

# UDYAMI

# 2022



# ***ABOUT MERAKI***

Meraki, The Entrepreneurship Cell of Maitreyi College aspires to foster the spirit of entrepreneurship by providing a platform to convert ideas into businesses.

We, at Meraki believe that innovation is an essential ingredient for ideas that make a difference.

Started in 2018, Meraki was founded with the goal of providing a forum for aspiring entrepreneurs to promote and validate their company ideas. It operates by the ideals of vigour, dedication, creativity and innovation to attain excellence. Meraki provides a platform to students to explore the world of entrepreneurship and an opportunity to kickstart their own ventures.

Meraki has had the honour of being a part of the top ten Entrepreneurship cells of The University of Delhi within just one year of its commencement. With several departments, 6+ startup initiatives and 3 annual E-Summits, Meraki strives with vigour and dedication to achieve excellence.



# PRINCIPAL'S MESSAGE

निश्चित्वा यः प्रक्रमते नान्तर्वसति कर्मणः ।  
अवन्ध्यकालो वश्यात्मा स वै पण्डित उच्यते ॥

जो व्यक्ति किसी भी कार्य-व्यवहार को निश्चयपूर्वक आरंभ करता है, उसे बीच में नहीं रोकता, समय को बरबाद नहीं करता तथा अपने मन को नियंत्रण में रखता है, वही ज्ञानी है ।

मैत्रेयी सभी के लिए पारस्परिक रूप से लाभकारी भविष्य बनाने के लिए नवाचार की शक्ति में दृढ़ता से विश्वास करती हैं। इसे प्राप्त करने के लिए हम अपने छात्रों के लिए विविध प्रकार के अवसरों को सीखने और बनाने के लिए लगन से प्रतिबद्ध हैं। ऐसी ही एक पहल थी मेराकी, मैत्रेयी कॉलेज का उद्यमिता प्रकोष्ठ। मुझे यह कहते हुए बहुत खुशी हो रही है कि पिछले कुछ वर्षों में कई मील के पत्थर हासिल करते हुए मेराकी काफी विकसित हुआ है। आज हमें एक और मील का पत्थर हासिल करने पर गर्व है क्योंकि मेराकी वार्षिक उद्यमिता पत्रिका, उद्यमी का पहला संस्करण जारी कर रहा है। यह पत्रिका इस बात का प्रमाण है कि मेराकी कितनी दूर आ चुकी है और कितनी दूर जाएगी। मैं पूरी टीम को शुभकामनाएं देती हूं और इस बात की पुष्टि करने के लिए आश्वस्त महसूस करती हूं कि यह टीम हमारे मैत्रेयी कॉलेज को और अधिक नाम देगी।

niścitvā yaḥ prakramate nāntarvasati karmaṇaḥ ।  
avandhyakālo vaśyātmā sa vai paṇḍita ucyate ॥

Whose endeavors are preceded by a firm commitment, who does not take long rests before the task is accomplished, who does not waste time and who has control over his/her mind is wise. Maitreyi firmly believes in the power of innovation to create a future that is mutually beneficial to all. To achieve this we are diligently committed to learning and creating a diverse range of opportunities for our students. Our one such initiative was Meraki, the Entrepreneurship Cell of Maitreyi College. It gives me immense pleasure to say that Meraki has significantly evolved over the years achieving several milestones. Today we are proud to have achieved another milestone as Meraki is releasing the very first edition of the Annual Entrepreneurship Magazine, Udyami. This magazine is a testimonial of how far Meraki has come and how far it will go. I wish best of luck to the entire team and feel confident to affirm that this team will bring more laurels to our Maitreyi College.

**-Dr. Haritma Chopra**



# ***TEACHER CONVENER'S MESSAGE***

“The courage to begin is more powerful than the will to win”. The students of our college are diligent and have the courage to come up with new ideas and initiate new projects.

Meraki, The Entrepreneurship Cell of Maitreyi College is yet again here to set the bar high with its initiation of releasing the very first edition of the Annual Entrepreneurship Magazine ‘Udyami. I would like to congratulate the students on this commendable achievement as they have worked tirelessly to make this a success. Meraki will surely reach great heights in future as all the students here deeply invest their time bringing many new opportunities for all the students of the college.

I wish best of luck to all our young budding entrepreneurs as the best is yet to come..

**-Dr. Priti Mendiratta Arora**

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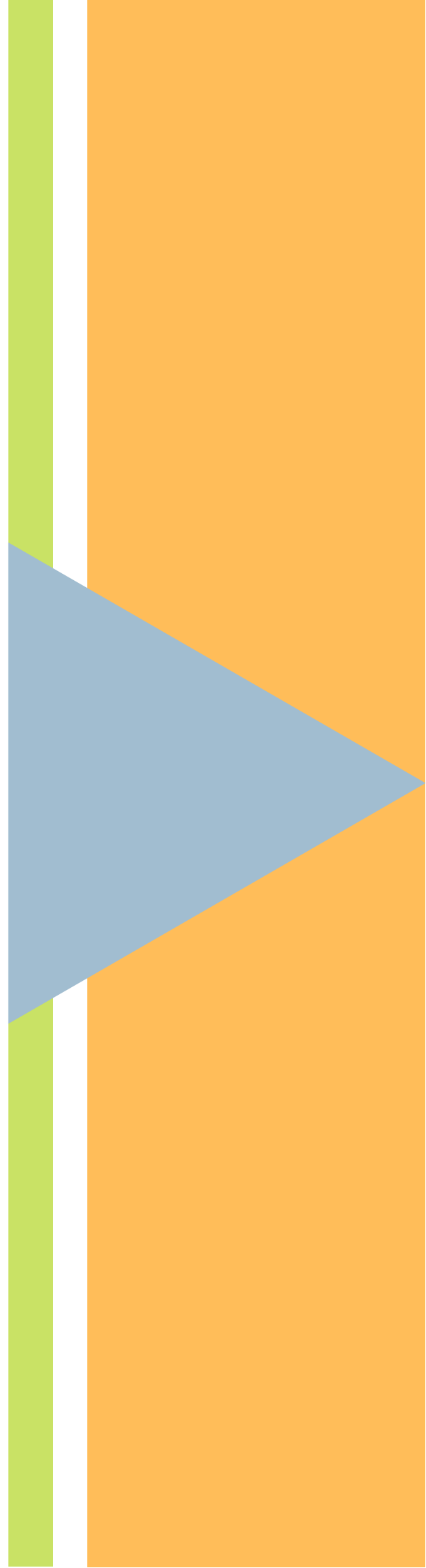
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# **EFFECT OF PANDEMIC ON THE INDIAN EDUCATION SECTOR**



# EFFECT OF PANDEMIC ON THE INDIAN EDUCATION SECTOR

By- Gayathri V Nair

Small savings schemes like Public Provident Fund (PPF), National Savings Certificate (NSC), Senior Citizen Savings Scheme (SCSS) have brought a great interest among middle class due to its better rate of interest than other deposit schemes. The interest rates are usually altered quarterly.

## PANDEMIC AND ITS EFFECT ON INDIA'S EDUCATION SECTOR

When Coronavirus hit India in the early months of 2020, it imposed an abrupt but temporary halt in the education of kindergarteners and PhD scholars alike. The onset of the Covid-19 pandemic and the lockdown across the nation initiated the gradual growth of up-to-date pedagogies. Taking a dynamic turn from the traditional way of classroom teaching, various companies started introducing technology which claimed to be a milestone moving in this direction.

Educational institutions started collaborating with the public and private sectors to introduce online modes of delivering education. Weekly seminars became webinars, and tests and annual exams started being online. Gradually with every passing moment, we all started getting exposed to living online while slowly accepting the fate of operating within the identical four walls every day.

Unquestionably, with this radical change in our daily lives, many of us missed being outdoors, commuting to institutes & workplaces, and re-ensuring a way of community with a zest for exploring our surroundings. However, the world of corporations saw an entirely new opportunity rising in an exceedingly developing country like ours.

It practically opened new doors of expansion and scope for the technology sector; so dynamic that we are super acquainted with terms like Fintech, Medtech and Edtech sectors.

## EDTECH INDUSTRY AND WHAT DOES IT OFFER

EdTech (a combination of "education" and "technology") refers to hardware and software designed to boost teacher-led learning in classrooms and improve students' education outcomes.

In a nutshell, it is the technique of incorporating IT tools into the classroom teaching to make learning more interesting, inclusive, and personalized.

Tablets, interactive online courses, and even robots that may take notes and record lectures for the ill students are now very common in the classrooms of today. These have evolved from the cumbersome desktop PCs of the past.



The ability to scale personalized learning has been a significant aspect pertaining to the rise of technology to prominence. It is not a one-size-fits-all case when it involves how we study, connect with classmates and professors, and our overall excitement for the identical subjects. Everyone learns at their speed and in their manner. Edtech technologies make it easier for teachers to style tailored lesson plans and learning experiences that promote inclusion and improve the training capacities of all students, irrespective of age or ability.

The adoption of digital learning methodology by the government, private and public schools, tutors, coaching institutes, students, and teachers has resulted in the EdTech boom that we are witnessing today.

# EFFECT OF PANDEMIC ON THE INDIAN EDUCATION SECTOR

## THE INDIAN EDTECH INDUSTRY

The Indian EdTech business is projected to own a garnered \$16.1 billion in risk capital funding, up from \$500 million in 2010. The K-12 segment, education, and upskilling sectors are fueling the expansion.

Thanks to the growing popularity of Massive Open Online Courses (MOOCs) and distance education, the Indian EdTech business is predicted to succeed in \$30 billion within the next ten years.

There are five Edtech unicorns in India, three of which debuted in 2021. The Indian Edtech business is predicted to be worth \$30 billion in the coming years because of rapidly digitizing markets and pandemic-related uncertainty. Under the automated path of approval, India allows 100% FDI within the education sector.

It practically opened new doors of expansion and scope for the technology sector; so dynamic that we are super acquainted with terms like Fintech, Medtech and Edtech sectors.

By 2020, four EdTech start-ups in India became unicorns (Unacademy, UpGrad, Eruditus and Vedantu), while one has become a decacorn (Byju's). A unicorn may be a corporation worth over \$1 billion, whereas a decacorn is worth over \$10 billion.

Gamification is becoming increasingly popular among EdTech start-ups. Learning through games and puzzles has been developed by companies like Toppr, PlayAblo, Cuemath, and Byju's. This makes it easier and more enjoyable for students to master ideas. As per one study, over 70% of scholars believe gamified courses are more stimulating than standard ones.

According to Statista, the Indian Edtech industry is currently valued at US\$2.8 billion and is projected to grow to US\$10.4 billion by 2025. In India, there are now 9,043 EdTech startups. Factors like India's booming internet economy - which encompasses a total of 743.19 million internet subscribers - amplify this tendency (as of March 2020). In India, there will be almost 700 million smartphone users by 2020.

