

**UDYAM : ENTREPRENEURSHIP AND INNOVATION :
STARTUP CELL
DAULAT RAM COLLEGE, UNIVERSITY OF DELHI**

ANNUAL REPORT

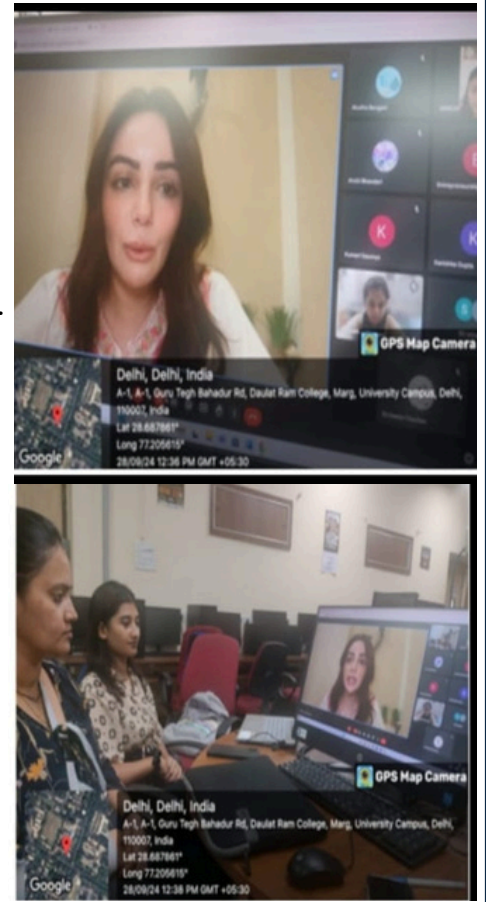
2024 - 2025

UDYAM

The academic year 2024-25 has been vibrant and exciting for Udyam- Entrepreneurship and Innovation: Start-up Cell of Daulat Ram College. Committed to nurturing curiosity and academic enthusiasm, Udyam hosted a series of events throughout the year that have enriched the bright minds of the students. These activities have fostered a culture of learning, collaboration, and professional growth, from enlightening educational excursions and career counselling sessions to engaging alumni conversations and innovative policy discussions. Each event has allowed our students and faculty to explore critical economic issues, connect with distinguished guests and alumni, and gain insights that will shape their academic and professional futures. This report aims to present a comprehensive overview of the societies' contribution this year.

Webinar: From Setbacks to Comebacks: Mastering Resilience in Entrepreneurship

Udyam organized a webinar titled "From Setbacks to Comebacks: Mastering Resilience in Entrepreneurship" on 28th September 2024. The session featured Ms. Simran Sethi Bedi, founder of SocialTab, Amaris Studio, and Tagged Communications. Ms. Bedi shared highlights of her entrepreneurial journey, beginning with her early days in content writing and a brief stint as a social media manager. Her story served as a powerful example of turning setbacks into opportunities, inspiring students to pursue their entrepreneurial aspirations with courage and confidence. The seminar concluded with an engaging and insightful Q&A session, where students interacted with Ms. Bedi and received valuable advice on navigating challenges in the startup world. The event was both inspiring and informative, leaving the audience motivated to embrace resilience in their paths.



Outreach Program and Customer Meet on Financial Awareness



Udyam partnered with Indian Overseas Bank to host its first outreach and customer awareness program on 26th September 2024. Attended by over 60 participants, including students, faculty, and staff, as well as Principal Dr. Savita Roy, the session focused on promoting financial literacy and showcasing IOB's digital

services. Key offerings discussed included zero-balance student accounts, personal accidental insurance, DRC-specific salary accounts for staff, and other benefits such as credit cards, home loans, and scholarships.

An engaging Open House session followed, where attendees interacted with IOB representatives to clarify queries. The event concluded with a vote of thanks and a tree plantation, marking a successful step toward greater financial awareness on campus.

