

# हंसराज महाविद्यालय

दिल्ली विश्वविद्यालय

महात्मा हंसराज मार्ग,

मलकागंज, दिल्ली - 110007

दूरभाष : 011-27667458, 27667747

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वेबसाइट : www.hansrajcollege.ac.in



# HANS RAJ COLLEGE

UNIVERSITY OF DELHI

Mahatma Hansraj Marg

Malkaganj, Delhi – 110007

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## NAAC ACCREDITED 'A+' GRADE COLLEGE

Report on  
Start-up Fair 2.0  
Organized by  
The Entrepreneurial Cell  
under IIC, Hansraj College

Name of the Event – Start-up Fair 2.0

Date of the Event – 20 Feb 2023

THE ENTREPRENEURIAL CELL  
HANSRAJ COLLEGE

INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)

QR Code

Panasonic

presents

# STARTUP-FAIR 2.0

ARE YOU AN ENTERPRENEUR ASPIRING TO BUILD YOUR EMPIRE?

## PERKS

- An opportunity to network with esteemed founders and entrepreneurs.
- Showcase your start-up to an audience of 5000+ startup enthusiasts.
- Witness a plethora of 25+ startup's from all key industries.

MEET THE TALK OF THE NATION- Mr. ANUBHAV DUBEY

Chief Guest  
Anubhav Dubey  
(Founder, Chai Sutta Bar)

20 FEB, 2023  
11AM - 5PM  
HANSRAJ COLLEGE,  
UNIVERSITY OF DELHI

Contact us:  
Samast: 77880 00044  
Vaishnavi: 9140397559  
@ecellhansraj

QR Code

Register Now!  
(for start-up fair)

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Entrepreneurship in India has seen significant growth and development in recent years. The country has emerged as a major player in the global startup ecosystem, with several Indian startups achieving unicorn status (a valuation of \$1 billion or more). Such an environment is conducive to ripen and hone the entrepreneurial skills of the youth and motivate the startup culture at the grassroot as well as the institutional level.

**The Entrepreneurial Cell of Hansraj College** is one of the foremost entrepreneurship organisations in the University of Delhi, aiming to manifest the youth's latent entrepreneurial spirit. Over the years, the Cell has accomplished commendable heights by working towards spreading knowledge related to the entrepreneurial and business world through various mediums.

Startup Fair is one of the cell's flagship events aimed at helping budding entrepreneurs on their roadmap to success. By providing a platform to aspiring entrepreneurs to upscale their ventures, the Entrepreneurial Cell has acted as one of the enablers of the startup ecosystem in the country.

On **20th February 2023**, the second edition of Startup Fair was back on Hansraj College grounds, on a larger scale. The event reached new heights with an array of **25+** leading start-ups across a range of industries including **Food & Beverages, Fintech, Edtech, Beauty & Cosmetics**, etc. present. The event attracted a footfall of **1500+** start-up enthusiasts on the Hansraj Ground.

The various startups exhibited their unique products and services, interacting with curious college students, bringing awareness about their offerings and thereby increasing the reach of their idea and their brand.

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A diverse platter of stalls from various sectors and industries gave way for students to have a holistic and enriching experience. **'Praush'**, Indian Beauty & Cosmetics brand, with the goal of creating a positive change in the industry, showcased their makeup products of international quality standards sold at affordable prices. **'Style Ash'**, an online Indian Fashion brand, catered to the event as Fashion Partner for the Startup Fair 2.0, and created a buzz among the audience with their global and trendy western wear and accessories.