The ability to swiftly adapt to new technology and deliver a high return on investment highly appeals to the investors of Edtech startups. Since the post-pandemic environment continues to extend the necessity for remote learning, the demand for EdTech enterprises among students and parents is growing. The Government of India (GOI) has announced a variety of strategies and changes aimed at the EdTech business and improving students' remote learning experiences.

Thus, the Indian EdTech business is going to be accelerated by the National Education Policy 2020, accessibility to education and teachers, the need for upskilling, and remote learning.

With the country's return to normalcy, it is reasonable to assume that hybrid education is here to stay; nevertheless, we are yet to witness the future of education in India in the long term.

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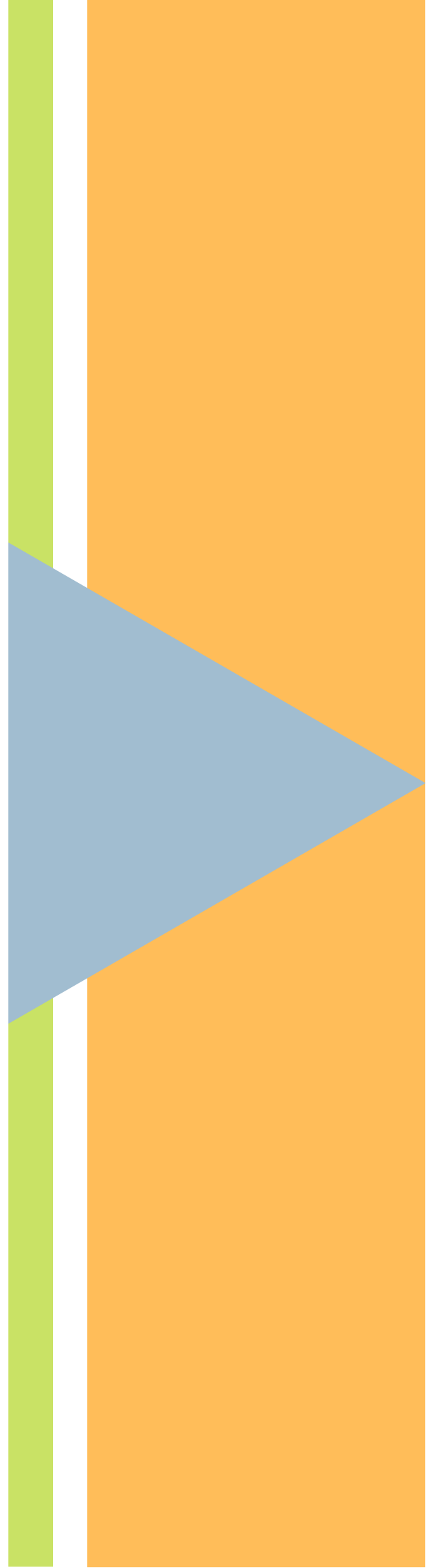
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**SMALL  
BUSINESS: A  
WAY OF  
DEVELOPMENT  
AND GROWTH  
FOR THE  
INDIAN  
CULTURE AND  
ECONOMY**



# Small Business: A Way Of Development And Growth For The Indian Culture And Economy

By- Kriti Sachdeva

One of the primary sources of innovativeness is envisioning a small business that functions without the requirement of a comprehensive organization and thrives without needing different successions. Unveiled in the form of a small venture, every brand that we fantasize about today commenced as a small business.

Small businesses are rooted in the idea of bringing something to the reality that repays the community in some way or the other. They are more sustainable in their ways of work, are emotionally connected to where they have imbibed their ethics and are the only type that can survive while serving a small population size. With the start-up wave going on in India, the increase in the number of small businesses and incorporations over the past five years has been immense. But how important are they when it comes to the Indian economy?



According to the statistics published by the Indian Government, the credit for almost 60 to 70 per cent of the innovations happening in our homeland every year goes to these small-scale businesses. Employment is one of the main contributions of these businesses. From artisans to technically qualified people, small businesses provide jobs to all - be it skilled or unskilled.

The categorization of the business, which is clear by its name, is small, and accordingly requires less capital than the big businesses. The main ascendancy that is attached to running a small business is that the people here can easily change their approach to working without much loss, promoting more flexibility and the adaptive nature of the environment.

Nowadays, women entrepreneurs are taking charge of this business wave. Skill development of rural and urban women also helps approach a balanced regional growth. With industrializing women in the slums and villages of India, these enterprising skills that women are now gaining come with the special incentives of bringing forward the backward areas of our country and improving the standard of living of people residing in these areas. Be it women founders or otherwise, gumptious talent untapped in different regions of India is now coming forward with the wave of small business, majorly helping in giving out income to all instead of just being hoarded by a selective group of people.

Microbusinesses strive to do things the right way and reduce practices that may be deteriorating for the environment and its people. They support local talent by making a space for the customary skills and handicrafts where they can grow on their own.



# Small Business: A Way Of Development And Growth For The Indian Culture And Economy

They also help refine the growth of the self-employed artisans and craftsmen who have mastered their skills in specific ways. This way of progressing with what they do has proved to be a blessing. They have protected the little things, the traditions and values that we may have lost somewhere in this fast-moving world. People are now going back to purchasing from these businesses as they satisfy their instinct of living a sustainable life.

Owning any business- be it a large scale or a small scale business, requires only one skill: entrepreneurship!

Developing self-reliance and facilitating those working under level is one lesson nobody can teach an entrepreneur. It develops over time, through mistakes, fall backs, slumps and during the times of flourishing business!

Small businesses transform societies and their culture, and entrepreneurs create ways of connecting people back to their roots, resources and culture.

**‘Every small purchase makes a big difference.’**

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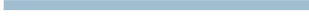
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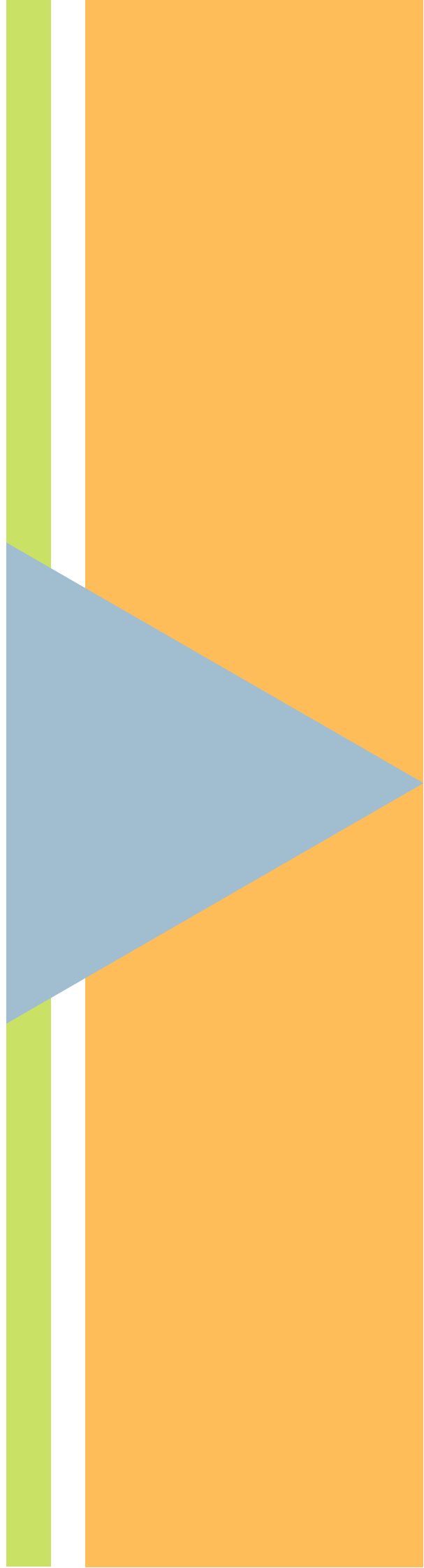
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# **RETHINKING GLOBALISATION IN ENTREPRENEURSHIP**



# RETHINKING GLOBALISATION IN ENTREPRENEURSHIP

By- Shivika Arora

Globalisation, defined as the integration of the global economy through international business, investment, and migration, has been widely used to characterise world development in past few decades. Globalisation has helped economies, businesses, and consumers throughout the world for many years, at the same time bringing threats and negative consequences.

Since the 2008 Global Financial Crisis, the global economy has undergone slowdowns and alterations in trade and investment flows, mostly as a result of a surge in new technologies, shifting global economic power, and thus changing public concerns.

Currently, the Coronavirus (COVID-19) has accelerated a globalisation reset, exposing the volatility of global interconnectedness and forcing nations and companies to reconsider their trade, investment, and operation policies. Understanding the factors reshaping the global environment and how globalisation is evolving will assist individuals and businesses in preparing for the next phase of globalisation and the prospects and challenges it will provide.

## FORCES CAUSING THE GLOBALISATION RESET:

**TECHNOLOGY:** It helps to improve global innovation and productivity, links customers and suppliers, and ensures smooth flow of information. The outbreak has increased global digital flows by shifting employment, shopping, recreation, and education online. According to Euromonitor International estimates, international e-commerce has a share of 10.7% in the worldwide e-commerce in the year 2020, up from 6.9% in 2011. Furthermore, the introduction of new industrial technologies such as automation, artificial intelligence, and 3-D printing has the potential to assist organisations in lowering costs, becoming less reliant on labour, and being more productive, thus facilitating entrepreneurship.

**ECONOMIC POWER:** The change in global economic power is transforming global value chains as well. China and other rising and developing nations remain global industrial powerhouses, but they have also emerged as new big consumer markets, able to absorb an increased portion of what they create. As of 2020, emerging and developing markets stand at 37.6% of global consumer expenditure, up from 31.4% in 2010.

**CONSUMER VALUES AND PREFERENCES:** While multinational corporations are acclimated to creating identical items, today's consumers desire more personalization and distinctiveness. Furthermore, long before the pandemic, global commerce and multinational corporations were put under scrutiny as more customers wanted more transparent and socially responsible supply chains for goods and services. All of these goals and values have also been emphasised upon by the pandemic.



## ENTREPRENEURSHIP IN DEVELOPING COUNTRIES

Entrepreneurship is prolonged for bringing about many good developments in emerging countries. It is connected, at the very least, with job creation, wealth creation, innovation, etc. A healthy small business sector and entrepreneurship are often associated with a healthy economy. Following futile attempts at development through import substitution and infant industry protection programmes, as well as somewhat mixed results from export promotion strategies, developing countries have been beginning to focus on their business environments and creating an economic space conducive to private enterprises.

Fostering entrepreneurship is commonly seen as an important policy for increasing employment and earning possibilities and reducing poverty. To encourage entrepreneurial activity and job creation, good macroeconomic circumstances and a business environment that includes infrastructure, regulation, and the legal environment have been stressed upon. While they are still significant, in emerging nations, more focus has been laid on the role of labour policies aimed at reducing limitations and increasing productivity among self-employed and small-scale businesses. This is notably important in developing nations, where fair employee compensation is scarce and majority of the jobs are established and run on a self-employed base.

