**Website content:-**

EDC DESCRIPTION

Entrepreneur development cell promotes, harness and catalyse the knowledge or technology based start-ups through young and innovative ideas of students.

With the main motive of developing developers and innovators out of engineers, the E-cell strives to assist every aspiring entrepreneur at every single step in a journey beginning from initiative of conceiving to the successful launching of a viable unit.

EDC builds the capacity and willingness to develop, organise and manage a business venture along with any of its risk in order to make a profit.

Numerous programs are organised regularly to explore the talent and enhance the skill of students. The events induce motivation and competence among young prospective entrepreneurs. Prize rewards the better one and inspires others to work harder and bring out the best out of them.

All in all EDC aims to stimulate the students for adopting entrepreneurship as a career and to make themselves able to identify and exploit the opportunities successfully for new venture.

Home

Entrepreneurship is a key element of industrialization and economic progress. Educating and training innovative minds of college youngsters' for developing entrepreneurial capabilities through positive training interventions is the core strategy of the Entrepreneurship Development Cell (EDC). Entrepreneurship Development Cell, College of engineering Bharti Vidhyapeeth deemed university is the fastest growing entrepreneur cell in Pune. It aims to provide a broad-spectrum environment for all round development of a student. The entrepreneurship cell is a dynamic student body run by zealous students, for the ingenious students.

Activities

We at E-Cell are working to induce an entrepreneurial mind-set in the students and ignite the innovative spark in them. EDC put its efforts in developing entrepreneurial skills in students by conducting regular meetings where we discuss about the new ideas, ways to execute it, by conducting seminars where students get to talk directly with various start-up founders.Students are assisted by providing proper resources, networking, guidance, and motivation. We also conduct various events where students outside the cell can also participate and discover entrepreneurship environment.

Vision

Entrepreneurship is the next thing that our country needs to exploit. With vision of implanting the roots of entrepreneurship among students and creating a Entrepreneurial Environment in college, where every student try to do something different, something that can bring a change in our society, we want to become the cell with maximum number of ideas turning into reality and lay the foundation of start-up culture.

What we do

We at E-Cell are working to induce an entrepreneurial mind-set in the students and ignite the innovative spark in them. EDC put its efforts in developing entrepreneurial skills in students by conducting regular meetings where we discuss about the new ideas, ways to execute it, by conducting seminars where students get to talk directly with various start-up founders.Students are assisted by

providing proper resources, networking, guidance, and motivation. We also conduct various events where students outside the cell can also participate and discover entrepreneurship environment. Entrepreneurship Development Cell of BVUCOE Pune tends to work with aspiring entrepreneurs through various stages of starting up by providing them the basic informations, giving them a chance to build confidence by means of interactions with successful entrepreneurs and allowing them to hone their skills to perfection with the help of various workshops and events conducted on a regular basis.

We help young intellectuals who have promising ideas,to carve their path through the maze that lies ahead.A constant brush with failure does retard the pace with which one moves forward in the business sphere but our aim is to overcome those obstacles by the most efficient use of the resources at our disposal.

A thought becomes an idea if we have a commendable logic behind that and the same grows into a successful startup venture when those logics are weighed in the right scale and be put to practice under a careful observation from your well established peers.

We,at Entrepreneurship Development Cell aim to deal with all the aspects of startups that young entrepreneurs are concerned with.

**EDC KI HISTORY AND STUFFS**

Established 3 years ago, EDC is platform provided by BVUCOE, Pune, for the budding entrepreneur to help them through the thought process of ideation and then to guide in the procedure for their efficient execution. It aims at developing an entrepreneurial culture, to create interest, to promote and foster the spirit of entrepreneurship in the students. Over the course of the last 3 years, EDC has been a consistent and active member of the startup community. Apart from organizing initiatives like Interstellar, E-Summit etc., workshop by renowned entrepreneurs, CEO talks and seminars are also conducted regularly. Moreover, Startups like Scootywaala, Discover Ed and ‘DO you need?’ add to our achievements.

On my part Social Entrepreneurship is an innovation within Entrepreneur. The Most basic differences between an Entrepreneur and a Social Entrepreneur is the target associated with their initiatives is that where the former have monetary benefits on the top of their priority list, the better emphasis basically on public welfare and work in effective collaboration with the society on the lines of their innovative ideation. ‘SEC - 2017’ looks forward to promote these extra ordinary minds and help them cast their presence on the forefront of a social revolution in the society.

