



# YUVA

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## LIVE PROJECT PROPOSAL

**THE ENTREPRENEURSHIP CELL**

SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES  
UNIVERSITY OF DELHI

# ABOUT SSCBS



**Shaheed Sukhdev College of Business Studies**, University of Delhi was established in August 1987 by the Delhi Administration on the initiation of UGC and the Ministry of Human Resources, instituted with the aim of turning the dream of quality management education at the undergraduate level into reality.

SSCBS is focused on creating an **environment where everyone can imbibe and equip themselves with skills inside as well as outside the classroom**; learning not just from what the college has to offer but also from each other.

From dramatics, art, music to academics and entrepreneurship, **CBSites have time and again shown that they are no less in any domain** and have brought home laurels defining the phenomenal edge that SSCBS is recognized for.

## WHO WE ARE



**Yuva - The Entrepreneurship Cell** of Shaheed Sukhdev College of Business Studies aims at actively promoting entrepreneurship among college students.

It seeks to **provide a platform to the students to convert their ideas into reality**. Completing 10 years of its inception in 2019, the e-cell has set up numerous successful startups in the past, motivating the young entrepreneurs, along the way, to believe in themselves and their dreams.

**Vahdam Teas, InstaGo, Event Horizon India, Red Herring Ventures, Hollr and CarKhana.com** are some of our eminent ventures that have made their mark in the startup ecosystem. We, at Yuva, believe that entrepreneurial talent is not something one is born with, but something that one develops through rigorous work and commitment towards one's dream.

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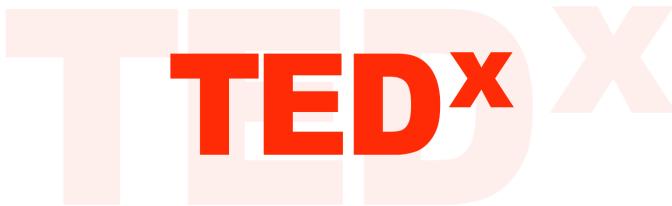


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# OUR WORK

In its ten years long journey, Yuva has successfully organized various events and carried out diverse projects. Its legacy has always been about creating something new every year. From bringing the world's largest b-plan competition, Hult Prize, to the University of Delhi for the first time, to organising the international Impact Week by Lufthansa two years in a row, Team Yuva has worked with and assisted international organisations in executing some larger-than-life conferences, competitions, workshops and other events.

## TEDx University of Delhi



The **first edition of TEDx University of Delhi** organised by Yuva gathered some of the most creative and active thinkers from across the country – from entrepreneurs to artists: inspiring, discovering, generating and sharing 'ideas worth spreading' in diverse areas.

## Hult Prize, University of Delhi

The world's largest B-plan competition, Hult Prize, visited Delhi University for the first time with Team Yuva as its **Regional Partner**. Getting associated with the **Bill and Melinda Gates Foundation** and rolling out a Grand Prize of \$1 Million for the winner, Team Yuva acted as a catalyst towards getting more individuals to work for societal betterment and at the same time promoting entrepreneurship at a global level.



## WYSIWYG Conference

A day-long conference, supported by **BMW India** and **Google India**, with famous personalities such as Harinder Thakkar (Founder, PayTM), Sachin Duggal (Founder, Nivio), Rajan Anandan (former MD, Google India) and Neeraj Singhla (International Launcher, Uber) as speakers, WYSIWYG Conference aimed to encourage ideas to take shape and create a community of great minds with greater ideas.



# OUR WORK

## DU students 'code' in a Limca record

By Ravine Kohli & Charu Narula in New Delhi

A TEAM of 25 students of Delhi University's Shaheed Sukhdev College of Business Studies (CBS) has achieved a rare feat: the group has managed to gain a place in the Limca Book of Records by making India's largest scannable 'QR code'.

The unique 'QR code' or 'QR Rectangular code' spread across 1,100 sq. feet on the college campus, was created by the team after days of hard work each day to complete the project within a week.

The team of students were part of a conference being organised by Yuva, an entrepreneurship society of the college. The QR code was made by 'QR code generator' on the internet and customised it with a 'W' logo symbolising the conference.