Udyam's Stall at JALSA'24 – संकल्प सेवा उत्सव

Udyam set up an engaging and well-received stall at JALSA – संकल्प सेवा उत्सव, organized by the NSS unit of Daulat Ram College. The stall featured the sale of the college's specially designed souvenir tote bags, showcasing the society's entrepreneurial spirit in a hands-on way. Strategically located for high visibility, the stall drew steady footfall. Highlights included a fun interactive game, "Take a Chance," and personalized thank-you notes for buyers, both of which added charm and engagement to the initiative. The stall was managed entirely by student members, allowing them to apply marketing, design, and customer engagement skills in a real-world setting. The overwhelmingly positive response reflected Udyam's creativity, teamwork, and strong community presence.

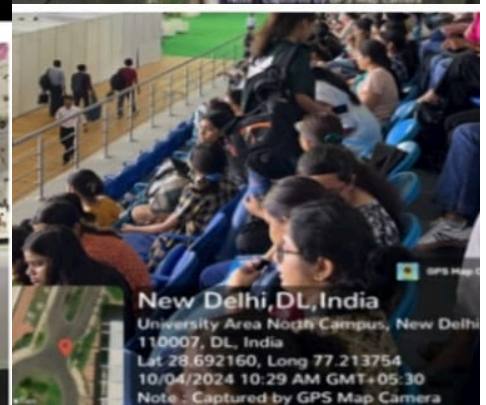
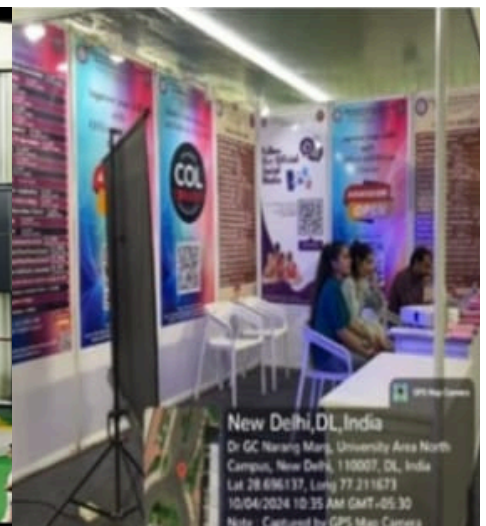


MIC Session

On October 23, 2024, Udyam – The Entrepreneurship and Innovation Cell of Daulat Ram College – attended a webinar titled “Leveraging Institutional Innovation for Entrepreneurial Growth”, organized by the Ministry of Education’s Innovation Cell as part of the IIC 7.0 activities. Led by Dr. Abhay Jere, the session highlighted strategies for strengthening innovation ecosystems within educational institutions. Key focus areas included engaging investors through pitching sessions, addressing local challenges with student-led innovations, promoting awareness of Intellectual Property Rights (IPR), and collaborating with incubation centers. Dr. Jere also introduced initiatives like the YUKTI platform and the KAPILA Scheme to support student entrepreneurship and IP filings. During the Q&A, Udyam members discussed industry-academia collaboration and innovation in non-engineering institutions, receiving practical advice on partnering with local experts and technical bodies. The session offered valuable insights that will inform Udyam’s future entrepreneurial efforts.

Skill, Startup & Entrepreneurship & India Mushroom day'24

India Mushroom Days 2024 was a successful three-day event dedicated to promoting innovation and entrepreneurship in the mushroom cultivation industry. Attended by over 1,500 participants — including students, entrepreneurs, and international experts — the event served as a dynamic platform for exploring sustainable agricultural practices, advanced cultivation technologies, and business opportunities in mushroom farming. Stalls featured participation from institutions like Bharti College, Shaheed Sukhdev College of Business Studies, Hindu College, Janki Devi Memorial College, and PGDAV (Evening College), alongside various entrepreneurs. Keynote addresses by Shri Manoj Tiwari emphasized youth empowerment through agri-entrepreneurship, while Shri Virendra Sachdeva highlighted India's growing role in the global mushroom market. Academic insights from Prof. Balram Pandey and Prof. Rachna Patel stressed the importance of industry-academia collaboration in driving innovation. The event fostered valuable networking, knowledge exchange, and international collaboration, reinforcing India's position as a future leader in sustainable mushroom farming and agritech solutions.



