

En-Tales'21

Where dreams comes to life!



VOLUME 1

Success

Motivation

Innovation

Team work

Leadership

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From the Desk of Vice Chancellor

Dr. Rakesh Bhatnagar
Vice Chancellor,
Amity University Rajasthan

Entrepreneurship is an important for promoting social change and driving innovation. Entrepreneurs are frequently thought of as national assets to be cultivated, motivated, and remunerated to the greatest possible extent. In order to make our country a developed nation we need forward-thinking innovation, research, and entrepreneurial individuals.

Great entrepreneurs have the ability to change the way we live and work, on local and national level. If successful, their innovations may improve standards of living, and in addition to creating wealth with entrepreneurial ventures, they also create jobs and contribute to a growing economy.

Promoting innovation and entrepreneurship through Higher Education is one of the hallmarks of Amity University Rajasthan. The Entrepreneurship Cell, Amity Innovation Incubator, Jaipur is committed towards providing entrepreneurial aspirations with an innovative ecosystem, technology-driven novel ideas, addressing solutions and shaping the future. I extend my best wishes to all the budding entrepreneurs for their future endeavors.



From the Desk of Pro Vice Chancellor

Dr. Amit Jain
Pro Vice Chancellor,
Amity University Rajasthan

One way to boost economic growth post lockdown would be to boost entrepreneurship, especially among young graduates. Ecosystem to create, nurture and sustain startups are required at the institution level.

Amity Innovation Incubator at Amity University Rajasthan provides a strong platform to boost the entrepreneurial spirit amongst students. Students have formed a peer group by creating Entrepreneurship-Cell and work diligently to convert their creative ideas into successful ventures.

I am glad to see several events organized by students to develop the required skills to start their own ventures. Amity University Rajasthan through Innovation Incubator is providing support and guidance in the prominent areas including legal assistance, workspace, marketing, public relations, technical, media and finance to help the budding entrepreneurs facing multiple challenges.

I congratulate entire team of E-Cell and Amity Innovation Incubator for great progress made in a short span of time and wish them great success for future endeavours



From the Desk of Head Faculty

Dr. Manju Kaushik
President, IIC AUR,
Head: E-Cell/ A.I.I. AUR

“Entrepreneurship is living a few years of your life like most people won’t, so you can spend the rest of your life like most people can’t.” At Amity University Rajasthan, the Entrepreneurship cell is a team that began with a motive to provide a platform to the Entrepreneurial minds and bring potential changes. We enable them to solve global challenges as we see students as the most magnificent capital, and intend to nurture them, provide them with opportunities for Entrepreneurship and more importantly to me, entrepreneurial thinking are vital excellence. We conduct talks, invite budding entrepreneurs, and conduct workshops to enable smooth interaction between students, faculty, aspiring, and existing entrepreneurs.

Keeping in mind this trend and the upcoming talks by pioneers in the field we plan to build and engage the bright minds with the people who have the necessary experience and supportive guidance.



From the Editor’s Desk

Ms. Harshika Kasliwal
Chief Editor

When we’re young, we all have goals of becoming someone significant, wealthy, or remembered for the rest of our lives. However, as we grow older, the majority of us begin to lose our aspirations and settle for something less or average.

I am Harshika Kasliwal from Bachelor’s of Journalism and Mass Communication (2020-23), Coordinator of Public Relations team and Member of Media team at Entrepreneurship-Cell AUR, Amity Innovation Incubator Jaipur.

The very first edition of **En’ Tales** will take you to the journey of entrepreneurs and most importantly to this family of E-Cell AUR, their difficulties and challenges, their good or bad times, their fun and all about E-Cell AUR.

Entrepreneurship and more importantly to me, entrepreneurial thinking are vital qualities that everyone can learn to apply to their lives in general. Entrepreneurship is important for everyone. Inch by inch, everything is a cinch and we would love to help you move a inch if not leapsforwardinyourentrepreneurialjourney. Team Ecell AUR is waiting for you, come be a part of this amazing journey.



Mr. Keshav Damani
Alumni Advisor,
E-Cell AUR

Interview of Advisory

What is entrepreneurship according to you?

Entrepreneurship for me is a business with innovation. Even if it's a small-scale business, a disruptive breakthrough in the market with innovation for the betterment is entrepreneurship. However, entrepreneurship is not only limited to business as an idea. Innovation in daily operation must be considered as entrepreneurship at its level.

What is E-Cell?

E-Cell is a student body dedicated to promote, help and sustain the spirits of entrepreneurship in the University. It is one of the best student bodies to give you a taste of corporate culture, market scenario, and life of a start-up environment at the university level. E-Cell has its own structure which easily divides the responsibilities and gives students a chance to explore their real interests. We also have corporate relations and faculty mentors to guide us through our operations.

Your experience so far?

E-Cell as a journey has always been a roller-coaster ride. At times, it goes into auto-pilot mode and sometimes in a bullock cart mode. I joined it in my second year of college and to date have regret joining so late. The seniors and the peer members have been helpful to date and are in constant touch. Not only for the corporate world guidance but also for college-level and career guidance as well. I just try to help my juniors in the same way.

The faculty members, the university management, and all the other authorities have been always helpful and supportive to the students. The complete working culture at E-Cell has taught me many basic operations, for example, the significance of good emails, documentation, use of different computer tools, finance management, and my favorite, recruitments.



Your achievements?

My most valuable and memorable achievements have been my network and the experience. Connection with the guests, speakers for the events, corporate relations, relations with the sponsors, and the highly valuable bond with my teammates. These connections have been helpful in the E-Cell journey and even the journey after E-Cell. I remember connections made for even one event have been so supportive and fruitful. Most importantly the relations and the bonds which we share even after our tenure and college with the E-Cell members is very special. To give you an idea, we are still connected with the founding team.

How you managed to restart E-Cell?
Re-starting E-Cell, this phrase gives me goosebumps to date. It wouldn't have been possible without the head faculty coordinator, Dr. Manju Kaushik Ma'am. She was the one who showed faith in me with just one conversation. I still remember it was an event in "old moot court" and out of nowhere one of my juniors

introduced me to her. She had a conversation for about 5 minutes and asked me to come the next day with the plan to re-start E-Cell. And the rest is history, taking interviews single-handedly of about 100 candidates and selecting the best 35, deciding the complete core team and the secretariat, and then teaching them the functioning. To date, I believe everyone came to me as an angel, the best team, the best people, and the rest everyone witnessed, the presence of E-Cell students leading in every student activity of the University. Be it Convocation,



HR Conclave, Farewell, Freshers or Odyssey, the students of E-Cell have always proved themselves and I believe they will continue the legacy.

And answering the most important, what made me do it?

Well, the network, the connections, and the sense of responsibility made me do it all. At last, I would like to thank each and every one who was a part of this journey.



Mr. Bharat Nenwani
General Secretary
E-Cell AUR

A Message from General Secretary

Entrepreneurship is the journey of an Idea from being just a speck of a thought to a million-dollar business. Not limiting it to just business, Entrepreneurship on one hand includes the solution-oriented approach to all the problems in life. From a paper pin to a plane, and to huge skyscrapers, these are all the solutions that we've come up of all the basic problems in life. On the other hand, it is the quality to stand out and be unique in one's own way. An entrepreneur is a person who makes this difference to stand out, step out and find the innovative solutions to the basic problems.