**Blogs**

**Blurring Boundaries**

In today's world with countless source of knowledge, people continue to assume and then perfume.

Society is facing multitudinous social issues and hence they need to be suppressed shortly.

WHO is intended to lend-a-hand ?

For instance, consider the one who donates, to assist the impecunious.

Is he genuinely making it count ?

Now, consider the one who aid the same begin to earn a living.

Former is just a quick hit but the latter one will create lasting improvement.

There is a 'blurring boundary' between the former and the latter that is to be sharpened.

This is what we expect from WHO !

Not assumptions but the knowledge have named the WHO as 'The Social entrepreneur'.

They are both, the visionaries and the ultimate realists concerned with practical implementation of their vision.

Innovative minds can foster Social entrepreneurship and consequently society will become a better place to live in.

Archie Tripathi

**The different sources to get funding for a startup.**

An idea executed with perfection is what forms the base of any startup. This includes having a formidable unit to manage the associated tandems as well as the availability of the resources that are required. Here, funding comes into play.

Money is the bloodline of any business. Thus, funding is an important aspect of any startup or ventures of that ilk.The preocess of execution is not feasible unless you have the required amount of capital available for investment. Further, the nature of funding often becomes a deciding factor in the onward progress of your entrepreneurial endeavours.

Better to keep all options on the table, funding sources can be classified in the following ways which should always be in the minds of young and budding entrepreneurs.

Bootsrapping- It involves investment of your own money in your startup. Usually the venture capital firms avoid investing money during the baby stages of a startup unless provided with an impressive traction and a plan for potential success.Moreover,having your own money or your friends and relatives invested in your startup keeps you away from extended boundations of the investors and helps you work the way you want.Also a startup which evolves on its own is help in high value in front of the investors later on.

Crowdfunding- It involves fundings from ways like taking loan, pre-order and investment from more than one person at the same time.

A well analysed report of the startup,mentioning the goals of the business ,plans for making a profit,the funding required and the corresponding reasons etcetera is put on a crowdfunding platform and the people of the firms that smell credibility,could then invest in the startup.This also helps generate interest in the masses,thus helping in marketing the product alongside finance.

Equity funding-This involves trading a stake in your company for a capital infusion.

For starters,getting their newly formed companies into an accelerator may prove beneficial.An accelerator is a two or three month program designed for cent percent productivity and high efficiency of the associated startups,also taking care of the developments that needed to be done over a period of time.This can further help in finding potential investors at the program's conclusion.

Having valuable mentorship as well as funding from well established entrepreneurs in exchange for somewhere between 7% to 10% stake in your companies may just tick all the boxes for you.

Debt funding-Its another way to have the required funding.Evaluating the prospects of the startup,it might make sense for a company to take out a regular,old loan and spare itself the hassle of finding an investor.Government backed loans with favourable interest rates and flexible repayment schedules is a perfect go-to in such cases.Small Business Administration (SBA) loans help small businesses get capital and ensures that a certain percentage of contracts are awarded to the small businesses.

As you can see, there is no shortage of ways founders can get access to the capital they need to make their businesses successful, even if they can’t find a VC firm to commit to them.

And regardless of which route a new founder ultimately chooses to go down, it is crucial that he or she takes the time to carefully consider the startup’s goals and how its funding strategy will help it achieve them.

Humans have since ages had their back on the society which they live in. A society comprises of wholesome coordination between the members which constitute it and depends heavily on the innovative ventures of the individuals as well as the benign approach of one another. We all have scores of social, cultural and environmental issues that we face, thereby demanding a viable solution from within the society. This is where **Social Entrepreneurship** comes into play.

Social entrepreneurship is the modern procedure in which the techniques by startup companies and other entrepreneurs are used to develop, fund and implement solutions for problems which pertain to the society. It is all about a “Return to Society” policy and is mostly a non-profit organisation. It attempts to deepen the reach of the startup ventures to the depths of common lives associated with areas such as healthcare and community development. It gets into an altogether different tangent from the traditional businesses and charity oriented activities in a way that social entrepreneurs tend to prioritize various factors which the former don’t. To be precise, entrepreneurship becomes a social endeavour when it transforms social capital in a way that affects society positively. It stresses on the proposals of innovative solutions and the mobilisation of the available resources to affect the greater global society.