## IMPACT OF GLOBALISATION ON ENTREPRENEURSHIP

Globalisation has resulted in a shift from an industrial to an entrepreneurial model of production. Demographic shifts, liberalisation of national economies and associated markets, institutional and state failures, and technological advancements have all contributed to rising social consciousness within businesses. Globalization is regarded as a shift in the supply of unskilled labour to the global economy, a reduction in the amount of political risk connected with foreign direct investment.

The global business climate is changing rapidly. Large enterprises have traditionally competed in worldwide markets, whereas smaller businesses have remained local or regional in scope. However, the elimination of government-imposed obstacles that segregated and protected domestic markets, as well as recent technology developments in manufacturing, transportation, and telecommunications, now allow even the tiniest enterprises to connect with consumers, suppliers, and collaborators all over the world. Global and domestic innovation are increasingly being driven by small businesses and entrepreneur ventures.

## CONCLUSION

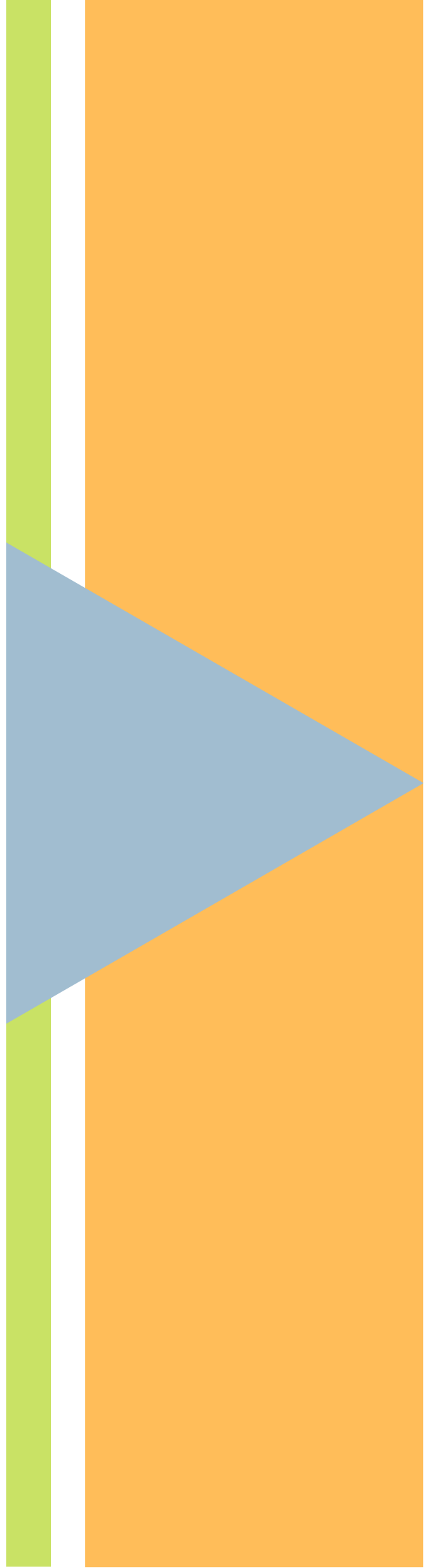
The economic environment in which enterprises operate has altered as a result of globalisation. Doing business in a globalised environment necessitates paying attention to the numerous threads of linkages that emerge from marketplaces. The new circumstances present additional hurdles for businesses who must cope with unfamiliar environments, foreign cultures, and religious differences. In such situations, virtuous entrepreneurs, or those whose personal qualities make them trustworthy in business, appear to build and accomplish better commercial partnerships. The key interdependences that exist between the globalised economy and the phenomena of international entrepreneurship, as well as the theoretical methods in which virtuous entrepreneurs might create true trust in their interpersonal connections.

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# **THE INDIAN UNICORN LANDSCAPE**



# The Indian Unicorn Landscape

By- Prachi Yadav

William Arthur Ward once said, "If you can imagine it, you can achieve it. If you can dream it, you can become it" and this indeed is true. The essence of this quote is something which could be seen in almost all the startups. I would like to explain this better with an example of Mamaearth. It started with just a vision that 2 people had of producing toxin free products as most of the baby products at that time did not meet the safety regulations which was quite bothersome. Within a very short span of 4 years it crossed the 100 crore mark to become the 1st unicorn of the year 2022 and was hailed as the fastest growing D2C brand in India. Well, Mamaearth was not a sole rider in this race of becoming a unicorn, there were others too which are now either established unicorns or soon to be unicorns. Do you know what a unicorn is? A unicorn is a term used in the venture capital industry to describe a privately held startup company with a value of over \$1 billion.

You might be amazed to know India's numbers in this unicorn race. As of March 21, 2022 India had become the world's third largest startup ecosystem, with over 66,395 DPIIT recognised startups spread throughout 642 districts. In today's world, one out of every ten unicorns is born in India. The Indian startup ecosystem has seen exponential growth in the past 5-6 years. The number of investors have increased 9 times whereas the number of total funding in the startups have increased 7 times. In today's fast-paced and dynamic market, Indian unicorns are thriving. These startups are creating large-scale employment as well as providing breakthrough solutions and technologies. Until the fiscal year 2016-17, about one unicorn was added per year.

This number has been steadily rising over the last four years (from FY 2017-18), with a stunning 66 percent year-on-year increase in the number of new unicorns created each year. As of 25 March, 2022 India has 94 unicorns whose total valuation is \$319.67 billion. Most Indian unicorns were born in the years 2019, 2020, and 2021, with 9, 10, and 44 unicorns born each year, respectively. The year 2020 witnessed the growth of more than 10 unicorns. The year 2021 had the motto 'It's raining Unicorns' with 44 unicorns being pumped into the ecosystem and many unicorns waiting in line.

Geographically the heart of the country's high-tech industry, Bengaluru is India's unicorn capital with the most unicorn headquarters, followed by Delhi (NCR) and Mumbai. While unicorns can be found in Tier I cities, this ecosystem is not limited and can be found all the way down in the last district.





Till now we have seen the success that India has achieved by producing so many unicorns but what actually triggered this unicorn rush? Was it the pandemic? Well yes, contrary to the saying that during the pandemic the world stopped this was the time when most unicorns in India came up. They leveraged the shifting consumer behaviour and promptly adjusted to meet the needs of the customers. These businesses emphasised and expanded by focusing on the market and the client and they were backed by a slew of well-known Indian and international businessmen. Each of these businesses has raised capital and provided value to their investors. When the flights were banned, these companies took the flight of their dreams. Work from home during the pandemic fuelled the rise of digital businesses in India, as well as creating a long list of unicorns.

The Indian unicorn will not be a rare species, not anymore! We'll see a lot more of them, very soon and in herds. Many government policies and initiatives such as the 'Atmanirbhar Bharat' etc. have helped and promoted startups to grow. Not only the government but now the general public has also started to realise the potential in startups. Shows such as 'Shark Tank' that are now the talk of the town are a great initiative to help potential startups grow and hopefully enter the unicorn club soon. This exponential growth in the Indian Unicorn ecosystem is not just beneficial for India as a whole but at an individual level too it is quite beneficial for us. Unicorns help to create huge employment opportunities and considering the unemployment rate in our country for us it's like "The more the merrier" in case of the number of unicorns. Being the youth of the country this unicorn success should come as an inspiration to us. And in fact not just an inspiration, it's the need of the hour because we are the ones who need employment and we should be the ones who create it!

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# **SUSTAINABLE ENTREPRENEURSHIP AND ITS FUTURE**



# Sustainable Entrepreneurship and its future

BY- GAYTHRI V NAIR

Niall FitzGerald once quoted, "Sustainability is here to stay, or we may not be"

From the past couple of decades we have been observing the baneful effects of very little to no consideration towards sustainable feasibility while producing goods and services.

One might be able to argue saying that certain short-term benefits will act as the foundation stone to boost overall development across the globe, however we cannot simply ignore the fact that all of this is not really going to matter, if we don't have a globe and its inhabitants in a near optimal condition existing altogether.

The age old saying "you reap what you sow" has never been more meaningful than now. As we continue to pay the retribution of unsustainable conducts of the past, the impatient pursuit for a solution still remains.

While we all are busy finding a way through this dilemma, entrepreneurs collectively bear the weight of this challenge. With the long drawn objectives of enhancing industrial development, creating employment and earning profits, it has become absolutely imperative for entrepreneurs of today to understand the problem from a bigger perspective.

We can find an answer by adding the responsibility of giving back to the world and contributing towards its sustainable future along with doing "just business to earn profits"

Looking at the spectrum of sustainability, we can broadly classify its 4 pillars as follows:

ecological

economic

social-cultural

Institutional or governance



Before the Covid-19 pandemic, India's business houses were observed to be bound by a certain sense of cautiousness when it came to exploring possibilities and there always seemed to be a sense of fear.

The fear of a product or service not being accepted by potential consumers after the initial hype. Fortunately or unfortunately, the onset of the pandemic forced both the parties to accept the new normal. Along with loss of tangible aspect in most services and productions, it opened a new door to multiple opportunities.

COVID-19 has transformed how individuals engage on a basic human level, and hence how we do business. Despite the fact that the pandemic has brought several problems and challenges to the corporate sector, it has also provided new possibilities and chances to review priorities, particularly in relation to climate change and sustainability. For many years, sustainable entrepreneurs have promoted environmental responsibility among businesses and customers; nevertheless, businesses were originally sluggish to adjust. Given that the COVID-19 pandemic would turn the globe upside down in 2020, businesses today have the chance to adapt their business models to respond to both the economic crisis and changes in consumption.

Needless to say, it is an entrepreneur's responsibility to consider the long-term implications of technology and business practises, as well as to employ strategies that prioritise the long-term health of society as a whole.

The task of a sustainable entrepreneur is not to invent new ways to generate short-term profits. Profit should be earned by providing long-term value, and consumers are increasingly demanding this change. The sustainable entrepreneur must use business systems and technology to solve social and environmental problems. And, importantly, with a thorough understanding of their industry's impact on society as a whole. The bottom line will become inextricably linked with social and environmental responsibility for successful entrepreneurs of the future.

Technology being one of the prominent sectors supporting development all across the world, tech-entrepreneurs have a dynamic responsibility.

Before shareholders, tech entrepreneurs have an ethical responsibility to serve future generations. Humanitarian and environmentally conscious biztech that prioritises profits over all else will define the new breed of entrepreneurs. The world does not require any more billionaires. But we need solutions now more than ever. And it's here that the best entrepreneurs have always risen to the occasion.

While business plays an important role, many large corporations are hesitant to promote SLs because it contradicts their current business models, which are focused on increasing consumption and sales. This presents an opportunity for entrepreneurial firms with innovative business models who are passionate about sustainability and social impact, and who are better positioned to take risks and innovate. The study looked at emerging business models for advancing SLs, key success factors and challenges mentioned by entrepreneurs, the social and environmental consequences of their actions, and future opportunities for scaling up such practices. The fruits of a sustainable comes with its fair share of challenges.