## Record Breaking QR Code

As a part of the promotional campaign, Team Yuva went on to curate the '**largest scannable QR Code**' in India which got featured in the **Limca Book of Records**. The QR Code spread across an area of 1,100 sq. feet of college campus and was capable of encoding any data. The eye-catching QR code got the conference a lot of traction and got the society coverage by almost every media house.

## Lufthansa Impact Week

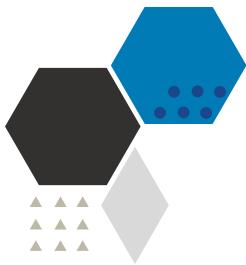
A design thinking workshop was organised by **Lufthansa Group** in collaboration with SIIF, Yuva - the e-cell of SSCBS, DPSRU and Ambedkar University to promote innovation and turn ideas into reality. A beautiful symposium of the **Indo-German cultural** and intellectual exchange, the event was organised for the second time consecutively in 2019 with over **250 participants** from across India.



## Investors Pitch Day

An event organised by SIIF and Yuva, The Investor's Pitch Day, saw **early stage startups** showcase their ideas and garner investment support from real-life investors such as Mr. Ravi Kant, Ms. Tanya Kapur (StartupEd), Mr. Karanbir Bhatia (Windrose Capital), Mr. Shivam Ahuja (Angel Investor), Mr. Raghav Sayal (Huddle) and Mr. Vikash Sharma (IC1101). Mr Saurabh Jain (Vice President, PayTM) who was the guest of honour, motivated the student entrepreneurs to look at entrepreneurship as a state of mind.





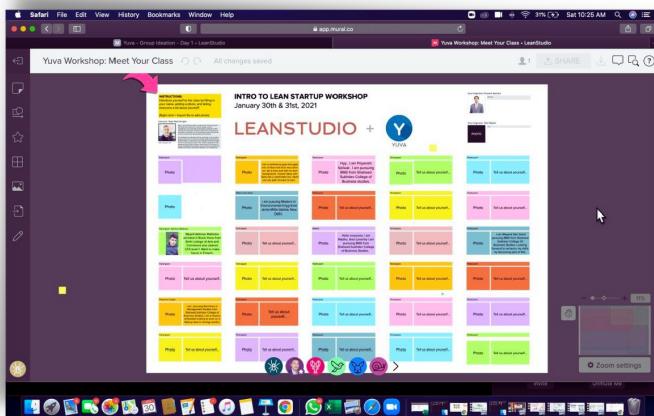
## E-Summit 2020

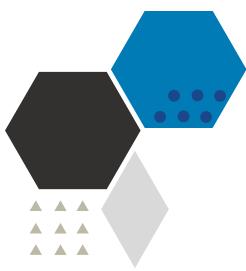
E-Summit'20 marked the beginning of our **annual entrepreneurship conclave** which was enriched with learning, enthusiasm and knowledge, focusing on inhibiting the seeds of entrepreneurship among the young leaders and motivating them to take up their first step towards a challenging path through various competitions and workshops. It provided a perfect platform to the brilliant minds to work under the same roof and come up with revolutionary ideas that are capable of changing the world. Encountering a footfall of **600+ students** from all over the country for various competitions and sessions, inviting eminent personalities from the startup industry including Infoedge ventures, Incuspace, Startup Himachal etc., the conclave aimed to provide a perfect place to the aspiring entrepreneurs to grow their network.



## Lean Startup Workshop

Lean Startup Workshop was a two-day long online certification workshop on Lean Startup methodology by Ryan MacCarrigan, renowned for his experience in the Silicon Valley, organized by Yuva in collaboration with LeanStudio (California) for the first time in India. The limited registrations of 60 people were instantly met. It provided a holistic environment for people who wanted to learn more about the practice of entrepreneurship in Silicon Valley and wished to start their own venture ,





## Springboard '21

'Springboard 2021' was the first-of-its-kind global collaboration, a combined initiative of Yuva, SSCBS and the E-Cell of the National University of Singapore. A global start-up ideation challenge, Springboard was open to all college students providing them with a chance to get innovative and solve real-life industry challenges and an opportunity to network with students around the globe. Our judges ranged from CEOs to Founders and each one of them brought their unique experiences to the table and judged the teams using their unique perspective! The event witnessed 500+ participants across India and Singapore.



