

# ENIGMA 2023



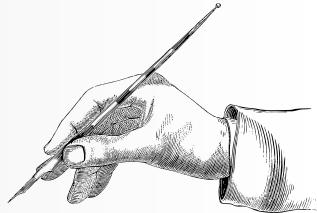
*The art of entrepreneurship*

**ANNUAL NEWSLETTER**

Session 2022-23

Entrepreneurship Development Cell  
Assam Engineering College

## MESSAGE FROM THE PRINCIPAL'S DESK



I am elated to announce the first edition of "**ENIGMA**," the annual newsletter of Entrepreneurship Development Cell, for the session 2022-23. This publication encapsulates the endeavors of EDC-AEC, spotlighting their dedication to fostering entrepreneurship and innovation within our institution. Moreover, "**ENIGMA 2023**" seeks to fuel the entrepreneurial spirit among AECians, reminding us that innovation and leadership are the bedrock of our journey.

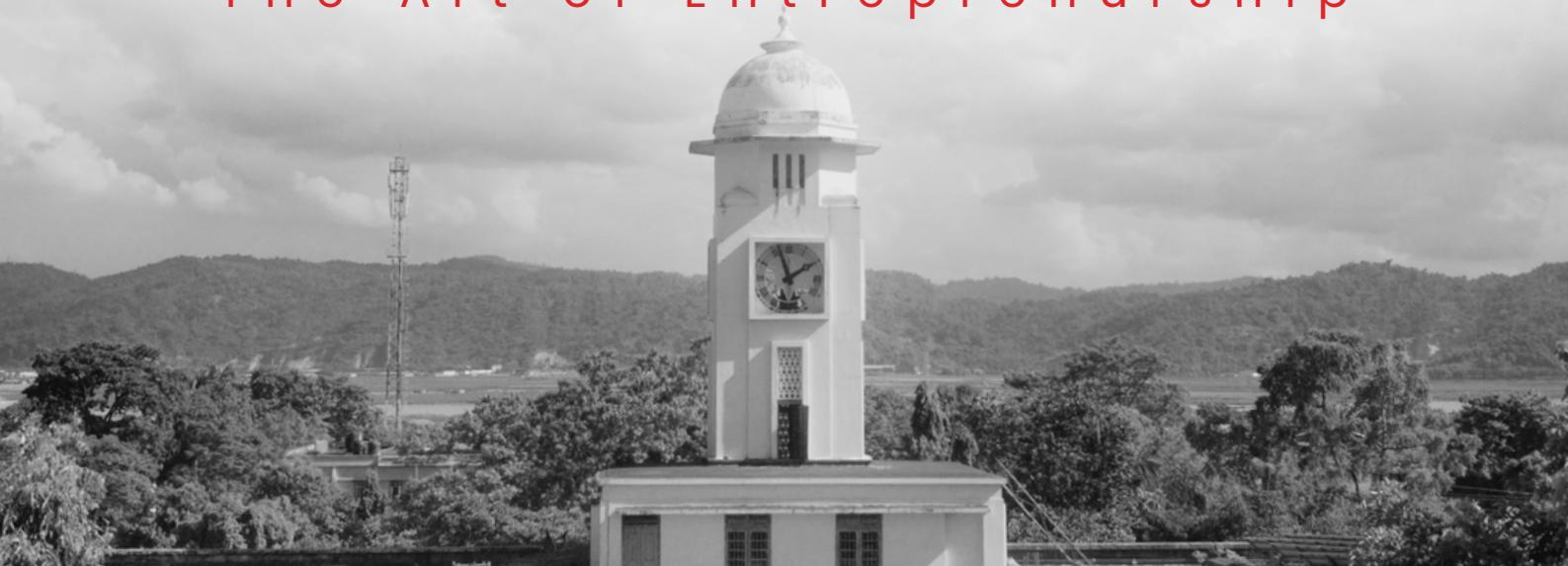
Contained within these pages are stories of transformation and collaboration, driven by EDC-AEC's initiatives. From conception to realization, these narratives will inspire us to embrace innovation, challenge norms, and propel our aspirations. Let "**ENIGMA**" be a wellspring of motivation as we collectively embark on a journey of entrepreneurial growth and impact for our esteemed institution.

A handwritten signature in blue ink, appearing to read "k.kalita". The signature is fluid and cursive, with a small dot above the letter 'i'.

**Dr. Kalyan Kalita**  
Principal  
Assam Engineering College

# ENIGMA

The Art of Entrepreneurship



## SL NO.

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YOUNG ENTREPRENEURS WILL MAKE A DIFFERENCE  
IN THE INDIAN ECOSYSTEM

-RATAN TATA

## ABOUT EDC-AEC

Founded in 2009, the Entrepreneurship Development Cell (EDC) at Assam Engineering College has played a pivotal role in fostering an entrepreneurial mindset among its students. Unlike a conventional college club, EDC operates as an autonomous entity within AEC. Over the years, it has emerged as a thriving center for innovation, offering invaluable resources, expert guidance, and a platform for students to conceptualize and actualize their business ventures.