A study found that entrepreneurs are well positioned to address simultaneously environmental and social issues, however, they lack resources to effectively measure these impacts to demonstrate an overall positive benefit and strengthen their value proposition. Promoting green attributes alone is not enough to change the behavior of most consumers. It is critically important to emphasize other benefits such as a product/service quality, time or cost savings, or social impact. Social media, formal and informal sustainability networks, IT, sustainability policies, and consumer awareness are key to developing viable business models and competitive strategies that are difficult to replicate. The study also discovered that sustainable entrepreneurs frequently face "expensive" sustainability actions and lack the power to change "the rules of the game," necessitating collaboration with other key stakeholders such as NGOs, policymakers, and progressive companies. Based on the findings of the research, the author proposes a new framework for the role of sustainable entrepreneurs as political and social actors who not only offer innovative products and services, but also help educate and influence key stakeholders, develop an informal sustainability ecosystem, and thus create momentum for policy changes.



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# **BUSINESS REVIEWS**





by Kriti Sachdeva

One thing that we never realized before the pandemic hit our lives and made it immobile is that we can get anything and everything done while we just sit at home and scroll through our smartphones.

Well, out of everything that I name- ordering food, booking tickets, watching movies and getting groceries and FMCG products, one thing that saw a huge boom during covid was ordering groceries. Who thought that our moms could disagree on 'dekh kar nahi lenge toh kharaab ho sakta hai' philosophy of buying almost anything and everything that enters her kingdom- the kitchen!

Grofers, now Blinkit, founded in 2013 by ex-IIT Albinder Das and Saurabh Kumar has turned the grocery industry upside-down. The idea of providing people delivery of their daily needs on their doorstep is now a \$120 billion start-up.

But what was it that led this idea to get such a huge valuation, when there was a time when Albinder and Saurabh struggled to get an investor hearing their pitch?

The whole idea is 'convenience'. You give people a way to not leave the comfort of their beds, not invest their time and energy in traveling to a supermarket or argue with the sabziwale bhaiyya and get all their needs sorted, and you will be a huge hit.

Grofers entered the industry exactly at the right time when customers had started demanding goods as per their own needs, specifications, packages, and whatnot. The option of the 'on-the-door-step' industry was a big hit at that time and that is when it took off. Partnering with the 'kirane-ki-dukaan wale uncles' and the 'doodh-wale-bhaiyyas' was the game-changer. It started from collaborating with 100 stores to now 50,000 plus partners, but the team at Grofers wasn't satisfied yet when they decided to rebrand it to Blinkit!

With Zomato acquiring a good 9.16% stake in Blinkit and entering the unicorn club, the scope of improvement in on-time delivery was seen, and consumers now get their orders in less than 10 minutes which previously used to take more than a day, usually.

Quick commerce in India is expected to be a \$5 billion market and Blinkit is expected to be the biggest competition in said market if it continues growing at the same rate. However, the journey of Grofers to Blinkit has not been rosy all this time, in a market of Indians, where usually purchases are made only based on coupons and discounts, people tend to maximize their utility in the first go itself and forget. This was a huge challenge that Grofers faced in their initial times. But Ashneer Grover being then-CEO and working as per the terms of 'dhandha' and his everlasting knowledge of the Indian market, Grofers is now one of the industry leaders when it comes to capturing the market with its 1kg atta/dal/chawal/cheeni at Rs.1 with a purchase of just Rs. 650! With rebranding came a lot of lash back where Blinkit was questioned on putting their delivery guy's life at risk, but with a great chain of decentralized warehouses and stores in line, we are the ones who love the idea of being able to put an end to our 10pm ice-cream cravings within 10 minutes, without having to get up. Grofers, now Blinkit, has been one of the fastest-growing consumer deliverables start-ups in the industry of daily use products and it has always stood up to, if not surpassed, what its customers expect from it. Understanding the market, its trend, its needs and giving the consumers exactly what they need, exactly at the right time is what the Indian market drools over and Blinkit never fails in surprising the Indian households, and satisfying our mom's and dad's need of 'chalo ghar ka samaan le aate hai' at almost any time in the day.

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“The dot com business with the heart of dot org.”

Companies, whether big or small, look for interns every day. Some offer a modest stipend, while others claim to only offer... you guessed it “exposure”

Internshala is a web platform on a mission to equip students with relevant skills & practical exposure through internships and online training.

Founded by an IIT Madras alumni, Sarvesh Agarwal, Internshala started in 2010 as a blog aiming to bring the culture of meaningful internships in India. After building a small team, they launched their official website in 2013, followed by the launch of their official app in 2015.

Since then, Internshala has achieved great heights and they have even been featured by the world’s leading media houses like BBC, USA Today, The Economic Times, etc.

Internshala is known not just as an internship portal for students, since 2016, they have also been providing in-house certified training with a mission to upskill students. They also serve as a platform for Fresher Jobs and Jobs Oriented Specialisation programs to help the students kickstart their careers in their desired field. It is safe to say that this platform serves as a one stop solution for students who want to upskill and gain experience.

The business model of Internshala is based on the “Freemium Model”

Since the core service of the platform is free of cost, they have figured out 3 ways to monetize the web platform;

1. By charging students for value added services like resume writing and online skill based training.
2. By charging the employers- internships (either part time or full time) are posted for free but to post a full time job recruitment, a fee of Rs 4999 is charged from the employers.
3. By charging third parties such as advertisers that may want to post their ads on the web platform through banners, or may want the access to mailing lists of the users to use for email advertising, etc. The main revenue is earned by the running of ads on their platform.

From personal experience, is Internshala reliable? YES! However, it's not uncommon to have a couple narrow escape encounters with fraudulent companies. In its initial training, Internshala gives a few red flags to look out for a safer user experience.

1. Companies asking for initial payment like security deposit, laptop fee, application fee, etc
2. Refusal to provide offer letter, completion certificate, stipend, etc
3. Recruiters taking the conversation outside the platform and asking for personal details and bank information
4. Asking for irrelevant assignments
5. Hateful or abusive conduct

Although Internshala tries its level best to keep the students safe from fraudulent companies, they are not directly responsible for the scams students face on their portal every day. The reason for this could be due to their easy acceptance of low standard and unregulated start-up companies on their platform. A large chunk of scams could be avoided if they worked towards bettering their company authentication process.

Charging companies a small amount for posting internships on their portal can not only act as another revenue stream but will also hold a stronger regulation policy for the companies posting their internship offerings and set up a stringent verification system. Overall, Internshala is all set to grow much bigger in the future if they address the minor problems in their platform. Their mission to address the skill gap issue in our country is a great one.

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by Teesha Jain

'As you go through life make this your goal: watch the donut not the hole'

Dunkin Donuts is one of the leading companies in the coffee industry that is growing rapidly. Originally founded in 1948 by William Rosenberg under the name "Open Kettle", it is now one of the most trusted donuts brand.

By 1954, Mr. Rosenberg had opened an aggregate of five Dunkin ' Donuts shops, and had been highlighted as a youthful business person in National Publication.

By 1963 they grew quickly to 100 locations within 10 years. Dunkin' Donuts today has more than 12,000 franchises all across the globe.

The company offers over 1000 doughnut varieties, and its locations are ideal for breakfast and coffee.

Dunkin' Donuts employs a constant pricing but produces more, allowing it to sell at a reduced price since fixed expenses are spread across a larger number of outlets. Dunkin Donuts has standardizations in place for each site so that customers can expect the same experience no matter where they go. They have command of the supply chain, which helps to reduce expenses. Bulk buying to quantity markdowns, haggling with suppliers on price, arranging competitive bidding for agreements, and working with sellers to keep inventory low are all ways to do this which helped Dunkin to create a strong base for themselves.

Dunkin Donuts has a high customer retention rate, meaning it costs less to keep existing customers than it does to acquire new ones.

Dunkin' donuts is popular worldwide and serves 3 million customers approx each day and the amazing part is more than 8 million people have registered themselves on their mobile app DD perks program.

This is all because of the constant efforts and their commitment of providing superior customer service which helps them in maintaining the loyal fan base.

Dunkin' donuts has a great experienced team franchising support professional to lead them towards success. Dunkin' donuts provide an advisory council which provides feedback to franchises to help them determine what is working and what is not which helps them to rectify the problem they are facing.

Dunkin has good partnerships with JetBlue, Smuckers, and Keurig.

One of the most impressive thing that one can look at is Dunkin is engaged in a lot of charity work like feeding the hungry, helping people and ensuring that the neighborhoods are safe and secure.

Dunkin donuts is a big brand, they are worldwide and can compete with other businesses, their market share however is still constrained.

Dunkin Donuts is well-known for its donuts, but not everyone craves a fried breakfast delicacy. Reduced-fat muffins, egg white flatbread sandwiches, and sugar-free flavour shots for coffee drinks are among the menu options that Dunkin' caters to individuals minding their waistlines. There has been a trend of healthy and organic eating; Dunkin has yet to offer such a menu to accommodate this clientele and attract the health conscious customer so that they can increase the variety.

They have strategized to focus on some main key areas i.e menu innovation, digital marketing, increasing the accessibility of the brand and brand evolution. In the coming future they are planning to strengthen the collaborations for their franchises which will help them grow stronger. All these changes and transformations at Dunkin that both build on our heritage yet will bring modern brand experience and will help them to position themselves higher for a long term growth.



In Quincy, Massachusetts, the company recently debuted the first iteration of their NextGen restaurant. The new Dunkin' Donuts restaurant is 25 percent more energy efficient than the previous design and boasts unique in-store technologies and design aspects to appeal to the on-the-go customer. A beverage bar tap system offering quality pours of chilled beverages such as Nitro Coffee is among the new technologies. The store also has grab-and-go refreshments and a double drive-thru with order confirmation screens and preview boards. The restaurant's staff wears new uniforms and headwear created in collaboration with lifestyle brand Life is Good. By the end of the year, Dunkin' Donuts hopes to have 50 NextGen locations.

The company's recent significant positive financial performance for 2016, with an operating income margin of over 50% for the year, has been promising. The highly ritualistic, high-margin coffee and beverage menu options across the franchises drove this performance. On a 52-week basis, retail sales increased by 1.6 percent, while earnings per share (EPS) increased by 17 percent (Annual Report 2016). Dunkin's strong financial success puts the company in a solid position to expand. While Dunkin' Donuts considers extending its products into new markets, it must carefully examine the market entry criteria and avoid marketing myopia and failure to provide quality tailored to the culture and preferences of the new targeted consumer category.

The outer climate is ever cutthroat with rivals like Starbucks and McDonalds, notwithstanding, in view of the organization's assets and open doors it is suggested that Dunkin' Donuts can go ahead with growing its outlets across different locales. Dunkin' Donuts has no effect on the class of clients and its vision to serve the regular person and different gatherings of clients looks exceptionally encouraging and attainable.



