



# THE ENTREPRENEURIAL DIGEST

VOL. 1 | ISSUE 3

JUNE 2020

## FEATURES

### INTRODUCTION

PRINCIPAL,  
DR. ASHOK WADIA

FACULTY CONVENER,  
DR. RAKHI SHARMA

PAGE 1

### INTRODUCTION OF OUR NEW INITIATIVE

PAGE 2

### BRAND BOOTCAMP

#TRENDING SERIES  
EPISODE 2  
BLOCKCHAIN  
TECHNOLOGY

PAGE 3

### ARTICLES

PAGE 4

## Introduction

Entrepreneurship is all about an experience. This experience gives best results in college. If education is also about skilling then testing these skills are equally important to refine and learn more. The dual role of ECell Skill Hub is about doing and learning. Organisations require problem solvers and education should equip students with self-reliant behaviour. The intersection of this is taking risk in college while working on your ideas. Educational institutions need to pivot and create an ecosystem which should put efforts on building entrepreneurial mindset. This is a need for a sustainability and growth of the nation in these extraordinary times and post that also.

## Words of our Principal, Dr. Ashok Wadia

Students from different backgrounds must be challenged and nurtured; they are young, and have high risk appetite, and less fear of failure. When they are at this stage, they must receive appropriate guidance - the Jai Hind College Entrepreneurship Cell & Skill Hub aims for the same. They gain experience and develop analytical & design thinking skills, beyond traditional classroom studies, equipped to be the future of India.

## Words of our Faculty Convener, Dr. Rakhi Sharma

Jai Hind College has consistently and unfailingly, been one of the undergraduate colleges, to create and drive initiatives focused on providing our students with a myriad of superlative resources, in a bid to equip them with skills requisite for procuring the jobs of tomorrow, and to mentor, nurture and upskill the job-makers of the future. In this sense, being the faculty convener furnishes me with abundant opportunity to corroborate the same.



jaihindesummit



Jai Hind College  
Entrepreneurship Summit



jaihindesummit



Jai Hind College E-Summit



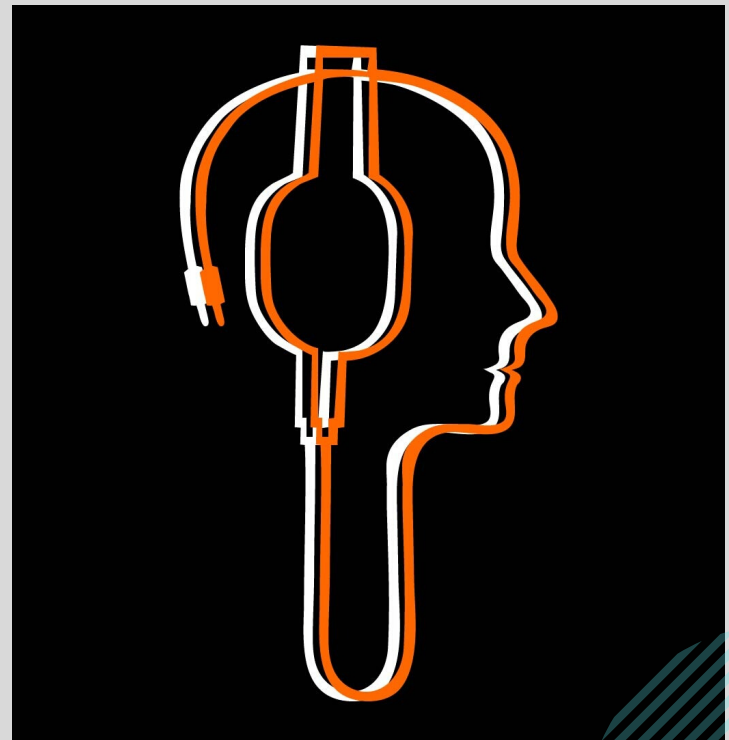
jaihindesummit.com

# ACTIVITIES - JUNE 2020

## THE PIONEER'S CONCLAVE PODCAST

In addition to routine sessions and exciting events, this month saw the long-anticipated unveiling of ECSH's latest Outreach initiative: The Pioneer's Conclave! The Pioneer's Conclave involves a series of podcasts devised to inspire, educate and, at best, germinate the holistic development of our society, and at least, afford some food for thought.

Each podcast comprises of raw, uncut and exhaustive conversations with a diverse assemblage of industry experts, with the intention of delivering our percipients stirring, motivational tales of experienced entrepreneurs, veteran industrialists, and other distinguished personalities of the field.