**VENTURE•LEARN•CONQUER**

The trajectory of EDC's growth has been marked by a continuous upward trajectory, showing a promising potential for exponential expansion in the future. EDC's dedication to nurturing the seeds of entrepreneurship is evident through its diverse range of activities. These include workshops, seminars, mentoring sessions, and engaging activities that connect students with industry experts and peers sharing similar aspirations.

By cultivating a vibrant culture of entrepreneurship, this cell contribute significantly to the holistic development of both students and the college itself. Through EDC's initiatives, students are empowered to explore their business ideas, enhance their skills, and embark on innovative journeys that contribute to their personal growth and the institution's reputation.



### TREASURE HUNT

'Treasure Hunt' under SHURUAAT 2022 was an exciting adventure for college freshers, filled with clever clues and teamwork. It brought students together, forging new friendships and ending with a grand prize. This memorable event marked the start of a new college tradition, eagerly anticipated for the next year.

### CASE-À-NOVA

"Case-à-Nova" was a case study competition where participants analyzed business pitfalls, presented causes, and proposed innovative solutions. It fostered critical thinking, strategic skills, and fresh perspectives on corporate challenges, potentially transforming struggling businesses.

The graphic features the text "shuruaat 2022" at the top, followed by "presents". Below that is a large yellow box containing the word "Case-à-Nova" in bold yellow letters. Underneath the title, it says "The case study competition". Further down, it says "Analyse your Company -> Plan its growth". In the center, there's an illustration of a person sitting on stacks of coins, working on a laptop, surrounded by icons like a pie chart, a bar graph, and a calculator. To the left, there's a speech bubble with text about rounds 1 and 2. To the right, there's a QR code and a "Scan me" button. At the bottom, it says "Participate in teams of 2 or 3".

**BEECH KE DIKHAO**

"Beech Ke Dikhao" is a business simulation game featuring a virtual pitching competition where participants sell innovative products to investors, honing their entrepreneurial skills.

**SPEAKER SESSION  
(MR. NILOTPAL BORUAH)  
FOUNDER - TECHVARIABLE**

He shared his journey from student to co-founder of a global tech company, emphasizing entrepreneurship.



*#speaker\_session*

**NATIONAL ENTREPRENEURSHIP  
CHALLENGE**

**#IIT\_BOMBAY**

The EDC-AEC team participated in NEC's final rounds during E-Summit'23 at IIT Bombay in January 2023, reaching the semifinals out of 600 teams. Their involvement provided a valuable learning platform, with EDC-AEC being the sole North East team in the finals.



### **BUSINESS DEVELOPMENT WORKSHOP AT ETE DEPT.**

It was a great learning experience from The guest speaker Mr Niloptal Baruah, Co-founder of Symbica Pvt Ltd. Mr Niloptal Baruah spoke on 'Technology & Entrepreneurship', which focused on growing technologies and opportunities of starting up. Participants got insights about the challenges and opportunities of starting and running a business.

### **VISIT TO ASSAM STARTUP THE NEST GUWAHATI**

Exploring the Entrepreneurial Spirit in Assam, The Entrepreneurship Development Cell (EDC-AEC) team had an incredible visit to Assam Startup The Nest, Guwahati, immersing in a session filled with inspiration, innovation, and determination by witnessing the vibrant startup ecosystem of Assam.





**Techvariable** is a tech consulting company with end-to-end product development services utilizing expertise in design, data, and deep tech. It is a Guwahati-based startup by **Mr. Nilotpal Baruah**, AEC batch of 2014.



Techvariable Private Limited's operating revenues range is INR 1 cr - 100 cr for the financial year ending on 31 March, 2022. It's EBITDA has decreased by -16.76 % over the previous year. At the same time, it's book net-worth has increased by 30.97 %.



**Zerund Manufacturing** Pvt Ltd is one of the known start-ups from our Assam Engineering College. Zerund manufactures lightweight, cost-efficient, earthquake & fire resistant bricks.

The brain behind this project is **David Pratim Gogoi**, a Civil Engineering graduate from our college. He and his friends started working on this project as their final year project from our own college laboratory.



Zerund Manufacturing's latest funding round was a Seed for \$0.98M on August 27, 2022.

# STARTUP TOOL-KIT



**SUCCESS MANTRA**

**1**

The Sensex hit its lifetime high of 67,618.35 and the Nifty reached all-time peak of 19,990.80



**2**

Adani group shares fall after OCCRP allegations on offshore owners

**3**

India recorded economic growth of 7.8 per cent in the April and June quarter of 2023-24. It is the fastest growing economy of the World



## BUSINESS BRIEFS

4

Mumbai-based quick commerce startup Zepto founded by Stanford University dropouts Aadit Palicha and Kaivalya Vohra, has bagged a fresh \$200 million (around Rs 1,653 crore) in funding led by new investor StepStoneGroup at a valuation of \$1.4 billion, becoming the first **Unicorn of 2023.**



5

#startupindia

To support and sustain its growth, the Indian government launched the Startup India initiative. As of February 2023, a total of 92,683 startups had been officially recognized by DPIIT.



THE BEST WAY TO GET STARTED IS  
TO QUIT TALKING AND BEGIN DOING.  
-WALT DISNEY



EDC-AEC CORE COMMITTEE 2022-23

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