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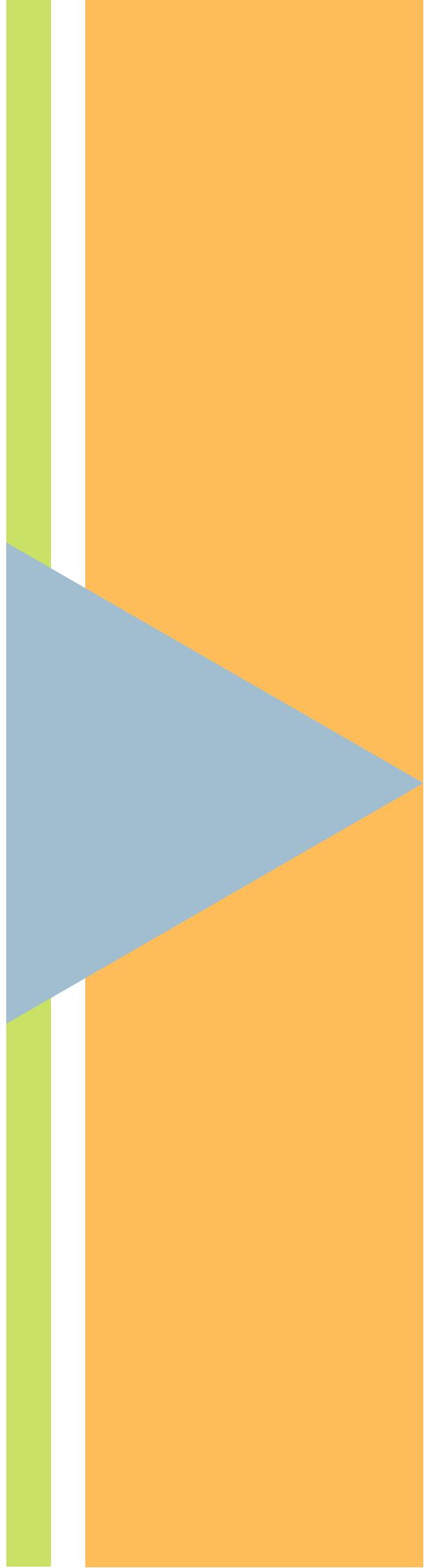
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# **SUCCESS STARTUP STORIES**





by Nikita Chauhan

How many times have you been distressed by the cramped business in the country? Whether you're leaving for an interview or work or you need to get someone to the sanitarium urgently, the roads decide whether you can make it or not.

With the adding number of vehicles, indeed the roadways have become more clogged. Situations like these have caused annoyance to many citizens , giving an opportunity to many companies to come up with creative solutions for such issues. Addressing these issues, Yulu has emerged as a perfect solution. It is a technology-driven mobility platform which caters to urban areas.

A Bengaluru-based startup, founded in 2017 by Amit Gupta, Hemant Gupta, RK Misra & Naveen Dachuri, provides two-wheelers to reduce road traffic and air pollution in urban areas. With time, YULU has grown to become a movement because it's working on the complex problem of First and Last Mile connectivity.

Now, let's go a little back in time and see YULU's journey from Unbelievable to Being Unstoppable.

The vision to do something unique for creating a bigger impact on society was the starting point for the founding platoon of YULU. Road traffic and air pollution were the problems which gained their attention and hence YULU was born.

Founded by three IITians, two from IIT Kanpur and one MBA, Hemant Gupta from Symbiosis, Pune, it has come a long way as it is the only company in the country in the segment of micro-mobility which operates with swappable battery solutions for EVs.



Yulu is a Chinese word which literally translates to 'Simple'. The team believed this word aptly described their product as it was convenient to use. For their initial market reach, YULU team has utilized WOM (Word of Mouth) advertising. Nevertheless, the unique design of their products created the audience more curious to try it once.

According to team Yulu, they primarily faced two challenges; one to change the mindset of the people and another to have partners of the ecosystem to think alike. Compared to three years ago, the trend of the cycle has grown as there are excellent examples right from CEOs' to individual employees who choose an eco-friendly mode of transportation to work.

Talking about the technicality of Yulu, it uses a common information model which supports multiple vehicles. The use of Micro Mobility Vehicles (MMV) have been made through a user friendly mobile app which provides first and last mile connectivity. It uses IoT, Machine learning & AI and Cloud computing to furnish a seamless experience. Users can also book a bike ride via the iOS or Android app and the smart bikes can be unlocked via QR codes. After having a good understanding of the need of the market, they decided to add electric mobility to their service and designed 'YULU Miracle' which is a lightweight, easy to ride and unique battery operated, small 2 wheeler.

There are currently about 4000 Yulu bikes running on the Indian roads. Presently, Yulu is operational in Bangalore, Mumbai, Pune, Bhubaneswar, and Delhi. With the increase in the number of e-bikes, the company is planning to expand to 56 cities across India, soon. Today Yulu is changing the way Indians imagine transportation. They believe Electric Vehicles are the future and their vehicles are surely setting this trend for EV adoption in the big cities of India.



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The Nykaa logo is written in a white, stylized, cursive font against a red and pink textured background.

Your Beauty. Our Passion.

by Sanya Manchanda

“Joy is the best makeup. But a little lipstick is a close runner-up.” –Anne Lamott

Today in this era of getting dolled up even for small outings, I really believe that cosmetic industry is a great industry which is only going to grow bigger and bigger in the future. And when we talk about cosmetics, how can we forget one of the key players of cosmetic industry ‘Nykaa’, nothing but its tagline says it all ‘Your Beauty Our Passion’

Nykaa, which is Sanskrit for Nayaka (one in the spotlight) is an Indian e-commerce company, founded by Falguni Nayar in 2012 and headquartered in Mumbai. It sells beauty, wellness and fashion products across websites, mobile apps and 84 offline stores. It is a D2C e-commerce brand, which relies on inventory-based business model. The brand not only focuses on marketing in Tier 1 cities but also pitches all potential customers from tier 2,3 &4 cities. The amazing growth of the brand is the result of growing demand for cosmetic products; mainly from teenagers and young adults. Another important factor is the availability of wide range of beauty to both physical and digital customers. It is a single stop for all popular brands such as Huda beauty, Maybelline, Faeces Canada, Mac, Nykaa Cosmetics, Kay beauty etc. It becomes very convenient for all the customers as they can buy products ranging from Rs 100 to 64K at one single place.

Nykaa purchases products directly from manufacturers and stores it in their warehouses in Delhi, Mumbai and Bangalore. Products are sold either on Nykaa’s website or through its offline store formats; Nykaa Luxe, Nykaa On Trend and Nykaa Kiosks. The inventory business model allows for high profit margins with the responsibility of product damages lying with company. It uses the inventory model to follow competitive pricing.

As of 2020, Nykaa has an estimated worth of \$ 1.2 billion, making it one of the most successful startups of the country. Because of its inventory model Nykaa was able to break even in 2017, only 5 years after coming in the industry. Though the initial cost of acquiring a new customer was approximately INR 1100, it has now come down to INR 200-25. In 2019 Nykaa generated a revenue of Rs 1159.32 crore. The company made huge profits in FY19. Not only this, Nykaa has now launched a separate website Nykaa Man to expand its business.



What has made Nykaa cement its position in the industry is its singular focus on beauty and fashion. The brand's availability both offline and online plus easy to navigate website sets apart Nykaa from other e-commerce platforms.

According to research there is a strong shift towards 'naturally driven' beauty solutions, especially in skin care and wellness. To keep up its good name Nykaa expands its product portfolio, Nykaa started offering Soap story in eight variants Rose and Almond, Tea Tree and Aloe, Brown Sugar and almond oil.

Success is definitely not a bed of roses. One has to go through many challenges, Nykaa was running an extremely complex infrastructure setup on AWS with over 200 services, facing challenges like: The infrastructure was managed by different development teams, Assets were provisioned manually lead to a lot of delay and errors. Nykaa has also faced a backlash in delivering and returning the product.



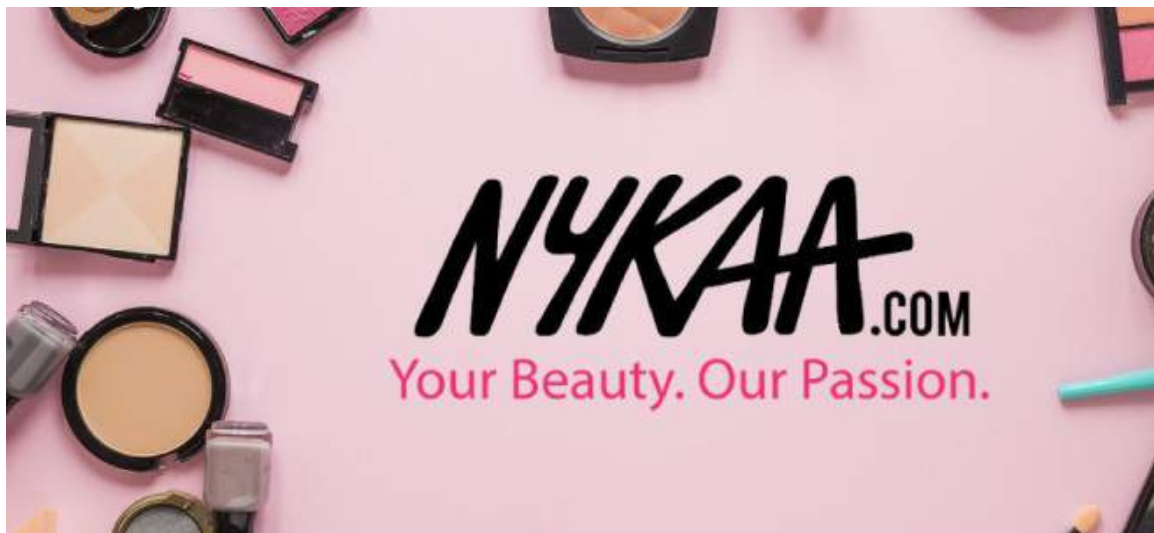
Nykaa as a brand have made some of their customers both content while some are disappointed. According to research Nykaa needs to work seriously on its customer care app, and try to be more patient and responsive to its customers and the products should get returned within the time limit. I believe working on these few points, Nykaa can grow bigger in the near future and can start its international orders as well.

