

**Dayananda Sagar College of Arts Science and Commerce
Kumaraswamy Layout, Bangalore - 78
Internal Quality Assurance Cell
Entrepreneurship Cell**

Annual Report 20-21

Cell Name: UDYAMITA

Annual Report on Entrepreneurship Cell (From July 2020 to July 2021)

Entrepreneurship cell in DSCASC aims to promote the spirit of entrepreneurship among students to start their own enterprise. The cell provides a platform for students to develop ideas to become a business talent. The idea is to foster and facilitate innovation and entrepreneurship among the students through mentoring, trainings and workshops and help an innovator of today to become an entrepreneur of tomorrow. In this regard it has close relationship with various agencies and organized various activities in the recent past.

MCA and B.Com department organized various activities. A brief of these activities is as follows-

1. Mr. Akshita Sachdeva, Co-Founder, Trestle Labs/Founder, Satin Healthtech, addressed the students of DSCASC on the topic ‘Social Innovation and Entrepreneurship’ and briefed Entrepreneurship mindset, building the team, support of family, customers, and institutions, etc.
2. The cell organized a webinar on “Advantages of Social Media for Success in Business”. Mr. DIPIN SUKUMARAN, Founder and Digital Marketing Consultant at Phoenix Digital Media, gave presentation on Business, Marketing Advertising and Digital Marketing.
3. Mr. Jagan Karthik G, Program Lead, DERBI Foundation, explained the difficulties entrepreneurs may face during the firm setup and importance to adopt the latest software technology for startups. On 5th January 2021 at 12.00 pm Entrepreneurship Cell and Incubation & Innovation Cell organized a Webinar on ‘*Gearing for growth in Family Business*’. The organizers of the Webinar were Prof. Meghana C and Prof. Ashwini Basavaraju. The Webinar started with the First Speaker Prof. Samish Dalal, Associate Professor SP Jain, addressed the huge gathering of 182 participant audience from BBA/B.Com Department. The webinar took off with an interactive session where the speaker engaged the participant through asking questions

related to Emotional intelligence, Intellectual intelligence, study of market structure, study of competitors, setting long term goals for business and importance of family business. The Second Speaker Mr. Vikram Chheda addressed the participants with an interactive session where the speaker engaged the participant through Practical exposure to family business, factors considered for family business and highlighted the factors of exposure to service sector and certain cases were discussed to make the audience understand the concept precisely. The session ended with Q and A.

M.Com department organized following activities-

1. An orientation on business model canvas was organized under entrepreneurship cell activity by Dr. Savita Trivedi on 18th of March 2021. Business model canvas is a strategic management tool to assess business idea.

Nine building blocks in the business model canvas were explained. These are key activities, resources, key partners, customer value proposition, customer segments, customer relationships, channels, revenue streams and cost structure. It was an interactive session.

2. Workshop on entrepreneurship was organized by Dr. Savita Trivedi for the students of first semester, M.Com on 19th of March 2021. Students delivered speech on various topics.

Ms. Tejavathi--Consequences faced by the organizations in pandemic period.

Ms. Bhavana--Financial crises faced by entrepreneurs due to pandemic situation.

Ms. Shreya Hegade--Issues related to women entrepreneurs

Mr. Yathish-- Necessary skills to start a business

3. Webinar on Entrepreneurship was conducted on 17th of April at 12.30 PM on zoom platform. Resource person was Dr. Vasanthkumar SA. He addressed students on 12 jewels of entrepreneurship an entrepreneur attitude. During his session, he conducted one quiz and made students to interact on various challenges of entrepreneurship.

4. Webinar on entrepreneurship was organised on 03-06-2021 at 11.20 PM at zoom platform. Resource person Mrs. Shalini S explained challenges for Entrepreneurs in pandemic situation.

5. Webinar on "Planning for organizational business activities during pandemic situation." was organized on 30th of July 2021 at 12.10 pm. at zoom platform. Resource person was Dr. Avanish Kumar Shukla, Professional Member of CPA Australia and Chartered Accountant. Currently acting dean for the College of Business, Hospitality and Tourism Studies, Fiji National University.

During the session various topics were covered by the by him. Some of them are, business activities, know your stakeholders, supply chain, enough resource, enough finance, strong professional network. Queries were satisfied at the end of the session. Vote of thanks was given by Dr. Savita Trivedi.

The path breaking journey of innovation continues... More and more students are coming forward to become masters in their own destiny. The cell is there to welcome and support their all endeavors and aspirations.

Sl.No.	Event Name	Department	Date	Web link
1	NIL	MBA	NIL	NIL
2	“E-Quiz on Entrepreneurship and Innovation”	B.COM	11/12/2020	https://www.dscasc.edu.in/bcom-news-events https://www.dscasc.edu.in/ba-news-events
3	Webinar on “Advantage of Social Media for Success in Business”	MCA	17/12/ 2020	https://www.dscasc.edu.in/mca-news-and-events
4	WEBINAR ON “GEARING FOR GROWTH IN FAMILY BUSINESS”.	MCA,B.COM	5/1/2021	https://www.dscasc.edu.in/bcom-news-events https://www.dscasc.edu.in/ba-news-events https://www.dscasc.edu.in/bcom-news-events https://www.dscasc.edu.in/ba-news-events
5	An orientation on business model canvas	M.COM	18/3/2021	https://dscasc.edu.in/mcom-news-events
6	Workshop on entrepreneurship	M.COM	19/3/2021	https://dscasc.edu.in/mcom-news-events
7	Webinar on Entrepreneurship-	M.COM	17/4/2021	https://dscasc.edu.in/mcom-news-events

	“12 jewels of entrepreneurship an entrepreneur attitude”			
8	Webinar on entrepreneurship- “Challenges for Entrepreneurs in pandemic situation”	M.COM	3/6/2021	https://dscasc.edu.in/mcom-news-events
9	Webinar on “Social Innovation and Entrepreneurship”	MCA, BBA	10/6/2021	https://www.linkedin.com/posts/principal-dscasc-62757a1ab_incubation-and-innovation-cell-entrepreneurship-activity-6810873140948926464-7Of8 https://www.dscasc.edu.in/bcom-news-events https://www.dscasc.edu.in/bba-news-events
10	Webinar on “Planning for organizational business activities during pandemic situation.”	M.COM	30/7/2021	https://dscasc.edu.in/mcom-news-events

Head & Members of the Cell

1. Dr. Savita Trivedi (Cell Head, M.Com Dept.)
2. Mrs. Meenakshi N P (MCA)
3. Ms. Megha C (B.Com, BBA)

4. Dr. Shrikantha Murthy(MBA)