Webinar on the topic “NATIONAL STARTUP DAY- Orientation of innovation and startup policy of MSIT” by Dr. Neeru Rathee



Udyam hosted a webinar titled "NATIONAL STARTUP DAY-Orientation of innovation and startup policy of MSIT " on 16th January 2025 (Thursday) from 7:00 P.M. to 8:00 P.M. The speaker, Dr. Neeru Rathee who is from the HOD ECE Department, MSIT and is the Convenor of E Cell/Incubation Cell, shared her journey and offered practical insights into MSIT's startup policy, entrepreneurship fundamentals, and government support for startups.

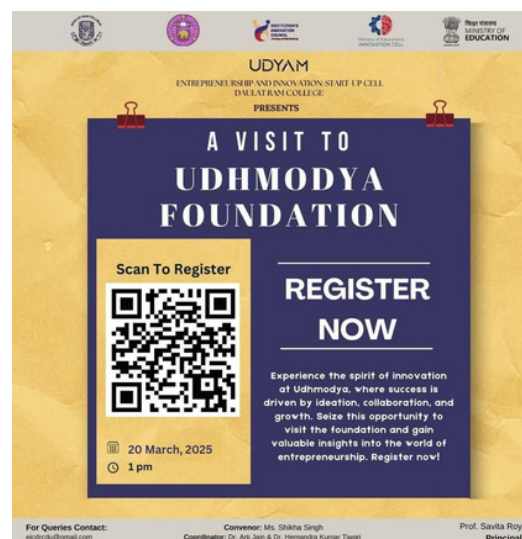
This session was organised to celebrate the Innovation & Entrepreneurial spirit in the capable youth of our country, ready to defy the boundaries of becoming just skilled enough to get a job, but to become job –creators & instruments of revolution for our country, to take “Bharat” to the next level by standing tall against all odds. Throughout this session, various interconnected topics were discussed, including the significance of startups, creating pathways for student-entrepreneurs & ways to support them.

Visit to Udhmodya Foundation

On 20th March 2024, Udyam organized a visit to Udhmodya Foundation for students to interact directly with startup founders and gain real-world insights into entrepreneurship. The visit featured engaging sessions by several innovators. Mr. Pushpendra Yadav shared Kamarth's mission of promoting comprehensive sexuality education and eco-friendly menstrual products, while also addressing the challenges of overcoming social stigma. Ms. Suman Das spoke about Biomandii, a sustainability-focused B2B marketplace, discussing their journey and the market gap they're addressing. Ms. Minache offered a glimpse into the luxury fragrance industry through her brand, followed by a live perfume sampling experience for students.

Mr. Sumit Kumar presented DuBuddy, a platform helping students navigate the Delhi University admission process, and introduced participants to key entrepreneurial concepts. An interactive Q&A session followed, where students sought advice on client acquisition, networking, and career choices. The founders emphasized the importance of community building, digital networking, and taking calculated risks in entrepreneurship.

The visit concluded with a vote of thanks from the President and appreciation from Ms. Bedi for the smooth coordination. The experience provided students with valuable exposure to startup culture, real-time challenges, and innovative thinking.



Seminar on “Protecting Intellectual Property Rights (IPRs) and IP Management for Startups” by Mrs. Pooja Kumar



On 15th February 2025, Udyam hosted a seminar featuring Mrs. Pooja Kumar, an expert in Intellectual Property Rights (IPR) and a registered patent agent, who has mentored startups across Lifesciences, Biotech, Pharma, and Engineering for over a decade. She also founded Innove IP Academy, which provides job-oriented training for students aspiring to build careers in IPR.