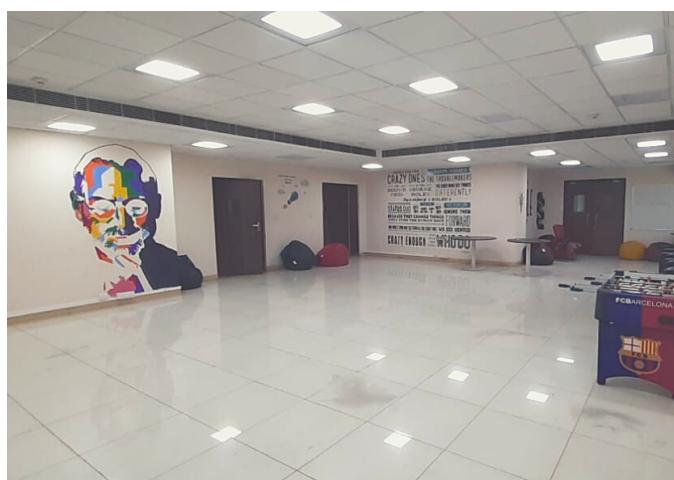
## Y-Accel

Y-Accel is the startup-scaling unit of Yuva, E-cell of Shaheed Sukhdev College of Business Studies, Delhi University. We are supporting students with ideas and those with actual startups to scale from 0 to 1 by providing mentorship, incubation support, ancillary services, and fundraising. We tie-up with E-cells of different colleges to grow our network which helps us in expanding our network and onboarding budding student startups from other colleges as well. We are associated with qualified mentors, angel investors, and investor organisations for providing the required mentorship to startups in our accelerator program. At the end of the academic session, we organise a fundraising event for all the startups we mentored, and connect them with investors. The aim is to bridge the gap between ideators and facilitators by providing the right platform for a burgeoning growth and success.



# DU's First Student Run Co-Working Space

curated by Yuva



# **SSCBS INNOVATION AND INCUBATION FOUNDATION**

SIIF, a Section-8 company was set up by the then Yuva team of 35 members with a Rs. 1.5 Crore grant received from the Government of Delhi.

Yuva and SIIF work together, bringing in the best of professional practices, to support and garner upcoming entrepreneurs. Be it students, alumni, faculty or any person from outside the SSCBS fraternity, we collectively help everyone to set up new ventures and to create new businesses.

SSCBS Innovation and Incubation Foundation (SIIF) is an outcome of Incubation Policy from Govt. of NCT, Delhi. Under this policy, initially 6 institutes from Delhi were selected to develop incubation centre within the institute, with an objective to provide a progressive and comprehensive platform to the entrepreneurs.

Shaheed Sukhdev College of Business Studies (SSCBS) is one the 6 such institutions – Delhi Technical University (DTU), Netaji Subhash Institute of Technology (NSIT), Shaheed Sukhdev College of Business Studies (SSCBS), Ambedkar University Delhi (AUD), Indraprastha Institute of Information & Technology – Delhi (IIIT-D) and Indira Gandhi Technical University for Women (IGDTUW).

*Yuva is a team to help students of the college to develop disruptive ideas, to motivate them to explore entrepreneurial world. During the last 10 years, Yuva has nurtured the e-cell within the college, enabling several students to launch their start-ups successfully. The team has also provided valuable support to the incubation eco-system developed through SSCBS Innovation and Incubation Foundation (SIIF) since 2017. I am happy to have partnered with Yuva, and I wish them all a great success in their upcoming initiatives.*