Entrepreneurship-Cell AUR is one of the most prestigious student organization at Amity University Rajasthan. It aims at an overall development of students by providing them with all the resources and industry exposure. It gives college students, an opportunity to peep into the real business operations through the incubation of Start-ups at Amity Innovation

Incubator. It acts as a bridge between the Industry and Academia by providing students opportunities to work and network with the innovative minds in the Industry. With a well-established hierarchy, E-Cell AUR gives the taste of corporate culture within the institution. With over 8 teams, 100+ students, 15+ faculty coordinators from various fields of expertise, E-Cell AUR is nurturing future Leaders to be the **"Job Creators and not the Job seekers"**. E-Cell AUR has played a very crucial role in shaping my personality. It has given me a platform to enhance my skills and leverage my leadership qualities.



From joining as a volunteer to becoming the youngest Secretary, my experience has been invaluable. . From joining as a volunteer to becoming the youngest Secretary, my experience has been invaluable. Talking about my experience at E-Cell, it has always been more than just a team. E-Cell is the home away from home. Being one of the founding members of the new E-Cell, the bond that we have shared with the members is unparalleled and the growth achieved is unmatched. My seniors and former heads had always been helpful and very supporting to me throughout my journey and even now they are connected as Alumni Advisors. They had always been there for me and try to be the same for my juniors and fellow colleagues. Our moto at E-Cell AUR has always been "We learn together, we grow together".

The biggest achievement that I've earned through and in E-Cell AUR is the network. My seniors always stated, "Our Network is our Network" and this very idea of networking has now become the biggest strength of E-Cell AUR. We as an organization have one of the biggest networks of University Students across India from different fields of study and this network is ever expanding. And, the memories that we've shared, as a family, are invaluable. The learning experience at E-Cell AUR is unparalleled. Being a part of this beautiful family, I've learned



skills like Corporate Communications, Team Management, Team Building, Resource Allocation, Event Coordination and Crisis management.

I would like to express my sincere thanks to Dr. Manju Kaushik for her kind support throughout my journey. I would like to express my heartfelt gratitude to Mr. Keshav Damani, Ms. Bhavana Soni, Mr. Dhruv Khurana, Mr. Shreyansh Kasliwal, Ms. Sakshi Gupta, and all my seniors for supporting, guiding and mentoring me. I would also like to thank my entire team at Entrepreneurship-Cell AUR for believing in me. I'm blessed to have you all by my side.



Mr. Hamzaah Syed
Joint Secretary,
E-Cell AUR

A Message from Joint Secretary

Life at E-Cell is like a colony of ants, all working together to keep the colony functioning. E-Cell is the best place to learn, grow and have fun especially due to the lockdown you get to know so many people in college. We have a place for every individual all the way from Media to Technical.

E-Cell might be a technical club, but you'll learn much more than just technical stuff. It'll help you grow your network and provides a platform to nurture and develop newer skills.

Amitians are missing the campus-magic, at E-Cell, you have veteran Amitians, Final years and even passouts who are always there to cheer you up or talk about the campus (don't get them started about thadi and lake).

Our Bonding sessions are so pleasurable and enjoyable we sometimes bridge the gaps between the screens and feels as if everyone is in a single room.

All members of E-Cell are like a family. Just like a tree we strengthen the weaker roots and make the tree grow stronger. We will work together to help you grow meanwhile we will learn from you!

Join us to feel the magic!



Ms. Preeti Mandal
Deputy Secretary,
E-Cell AUR

A Message from Deputy Secretary

Entrepreneurship Cell in itself is a whole fixed complete puzzle wherein each piece of the puzzle is the most eminent part and every specific pieces of it plays a very important role to keep it going on. And Since we belong to a tech club, switching it from physical to virtual, was never our cup of tea, but we made through it.

And this was merely the most exciting yet roller coaster journey, wherein we did face challenges but conducted many succesful events and are glad to have a real time for bonding.

Everyone's interest has a place here, may it be technical, PR, Media, Marketing Here, we bond like a Family and work like professionals. We get to learn new things everyday, New skills are developed and old ones are polished into a newer form.

Every individual nurture their skills and grow into a better version of themselves. In the end, I would just say we're not just a club but a Family. When a specific person enters, they might feel like a complete maze but when they leave they know every bit of this family, the love, the work, the rapport, the enjoyment, the workload and everything possible. You get to ideate, work, and learn new things and enhance the existing skills. Everyone who is genuinely willing to work, learn, and build themselves into a better version are welcomed to join us and have a never ending journey with us.





There is a subset where the domains of entrepreneurship and innovation find a common ground, where ideas are both innovative and profitable, which can be translated in sound businesses addressing specific markets. India is one of the biggest center for new businesses and yet 90% of all the new companies that are set up come up short two or three years from their beginning.

The primary purposes behind a similar absence of information, absence of accounts, absence of direction, and absence of foundation. To support these start-ups in their initial face so that they can grow up to stand in this harsh competitive world, Amity started with Amity Innovation Incubator. Amity Innovation incubator works in the intersection between the sets of innovation and entrepreneurship supporting entrepreneurs to profit from the added value of innovative ideas.

We are committed to give help and assets to business people in the most ideal manner conceivable.

IF E-CELL AUR IS THE ROCKET, THEN AMITY INNOVATION INCUBATOR IS THE LAUNCHPAD

2000+ PARTICIPANTS

100+ MENTORS SUPPORT

40+ INTERNSHIPS

150+ STUDENTS

50+ EVENTS

15+ FACULTY COORDINATORS

About Us



Entrepreneurship Cell AUR aims to promote the entrepreneurship culture in and around the campus by providing multiple platforms to budding entrepreneurs where we can improve upon our business models, get mentorship by successful entrepreneurs, interact with investors and groom our entrepreneurship skills. Basically, we provide a conducive and healthy environment for budding entrepreneurs.

The Entrepreneurship Cell, AUR is also the primary entrepreneurship promoting body of the Amity University Rajasthan managed and run completely by the students and faculties of the institute.

The E-Cell AUR is constantly hustling to support the hustlers of our country. It has been constantly working to give entrepreneurs a platform where they can get support and nurture their ideas .



OUR MILESTONES



IDEATHON-2020



COVIDATHON-2020



ENTREPRENEURSHIP
AWARENESS CAMP 2.0



PLANT IT UP



ICGETEI-2021

ENTREPREURSHIP
MASTERCLASS
WITH ALUMNI



IDEATHON 2.0



ESTABLISHMENT
OF INSTITUTION'S
INNOVATION
COUNCIL



E-START 2021



FACULTY
DEVELOPMENT
PROGAM



MEGHDHANUSH



25.01.2020

*Inaugural Ceremony of
Amity Innovation Incubator,
Jaipur*

Chief Guest:-

Dr. Aseem Chauhan



WEBINARS

Organized by **AIM** and **AMITY INNOVATION INCUBATOR**

WEBINAR ON GOVT E MARKETPLACE (GeM): STARTUP ONBOARDING AND BUSINESS TRANSACTIONS

WED., 08th APRIL 2020
3:00 PM TO 3:30 PM

SPEAKER: SMARSH AGGARWAL



Organized by **AMITY INNOVATION INCUBATOR**

WEBINAR ON INITIATION AND GROWTH OF STARTUPS DURING THIS PANDEMIC AFFECTED RECESSION

SUN., 12th APRIL 2020
4:00 PM TO 5:00 PM

Webinar Link: [Zoom Meeting: https://www.zoom.us/j/944571029](https://www.zoom.us/j/944571029)
Meeting ID: 944 571 029