During the session, Mrs. Kumar covered essential topics, including startup recognition criteria and the DPIIT certificate, government initiatives supporting startups like NIDHI PRAYAS and STARTUP INDIA, and the significance of IPR for startups. She highlighted schemes such as the Startups Intellectual Property Protection (SIPP) program and the 80% patent fee rebate available to startups. The role of IPR in attracting investors, preventing plagiarism, and fostering innovation was emphasized. Finally, she explained various types of IPRs: trademarks, copyrights, industrial designs, geographical indications, and trade secrets, and their functions in protecting startups.

Startup Mahakumbh Visit

On 5th April 2025, members of UDYAM, the Entrepreneurship and Innovation: Start-up Cell of Daulat Ram College, University of Delhi, attended Startup Mahakumbh 2025, India's largest entrepreneurship event, hosted at Bharat Mandapam. The event brought together a vibrant mix of startups, investors, corporates, incubators, and policymakers, offering a unique platform for learning, networking, and exposure to the country's evolving startup ecosystem.

UDYAM members explored sector-specific pavilions covering HealthTech, FinTech, AgriTech, DeepTech, and Sustainability, gaining insights into innovative solutions and founder journeys. Highlights included the Investor-Startup Connect, where live startup pitches provided real-world understanding of fundraising and investor interactions. Government bodies like DPIIT and NITI Aayog also presented various startup support policies and national initiatives, including Startup India and Digital India.

The team attended masterclasses and panel discussions on essential topics such as fundraising, product-market fit, scaling, and digital branding. Engaging directly with startup founders during the Startup Showcase, UDYAM members learned about product development and go-to-market strategies. The event also fostered valuable connections with leaders from incubators like NSRCEL (IIM Bangalore), T-Hub, and Atal Incubation Centres, paving the way for future collaboration.