Mr. Naresh Priyadarshi  
CEO, SIIF

# WHY CHOOSE YUVA

**QUALITY WORK ON  
A PRO-BONO BASIS**

**EXPERIENCE  
IN CONDUCTING  
PROJECTS AND  
EVENTS**

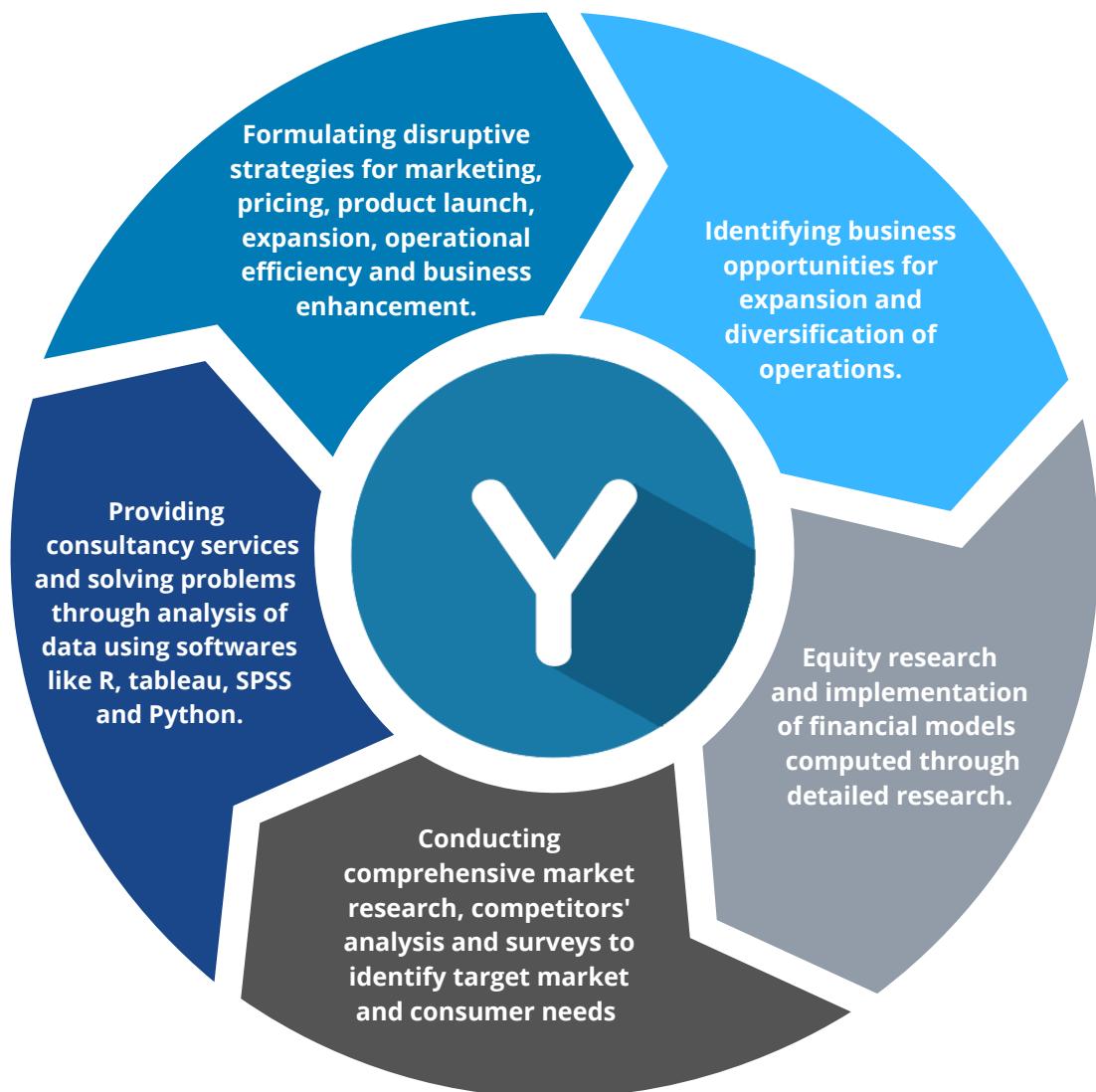
**DIVERSE SET  
OF SKILLS TO  
PRODUCE THE  
BEST OUTPUT**

**EXPERTISE IN  
MANAGEMENT,  
FINANCE AND  
CONSULTING**

**TEAM OF  
MOTIVATED  
STUDENTS**



# OUR SERVICES



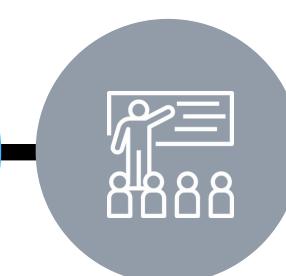
## CONSULTING



## MARKET RESEARCH



## BUSINESS ANALYSIS



## FINANCIAL MODELLING



## BUSINESS DEVELOPMENT



# Yuva Talks



Yuva Talks is an initiative by Yuva, SSCBS to foster the entrepreneurial spirit and help the student community connect with the top notch entrepreneurs, investors, startup owners and Industry experts. It would be an extraordinary platform, allowing the youth to exchange their ideas with their idols, and taking insights about the world of business and entrepreneurship. It'll be an astounding opportunity for the people to listen, meet, interact and connect with the ones who made an impact with glorious achievements in their spectrum of work.

## Format

The format of the talks would be similar to that of a podcast where relevant questions would be asked by aspiring student entrepreneurs to help them understand how and why they should choose a path that is not often chosen.

In order to reach a larger audience, the clips from the Yuva Talks will be shared on our social media handles including Instagram, Facebook and LinkedIn. We also wish to launch a podcast series from the valuable content of the session.

About the attendees, anyone with a head for the business, and a heart for the world could be a part of the webinar. The aim is to create an impact as large as it could be.

# OUR AIM

## IGNITE

Our aim is to ignite the feeling of entrepreneurship in the students and inspire them, to take the first leap. By providing insights into the life of entrepreneurs they can get motivated towards working on the change they want to create in the world. The talk show would be an amalgamation of young students, a path leading professionals, and trendsetters who wish to create an impact among the communities.



