

# हंसराज महाविद्यालय

दिल्ली विश्वविद्यालय

महात्मा हंसराज मार्ग,

मलकागंज, दिल्ली - 110007

दूरभाष : 011-27667458, 27667747

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वेबसाइट : www.hansrajcollege.ac.in



# HANSRAJ COLLEGE

UNIVERSITY OF DELHI

Mahatma Hansraj Marg

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## NAAC ACCREDITED 'A++' GRADE COLLEGE

2023-2024

<b>Name of the Department/Society:</b>	<b>The Entrepreneurial Cell</b>
<b>Name of the Event:</b>	<b>Start-Up Bootcamp under MHCIE</b>
<b>Date of the Event:</b>	<b>1st March 2024 - 25th April 2024</b>
<b>Convenor of the Department/Society:</b>	<b>Ms. Madhavi Moni</b>

### DESCRIPTION OF THE EVENT

To help students and enthusiasts uncover the riddles of an entrepreneurial journey and provide them with mentorship on the major challenges in entrepreneurship, The Entrepreneurial Cell, Hansraj College along with top industry experts, organized a 4-week Start-Up Bootcamp. The 4-week Bootcamp has been a transformative initiative nurturing the entrepreneurial spirit among students. Hosted by the MAHATMA HANSRAJ CENTRE FOR INNOVATION, INCUBATION AND ENTREPRENEURSHIP (MHCIE), the Bootcamp was an effort to cultivate a culture of innovation and startup development within Delhi's collegiate ecosystem.

Through a blend of theoretical sessions and practical exercises, attendees were guided through the entire entrepreneurial journey, from idea exploration to market validation and beyond. The Bootcamp's end objective was to empower participants to translate innovative ideas into actionable startups.

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### Week Wise Agenda

#### Week 1: Idea Exploration

In the inaugural week, participants delved into the crucial process of idea exploration. Led by **CA Atul Chawla**, a seasoned professional with expertise in management consulting, corporate finance, and startup mentoring, the session emphasized the notion that ideas are forged through iterative processes rather than stumbled upon. Participants learned practical techniques for idea validation, including seeking feedback from potential users and peers.

Activities included creating concise pitches for their products and engaging in meaningful discussions to refine their ideas further.

#### Week 2: Prototyping and MVP Development

Week 2 focused on translating validated ideas into tangible products through prototyping and Minimum Viable Product (MVP) development. **Mr. Ashish Banerjee**, a seasoned Software Evangelist with extensive experience in guiding tech startups, guided participants through the process of building MVPs and harnessing user feedback for iterative improvements. His expertise in Blockchain Technology and software development equipped participants with practical strategies for building Minimum Viable Products (MVPs) and iterating on their ideas.

Participants were tasked with creating MVPs or drafting plans for their development, with examples provided from successful startup ventures.

#### Week 3: Marketing and User Acquisition

The third week emphasized the critical aspects of marketing and user acquisition. Led by **Mr. Amit Shukla**, Founder and Managing Director at EasyGov, participants gained insights into crafting compelling marketing strategies and attracting initial users. Mr Shukla is a Digital Public

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Good AI Evangelist with a rich background in consulting and entrepreneurship. His session on marketing and user acquisition provided participants with actionable insights to effectively promote their startups and attract initial users.

Practical techniques were shared to help participants execute their marketing efforts and acquire their first users, setting the stage for growth and scalability.

### Week 4: Continuous Improvement

The final week was led by **Mr. Sourabh Sharma**, an experienced investor with a demonstrated history of working in the investment management industry. It focused on continuous improvement and iteration. The participants were guided through the process of gathering user feedback, refining their products, and adapting to changing market dynamics.

Activities included interactive sessions on effective communication with users, gathering unbiased feedback, and extracting valuable insights to enhance their startup ideas.

The Bootcamp was attended by a diverse group of students and entrepreneurs eager to learn and grow. Participants have expressed immense satisfaction with the quality of sessions and the guidance provided by experienced mentors. Many have cited the Bootcamp as a pivotal learning experience, equipping them with valuable skills and mentorship to confidently pursue their entrepreneurial endeavors.

To culminate the Bootcamp, the top three candidates were shortlisted to present their startups in front of Dr. Abhishek Tandon, the Joint CEO of Udmodya Foundation, Delhi University's incubator, on 25th April 2024 at MHCIE which also marked the first anniversary of MHCIE. This platform provided participants with invaluable exposure and the potential for further support and mentorship in their entrepreneurial journey.

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In summary, the 4-week MHCIE Bootcamp has been a resounding success, fostering innovation, collaboration, and entrepreneurship among students. With a robust curriculum, esteemed speakers, and hands-on learning opportunities, the Bootcamp has laid a strong foundation for the future generation of startup founders and innovators.

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## GEO-TAGGED PHOTOS OF THE EVENT



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## Team Attendance

1. Samast Dhingra
2. Vani Gulhati
3. Navya Kansal
4. Vasu Jain
5. Vaishnavi Singh
6. Ipsa Arya
7. Janvi Gupta
8. Jasmehar Kaur
9. Arth Jain
10. Rohan Gogia



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## NAAC ACCREDITED 'A++' GRADE COLLEGE

11. Vaibhav Jain
12. Ayushi Drolia
13. Jatin Dhingra
14. Abhay Aggarwal
15. Arnav Poddar
16. Aditya Yadav
17. Garvita Bamal
18. Lokesh Joshi
19. Vibhor Sharma
20. Ankit Aggarwal
21. Nakul Ghai
22. Manan Goyal
23. Manya Singhal
24. Mridul
25. Ritansh
26. Shivam

### PARTICIPANT ATTENDEES

27. Paranjay
28. Duvurri
29. Harsh
30. Ainesh
31. Mansi
32. Ridhi
33. Mann
34. Aditya
35. Chirag
36. Manit
37. Anshika

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38. Gouri
39. Pavitran
40. Navya
41. V Srujana
42. Sidhant
43. Vishal
44. Bharat
45. Aryaraj
46. Nandial
47. Paranjay Thorat
48. Harshit
49. Pruthviraj
50. Lakshay
51. Jaiwardan
52. Anjul
53. Janya
54. Utkarsh
55. Riya
56. Ketan
57. Yashvi