These initiatives may sound well and good but they need a subtle approach to achieve their objectives. Proper implementation requires effective use of the social media. Moreover, the involvement and collaboration between private corporations and government agencies will help in increased accountability on both ends and increased connections within communities, individuals or agencies involved thus furthering the sustainability, effectiveness and efficiency of the project undertaken.

Masroor Rizvi

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**Goonj**

**Overview**

Goonj is a Delhi based non-governmental organization which works for various needs of unprivileged and backward society of India. It all started with Anshu Gupta. This organization works with the vision of “work for cloth” and punch line as “a voice, an effort”. It work for many social issues like natural calamities, humanitarian aids and also takes part in community development. But the basic work of ‘Goonj’ is recycling the unused materials lying in urban houses. It believes that cloth is the basic but unaddressed need which deserves a valuable place in development agenda.

**A brief history**

Anshu Gupta founded this organization in 1998. He left his own corporate job to start this. It started with a campaign ‘Not just a piece of cloth’. After tsunami,2004 in Chennai, this campaign was started where old donated clothes were disinfected, washed and recycled into sanitary napkins and distributed at a nominal cost of Rs2 to the poor women who can’t afford commercial ones. Then it went on conducting various campaigns like ‘ ek Jodi kapda’, ‘ flood relief program’, ‘rahat foods’, ‘daan utav’, ‘ kushiyon ka recycle’ etc.

Anshu in an interview told that the idea of ’ Work for cloth’ came from a visit to a body collector, the one who collects unidentified bodies. He told that once when he accompanied that ‘body-collector’ to collect an unidentified body, he saw a man wearing nothing but a thin cotton shirt, it was clear that the man had clearly died of cold. It was then he realized that clothing is the basic human right which is often overlooked. Then he quit his job with 67 pieces of clothing that he and his wife did collect . “ I didn’t want to give these cloths as an act for charity as charity strips people of self-respect.”

Thus then “ WORK FOR CLOTHES” came into being.

**Difficulties faced**

The biggest challenge that Mr. Gupta did face during the establishment of ‘Goonj’ was to bring a change in the mindset and attitude of people. Many-a-times it was very difficult task to make the urban people understand that they are very lucky and fortunate as they get to wear fancy cloths, otherwise there are many who die due to lack of cloths. Further now-a-days, clothes has lost its true values due to huge number of brands and choices. Further it was also a hard task to convince villagers to support him. At start, many of villagers never did any support to ‘Goonj’. According to Anshu, convincing villagers was also very tough task as they were not ready to wear used clothes, thinking the urban people are doinh this to show their superiority. Further, during its dawn phase of it development it did not get any funding.

**Funding**

At the very start, ‘GOONJ’ did not receive any funding from anywhere. Then later on, when this organization got established and people showed their faith, then funding did change its value from ‘0’. Now, Goonj has a turnover of around 4 crore INR, around of which 40-50% come from personal contributions reflecting back from the strong base of supporters. The rest of funds are collected from mix of funds from sale of products and other well-established companies.

**STARTUP VENTURE PROGRAM**

Entrepreneurship development Cell believes in "Plan. Pitch. Execute". EDC conducts startup venture program where main goal is to ignite an entrepreneurial mindset of college students. Each member pitches his own idea in front of the everyone. The suggestions are added by the colleagues to shape their startup in a perfect manner. Many surveys are done to check the authenticity of an idea. After these 3 stages the idea gets a platform under the name of "EDC".

Recently four ideas came out of the paper and are serving as great startups namely Housemegs, Scooty wala, Discovered & What Do You Want?.

This not only made the college proud but motivated mass to be an entrepreneur.

**MARKETING PROPOSAL**

About us:

•We are future entrepreneurs from Bharti Vidyapeeth College of Engineering, Katraj, Pune.

•The history of EDC (Entrepreneurship Development Cell) is short but a successful one.

•We started our journey in 2013, with just 15 members, now we are a team comprising of approximately 100+ people.

•In the last 4 years, we have successfully conducted around *5 college level seminars* *and 2 city level e-festivals. (Changes to be made)*

•This year with a powerful force of \_\_+ talented young students, we are determined to make “START-UP CONCLAVE 2017“ the best event this city has ever seen.