## INSPIRE



Listening to various entrepreneurs talking about their successful journeys and encounters with hardships will be a stellar source of motivation for the audience of the talk show. Yuva Talks would motivate the students to shift from a job-seeking mindset to a job-giving mindset and kickstart their own ventures. We believe, that an idea without execution is only a delusion. And the only way to bring it to life, is by working towards it.

## INFORM

Interacting with industry leaders and experts who have successfully built their ventures would quench the ever-growing curiosity of budding entrepreneurs by giving them a platform to ask the questions they've always wanted to. They could get an insight into the challenges faced by individuals leading organisations and accordingly take informed decisions in the future. We want to give students the opportunity to learn from the experiences and the perspectives of the leaders who pursued their vision and made a big impact in the world.



# TESTIMONIALS



**Alexander Grots**  
**Head Coach, Lufthansa Impact Week**

"Alpino Ideation Challenge was more of an experiment (read placing a wager) for a company that's just one year into the business then and I'm glad we went forward with team Yuva. I was amazed to see the professionalism and effort the team put into a project we were so passionate about. We would love to collaborate in the future too for how they make each day count!"

"Team Yuva's organisation, communication and creativity as well as the coordination among the team to pull off the event has been outstanding. In addition, the sheer dedication of every individual in Team Yuva to make everyone at the event feel comfortable and thus enable them to focus on their very best was a critical factor to the success of the Impact Week Delhi in both years."



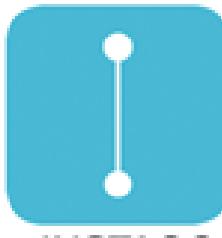
**Saloni Sachdeva**  
**Co-Founder, Alpino Electronics**



**Bala Sarda**  
**Founder & CEO, Vahdam Teas**

"Yuva - The Entrepreneurship Cell at SSCBS has played a crucial role in fostering a spirit of entrepreneurship within young students. In the last 10 years, we have seen some exciting companies & entrepreneurs come out of Yuva & I see an even exciting future ahead"

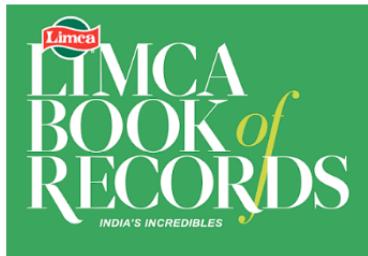
# OUR VENTURES



Cogitans Designs



# OUR PARTNERS



Lufthansa





## Reach out to us

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