

# Dayananda Sagar College of Arts Science and Commerce

**Kumaraswamy Layout, Bangalore - 78**

**Internal Quality Assurance Cell**

**Entrepreneurship Cell**

**Annual Report 2021-22**

**Cell Name: UDYAMITA**

**Annual Report on Entrepreneurship Cell (From July-Aug. 2021 to July-Aug. 2022)**

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.

**MBA, M.Com ,B.Com & BBA departments organized various activities. A brief of these activities is as follows-**

1.On 24<sup>th</sup> of January 2022 which happens to be the National Girl Child Day Department of BBA/B.Com under the Women Dignity Cell (SHAKTHI) and Entrepreneurship Cell (UDYAMITA) organized webinar title ‘Revisiting the Girl effect: Policy and Agency Level Interventions for Women Empowerment’ . Dr. Roopa Patvardhan Assistant Professor in Department of Economics at Christ (deemed to be university) was the resource person, the speaker spoke on the importance of National Girl Child Day which is celebrated in India every year on January 24th. It was initiated in 2008 by the Ministry of Women and Child Development and the government of India, in order to spread public awareness about inequities that girls face in Indian society. She also highlighted on the importance on investing on girl education. The programme was conducted in the Zoom Platform.

2.On 24th January 2022 an E-Quiz competition was organised by Entrepreneurship Cell (UDYAMITA) along with the subject faculty of ED of Department of Commerce and Management – BU (UG) under the guidance of IQAC Cell, Dayananda Sagar College of Arts, Science and Commerce. This E- Quiz was organised to keep students engaged in continuous learning in this Covid-19 Pandemic situation. The participants were tested on their knowledge on Entrepreneurship Development. A total of 77 participants belonging to I/III/V Semester of BBA/B.Com participated in the event. An E-Certificate was issued to each participant who scored 60 and above percentage.

3.Webinar was organized on 16-02-2022 for 1<sup>st</sup> sem M.Com students on “**Post Covid Challenges for Start-Ups (Entrepreneurs)**” during induction program. Resource persons were Dr. S.A. Vasanth Kumar & Mrs. Reena Y A, faculty DSCE. It was an informative and interactive session. Vote of thanks was given by Dr.Savita Trivedi.

4. Seminar on Business canvas model was organized by Dr.Savita Trivedi on 17-03-2022 for M.Com 1<sup>st</sup> year students. Business canvas model was explained. Apart from this Idea generation & selecting of best business plan, developing of business and forecasting the challenges/risk occur in business were also discussed

5. Entrepreneurship workshop was conducted for students of MBA Department on “6 I’s of New Business” on 12 Apr’22. The workshop was organized for the First Semester students of MBA-BU. Prof Col Prasanna Kumar, the resource person of the event emphasized on various concepts related to Entrepreneurship journey. The speaker engaged the participants with his real time insights and experiences in the area of entrepreneurship. It was an interactive session where the students were divided into various groups and activities were carried out. Special focus was on the Six I’s of New Business. The event was a start to the various activities planned under the ED Club. The students will be given team based tasks so as to enable them to be good players in the field of Entrepreneurship.

6. Entrepreneurship workshop was conducted for volunteer students on Ideation process, on topic of Garbage disposal problem in Bangalore, on 6 May’22. The workshop was organized for the First Semester students of MBA-BU. Prof Col Prasanna Kumar, the resource person of the event emphasized on various concepts related to ‘The Ideation Stage’ of Entrepreneurship journey. The speaker engaged the participants with his real time insights and experiences in the process of Ideation. It was an interactive session where the students conducted ‘Brain-storming’ amongst various teams and came up with different innovative approaches to solve the given problem. Special focus was on ideation and finding a common ground amongst the team members. The event was the second step in the series of activities planned under the ED Club. The students were made to present their ideas to the audience and fielded questions and criticism as well as appreciation from the audience and the resource person.

7. Entrepreneurship workshop was conducted for volunteer students on “Key Management Principles for New Businesses” on 12 May’22

8. An initiative was taken by M.Com department to enhance skills of students and to generate creativity among them. M.Com students were taught and guided by Dr. Savita Trivedi (Prof. & HOD) about the same and they made useful, beautiful and amazing products from waste material. They displayed these products and participated enthusiastically. Principal Dr. Nagaraj Shenoy and IQAC Coordinator Prof. Gurunath observed, appreciated and motivated to all the students. Below mentioned students were awarded for their ideas, skills, hard work and best creation—1.Ms. Harshita, 2.Ms. Aishwarya & Rachana, 3.Ms. Pooja & Ms. Sushmitha, 4.Ms. Deepthi, Ms. Pranitha & Ms. Shriya.

**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	‘Revisiting the Girl effect: Policy and Agency Level	BBA/B.COM	24.01.2022	<a href="https://dscasc.edu.in/images/bba/News_and_events/Revisiting_the_Girl.pdf">https://dscasc.edu.in/images/bba/News_and_events/Revisiting_the_Girl.pdf</a>

	Interventions for Women Empowerment'			
2	'ENTRATYOON QUIZ'	BBA/B.COM	24.01.2022	<a href="https://dscasc.edu.in/images/bba/News_and_events/Revisiting_the_Girl.pdf">https://dscasc.edu.in/images/bba/News_and_events/Revisiting_the_Girl.pdf</a>
3	Webinar on "Post Covid Challenges for Start-Ups (Entrepreneurs)	M.Com-BU	16.02.2022	<a href="https://dscasc.edu.in/mcom-news-events">https://dscasc.edu.in/mcom-news-events</a>
4	Seminar on Business canvas model	M.Com-BU	17.03.2022	<a href="https://dscasc.edu.in/mcom-news-events">https://dscasc.edu.in/mcom-news-events</a>
5	6 I's of New Business	MBA-BU	12.04.22	<a href="https://www.facebook.com/photo/?fbid=554982742912714&amp;set=pcb.55498279624604">https://www.facebook.com/photo/?fbid=554982742912714&amp;set=pcb.55498279624604</a>
6	Ideation Workshop	MBA-BU	06.05.22	<a href="https://www.facebook.com/photo/?fbid=572247657852889&amp;set=pcb.57224772451954">https://www.facebook.com/photo/?fbid=572247657852889&amp;set=pcb.57224772451954</a>
7	Key Management Principles of New Business	MBA-BU	12.05.22	<a href="https://www.dscasc.edu.in/images/mba/Reports/EWR.pdf">https://www.dscasc.edu.in/images/mba/Reports/EWR.pdf</a>
8	Best out of Waste	M.Com-BU	24.08.2022	<a href="https://dscasc.edu.in/mcom-news-events">https://dscasc.edu.in/mcom-news-events</a>

#### Head & Members of the Cell

- 1.Dr. Savita Trivedi (Cell Head,M.Com Dept.)
- 2.Ms. Megha C( B.Com, BBA)
- 3.Mr. Lohit kumar(B.Com,BBA)
4. Mr.Col. Prasanna kumar(MBA)
- 5.Mr.Vaibhav Patel (MBA)