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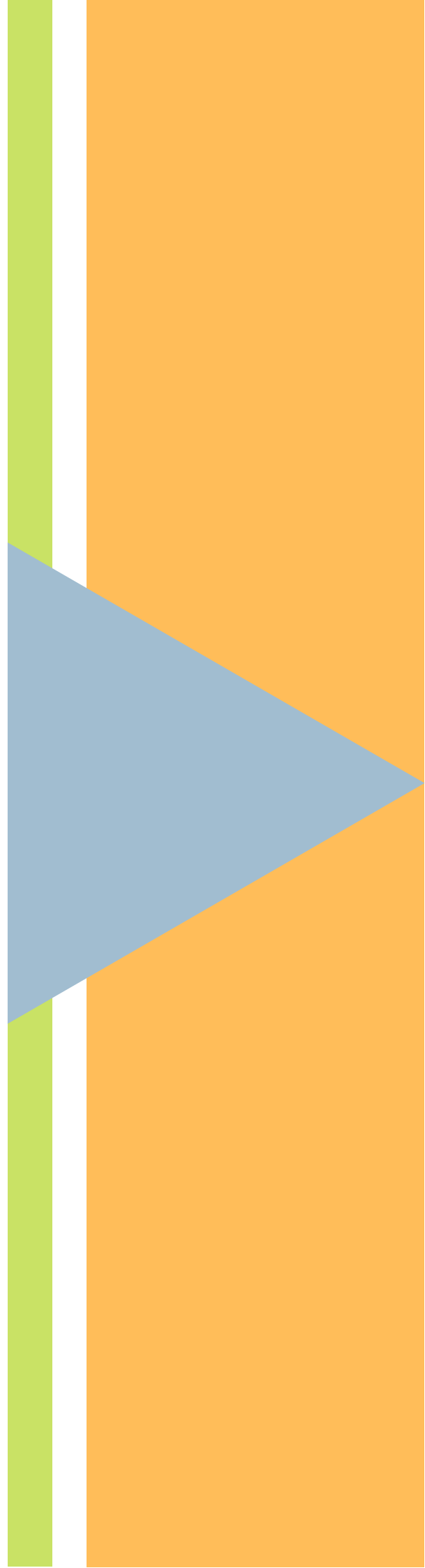
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# INTERVIEWS





**Dr. Ruha Shadab**



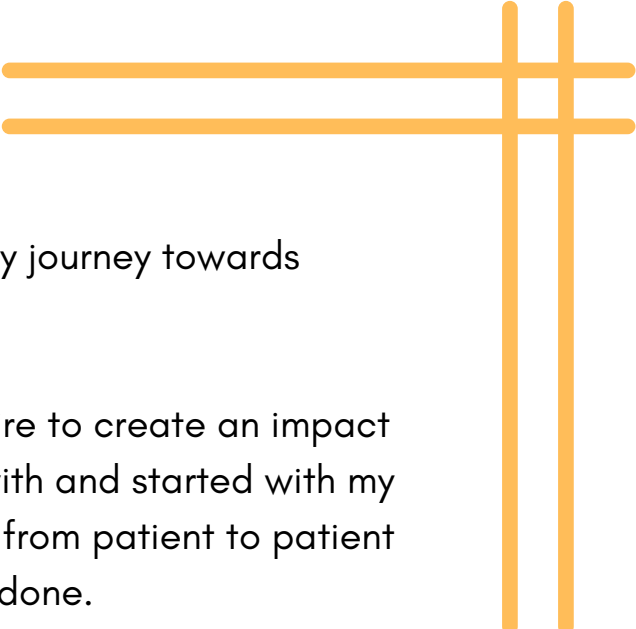

Dr. Ruha Shadab is an alumna of the University of Delhi and a Harvard University Graduate. She also did her associate post graduation from Yale University. She's currently working in McKinsey & Company as a Senior Associate. Along with this, she's a social entrepreneur and the founder of the Delhi based Ledby Foundation.

Ledby Foundation is a Harvard-incubated and pre-seed funded startup that is elevating the corporate and entrepreneurial space in India. It is leadership incubator that is closing the opportunity divide for Indian Muslim women by providing them skills, experience, and support through a tech-based, non-religious, social, and professional community platform that brings together inspiring and aspiring Indian Muslim women and the people who support them.

**Ms. Ameer-** Good morning Dr. Ruha and thank you so much for joining us today for this interview. I'm Arshil Ameer, HR and PR head of Meraki, Maitreyi college. We're very grateful to take your interview for our E-Cell Annual magazine which we're launching in June.

**Dr. Ruha-** Good morning Arshil. It is my pleasure to be here with you.

**Ms. Ameer-** Ma'am can you please brief us about your journey from



Harvard and then back to India and your early journey towards entrepreneurship?

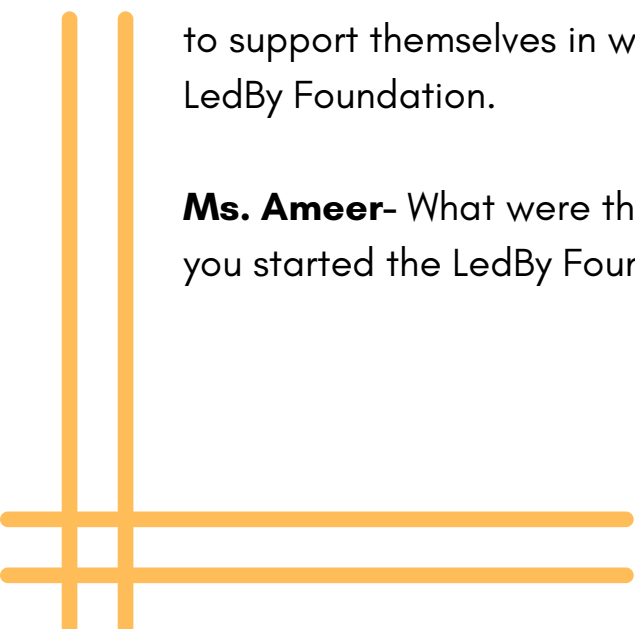
**Dr. Ruha-** The journey was driven by my desire to create an impact and that's why I became a doctor to begin with and started with my journey towards medicine and how I evolved from patient to patient and realize how much more is needed to be done.

That is how I got intrigued towards strengthening the health and medical system and later on towards public policy which is why I applied to Harvard University. The journey was comparatively easy as it was powered by my interest and coming back to India was coming back to where I started from and I received a lot of support throughout.

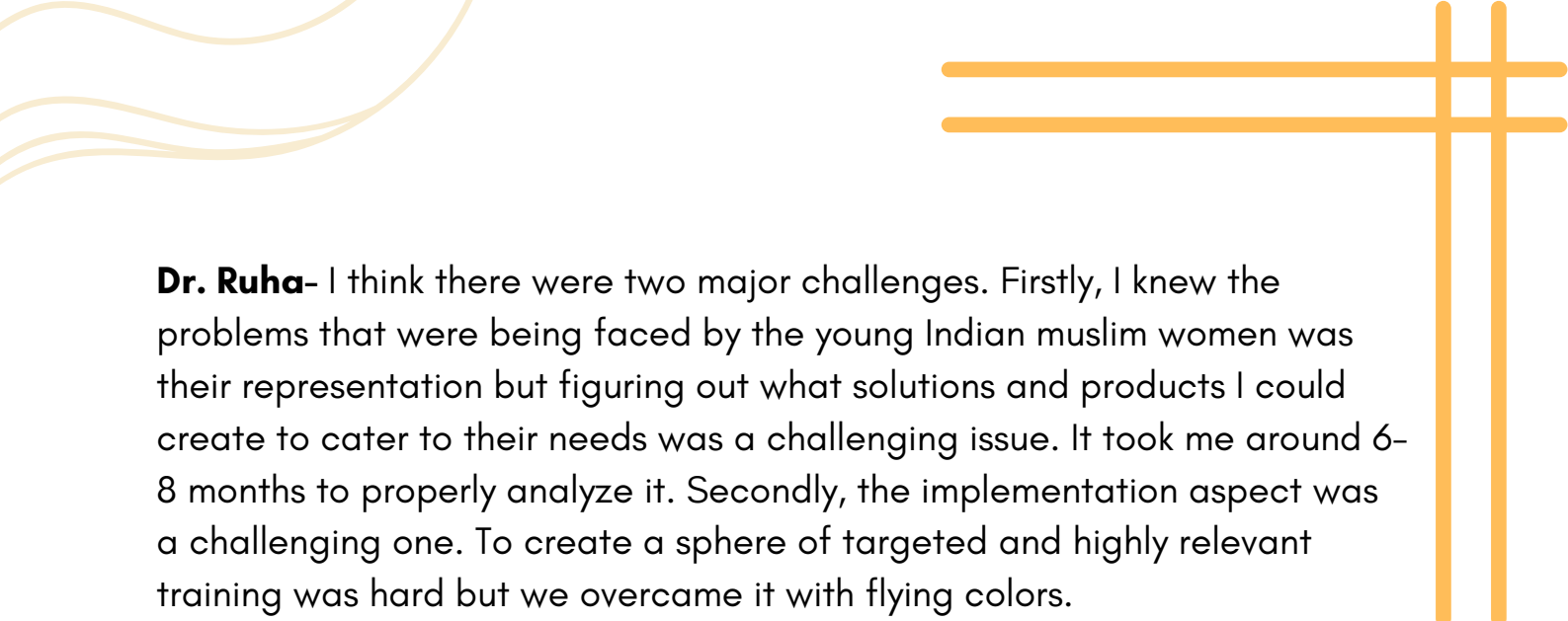
**Ms. Ameer-** That was very good to hear as most of the examples presented to us are of difficulties and getting out of the country with struggling paths. My next question to you is, how did the idea of LedBy came and why was your focus solely on young Indian Muslim women and not young Indian women as a whole?

**Dr. Ruha-** I came up with this idea by being inspired by my own journey. Growing up, I didn't have many examples of young Indian muslim women to look upto. I wanted to solve this gap. Indian muslim women face a lot of unique challenges and require a modified curriculum to adhere to their needs and customised training to be able to support themselves in workforce participation. Hence, I started the LedBy Foundation.

**Ms. Ameer-** What were the hustles and challenges that came by as you started the LedBy Foundation and how did you overcome it?








**Dr. Ruha-** I think there were two major challenges. Firstly, I knew the problems that were being faced by the young Indian muslim women was their representation but figuring out what solutions and products I could create to cater to their needs was a challenging issue. It took me around 6-8 months to properly analyze it. Secondly, the implementation aspect was a challenging one. To create a sphere of targeted and highly relevant training was hard but we overcame it with flying colors.

**Ms. Ameer-** What are your future ideas of prospects for Led By and how'll you incorporate them?

**Dr. Ruha-** I think Led By's ultimate goal is to become an one stop career shop for all the young Indian Muslim women by programming the curriculum to cater to all different aspects. We'll also focus on the inclusion of different regions and languages apart from English to create a stronger base.


**Ms. Ameer-** That would be just perfect considering the language diversity of India. Dr. Ruha, how would you sum up your journey so far?