SPEAKER: MR. SATISH GAUTAM
Professional Corporate Trainer & Advisor



Organized by **AMITY INNOVATION INCUBATOR**

WEBINAR ON WOMEN IN THE WORLD OF STARTUP

SPEAKERS: Mrs. Anshu Khatiwala, Mrs. Anshu Khatiwala, Mrs. Anshu Khatiwala

REGISTER NOW

Startup Talk Webseries 1.0

Startup in India Culture or a Trend

Date: 7th July 2020, Tuesday
Time: 4:00PM to 5:00PM

Register now

Speakers: Mr. Anurag Sahas, Mr. Rajan Jeev Sharma

Moderator: Mr. Prateek Dool

STARTUP TALK WEBSERIES 1.0

WEBINAR ON JOURNEY FROM BEING A FOODIE TO CREATING MORE FOOD LOVERS

SATURDAY, 11th JULY, 2020 | 1:00 PM - 2:00 PM

SPEAKERS: Mr. Anurag Sahas, Mr. Rajan Jeev Sharma, Mr. Prateek Dool

STARTUP TALK WEBSERIES 1.0

WEBINAR ON FROM SHARING TEA TO IDEAS- THE ESSENCE OF TEAM WORK

FRIDAY, 24th JULY, 2020
5:00 PM - 6:00 PM

SPEAKERS: Mr. Anurag Sahas, Mr. Rajan Jeev Sharma, Mr. Prateek Dool

WEBINAR ON THE ESSENCE OF ARTIFICIAL INTELLIGENCE IN THE RECIPE OF INNOVATION

16th September, 2020 | 2:00 PM - 4:00 PM

SPEAKER: ANHDEV AHAND

REGISTER NOW

Present FIRESIDE CHAT

28th September 2020 | 4:30 PM - 5:30 PM

SPEAKERS: Mr. Anurag Sahas, Mr. Rajan Jeev Sharma, Mr. Prateek Dool

MODERATOR: Mr. Anurag Sahas

REGISTER NOW

WEBINAR ON THE ENTREPRENEUR LADDER

TUESDAY 29th DECEMBER 2020
4:00 PM - 5:00 PM

SPEAKERS: Mr. Anurag Sahas, Mr. Rajan Jeev Sharma, Mr. Prateek Dool

REGISTER NOW

E-MAIL ETIQUETTES & LINKEDIN MAKEOVER

10th JANUARY 2021 | 12:00 PM - 1:00 PM

SPEAKER: MR. RAJ VISHVA

HOST: DR. MANU KAUSHIK

REGISTER NOW

Webinar on INTELLECTUAL PROPERTY FOR START-UPS

09 June 2021 | 5:30 PM - 6:30 PM

SPEAKER: Dr. Prateek Dool

AMITY Query Contact: Dr. Manu Kaushik

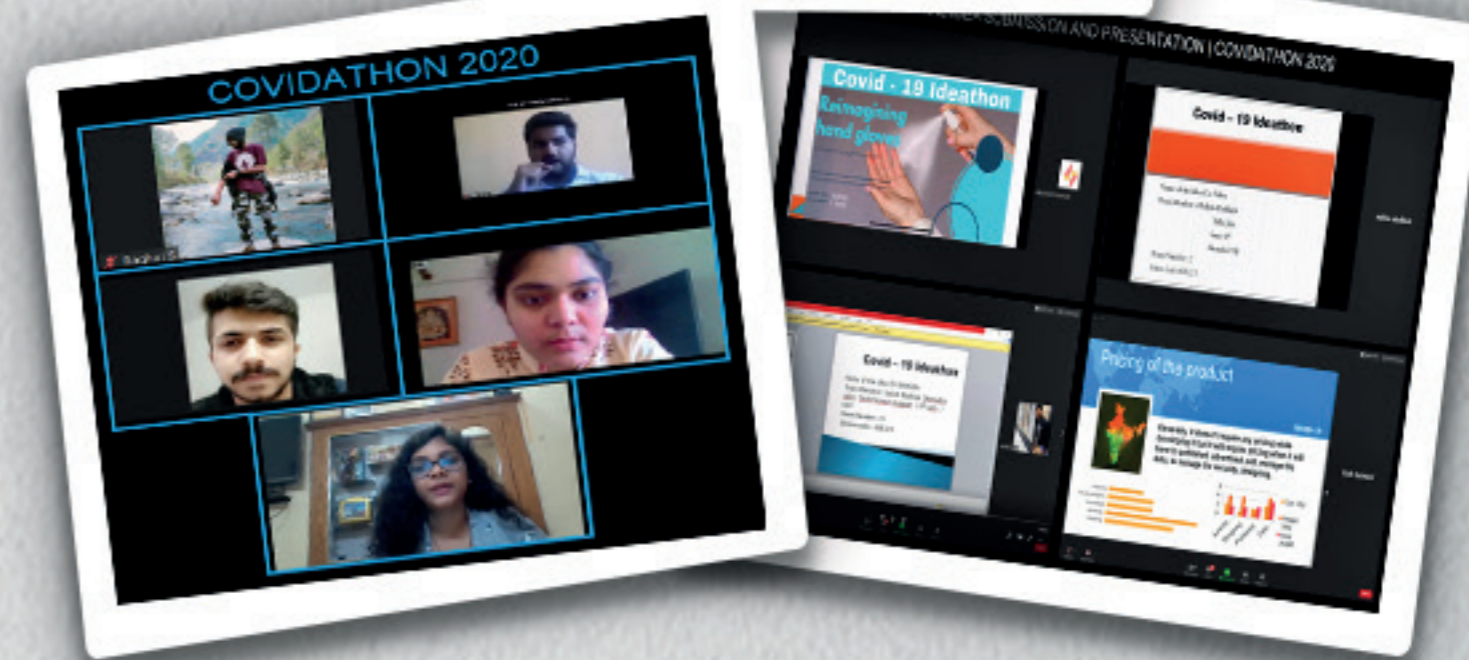
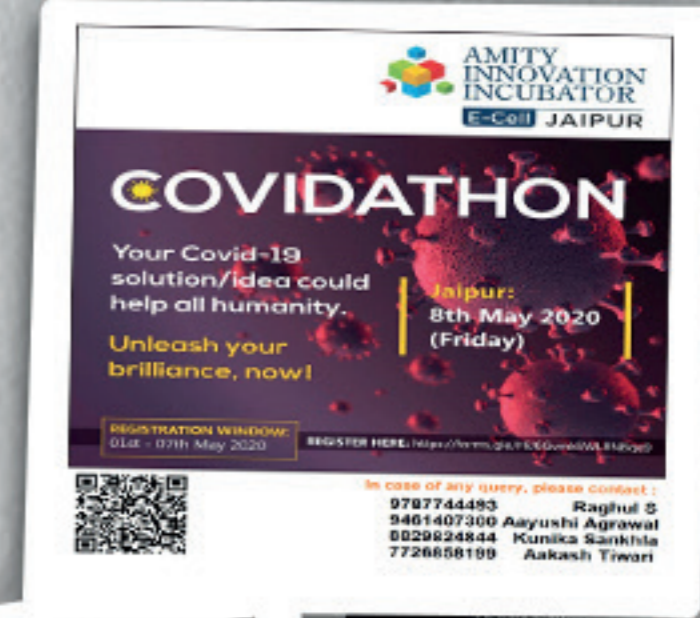
CONDUCTED

IDEATHON-2020

February 28, 2020- February 29, 2020

“Creating a Million Dollar Start-up in just 30 Hours”

An event to validate and create a million dollar startup in just 30 hours, Ideathon welcomes participants to come and share their creative ideas, test the viability of their startup plans with the help of startup mentors, guides and judges with an aim to make your life startup exciting.