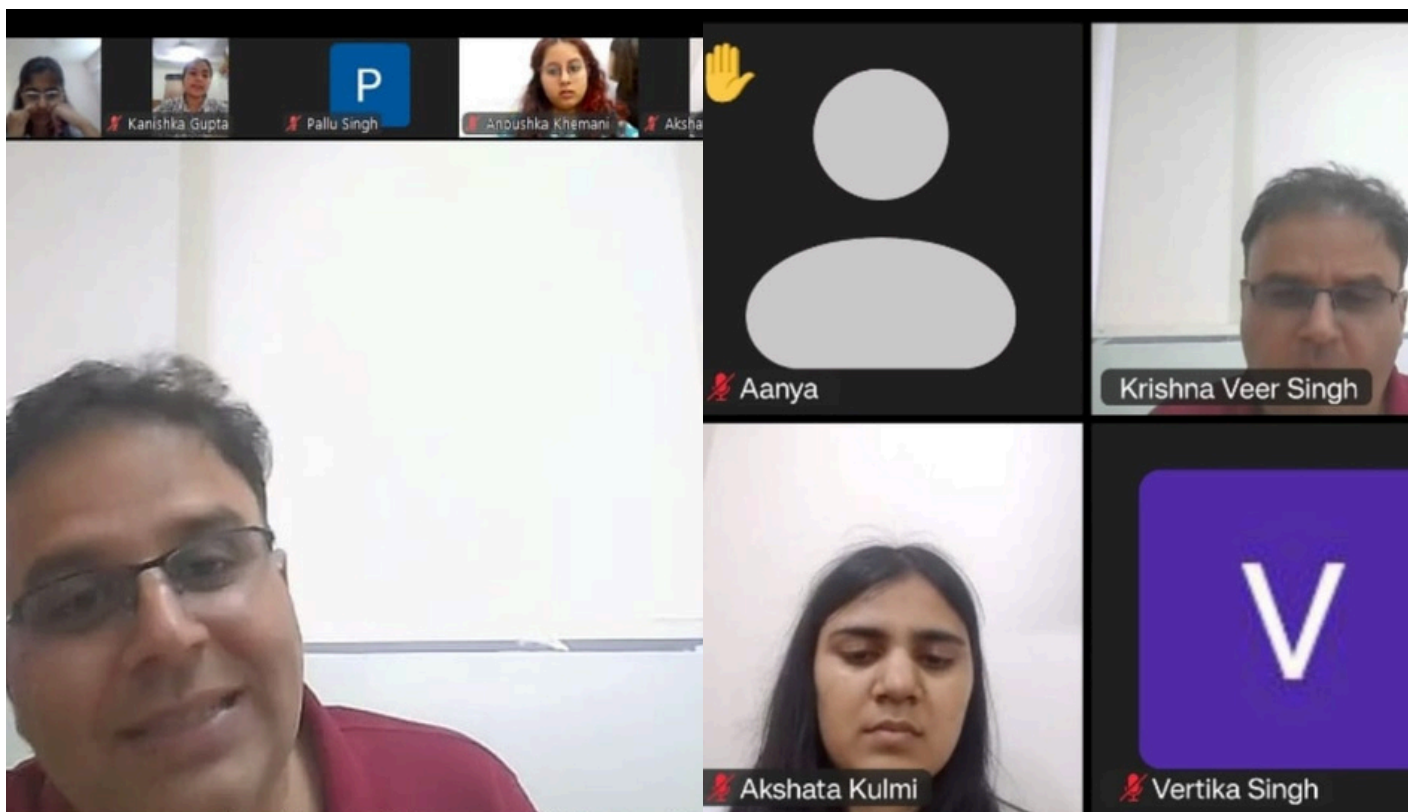


Webinar on the topic “What Are the Early Challenges Faced by an Entrepreneur” by Mr. Krishna Veer Singh



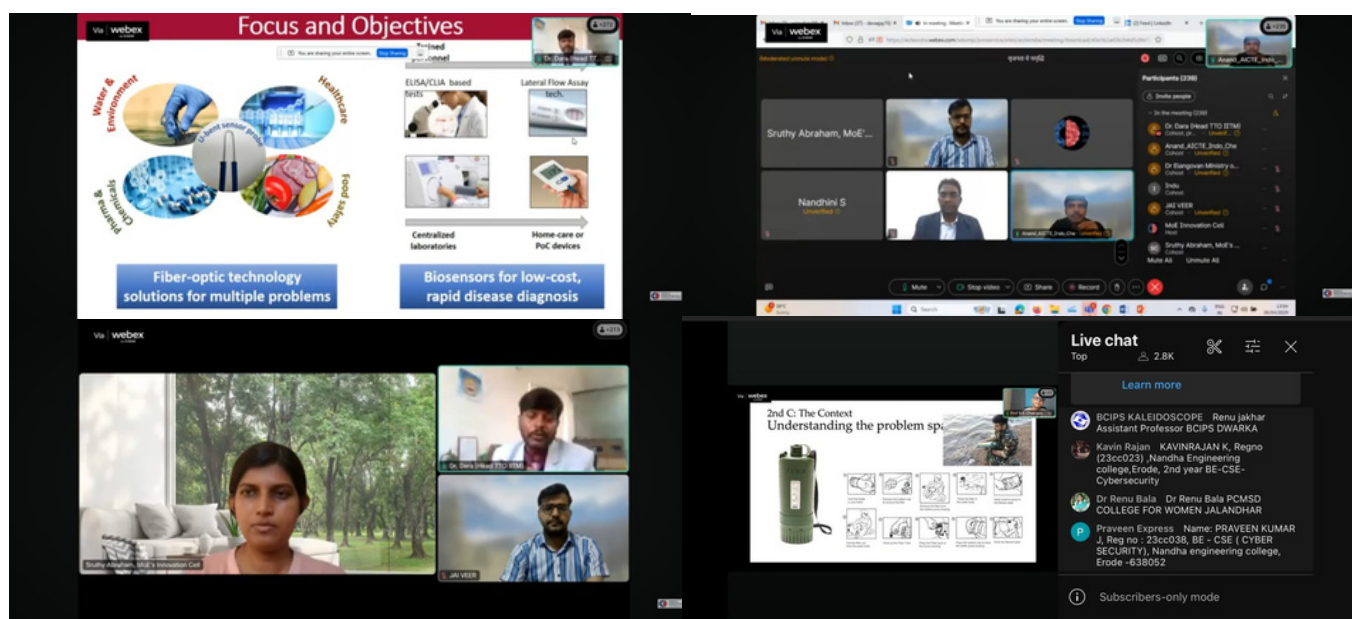
Udyam, the Entrepreneurship and Innovation: Start-up Cell of Daulat Ram College, organized a webinar on “What Are the Early Challenges Faced by an Entrepreneur” on 28th March 2025. The session featured Mr. Krishna Veer Singh, CEO and Co-Founder of LISSUN, a mental health startup, who shared his entrepreneurial journey and addressed the common hurdles faced in the initial stages of building a startup. The webinar provided aspiring entrepreneurs with practical insights and strategic guidance, empowering them to make informed decisions.