About Our Event:

1. Over \_\_ colleges targeted for participation.
2. Students from all domains of Engineering, Commerce and Management expected to join in.
3. One day Conclave consisting of seminars with full of energetic, curious, and enlightening bunch of students.
4. The event will be organised in our Katraj campus on 23rd September 2017. The timings are from 10:30 a.m. to 05:30 p.m.
5. Founders, CEOs, and big real time investors from experienced start-up ecosystems will be conducting the seminars.

Opportunities For You: ( As Sponsors )

•Visibility to not only the participants from colleges but to students from colleges all around Pune.

•Notification to all ears, by regular audio announcements.

•Hoardings and posters to be put up all around the event area.

•Database i.e. Names and Email IDs of all the bright young minds from all around Pune.

•Online publicity of the respective brands.

Sponsorship Levels:

•Our sponsorship providers are given multiple tiers for their participation in our finances.

✧Title sponsor.

✧Event sponsor.

✧Food Partner.

✧Education partner.

✧Training Partner.

NOTE:

If you do not wish to sponsor the event but just publicise your organisation, we have a few proposals for you.

To display a banner during the event: 700 per banner

To display a banner and receive the database of students including their name, phone numbers, and email-ids: 3500

Standees that will be on display throughout the event: 1200 per standee

Title Sponsor:

•You will be our Event Title Sponsor.

•You will be visible the most during our event.

•As you are Title Sponsor, everywhere that our name goes, your name sticks right above us:

1. Event hoardings.
2. Online publicity.
3. Web Publicity on official website (www.edcbvucoep.com)
4. Database of participants and organising members.
   1. Pamphlets distribution.
   2. Centralised announcements to be made during Start-up Conclave.
5. Logo and Advertisements ( if provided ) - to be displayed by the projector during Start-up Conclave.

•The database of all students including their phone numbers will be provided to you via email.

•Just to quantify what you get, visibility as the main sponsor for a city level ‘START-UP CONCLAVE 2017’ with over \_\_ colleges, start-ups, and institutions.

•The finances that we need for such level of delivery of publicity will be close to around 20k.

Event Sponsor:

•You will be one of our Event Sponsors.

•You will be visible most of the time during our event.

•As you are Event Sponsor, everywhere that our name goes, your names go with us:

1. Endowed with Co-Sponsorship status.
2. Online publicity.
3. Web Publicity on official website (www.edcbvucoep.com)
4. Audio announcements.
5. Database of students.
6. Captions and Banners bearing Company names.
7. Pamphlets distribution during Start-up Conclave.

•The database of all students including their phone numbers will be provided to you via email.

•Just to quantify what you get, visibility as one of the Event Sponsors for a city level ‘START-UP CONCLAVE-2017’ with over \_\_ colleges, start-ups, and institutions. That’s Quite a lot!

•The finances that we need for such level of delivery of publicity will be close to around 15k.

Food Sponsor:

•You will get to advertise and sell your food to students from colleges all around Pune.

•As you are the Food Sponsor, everywhere that our name goes, your name sticks with us:

1. Logo on Event hoardings.
2. Online publicity.
3. Pamphlet Distribution.
4. Audio announcements.
5. Banner display (If provided).

•We won’t be providing you exclusivity on selling food, as we can’t limit our food options just to one stall.

•Sponsorship of around 12k; or sponsorship via food supply to participants and organising members is expected.

Education Sponsor:

•You will be The Education Sponsor for our event.

•As you are the Education Sponsor, everywhere that our name goes, your name sticks with us:

1. Logo on Event hoardings.
2. Online publicity.
3. Web Publicity on Official EDC Website. ( www.edcbvucoep.com)
4. Audio announcements.

•Just to quantify what you get, visibility as The Education sponsor for a city level conclave with over \_\_ colleges and many start-ups and institutions.

•The finances that we need for such level of delivery of publicity will be close to around 12k.

Training Partner:

•You will be the Training Partner for our event.

•As you are the Training Partner, everywhere that our name goes, your name sticks with us:

1. Logo on Event hoardings.
2. Online publicity.
3. Web Publicity on Official EDC Website. ( www.edcbvucoep.com)
4. Audio announcements.

•Just to quantify what you get, visibility as the Training Partner for a city level conclave with over \_\_ colleges and many start-ups and institutions.

•The finances that we need for such level of delivery of publicity will be close to around 12k.