COVIDATHON-2020

May 8, 2020

We didn't even stop during the time of Lockdown, we came up with COVIDATHON. Which was the battle of entrepreneurs against Covid-19. It was organized with an aim to find out the solution to the problem caused by COVID19. Around 15 startups came up with different solutions to help in the pandemic times and the winning startups were incubated by Amity Innovation Incubator Jaipur.



IDEATHON 2.0

April 30, 2021- May 2, 2021

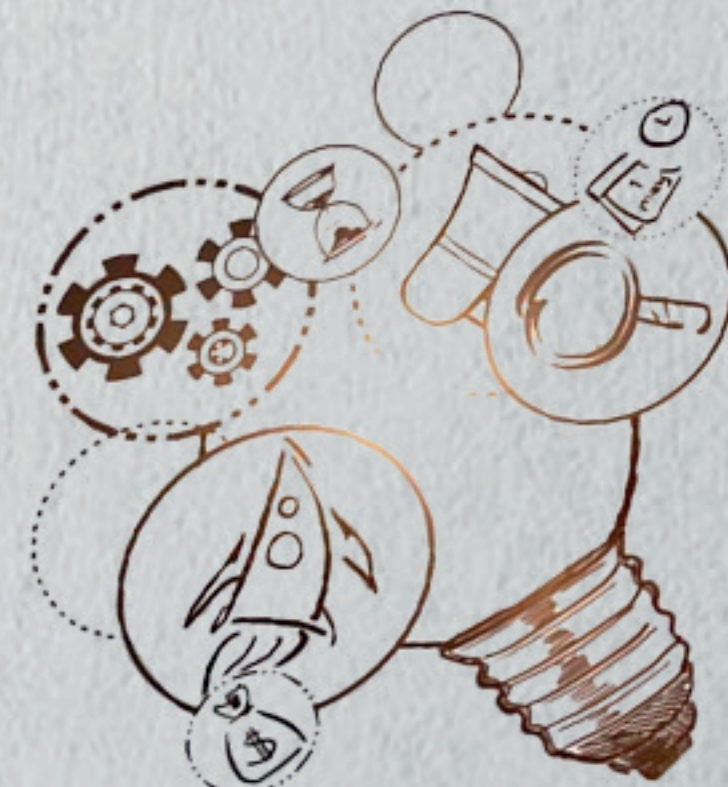
Ideathon 2.0 was a three-day event, a platform to help budding entrepreneurs and their early-stage startup ideas. It was a second chapter of our very own Flagship Event. It gives chance to students to invent new ideas, and to turn them into reality.

A workshop cum competition in which a group of individuals, with different skillsets, from different fields of study, come together on a platform to build a business from just a speck of thought.

Our aim is to provide a favourable environment, expert guidance, important accessories and of course motivation to students to take their first step

10+ Internship opportunities were provided by Mr. Samir Jayaswal (Founder-FMLI, Co-Founder & CEO, Taxbuddy.com & Finbingo.com) for E-Cell Students from BBA & MBA

Creating a Million Dollar Business in just 40+ Hours





FACULTY DEVELOPMENT PROGRAM

July 19, 2021 – July 23, 2021

This is a professional development program that intends to provide financial assistance to facilitate up-gradation of knowledge, skill and also provide opportunities for induction training to teachers employed in various disciplines such as Engineering & Technology, Pharmacy, Hotel Management & Catering Technology, Law, Architecture, Town Planning and Applied Arts & Crafts.

This event would mainly focus on providing research and teaching skill enhancement in the field of law wherein our speakers would discuss the key areas of the IPR in this programme.



ENTREPRENEURSHIP MASTERCLASS WITH ALUMNI

June 6, 2021 – June 27, 2021

Entrepreneurship Masterclass with Alumni was an event hosted every Sunday with the alumnis of Entrepreneurship-Cell Amity University Rajasthan, where one could discuss business fundamentals, ponder upon their unique journeys and career paths in the talk sessions held with the alumni. This event was a part of our Alumni Connect Program to strengthen the relations with our Alumnis in Industry.





E-START 2021

July 30, 2021- August 31, 2021

E-Start is an 8-week pre-incubation training course wherein all aspects of starting up a business would be taught by the industry experts. These include idea validation, strategizing, prototyping, design thinking and marketing etc. It is a completely free certificate course for people of all ages who wish to pursue entrepreneurship.



MENTORS

350+
REGISTRATIONS

10+
MENTORS

15+
TOPICS

Mr. Ashish Bhat
 Mr. Sagar Katva
 Er. Diwakar Srivastava
 Er. Lav Ishan
 Mr. Deepak Khari
 CA Sambhav Mehrotra
 Mr. Rajendra Lora
 Adv. Prabha Prasad
 Mr. Saurabh Sahu
 Ms. Priyanka Madnani
 Mr. Pawas Jain
 Mr. Hemendra Sharma

Meghdhanush

“UNVEILING THE PRIDEPRENEURS”

July 4, 2021- July 24, 2021

“June is over but that does not mean pride is. This session is just the beginning of breaking the stereotypes and accepting the equal right.”

Meghdhanush was an initiative by E-Cell AUR where we invited entrepreneurs and speakers from pride community to inspire us and give insights about different aspects around us. We believe that their views will create an impact on everyone attending the session.

This event was curated and coordinated entirely by all the 1st year students. The event was conducted on Zoom and Instagram Live both.

The speakers for Zoom were

Harish Iyer, Ms Tina Thomas, Mr. Balakrishna Vallepu, Dr. Pragati Singh.

The speakers for Instagram live were-

Ms. Damini Sinha, Mr. Ashish Chopra, Mr. Madhusudan and Ms. Gursimran Kang



E-CELL FOR SOCIETY

PLANT IT UP

AMITY UNIVERSITY
E-Cell Jaipur

PLANT IT UP

If Not Now, Then Never

How to get Featured in the Campaign?

- Post a picture of Plantation at Home
- Tag us in Instagram / Fb @ecellaur.aijpr
- Use Hashtag #plantitup to get featured