Attendees gained valuable exposure to industry experiences, innovative problem-solving approaches, and key startup concepts. The interactive nature of the session, including an engaging Q&A, encouraged dynamic participation and networking among like-minded individuals. The webinar concluded on a high note, leaving participants more confident, motivated, and equipped with actionable takeaways to support their entrepreneurial ambitions.

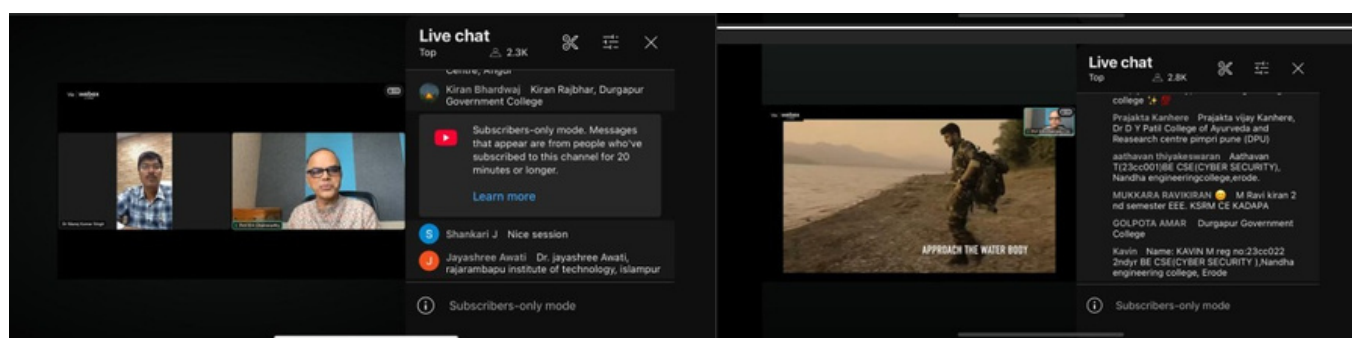


IP Utsav'25

From 21st to 26th April, members of UDYAM attended IP Utsav 2025, a national event organized by the Ministry of Education's Innovation Cell (MIC) in collaboration with AICTE. The event aimed to spread awareness about the importance of Intellectual Property Rights (IPR) and to encourage students, faculty, and young entrepreneurs to integrate IPR into their innovation journeys. The celebration featured keynote sessions by experts in IPR, law, and academia, who highlighted the strategic value of intellectual property in fostering innovation, attracting investors, and supporting the growth of startups.



