

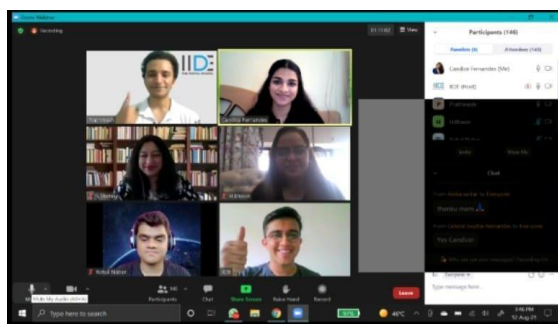


### **The Andrean Entrepreneurship & Incubation Cell**

Given the present entrepreneurial nature & enthusiasm all around the world & specially in India, the entrepreneurship cell conducted a no. of meaningful & knowledgeable activities this academic year:

#### **A webinar on Instagram Marketing by Prathmesh Kavishwar- 12<sup>th</sup> August, 2021**

The webinar was an insightful one from **Mind Blowing Aesthetics to Instagram Reach** via reels there's only one thing which remains constant **ENGAGING WITH YOUR NICHE** which was highlighted by the speaker. The webinar was held online on ZOOM in association with IIDE. The more you understand your **Target audience** and create content relating to your **line of brand**, the more you get their Brand Loyalty. These are some of the key lessons received from the webinar.



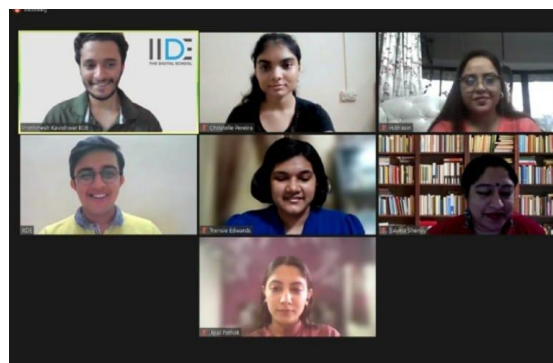
#### **Crypto Trading Competition by Crypto Trainer (A virtual trading platform by finstreet) in collaboration with PR cell – 16<sup>th</sup>-22<sup>nd</sup> September, 2021**

The competition was held online on the crypto trainer app by finstreet where

students had to register themselves and do an online trading for crypto. It gave a hands-on experience to each and every participant. It was a 24/7 online competition. There were a total of 3 winners: 1st prize – Jai Mali, 2<sup>nd</sup> prize - Altaf Khan & 3<sup>rd</sup> prize- Reeva Mascarenhas.

#### **A webinar on E-Commerce 101 by Prathmesh Kavishwar- 21<sup>st</sup> September, 2021**

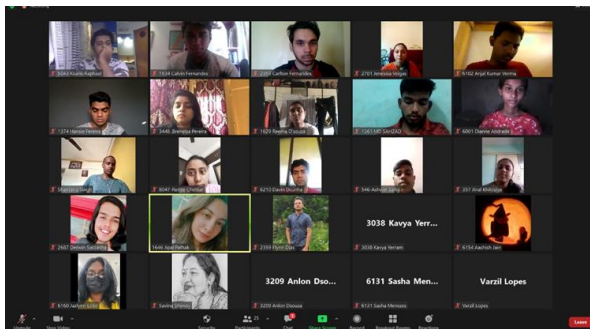
With a massive growth in the E-Commerce industry in India, **going digital** is certainly the right choice for your business. The E-Commerce 101 webinar was held online on ZOOM in association with IIDE. The speaker Prathmesh made the webinar very interactive with his great knowledge into the field of commerce. Our speaker imparted his knowledge on managing a **self-customized website, usage of relevant keywords, ways to build your online presence**; all of which would help boost business!



#### **Bizz Wizz 2.0 ( A Entrepreneurial quiz competition)- 18<sup>th</sup> December, 2021**

Ever wondered before the pandemic what an online business quiz would look like? The Andrean Entrepreneurship & Incubation Cell conducted **BIZZWIZZ 2.0** with the same enthusiasm & thrill. The quiz was held online on **ZOOM** as well as simultaneously on **KAHOOT**. It was a

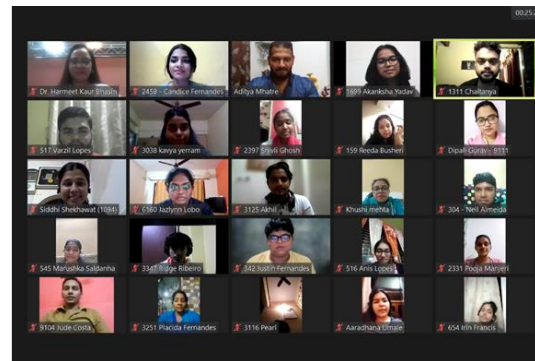
knowledge full event where a total of 16 participants participated in 5 different rounds; the quiz gave a lot of interesting learning for the students about new topics. As many as **70-80 questions** were put forth by the participants to answer on with options. The podium holders for the competition were 1<sup>st</sup> place- **Derwin Saldanha**, 2<sup>nd</sup> place- **Brenelsa Pereira**, 3<sup>rd</sup> place- **Reema D'souza**. The winners were awarded with *certificates & Andrean Merchandise*.