October 28 - November 8

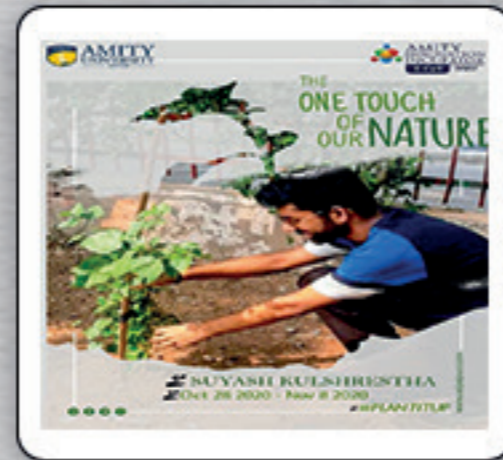
www.aijajipur.com

ecellaur.aijpr

October 28, 2020- November 8, 2020

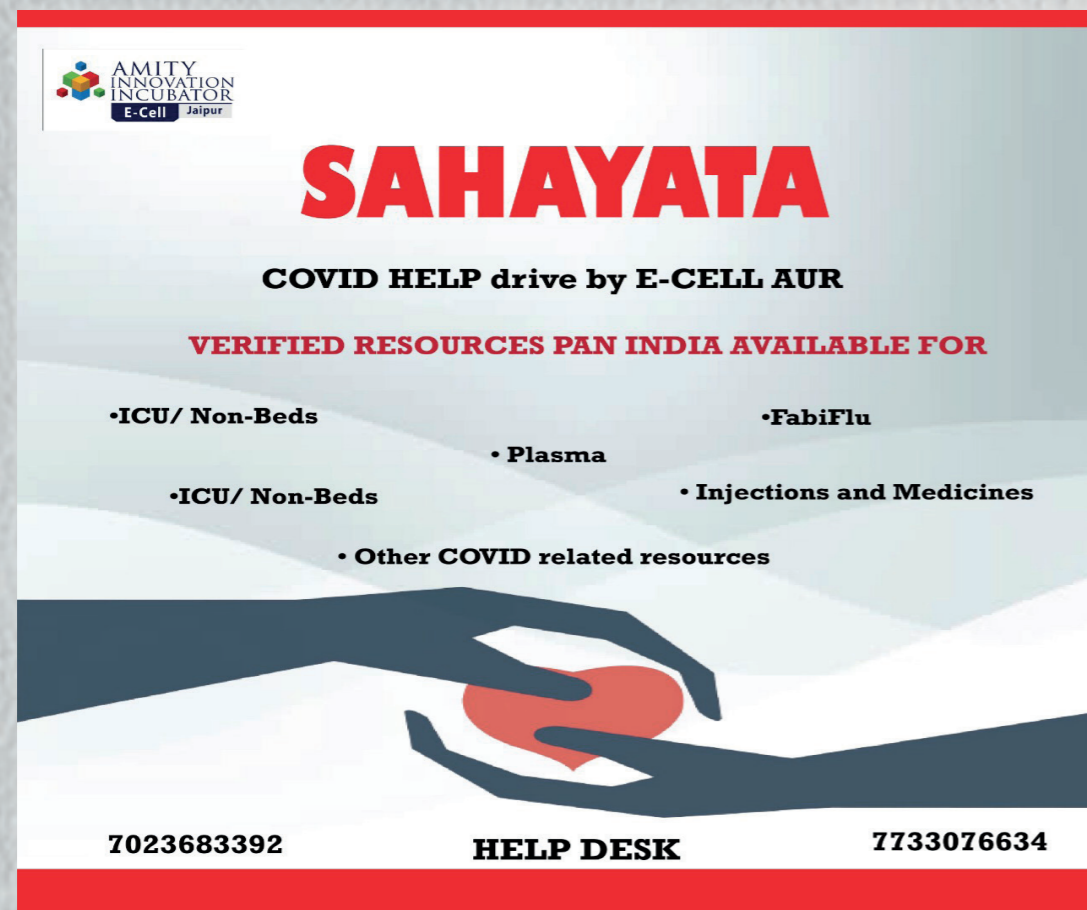
“Nature is the art of God, we should protect it together”

The campaign has been launched by the Entrepreneurship cell Amity University Rajasthan, Jaipur to promote natural diamonds and support the Nature preserving industry. It supports people world wide.



SAHAYATA

“COVID HELP drive by E-CELL AUR”



“Network is Networth”

Sahayata- A covid help drive for society by the future leaders of Entrepreneurship-Cell, Amity University Rajasthan, Amity Innovation Incubator Jaipur.

The backbone of a strong idea struck us unpredictably when an incident happened to us as one member of our team needed an oxygen cylinder for his family in Kunda village, near Allahabad (U.P.), and through E-cell’s vast network we were able to help him. As we always say, your network is your net worth, the idea of doing something for the society and helping the people who were in dire need clicked in our minds and thus it was the beginning of this help drive.

Future leaders at E-Cell AUR have helped 100+ people through our contacts by giving them information on how and where they could get hospital beds, plasma, blood, Remdesivir etc. Twenty-two permanent volunteers worked hard around the clock to ensure wellbeing of everyone who called. They helped anyone who contacted them and worked hard, day and night and gave full justice to the task. Other than the permanent volunteers every member in E-cell helped whenever help was required in this drive as alone we can do so little but together we can do so much. Individual commitment to a group effort is what makes a teamwork, a company work, a society work, a civilization work. Our vision is to spread optimism and inspire a healthy attitude. Our goal is to make a change, as taking small steps at a time is the only way to achieve something big. As a part of our corporate social responsibility, the innovative minds at E-Cell AUR are planning to create an extended arm under the banner of E-Cell. This branch will prove to be very utilitarian and a very good social deed. The smallest good deed is better than the grandest intention. Hopefully, this branch can have much more capacity and fulfilment than it has now. We all know we cannot save everyone but at least we can try to save someone. We have to be the change that we want to see in the world.





Stories ➤



Er. Diwakar Srivastava
Founder



Er. Lav Ishan
Co-Founder



Frolic HealthTech. Private Limited, incorporated in Jaipur in August 2020, founded by Diwakar Srivastava and Lav Ishan both alumnus of Amity University Rajasthan, Jaipur. The story started when Diwakar & Lav both planned to work on this idea of structuring the unstructured sports and health industry. Frolic believes in ecological balance between humans and animals, and is working towards developing a platform that will help in inculcating the importance of health and fitness among individuals with a balance with other creatures around. The team is working in the direction of developing a single mobile platform that can provide all the health and related activities on a single click, be it finding a place to play sports, searching a gym or yoga center nearby, taking an appointment of a doctor, booking an online yoga or fitness class, purchasing health and fitness related products and many more features. Not only this, the app will help individuals to connect on the basis of their common health and fitness interests.

Apart from working in the direction of human health and related activities the startup is also planning to work in the direction of providing benefits to the animal lover or pet owners by providing them easy and right access to veterinary doctors, certified breeders, certified NGOs, etc.

In a single line, Frolic is working towards developing a social media platform for those who are interested in health-related activities and animal lovers from all over the country where all these can connect and interact with each other.

Currently, along with developing the platform Frolic, the startup has developed a platform called EduFrolic which is working towards providing quality skill-based training related to technical, general, and business requirements to the individual at a very affordable cost. The platform is set to launch its first session in the coming months.

Frolic is registered with iStart - Government of Rajasthan, incubated at Amity University Rajasthan, virtually incubated at MNIT Jaipur and is Start-up India DIPP recognized. Frolic has been closely mentored by IIM, Bangalore NSRCEL.



Mr. Himanshu Sharma
Founder



Mr. Abhinav Chanda
Founder

Frush is a chain of Food Trucks being deployed across the country with an Idea of targeting the fast-paced lifestyle of the youngsters be it in college or corporate environment. It's a Portmanteau word made up of "FOOD" + "RUSH" = FRUSH meaning our offerings largely focus on a fast-moving environment group with a specially designed menu and shorter preparation time.

It all began in a hostel room during a brainstorming session between Himanshu Sharma, Karan Sharma and Abhinav Chanda (co-founders) who were trying to solve the issue of being habitual to skipping breakfast more often while going for classes in the morning which eventually turned out to be a great idea with students liking the concept of first egg-based offering in the campus and picking up popularity via word of mouth publicity within the campus and nearby places.

