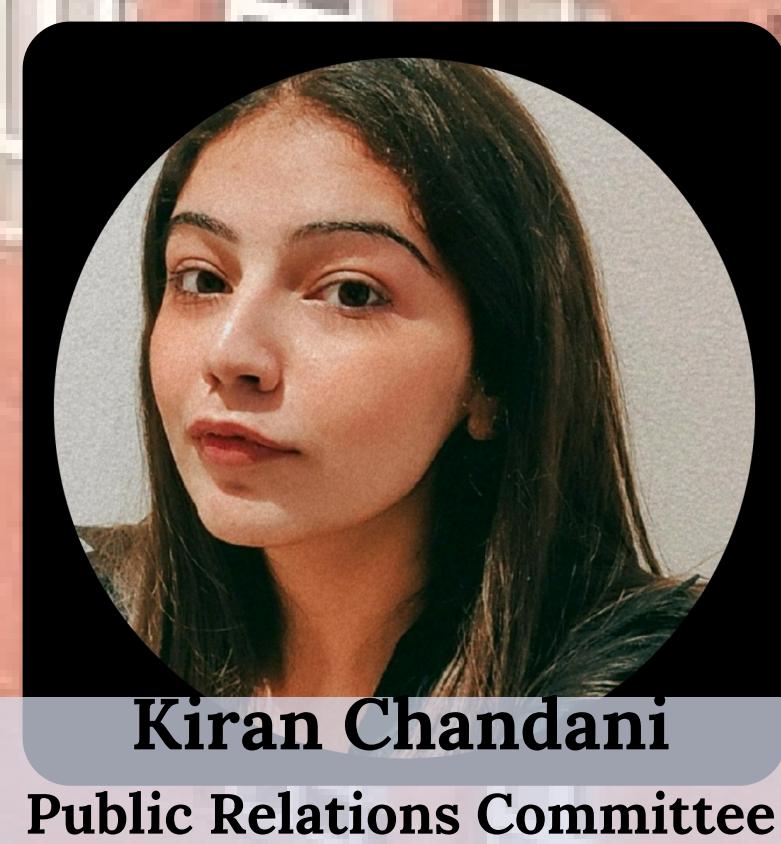
Samridhi Srivastava
Creative Design Committee



Aditi Mandlik
Creative Design Committee



Runa Gajbhiye
Public Relations Committee



Kiran Chandani
Public Relations Committee



Amalendu Hari
Public Relations Committee



**Kutrapakam Muni
Prudhvi**
Technical and Digital
Marketing



Meet Mali
Technical and Digital
Marketing