**A webinar on Business of the future , The Changing Landscape of the Digital World-** 13<sup>th</sup> January, 2022.

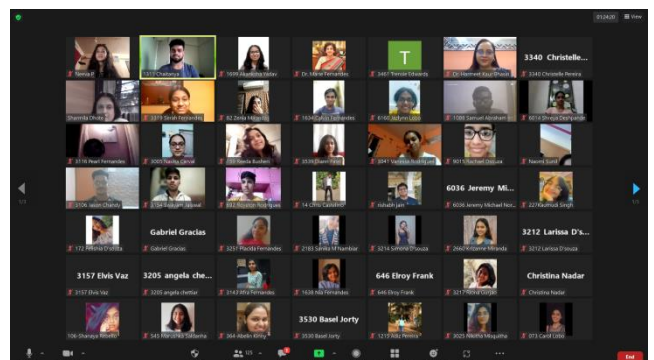
An enlightening webinar on ***'Business of The Future: The Changing Landscape of The Digital World'*** was held by our cell with **Mr. Aaditya Mhatre** as the opposite speaker for the topic. Around 200 participants attended the webinar. The speaker was very engaging and brought about awareness to the changing landscape of businesses in the digital world. He also shed light on the **upcoming industries** that students should focus on in order to stay competent. He informed students about **the role and importance of digital changes and trends** while also providing them with food for thought like – *“the pandemic was an industrial revolution in disguise that was ignored by many”* and *“not victim mentality but warrior mind-set”* among many others. The session came to an end with a question-and-answer

round where participant queries were resolved.



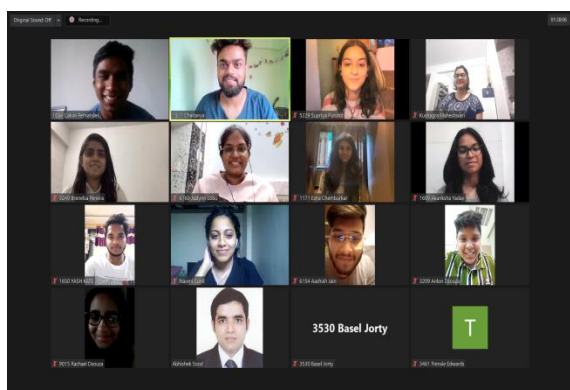
**A webinar on Women Development & Entrepreneurship by Neeva Phatarphekar-** 3<sup>rd</sup> February, 2022.

The webinar was again an online webinar on ZOOM by the young & talented women entrepreneur Neeva Phatarphekar. The webinar was in collaboration with **College Women Development Cell** of St. Andrew's college. The webinar was attended by more than 150 participants, where the resource person shared her experience & challenges as a women entrepreneur. She motivated the young college Turks for entrepreneurship. She mainly highlighted the fact that **women in entrepreneurship should never stop trying & work hard each day**.



**Panel Discussion on “The Importance of Innovation in searching for perfect start up idea”**– 14<sup>th</sup> March, 2022

The panel discussion was held online on ZOOM platform, where there were 7 panellists from diverse course backgrounds putting their thoughts & knowledge into the discussion. The discussion was judged by our very own **HOD of BAF department Prof. Abhishek Sood**. There were a total of 5 rounds in the discussion where one question was asked in 1 round which was supposed to be discussed by all the panellists. The panel gave very strong answers in regards to why the Innovation is really ***important for a perfect start up idea***. We did have a tough competition between all our panellists but only the best ones won the day. The best panellists for the discussion were 1<sup>st</sup> place- **Brenelsa Pereira & Khushagra Maheshwari** & 2<sup>nd</sup> place- **Esha Chemburkar**. The winners were awarded with ***certificates & Andrean Merchandise***.



### **Relaunch of** **The Andrean Merchandise** – 28<sup>th</sup> February 2022

Due to the Covid-19 pandemic, the merchandise desk was closed for approximately 2 years. We tried to deal with our customers online but it was a mess and the idea became abortive. Finally when our college reopened, the sale of merch came back live. On 28<sup>th</sup> February we started our merch with a bumper sale called as stock clearance sale. In that we are dealing in diaries, pens, caps, flasks, badges, bag tags. In the next semester we are planning to launch new items in our merchandise. The relaunch was hosted by **Chaitanya** (SYB.Com), **Calvin Fernandes** (SYB.Com), **Akanksha Yadav** (SYB.Com) and **Candice Fernandes** (TYB.Com).



### **Professors in Charge:-**

Dr. Harmeet Kaur Bhasin

Prof. Savina Shenoy

### **Students in Charge (Core Members):-**

Heads of Departments



- Chaitanya
- Calvin Fernandes
- Anlon D'Souza
- Larissa D'souza
- Sayan Samanta
- Alano Miranda
- Shivli Ghosh
- Supriya Prohit

Assistant HoD's

- Akanksha Yadav
- Rahul Nabar
- Candice Fernandes
- Ananya Miranda
- Trensie Edwards
- Basel Jorty
- Ridge Ribeiro