The business plan after gestation was presented to the Amity Innovation Incubator (All) that we came to know about from the University Administration Director, Gp. Capt. Ajoy Mudaliar and we were routed to Noida for further discussion with the then General Manager of A.I.I. Mr. Ojasvi Babber (Now Chief Executive Officer). We were never expecting this kind of support from one of its kind investment vehicle to help us enable a channel to pursue entrepreneurship while being a student of the University. We were then invited to the Noida HQ to present the Business plan in front of our Hon'ble Chancellor Mr. Aseem Chauhan, without his humble support this wouldn't have been realized as I write. We have the honor of being the first-ever Business Venture of our University as soon many followed when the system was in place. We also had the privilege of laying the foundation of the student-run body called E-Cell under the guidance of Amity Innovation Incubator, Jaipur Chapter.



We adopted a trend to revise our menu once in a while and inviting more suggestions from existing customers, collecting feedback, introducing a special dish every occasion.

Since we were closely involved in constantly improving our services and product quality, we later went on to implement "pre-order & pick-up" service with a host of other services available on our portal available for the campus students only and was later started accepting orders from nearby places. This eventually proved to be a great move to discover a new revenue vertical for the company.

With now 3 food trucks deployed across Amity University Rajasthan, Amity University Haryana, and Amity University Uttar Pradesh we were super excited to launch our franchise program by the end of 2020 and landed a deal with a hospitality background guy taking our first ever open market franchise. The success of our Food Trucks and obvious acceptance from the customers gave us encouragement to chalk out a plan to aggressively expand into Tier 1 & Tier 2 initially and then into the not-so-popular market demography such as Tier 3 cities and towns.

With several projects and innovations in the pipeline while rediscovering the F&B industry during the COVID times will help us come out even stronger.

TIME MANAGEMENT

By- Ms. Nishi Garg
MBA (2020-22)



Our life is like a bubble a short morning dream. Therefore we should take good care and make the best use of it. In other words we must understand the value of time.

Time management is basically planning and dividing ones time in a constructive way. For instance, we have a number of activities that have to be taken care of in a particular period of time. So we should be able to plan our activity in such a way that we are able to complete all the work in a given span of time.

It is truth that if a man takes care of his minutes then hours and days will take care of themselves. It is said that time is more precious than money. This is because money lost in business or otherwise, can be gained or earned again but time once lost can never come.

We all live in time, grow in time and ultimately perish in time. There may not be an exact definition of time but we all know what it is and its great value in a person's life. We all have a lot of wants. We all want fame, success, money, happiness, love and etc. there is no end to our desire. However only a few are successful, prosperous and happy. These few are the one who realize the value of time. They made the best use of their time and attained an enviable position in the society. People who made effective use of time at their disposal got the best from time but those who forgot the value of time found to their utter dismay that it was harsh on them later.

The proper use of time means the right use of opportunity. As a very popular saying goes –‘a stitch in time saves nine’. As opportunities in life are few and far away, so is time precious and limited. Those of us who miss an opportunity or waste time, have to repent all our life. This implies we must be punctual, disciplined and regular in our work schedule.

To conclude, it is foolishness to think that we can make up for the lost time. There is a popular saying that ‘the past is dead and future is unborn’. There is no tomorrow and yesterday. It is today which is important. Time is very powerful. It has more power than mightiest of monarchs, for they come and go, but time remains forever, without an ending or a beginning.

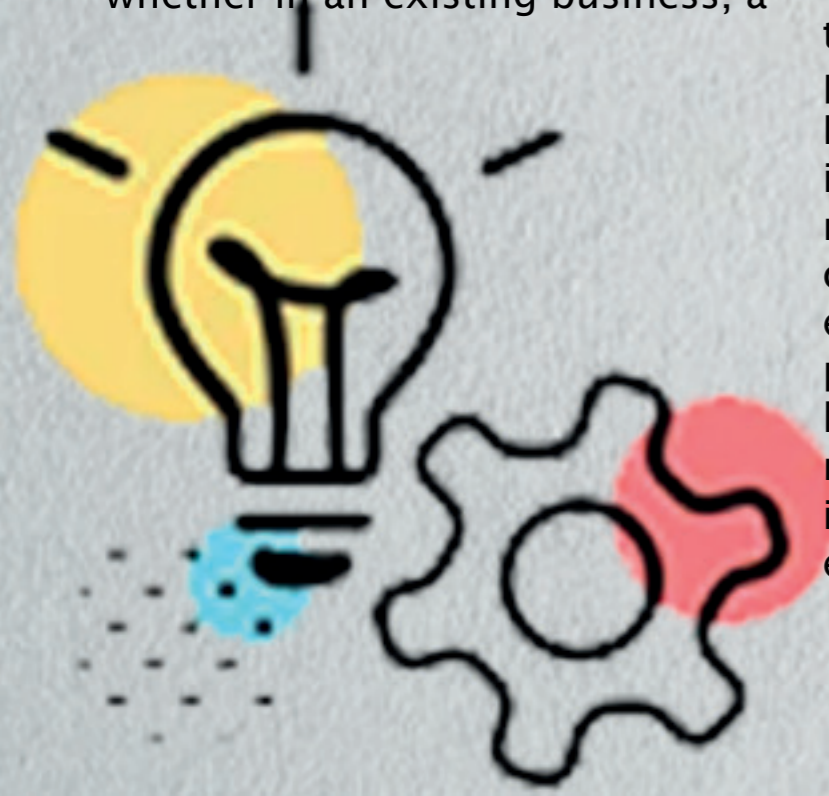
Thank You!

ENTREPRENEURSHIP AND INNOVATION

By- Mr. Kunal Sharma
B. Tech. CSE (2019 - 2023)

Entrepreneurship and innovation, a very important duo for any company, organization or even an individual. Both of these features go hand in hand and bring success to the people. According to Timmons defined that Entrepreneurship is a human, creative act that builds something of value from practically nothing. It is the pursuit of opportunity regardless of the resources, or lack of resources, at hand. It requires a vision and commitment to achieve the goal. It also requires a willingness to take calculated risks, while Innovation is the specific function of entrepreneurship, whether in an existing business, a

public service institution, or a new venture started by an individual in the family kitchen. It is the means by which the entrepreneur either creates new wealth-producing resources or endows existing resources with enhanced potential for creating wealth. Entrepreneurship and innovation is not just a single idea, but it comes after a lot of discussion and after vast and diverse exchange of thoughts, culture and knowledge. It is very well known to the people that the level of competition this world is immense. As far as business is concerned, anybody can do that. But for a successful business, the most important factor is innovation. The world craves and run after people with innovative ideas. Why? Because they know that innovation is needed to run a victorious business. In the times of neck to neck competition, many firms enter and exit the industry. To sustain their position in this industry, companies have to be innovative and should be more productive than their competitors. Hence, it is a proven fact that entrepreneurship and innovation exists together.