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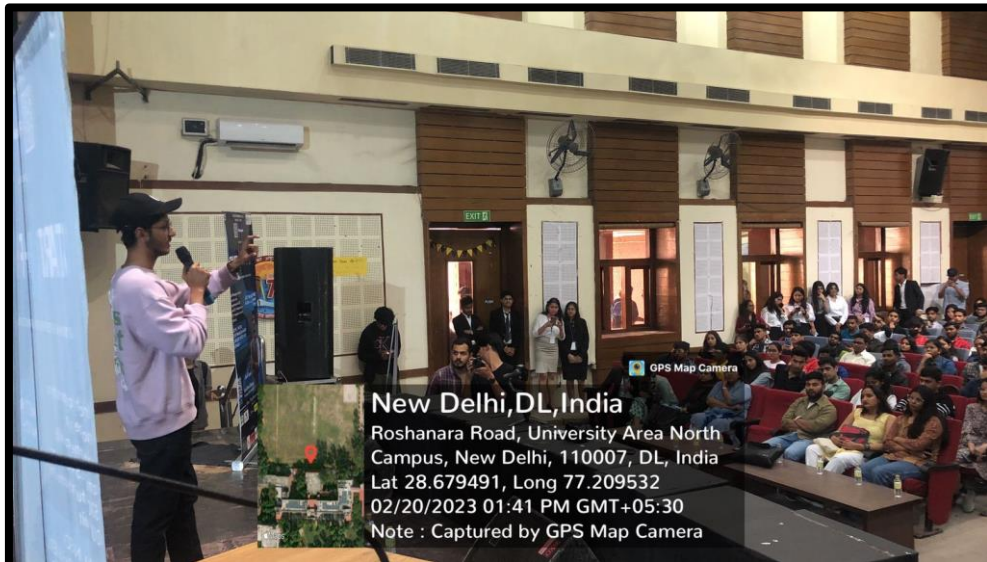
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'Kobsook', a brand that 'Brings Art to Life', added their own colours to the event showcasing its mission for talented differently abled artists who joyously express themselves by designing products like shoes and bags. Meanwhile, 'Falhari' established itself as a new age disruptor of the Food & Beverage industry filled their stall with an elaborate range of refreshing juices, smoothies, salads, lassis to beat the heat. As seen and loved on Shark Tank India Season 1, 'Aliste Technologies', grabbed the attention of the crowd at the Fair by their smart home designs and inventive mindset.

Other brands present at StartUp Fair include **Sandh India, Champbuddy, The Good Company, Bite It, Tatvaa, Oralia Accessories, Fomo Brews, Gaffle, TopBaker's, Giverly, Karighur, Kounselo, Crispee, Unirely, The Urban Granny, Uchiwa Cistomz, Guerdon Kicks, BasicWalls, Ekomart, Devotous Care, Hopnob Enterprises Pvt. Ltd., Baari, The Healthy Gut** and many more.

Startup Fair 2.0 was successful in its objective of providing them a platform to pitch their product and attract young students using differentiating strategies. Founders were able to record a significant number of observations from the responses of the crowd, which can be later worked upon to finetune their product.

The honourable founder of **Chai Sutta Bar; Mr. Anubhav Dubey** graced the event with his benign presence, celebrating the spirit of entrepreneurship along with the attendees and members of the Cell. Mr. Dubey is one of the country's youngest successful entrepreneurs. His much loved and popular Tea franchise has more than 150 outlets in India and abroad. He shared his passion for entrepreneurship by detailing the trajectory and success of his company.



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**Mr. Anubhav Dubey, Founder of Chai Sutta Bar, addressing the audience**

Addressing the inquisitive crowd in the auditorium, Mr. Dubey discussed his own story as to how his strong communication skills and the sense of "jugaad" allowed him to flourish. He added how having good terms with his old friends helped him immensely in this startup.



“We started the first Chai Sutta Bar outlet in 2016 with an investment of Rs 3 lakh and expanded through the franchise model,” says Mr. Anubhav, who with these words inspired the youths who dream of becoming entrepreneurs but lack connections or funding. After an interactive Q&A session with the audience, Mr. Dubey visited each stall, discussing their brand and providing his valuable inputs to the same.

**Panasonic Life Solutions India Pvt. Ltd.** acted as the Title Sponsor for the Fair this year. Their contribution has not only provided financial support, but also made a valuable augmentation towards the development of a thriving startup ecosystem across the nation.

Other Sponsors of the Startup Fair 2.0 include CLOVIA as Fashion Partner, Royal Green as Hydration Partner, Cornitos as Snacking Partner, corporateX as Gifting Partner, player's den and Fitness Partner and Startup Sandesh as Community Partner.

Their support has been instrumental in making the event a success and has helped the Cell to achieve its goal of promoting entrepreneurship and innovation amongst the entire DU Circuit.

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More than a fair, the event served as an engaging opportunity for Start Up enthusiasts and founders to connect and learn from each other. The event successfully achieved the goal of bringing together those connected by the string of entrepreneurship; fostering learning and sparking conversations that matter.

