



**MANAV RACHNA
UNIVERSITY** 
Declared as State Private University vide Haryana Act 26 of 2014

MRU E-CELL

About:

E Cell is dedicated to promoting the spirit of Entrepreneurship among students. It aims to encourage students to start their own enterprise and generate employability for others. It also serves as an efficacious platform for networking and interactions. Students get enough opportunities and guidance to incubate their ideas into existence.

Entrepreneurship in India is yet to reveal its hidden potential. It will not only help India to become the global economic leader but also unlock the quality of brains that we are so proud of. With this idea, **Manav Rachna University's Entrepreneurship Cell** was established as a student-driven body that focuses on providing a platform to the students to achieve their goals and enrich the entrepreneurial environment in India.

The MRU Entrepreneurship Cell has constantly been providing a helping hand in encouraging and motivating all the budding entrepreneurs. It is an established platform that strives to mold vibrant and enthusiastic students into successful entrepreneurs. We also aim at providing handheld support to potential entrepreneurs who would love to create an impact on society by following their entrepreneurial dreams. Besides kindling the latent entrepreneurship skills in young minds, we also provide them with ample opportunities to fine-tune themselves, so that they could make a change for the betterment of our society.

Vision:

To promote student entrepreneurs to create sustainable solutions to address societal problems and imbibe in them the right entrepreneurial skills and mindset through education and training.

Mission:

- Instill the passion and spirit among students to pursue entrepreneurship.

- To propose and promote creative and new approaches of problem identification, new venture creation and design thinking through workshops, simulation training and entrepreneurship awareness drive that sensitizes students towards being entrepreneurial in their thoughts and actions.
- To create a sustainable entrepreneurial ecosystem in MRU

COMMITTEES of MRU E-CELL:

Guiding Committee:

Dr. Pragati Chauhan, Assoc. Professor, Dept. of Management - Chairperson

Student Core Committee:

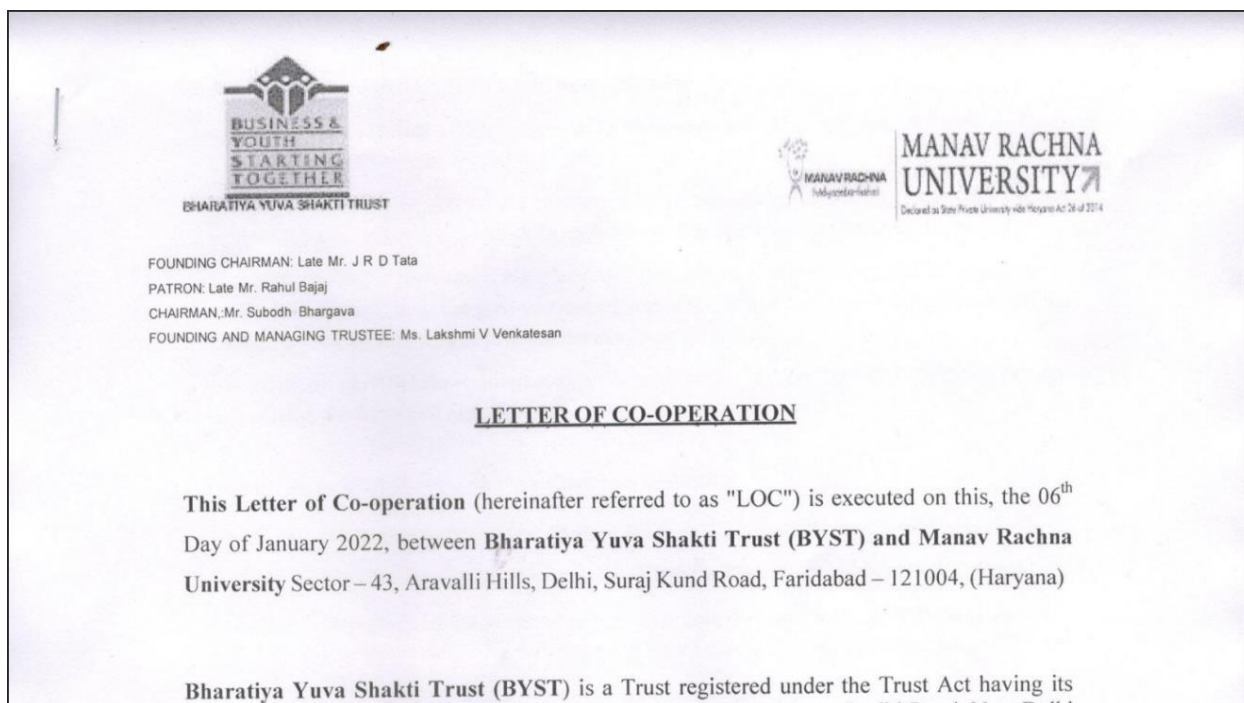
Ecell Team 2023-24	
Position	Name
Student Head	Drishti Kemni
Student Head	Ayush Tyagi
Student cohead	Divya Singh
Student cohead	Saksham Mittal
Events Team	Name
Event Head	Sejal Hasija
Event Head	Pratibha Bana
Event Co-Head	Shiv Verma
Team Members	Unnati Verma
Team Members	Apurav Kundu
Team Members	Mukund
Team Members	Diwakar Verma
Team Members	Preet Chhabra
Team Members	Jhanvi