THE MAGIC OF ENTREPRENEURSHIP

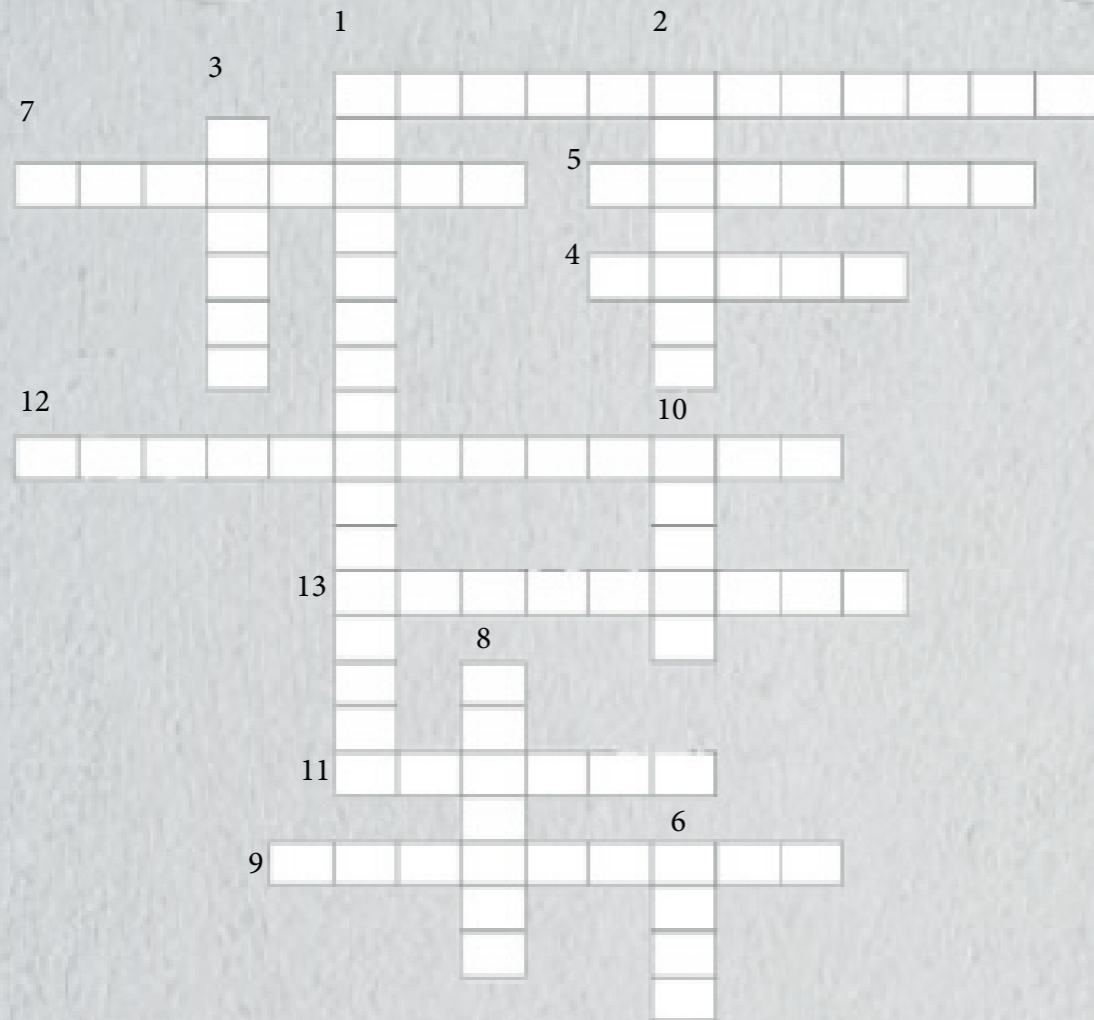
By- Mr. Angshuman Sonar
B. Tech. CSE (2017 - 2021)

“Success doesn’t come from what you do occasionally. It comes from what you do consistently.”

Who can drift a thought from dreams to reality or an idea to a successful start-up? An entrepreneur is just another term of self-made success who can ignite innovation and this innovation can erase the line of limits to enhance the revolution. When a thought comes out as an idea and eventually becomes a startup, it emerges as a big empire. Then this single thought or idea might change the world, this is the power of entrepreneurs and entrepreneurship. From Google to Microsoft or Facebook to Amazon all these are kept in thought where successful entrepreneurs made these realities with their limitless effort and hard time. A journey from someone’s dream and now today’s reality. Changing billions of lives and now has become a part of us. Whatever friends we meet through Facebook or Google, connect us to the world or

help us in buying stuff on Amazon or our dream to go to space on Space-x. Elon Musk, Jeff Bezos, Mark Zuckerberg, Bill Gates they are all had a dream, fulfilled it and became the most successful entrepreneurs and leaders of the century.

If you have a dream, focus on it and remember that the journey of an entrepreneur won’t be easy. Count your failures, smash them by your feet and just focus on your goals. At the end of the day, it will pay off.



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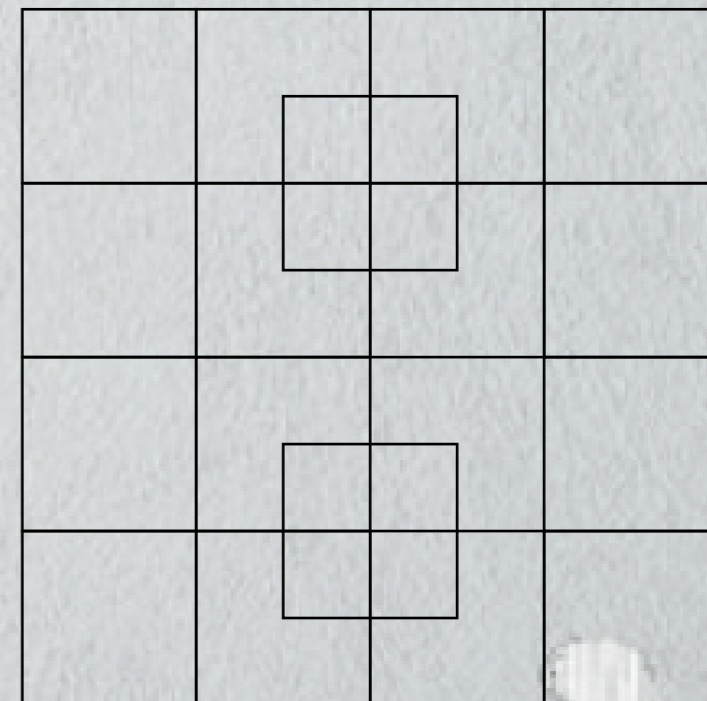
ACROSS

- 1) Someone who organises, manages and takes on the risk of starting a new business (12)
- 4) A presentation by one or more person to an investor or a group of investors (5)
- 5) Broad term which describe activities like Banking, leverage, money and investment (5)
- 7) Someone who provide money for a business (8)
- 9) If E-Cell is the rocket _____ is the Launchpad (9)
- 11) Money that is made in business after all cost incurred (6)
- 12) Act of sharing or exchanging information, ideas or feelings (13)
- 13) Entrepreneurs take risks, but they are not reckless (9)