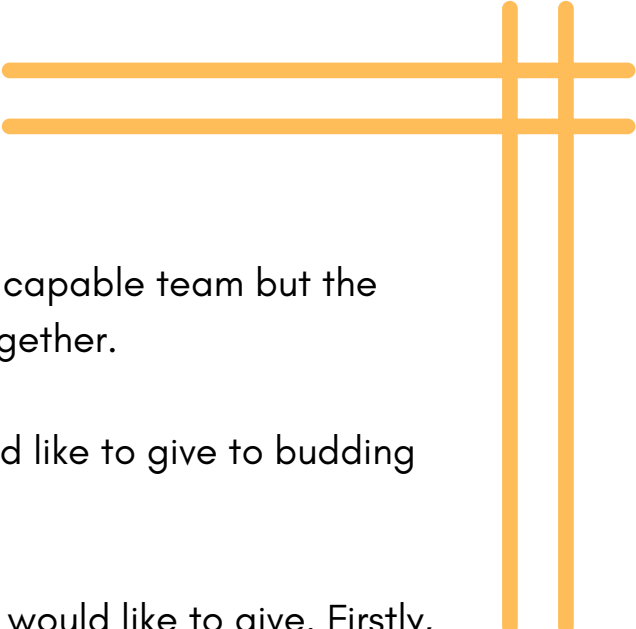

**Dr. Ruha-** My journey can be described by my determination and perseverance. It was a journey with the support of my friends, family and others. Also I would like to say that it is just the beginning of my journey and there's much more to come.



**Ms. Ameer-** Did you start Led By all alone or did you have a team with you too? As Led By has a huge network working for it today, was it like this always?

**Dr. Ruha-** Initially Led By started as an Idea which I penned down in March of 2019. I'm a single core founder of Led BY. But with time, the idea proposition grew.





It wasn't easy to gain such a supportive and capable team but the idea alone was strong enough to tie us all together.

**Ms. Ameer-** What is an advice that you would like to give to budding young women entrepreneurs of India?

**Dr. Ruha-** There are 3 pieces of advice that I would like to give. Firstly, find your own tribe. Keep reflecting on your learning and actions every 1-3 months. Also, keep a balcony view of your own life from a third person perspective to understand your actions better.

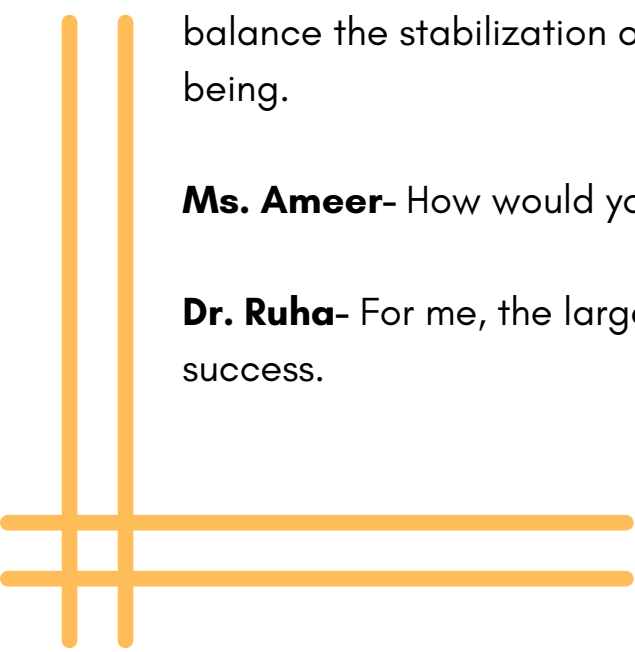
Secondly, have a clear vision of what you want to achieve. It may not be the perfect vision but make sure, it is an educated one. Lastly, always have a sustainable fashion of working. Have time for your friends, family, leisure, working out etc.



**Ms. Ameer-** As we're living in a very fast paced world and everyone wants to start early, it causes a lot of mental health issues. What can you suggest to cope up with it?

**Dr. Ruha-** Always remember that success and entrepreneurship is not a 1-year game. Also, success isn't overnight. You have to create a pace for yourself to truly make an impact. Always remember that entrepreneurship is a marathon and not a sprint. You have to equally balance the stabilization of your emotional, mental and physical well-being.

**Ms. Ameer-** How would you describe success?

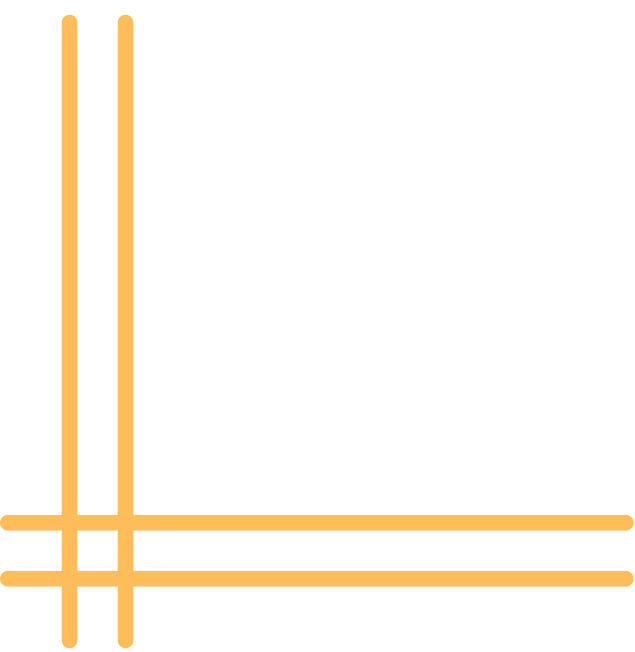
**Dr. Ruha-** For me, the largest possible social impact that I can make is success.





**Ms. Ameer**-With that, I sum up my questions. If you want to add anything here as a leaving note, we'll be more than grateful to hear that.

**Dr. Ruha**- I love nurturing talent. If there are any women entrepreneurs who want to brainstorm their ideas with me, please approach me through my official email ID. That's all I would like to say. Thank you so much Arshil for having me in this interview. I hope my words can help someone find a path for themselves.





## Jash T Shah



Mr Jash T Shah is a young entrepreneur passionate about solving problems. He is the co-founder and CEO of Get-A-Whey, India's first healthy ice-cream brand which focuses on manufacturing and selling protein ice-creams and is born out of a kitchen experiment. He has appeared on Shark tank India and attracted interest from three investors. He has also featured on Forbes 30 under 30, 2022, India edition.

**Ms. Rashi-** Could you Please tell us a little about "Get-A-Whey"- where and when it started and what inspired you to come up with such an amazing idea?

**Mr. Jash Shah-** First of all thank you to Meraki for having me. I'll be happy to share my journey and give it back to whoever can benefit out of it. We started Get-A-Whey back in 2016 in my mom's kitchen as a home experiment. It was just a random day when my sister and I asked our mom to make something healthy. Both of us have been absolute fans of having ice-cream every day. When you and try understand what works for your body well that's when you realise most of things that are filled with sugar is something that you definitely need to avoid. In India, in fact, 74% people are protein deficient so there are not many foods which give you the nutritional benefits and on top of that whatever is available in the market lacks taste.

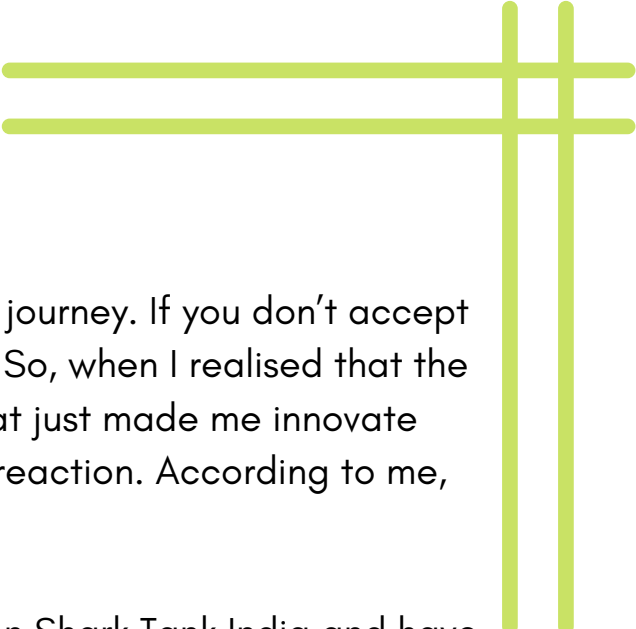

When we realised that it was tasting so good while being healthy as we didn't add any sugar in the ice-cream but instead added some Whey protein in order to increase the protein content, that's when we realised, we needed to share this with the world. It's been 3 years since we've been in the market now. We had two of those three years in the lockdown which has been great for us because people started following a healthy diet and lifestyle and started getting fitter by the day.

**Ms. Rashi-** That was really fascinating to hear sir from your mom's kitchen to a successful start-up. What would you say has been the biggest challenge that you had to face so far and your biggest takeaway from that experience?

**Mr. Jash Shah-** Personally, my biggest challenge has been facing rejection. During the first year when we started, we knew little about how things worked and how retailers perceived you as a brand. 90 out of 100 retailers that I went up to personally said no and those 90 that said no were the best ones so that was a big challenge for me because I just wouldn't understand how to crack this market and how to get a retailer to sell the product. Another one was getting the product to the customer within a lesser time period while maintaining the entire supply chain because ice-cream needs to be served cold otherwise the whole experience is ruined so cold chain was another big challenge. But with challenges it just becomes easier for you to navigate your way through different things. The bigger the challenge is, the more courage you get to solve them and if you actually solve them then sky is the limit.

**Ms. Rashi-** Sir since you mentioned that you had faced 90 rejections out of 100 so what advice would you like to give regarding facing rejections?

**Mr. Jash Shah-** One should just take it as a part of life. We all try to do things in a very perfect way but nobody is perfect.



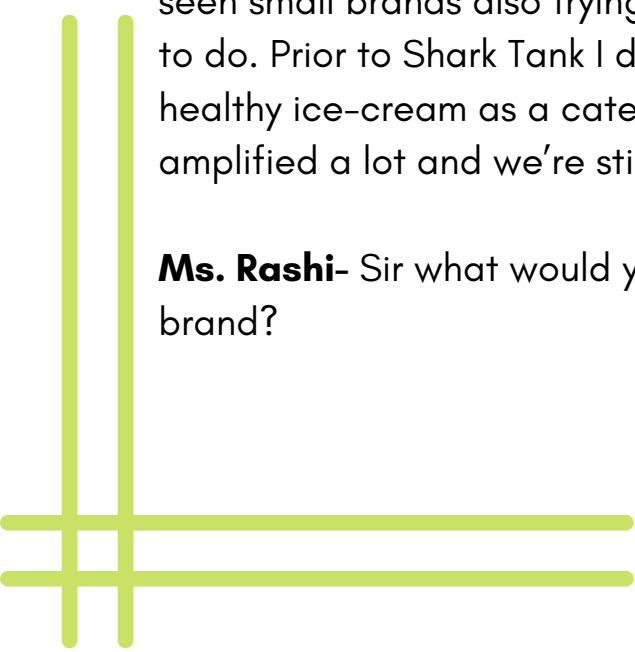
Rejection is a part of anyone's and everyone's journey. If you don't accept it then I don't think you'll ever be able to grow. So, when I realised that the best-selling points are not ready to keep us that just made me innovate and make a better business model out of that reaction. According to me, best ideas can also come out of rejection.


**Ms. Rashi-** Sir since you have also appeared on Shark Tank India and have even gotten investment from the Sharks themselves so it would be great if you could share your exclusive Shark Tank experience with us.