Team Members	Rahul
Team Members	Jay Bhatia
Creative Team	Name
Creative Head	Kashish Sharma
Creative Co-Head	Priyanshi
Team Members	Anjali
Team Members	Vedant
Content Team	Name
Content Head	Muskan Gupta
Content Co-Head	Abhijith
Team Members	Tushar Mahato
Marketing Team	Name
Marketing Head	Parthak Gautam
Marketing Co-Head	Soham Shukla
Team Member	Chayan
Team Member	Dushyant
Team Member	Khushboo Chaubey
Team Member	Manav Vanjani
Team Member	Vanshika
Logistics & Registration	Name
Head	Ayush Singh
Co Head	Vansh Mandhiratta
Team Member	Biswajit Bariki
Team Member	Ayush Debnath
Team Member	Rajesh

Visit us at Instagram: <https://instagram.com/ecellmru?igshid=ld1l8p6n8ggy>

External Associations

A letter of Co-operation is executed on 6th Jan, 2022 between Bharatiya Yuva Shakti Trust (BYST) and Manav Rachna University, to provide mentor training, hand-holding support, networking platform and mentor certification to the members.



Activities under E-cell

Participation in National Start Up Day organized by Bhartiya Yuva Shakti Trust

Students of Manav Rachna University participated and supported in the organizing of an event “Empowering Grassroot Startups for Sustainable Development” on the occasion of National Startup Day 2023 by Bharatiya Yuva Shakti Trust on 17th Jan 2023 at Scope Convention Centre New Delhi. The event was graced by Hon’ble Minister of State, MSME Shri Narayan Tatu Rane, British High Commissioner of India, senior govt representatives, corporate industry leaders and members of the Board of Trustees of BYST. The event was attended by over 1000 participants across the country by financial institutions including banks, NGOs, government bodies, CSR foundations, educational institutions, students, BYST supported entrepreneurs and mentors.

Students of our university volunteered for the organizing of the entire event with all prior arrangements with the BYST team and the conduct of the event on the final day. A team of 50 students across all disciplines also witnessed the event on the day with 5 faculty members. Faculty members of the university who had undergone mentor training under the Mentoring India Program of BYST- an initiative to build mentors across the country were also felicitated with certificates on that day.





[Students Appreciation Certificates](#)

Celebration of E week as “SANRACHNA 5.0” Sept 9-15 2023

A brief summary of the events conducted in Jan-June 2023 under E week celebration “SANRACHNA 5.0” -Rs 50 Game challenge

An activity that invokes within students the entrepreneurial skills and spirits to test their exciting business idea in campus and outside with a minimum seed money of Rs 50. Around 25 students participated and were given a time period of 5 days to experience the journey of converting this money into a profitable revenue. One team successfully generated a substantial revenue of Rs. 1250 by creating creative book marks showcasing innovative and resourceful business strategies within the constrained budget.



Online Webinar with Mr. Pulkit Madan, Founder and CEO of Warp Bay in association with AIC-BIMTECH.-This session was an online talk conducted in association with AIC BIMTECH and was delivered by Mr. Pulkit Madan who shared his personal story of how he initiated his start-up Warp Bay. Warpbay is an event app to provide attendees with personalized schedules, real-time information, and valuable networking prospects. He talked about his struggles and challenges, as well as his successes. He also gave the students some valuable insights into the world of startups

and entrepreneurship and guided them about a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.



Twisted Bits- an online entrepreneurship quiz named “Twisted Bits “ held on 11th September 2023 to test the entrepreneurial acumen of participants and foster a spirit of innovation and enterprise. Over 50 enthusiastic individuals participated in the event, showcasing their knowledge and passion for entrepreneurship.

