



# THE ENTREPRENEURIAL DIGEST

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AUGUST 2020

## FEATURES

### TERMS OF THE MONTH

**PAGE 1**

**THE PIONEER'S  
CONCLAVE  
LATEST PODCAST**

**PAGE 2**

**MARUTI SUZUKI'S  
PILOT PROJECT**

**PAGE 3**

**PROBLEMS TO  
OPPORTUNITIES**

**PAGE 4-5**

**IS OUR DATA SECURE?**

**PAGE 6**

## TERMS OF THE MONTH

### ANTIBODIES

An antibody is a blood protein that the immune system makes as a response to an invader (pathogen), such as a virus. Antibodies are unique to a particular pathogen; when a person has antibodies for the infection caused by the coronavirus that causes COVID-19, called SARS-CoV-2, it means that the person has been exposed to the virus and the body has mounted an immune response.

### COMMUNITY SPREAD

Community spread is hard to contain, particularly because experts believe that many people with the coronavirus can be asymptomatic or pre-symptomatic but can still infect others. Currently, the best way to prevent community spread is by avoiding crowds, staying home as much as possible, and staying at least six feet apart from other people.

### FLATTEN THE CURVE

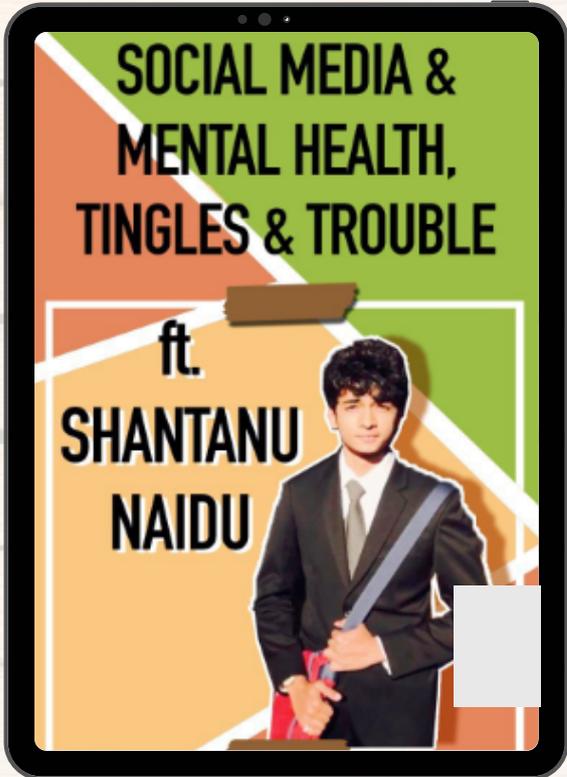
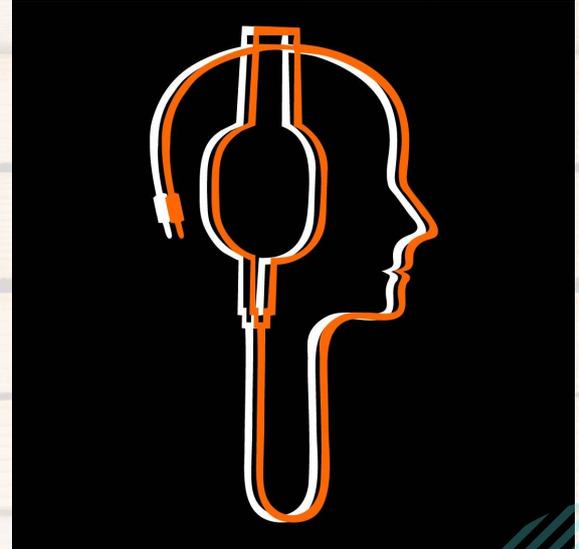
countries around the world want to “flatten the curve” if possible, meaning that a smaller number of people are sick with coronavirus at any one time. We can slow down the spread of the disease through measures like physical distancing and isolation.

# ACTIVITIES - AUGUST 2020

## THE PIONEER'S CONCLAVE PODCAST

This month, we have Shantanu Naidu talking about Social Media, Mental Health, Tingles and Troubles, Entrepreneurship along with many other relevant topics.