Workshops and panel discussions covered key topics such as patents, trademarks, copyrights, and the process of IP registration. Government initiatives like the KAPILA scheme and SIPP (Startups Intellectual Property Protection) were introduced, showcasing the support available for young innovators. The event proved to be a valuable learning experience for UDYAM members, offering insights into protecting creative ideas, navigating the IP ecosystem, and building IP-driven ventures. IP Utsav 2025 successfully reinforced the significance of intellectual property in nation-building and inspired attendees to pursue innovation with a stronger focus on securing their creations.



SUMMARY

Convenor : Dr. Shikha Singh

Office Bearers

President: Archi Bhandari

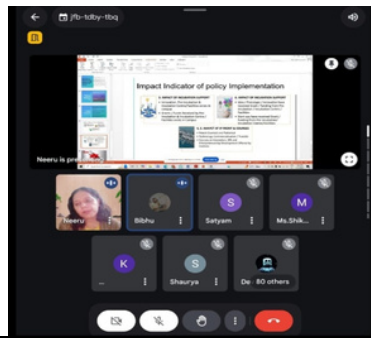
Vice-President: Samriddhi Sethi

General Secretary: Anoushka Khemani

Director: Divyangana Singh

Name of the event	Intra/Inter college event	Date	Speaker name and Designation	Number of students participated
Outreach Program and Customer Meet on Financial Awareness	Intra	26/09/2024	Indian Overseas Bank	65
Webinar: From Setbacks to Comebacks: Mastering Resilience in Entrepreneurship	Intra	28/09/2024	Ms. Simran Sethi Bedi, founder of SocialTab, Amaris Studio, and Tagged Communications	70
Udyam EISC Stall at JALSA'24 – संकल्प सेवा उत्सव	Inter	14/10/2024	NA	1000

Skill, Startup & Entrepreneurship & India Mushroom day'24	Inter	06/10/2024	NA	1500
MIC Session	Intra	23/10/2024	Dr. Abhay Jere	100
Webinar on the topic "NATIONAL STARTUP DAY- Orientation of innovation and startup policy of MSIT" by Dr. Neeru Rathee	Intra	16/01/2025	Dr. Neeru Rathee who is from the HOD ECE Department, MSIT and is the Convenor of E Cell/Incubation Cell	65
Seminar on "Protecting Intellectual Property Rights (IPRs) and IP Management for Startups" by Mrs. Pooja Kumar	Intra	15/02/2025	Mrs. Pooja Kumar, an expert in Intellectual Property Rights (IPR) and a registered patent agent	56
Visit to Udhmodya Foundation	Intra	20/03/2025	NA	55
Webinar on the topic "What Are the Early Challenges Faced by an Entrepreneur" by Mr. Krishna Veer Singh	Intra	28/03/2025	Mr. Krishna Veer Singh, CEO and Co-Founder of LISSUN	51
Startup Mahakumbh Visit	Inter	05/04/2025	NA	62
IP Utsav'25	Inter	21/04/2025 - 26/04/2025	Ministry of Education's Innovation Cell (MIC) in collaboration with AICTE	2000



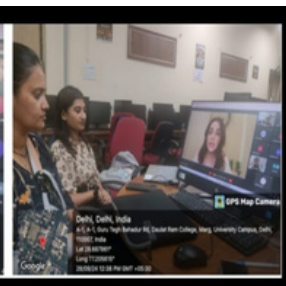
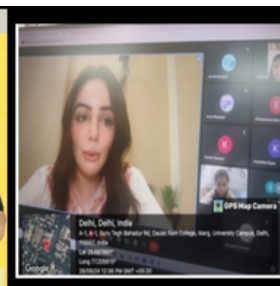
UDYAM
ENTREPRENEURSHIP AND INNOVATION: START-UP CELL
DAULAT RAM COLLEGE
Presents a Speaker Session On

"WHAT ARE THE EARLY CHALLENGES FACED BY AN ENTREPRENEUR"