Cooking without Fire- this activity was a unique culinary event that brought together students to showcase their creativity and innovativeness in how they create delicious delicacies with limited options and also be creative and innovative in the taste and display of food without conventional heating options. The competition was a delightful experience, and the participants truly outdid themselves.

1st Place: - Team: Rinki and Yogita Jindal (Department of Education)

2nd Place: - Team: Priyanshi Singh, Mukund Gulati and Tushar (Department of Management)

3rd Place: - Participants: Niyati, Richa, and Sneha (Department of Management)

The winners displayed remarkable culinary skills and creativity, impressing both the judges and the audience with their no-cook recipes.



Business Simulation workshop

An orientation to the students to the world of simulation to gain understanding of all the different aspects of management functions like HR, marketing ,finance ,strategic management and to experience it all in an integrated manner was the focus of this workshop. The workshop was facilitated by Dr Bindu Agrawal and Dr Pragati Chauhan. The students were made to experience it on US Marketplace simulation and they found it very exciting and a great learning experience.





“SANRACHNA 4.0” from 19th Nov -24th Nov 2022 .

Some of the events that were organized were *Socio Link*, *Twisted Bits*, *Web it Up* and *Hunters for Fire*.

The SocioLink event was a seminar based on the use of technology to broaden our network in the professional world and how students today need to keep themselves abreast with such social platforms like LinkedIn. The session was taken by Dr Subodh Saluja who apprised the students on the benefits of this learning platform and gave insightful tips and tricks into cracking their creative potentials and how to best use this to create your social and professional image. LinkedIn also helps to keep updated about the ongoing hiring trends in different companies. 95+ students attended the seminar and were taught as to how to get the most out of the features and your own profile.



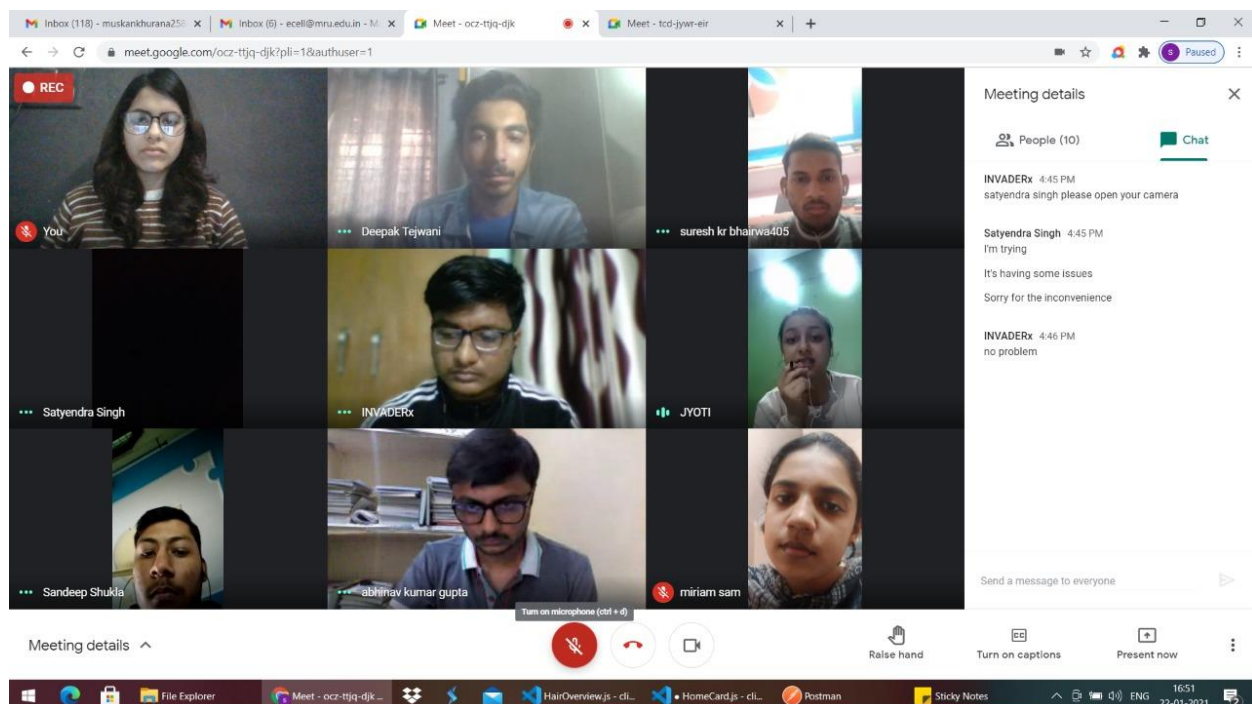
Twisted Bits which was an Online quiz to test the aptitude of our students about the business world, quizzing them on the ins and outs of the business world with the aim of fostering and encouraging them to look at business from a new angle whilst testing their creativity and quick thinking skills.