A Jai Hind College Entrepreneurship Cell and Skill Hub Initiative



**THE PIONEER'S CONCLAVE**  
OUR FIRST PODCAST GUEST



**MR. UPAMANYU ACHARYA**

Founder of a crypto currency content company, Fynestuff

Student Founder of the Jai Hind College Entrepreneurship Summit

BMS Graduate (Non-Engineer) Currently pursuing a MBA at IIM Ahmedabad

Represented India at the world's largest case competition by HSBC Hong Kong

The critical first episode of this novel project, featuring Mr. Upamanyu Acharya, founder of Fynestuff, succeeded in earning substantial attention and a still mounting view count. A non-engineering student and cherished alumni of Jai Hind College, presently studying at IIM-A, Upamanyu elucidated on the origin of his crypto-currency blog, Fynestuff, and the indispensable role of his upbringing and entrepreneurial assets in this journey. The next episode, releasing soon, will see an unfiltered discussion with Mr. Terry Torok, chief Innovation officer of Enactus.

**FOLLOW US ON INSTAGRAM -@THEPIONEERSCONCLAVE**  
for more updates

# EVENTS - JUNE 2020



**JAI HIND COLLEGE  
(AUTONOMOUS)  
ENTREPRENEURSHIP CELL AND  
SKILL HUB(UNDER RUSA)  
PRESENTS**



## BRAND BOOTCAMP



**With Manil Dodani  
Brand Strategist, Landor  
Senior Business  
Development  
& Marketing Manager**

**Friday June 19th, 2020  
4:30 pm**



## BRAND BOOTCAMP

The opening session for June organised by the ECSH was a follow-up to the 'Brands & Branding' session last month, Mr. Manil Dodani, Senior Business Development & Marketing Manager at Landor, returned to host yet another infinitely educational webinar, the 'Brand Bootcamp'. The Bootcamp entailed three distinct activities, each with a defined aim of explaining the benefits and costs of the diverse aspects of a Brand. The tasks included -Writing the obituary of your start-up. As bizarre and off-field as it sounds, this activity is designed to portray the necessity of a clear purpose for your venture.


Next, followed by Detailing a statement of relevant differentiation. Working through this task makes one appreciate the art of developing a clear brand position. The final exercise focused on envisioning the visual brand drivers, with the purpose of lucidly describing and learning your brand's personality. Stand Out. Get Noticed. Get Considered. Get preferred. Get Preferred Again.

## TRENDING SERIES- EP2 BLOCKCHAIN TECHNOLOGY

With a massive heart-warming response to our first #Trending Session on Artificial Intelligence, the ECSH furnished a second session on Blockchain Technology. To help abridge and deconstruct the frightening complexity of this enigmatic concept, we invited a prominent Blockchain enthusiast, boasting enviable knowledge in the subject matter and immense experience in speaking at several investment and blockchain conferences around the globe. To begin with, Mr. Gagandeep clarified a widespread misconception on the topic; blockchain technology is a distinct yet interconnected existence to Bitcoin, and these two terms cannot be used inter-changeably. He elaborated on the avenues for its usage, namely- Record Keeping, Developing and Maintaining Smart contracts, among others.. The session settled with our attendees pondering the inestimable potential of this bewildering extent.



**JAI HIND COLLEGE (AUTONOMOUS)  
E-CELL AND SKILL HUB  
(UNDER RUSA)  
Presents**



**#Trending series  
Ep2: "Blockchain  
Technology"**

**"Tune into our  
session to grasp  
the fundamentals  
of Blockchain  
Technology"**



**GAGANDEEP  
SINGH  
Founder  
GDS Consulting,  
Blockchain  
Advisor**

**30th June,  
Tuesday  
5pm onwards.**

# ARTICLES

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## THE SEA STRETCHING BETWEEN 'INTERNET' AND 'ENTREPRENEURSHIP'

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In a world today, where frugality is but an instinct, the internet is your friend with its cheaper start-up costs and simple set up procedures. With just a website or even a fan page, you can already start a multitude of businesses. This ease allows you to test the validity and strength of your ideas without suffering irrevocable drawbacks.

With the influx of several social media platforms and online blogs catering to audiences of all nature, marketing your business to the world at large without making your wallet weep is now a very perceivable reality. You can conveniently locate and target potential customers using a particular app or website, or having a specific kind of interest or affiliations.

From logo-making to programming and designing needs, the internet is your handy, fail-proof directory.

## DIGITAL MARKETING- REFLECTIONS

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In a world that runs rampant today with pixelated screens and fingertips dripping information, where data is both King and dictator, years ago the term 'digital' was merely that- a word. A fable, something of a pipe dream. Now, it is our reality. An irreversible march toward a bigger, promising future. And those who remain stuck in their quicksand of inhibitions and traditions? Left behind in the dust of those with vision - knowledge of what this revolution means for us. So, well, what does it mean for us? It lives synonymous with a digitalized economy. Businesses showing up on social media forums, advertisements peeking behind metaphorical online corners, leaving trails of digital footprints for informed consumers to follow. Greater channels of communication, considerably reduced marketing costs, efficient distribution, eliminating middlemen, soaring consumer-base, widespread awareness. A reality where even sky isn't your limit, the world your market.