CEO and Co-Founder of LISSUN- a mental health start-up

March 28, 2025
5 PM - 6 PM
Zoom ID: 924 8634 5462

MR. KRISHNA VEER SINGH



NATIONAL STARTUP DAY SEMINAR
Orientation of Innovation and Startup Policy of MSIT

AT 07:00 PM
16 JANUARY, 2025
Meet Link: <https://meet.google.com/fp-laby-lbp>

DR NEERU BATHEE
HOD ECE DEPARTMENT MSIT
ECELL INNOVATION CELL

UDYAM
ENTREPRENEURSHIP AND INNOVATION: START-UP CELL
DAULAT RAM COLLEGE
Presents

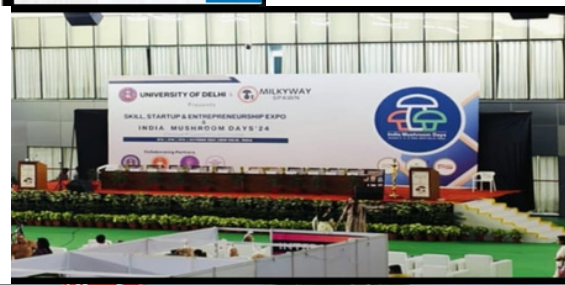
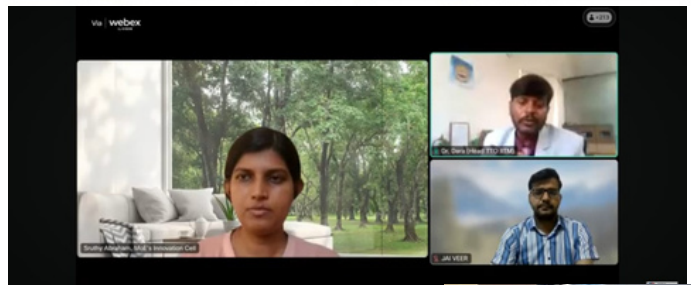
A VISIT TO UDHMODYA FOUNDATION

Scan To Register

REGISTER NOW

Experience the spirit of innovation at Udhmodya, where success is driven by passion, collaboration, and growth. Save this opportunity to visit the foundation and gain valuable insights into the world of entrepreneurship. Register now!

20 March, 2025
9:00 AM



Live chat

4th C: The Check

Subscribers-only mode

Live chat

Approach the water body

Subscribers-only mode



Focus and Objectives

Water & Environment, Healthcare, Food Safety, Climate Change

Fiber-optic technology solutions for multiple problems

Centralized laboratories, Home-care or PoC devices

Biosensors for low-cost, point-of-care diagnostics

The Significance of Startups

Driving Economic Growth and Job Creation

Startups are engines of economic growth, innovation and job creation. They contribute significantly to GDP and technological advancement. They address societal challenges and improve quality of life.

Pranjal Sharma	Himanshi Gupta
Neelam Kumari	Yashvi Jain
Payal Prajapati	Amrita
Sneha Sharma	Mamta
Astha Pal	Khushi Jain
Yashika	Geetanshi Salonia
Vanshika	Ananya Raghav
Prachi Kumari	Shreya Narang
Navya	Sanyogita
Shreenidhi	Smyra Malhotra
Riya Bansal	Sejal Aggarwal
Jia	Mamta
Tanishka Dey	Chetana Sehgal
Sanskriti Roy	Akanksha Gupta
Riddhi Jain	Priyanshi
Himanshi	Priyal Jain
Anushka Rana	Shradha Kumari
Anushka Nema	Garima
Kharoon Nissa	Riya Ranjan

DAULAT RAM COLLEGE
Presents a speaker session on

"Protecting Intellectual Property Rights (IPRs) and IP Management for Startups"

With **Mrs. POOJA KUMAR**

IP Strategist | International speaker | Director and Founder | Registered Patent agent | Public Speaker | Startup Facilitator