DOWN

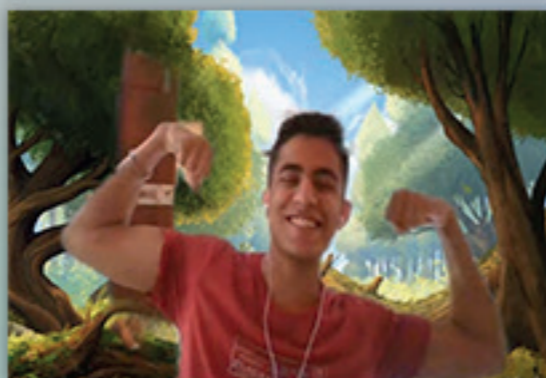
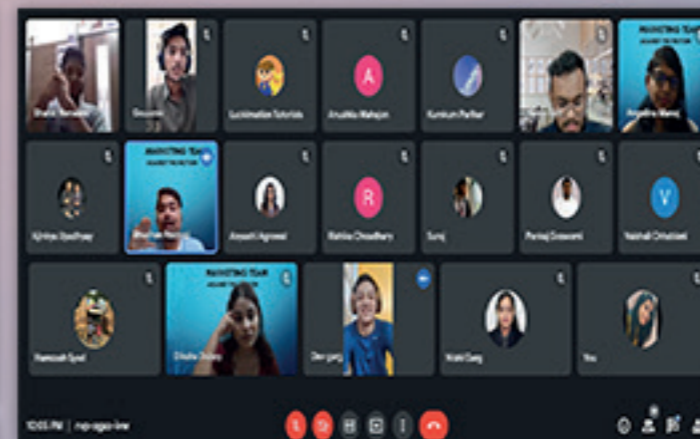
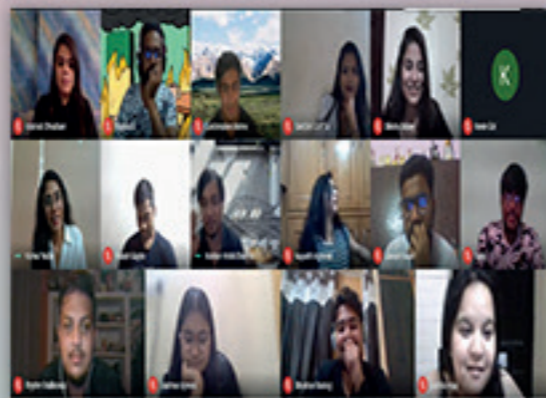
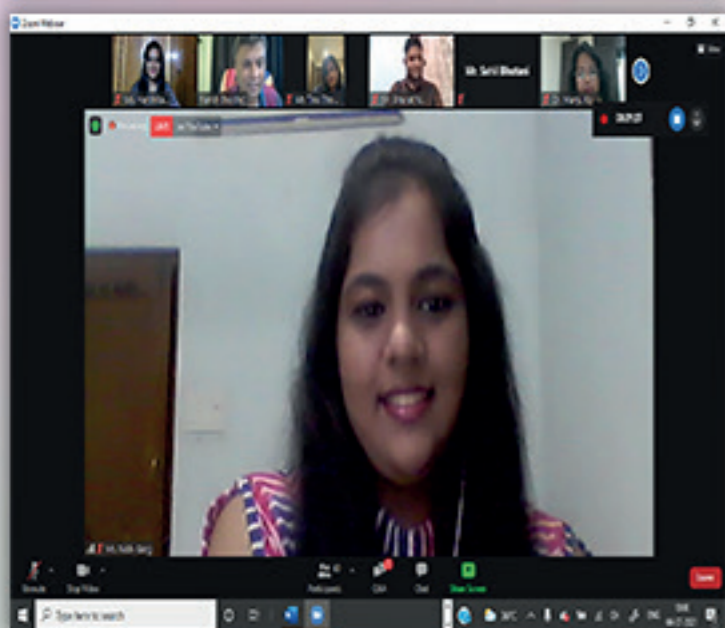
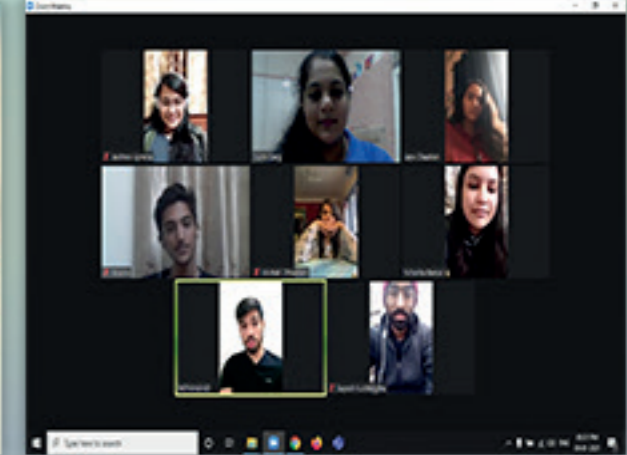
- 1) The act of being entrepreneur and creating a business (16)
- 2) Placing a number value / worth on a product (7)
- 3) Customer's desire for a product or a service (6)
- 6) A group of people who work together (4)
- 8) Something that is made in a factory or formed naturally (7)
- 10) A plan, thought or a suggestion. (5)

HOW
MANY
SQUARES?



Send your answers at E-Cell's instagram page ([ecell.aiijpr](https://www.instagram.com/ecell.aiijpr))

DIVE INTO NOSTALGIA



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I was delightful to be a part of such a team where people live for a dream to change the world, believe in ideas to achieve success. Innovate themselves to build an empire. Thanks to E-Cell AUR being a part of my life and teach me to think like an entrepreneur.

- Mr. Anshuman Sonar
B.Tech CSE 2017-21

For me Leading E-Cell was a chance to think and act like the CEO of a company. The chance not only to develop myself but also to learn that different kind of people exist in a workplace and only when each one of them feels safe and develops in their own way can the Organization flourish. E-Cell

- Ms. Sakshi Gupta,
M(J&MC) 2019-21

E-Cell is like a home to me. A perfect place to learn, live and experience the limitless boundaries. Words will not be sufficient to show how thankful I am to be a part of this

-Ms. Sonal Mittal
M.Design 2019-21

E-Cell made me confident and helped me to find my various skills like leadership skill, time management skill, etc.

-Ayushi Agrawal
MBA (Finance) 2019-21

E-cell is a great place to work. The culture is transparent, every member, irrespective of their position is given a chance to be heard, and there are ample opportunities available to those who want to build a career in respective fields. I have been with E-cell for more than 1 year, and have seen myself transform as a professional in more than one ways

-Jaya Chauhan
BBA 2019-22

From learning to give interviews, to taking interviews to teaching the heads take interviews, I came a long way. Interacting with entrepreneurs about their journey, learning new concepts and terminologies, crisis management, crazy team building activities and an overall personality reformation, the journey has been amazing.

-Gunika Anekar
Btech Biotech
2017-21

The goal is not only to initiate a start-up but also to be an entrepreneur". I quote this everywhere and I have learnt from being in E-Cell. I'm delighted, I was a member of the ecosystem in which I have learnt plenty of Skills & came across enthusiasts & people who were willing to learn

-Bhargav Katira,
B.Tech CSE, 2017-21

Great Team, Great Events, Great Initiatives. One of the most engaging crowd with tremendous abilities

- Mr. Nitesh Agnihotri,
MBA 2019-21

E-cell as a platform helped me grow as an individual, professionally and personally. I just had to put in my best and leverage opportunities to the maximum. I gained a social credibility after being a part of e-cell and I am glad that I was part of a group of hard-working intellectuals.

-Mr. Sarthak Gupta
MBA 2019-21

Work + Fun + friends + memories = Ecell
Time flies but memories stays forever.

-Mr. Akash Tiwari,
B.Tech CSE, 2018-22

The E-Cell journey and its exposure gives me a competitive advantage and the opportunity to contribute to the success of my company in a unique way and different way.

-Shreyansh Kasliwal,
MBA (Finance), 2019-21

Just thinking about the people that have worked with in the E-cell fill my eyes with a glimmer of happiness and great memories. The way that people respect each other and still live like a tightly knit family is such a heartwarming thing to see. It was a great privilege to be the part of E-cell family.

-Abhinav Agarwal
Former PR Head

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E-Cell

JAIPUR

**“ I’M A DOER, A DREAMER,
A THINKER.
I SEE POSSIBILITIES
EVERYWHERE. ”**