In the first part he's seen talking about how he would describe his life as "Unexpected" because he never planned on things his life panned out for him. He also talks about the two incidents that altered his life.

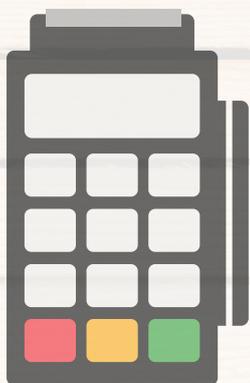


Later, he also talks about the purpose of his life, and his fear of losing something, and points out that everyone has a story and that one should have faith in it. He also points out that how no matter what, the best mentor can be no one except yourself because everyone has their own journey- involving their own ups and downs. He's also seen talking about his experience working with Tata Trusts for a Pet Hospital Project, his role at the office where he currently works. Moving forward he also talks about how his parents were his first mentors.

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for more updates

# Maruti Suzuki Comes Up With A New Subscription Program

Maruti Suzuki in  
partnership with Myles  
Automotive Technology



Has started a Subscribe-  
in Pune and Hyderabad  
as a pilot project

Subscription program offers solutions  
for everyone who is seeks to  
experience the benefits of owning a  
car without purchasing



You can choose to subscribe a new Swift,  
Dzire, Vitara Brezza and Ertiga, Baleno, Ciaz  
and XL6 for 12, 18, 24, 30, 36, 42 and 48 months

# PROBLEMS FACED IN COVID TIMES AND HOW SOME

## STARTUPS TURNED IT INTO OPPORTUNITIES

### Problem

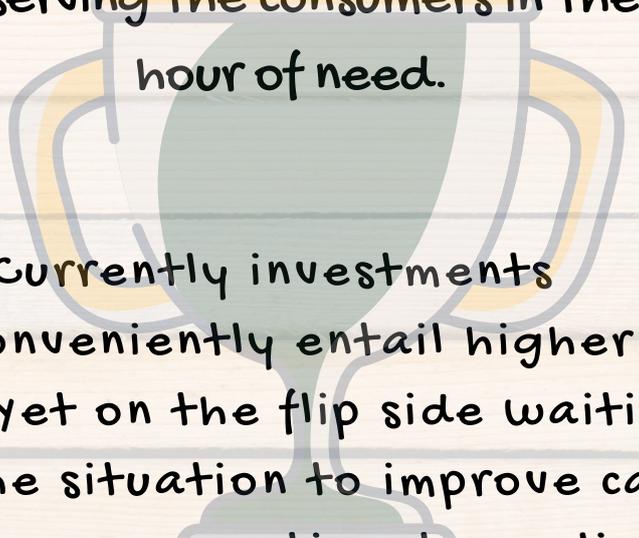
1 Cash flow



2 Funding

### Opportunity

Carmakers are making ventilators to both keep the cash flow going and score valuable marketing points by serving the consumers in their hour of need.



Currently investments inconveniently entail higher costs. Yet on the flip side waiting for the situation to improve can give a company time to realign future plans, targets, financial needs and other inputs

# PROBLEMS FACED IN COVID TIMES AND HOW SOME

## STARTUPS TURNED IT INTO OPPORTUNITIES

### Problem

3 manpower

4 Higher Sales

### Opportunity

The focus should be on talent retention because when the markets open, there will be demand and companies that can cater to that demand will make it big.

In the revised scenario of the future, the customer demands will also change. Hence, startups that can dynamically innovate their existing products or launch new products and services will be in an advantageous positions

# LOCATION DATA COULD BE USED TO IDENTIFY AND

## FOLLOW PERSON WITHOUT CONSENT

### WHAT ARE DANGERS OF THE DATA?

The data excludes phone numbers, names and other identity revealing information but the fact remains that the companies use location data about individuals. Location data is often used for marketing and analysis.

### WHAT ARE THE BENEFITS OF DATA?

Location data is mainly used for several purposes mostly, targeted advertising. During the pandemic location information has shown how people have been following social distancing rules and where they haven't -enabling analysis of potential hot spots.

### HOW DO YOU KNOW IF YOUR DATA IS BEING COLLECTED?

Both IOS and Android devices require apps to ask users to enable location services before collecting information. While the reason for same is not the one actually used by the app makers. The actual reason for the same lies in the privacy policies we ignore.



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