Web it Up was one of the premier events of the E-Week, organized in association with IEEE -it was a webinar aimed at drawing attention towards the hurdles faced in the life of an entrepreneur, establishing and bootstrapping new ventures through creativity and innovation. The speaker for the session was Prof Dr. Ravinder Kaur, she is working with the Department of Electronics at Deen Dayal Upadhyaya College, University of Delhi She has extensive teaching experience of close to three decades. She was able to educate the students on vital skills for those pursuing careers in the Electric Vehicle Industry, Electronics & Computer Industry, Robotics, and numerically controlled machines. Headed by Ayush Tyagi. The event came to a successful end under the supervision of Sejal Hasija and Unnati.

E-WEEK “संRachna 2.0” FROM 18th- 23rd January 2021

E- Cell hosted a seven-day online celebration of E-Week starting from 18th January to 23rd January 2021. This celebration involved participation from students beyond our university, covering around 800 participants across India from colleges like Delhi University, Banaras Hindu

University, SRM Institute, APEX College of Management (Nepal), Vivekanand Education Society's Institute of Technology, Bharati Vidyapeeth's College of Engineering and many more. The events that were planned included, Bibliophilia - An Online Book Review Competition, GoLogo- An Online Logo Making Competition, QFiesta- An Online Quiz, Business Quiz, Idea-O-Logy - An Online Idea Pitching Competition, Graphic Traffic - An Online Infographic Making Competition, and Bollywood-चर्चा - An Online Group Discussion. The E-week culminated with "ENLIGHTEN- A Webinar on the topic of 'Building a business from scratch and raising funds' which was taken by Mr. Arjun Midha, Growth Head of goDutch. He shed light on the importance of minimum viable product (MVP) and Product Development Stages.



Community Engagement Initiatives - Encouraging Entrepreneurial Mindset in the youth on 2nd Feb 2023

A workshop towards encouraging entrepreneurial mindset in the youth and motivating them to understand and participate in exploring the entrepreneurial world was jointly organized by the team of Dr. O P Bhalla Foundation, students of Innovation and Incubation & BBA- Manav Rachna University and Bhartiya Yuva Shakti Trust(BYST) at Government college, Mohana Faridabad.

The whole idea of starting this initiative was to extend the support of entrepreneurship education, mentoring and funding to such needy and disadvantaged youth in our nearby community or villages so that they become self employed and at the same time brings a concrete outcome to the ISR activities of an educational institutions. This workshop started with an interactive awareness session on the concepts of Start up, entrepreneurship mindset & skills, myths & facts of entrepreneurship by Dr Pragati Chauhan- HoD- SMC & BYST Mentor. Thereafter, Mr Som Dua(Senior National Mentor BYST) and Dr Bindu Agrawal (Entrepreneurship Educator & Mentor BYST) explained the government schemes and talked about the handholding that BYST provide to such youth so that they can take the plunge of creating their own business ventures. This was then followed with experience sharing by some of our student startups from RCC Centre on their business ideas.





Mentor Development Programme

A two-day Mentor Development workshop was organized on 17th-18th May 2022 in the campus for the faculties of Manav Rachna University by the School of Management & Commerce in association with Bhartiya Yuva Shakti Trust (BYST) Faridabad. BYST is a nonprofit organization that primarily assists disadvantaged Indian Youth in developing business ideas to viable enterprises under the guidance of a mentor. It has a wide presence both nationally and internationally. To support this objective of building mentors in the entrepreneurial ecosystem, Team BYST with its Key Mentors- Mr J P Malhotra Chairman, BYST Faridabad & Chapter President, DLF Industrial Association, Maj Gen S K Dutt and Mr S K Dua –Key Mentor & Facilitator BYST interacted with the faculty participants. They covered modules like Introduction to Mentoring, Skills & Qualities of a Mentor, Mentor- Mentee relationship, Mentor- Mentee expectations, Mentoring process etc through class activities, live examples in the form of video recordings of their successful start ups, experience sharing of mentors and mentees etc.