**Mr. Jash Shah-** Sure! So, Shark Tank is essentially a 6-7-month long process from applying for the auditions to getting shortlisted and then sending a pitch video followed by a 30 second elevator video. People usually perceive it as just a 3 min pitch which includes merely interacting with the Sharks and getting through. But in reality, it's a very stringent selection process. Out of 69,000 applicants who applied throughout the country only 197 got shortlisted in the final round.

Even in that 197 that had been shortlisted, only 60 were aired so the chance of you getting through is as low as 0.1%. Having said that, Shark Tank has been the most exhilarating experience of my life and I can truly say that it has not just helped me personally but also my business a lot and what we're trying to do at Get-A-Whey i.e., creating desserts that are truly healthy and tasty-, that entire idea has been amplified. In fact, we have seen small brands also trying to make that path which is what we intended to do. Prior to Shark Tank I don't even know how many people knew that healthy ice-cream as a category existed but with shark tank that has amplified a lot and we're still keeping that momentum continued.

**Ms. Rashi-** Sir what would you say fuels your desire to keep growing your brand?





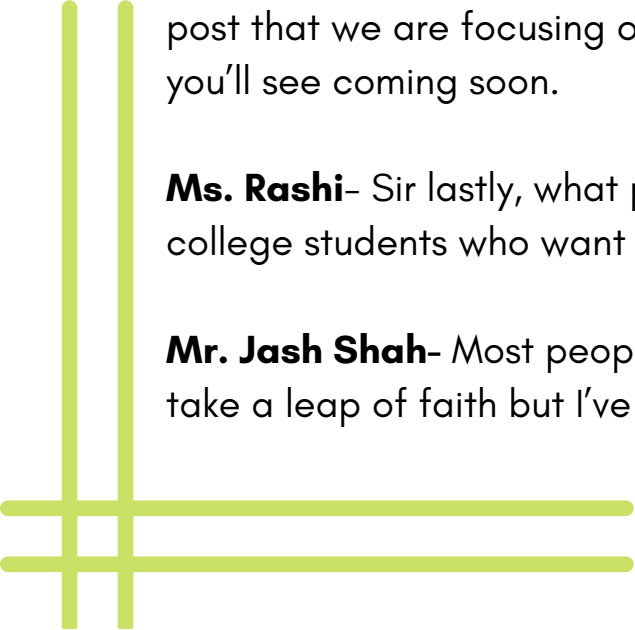
**Mr. Jash Shah-** It always starts with something that you're passionate about. For the longest time I would contemplate about what is it that I like that I can do for the rest of my life and I never could find that. So, with Get-A-Whey one thing was certain that it was something that I liked as a category as ice-cream is something that I devoured every day. The only leap of faith that you need to take is the initial one after that the motivation comes from the people that you work with on a daily basis. For me, today, my biggest motivation is not just the people that I work with but also my customers. So, one of the customers coming up to me and telling me how they tried my ice-cream and how it helped them lose weight after being on a keto diet for 30 days and helped them gain confidence are the things that keep you going because you are impacting someone's life in a way that you could never have even thought of. Largely its not always about chasing the monetary goal but it becomes about how do you make that person's life even better.

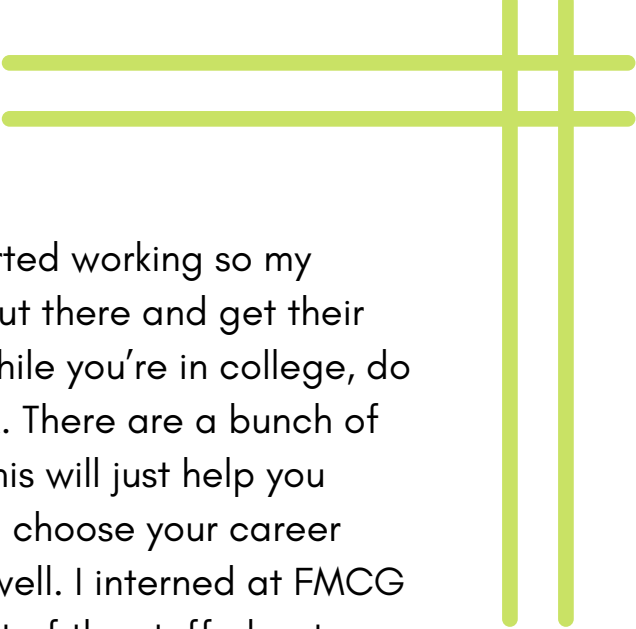
**Ms. Rashi-** What are the future prospects with respect to your brand?

**Mr. Jash Shah-** Pre Shark-Tank we were available in 3 cities and now we're available in 19 cities. So, we are not just expanding in terms of new markets but we're also expanding in terms of new product categories. For Get-A-Whey, we were earlier only focusing on high protein and keto ice-creams but recently we have launched a low calory ice-cream sandwich. We will also be launching ice-cream popsicles soon which will again be in 50-60 calory range. So, from an ice-cream sub category perspective, we'll be able to cover everything in the next 1 month and post that we are focusing on a couple of non-frozen categories which you'll see coming soon.

**Ms. Rashi-** Sir lastly, what piece of advice would you like to give to college students who want to start a venture of their own?

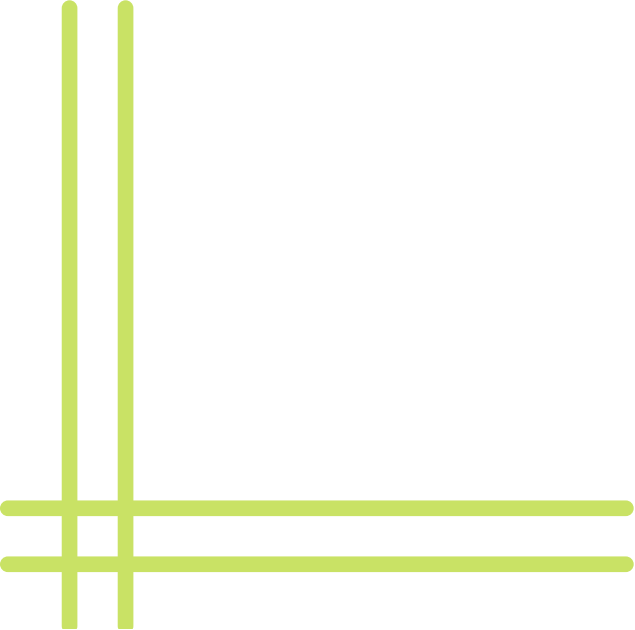
**Mr. Jash Shah-** Most people would rather say that one should go and take a leap of faith but I've been there.





I'm 26 and it's just been 4 years since I've started working so my advice would definitely be for people to go out there and get their hands dirty and learn as much as they can. While you're in college, do internships and try doing some part time work. There are a bunch of start ups that are happy to get young folks. This will just help you navigate better when you're actually going to choose your career path. For me those internships worked really well. I interned at FMCG arm of The Future Group where I learned most of the stuff about brand building and how brands are built.

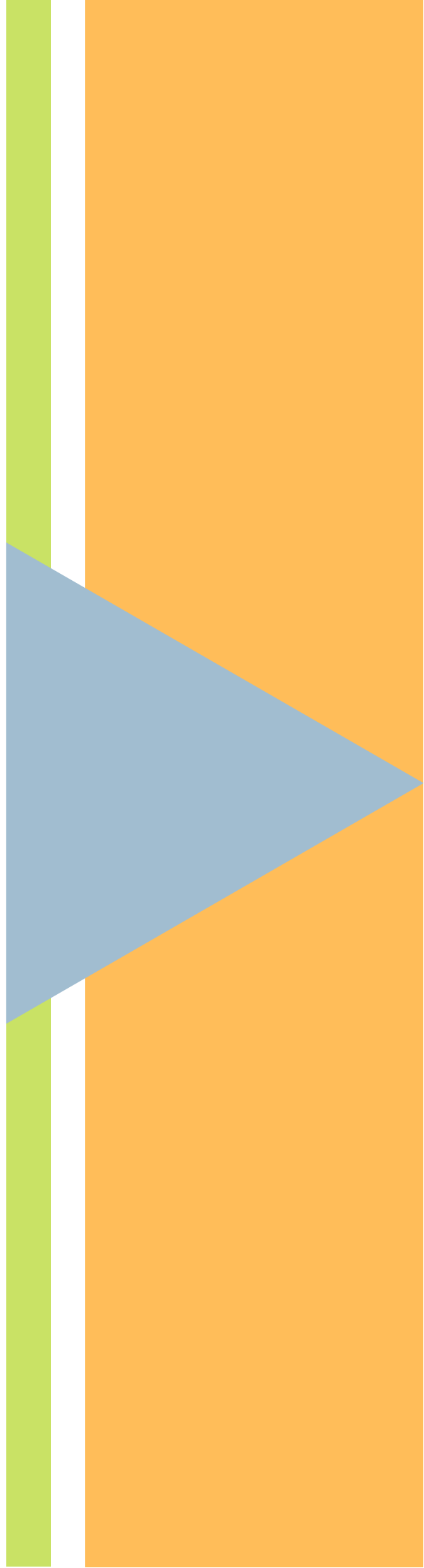
**Ms. Rashi-** Thank you so much sir for sparing your time and being a part of this. It was great interacting with you.





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# **STRAIGHT FROM THE HEART**



# STRAIGHT FROM THE HEART

## The Toxic Hustle Culture

**By: Rashi Sharma**

It all starts with feeling unproductive and pro-procrastinating. You are sitting idle, got tons of work to do yet the whole day is spent in nothingness. At the end of each day, you drown yourself in self-guilt. The guilt that the day should have been utilized better, instead of binge-watching that series I should have done that Excel sheet, and those unnecessary Instagram reels & memes were a total waste of time. After going through this tiring thought process, you realize “oops I lack motivation”. You pick up your devices and search for motivational content.

‘How to be productive’

‘How to stop procrastinating’

‘How to manage time and work’

‘Motivation for study/work’

And the list of this self-help goes on!

The internet gives what you want, there are a plethora of self-help gurus around the internet. That guru is sitting in a very aesthetic background, shirt nicely ironed, hair done, a video-making studio- well equipped with a fancy microphone, furniture, and off course few houseplants to add some touch of eliteness. They seem to have accomplished a lot or at least the viewer believes that they are certified successful humans and now our savior.

The video starts with narrating your problems ‘ kya aap ko lagta hai ki aap Samay barbaad krte jaa rhe hai’ next the speaker takes control of the whole narrative that one is about to build while watching. There comes the most cliched advice – wake up at 5 am, plan out your day, schedule your day and sort priorities, don’t sleep or have meals until your goals are accomplished, sleep for 6 hours, detox social media, isolate yourself from all sorts of distraction and overstrain yourself till you achieve it.

So now you must be wondering what’s wrong with it? How can it be toxic? That’s what most successful people do and hustling takes you to heights.

# STRAIGHT FROM THE HEART

## The Toxic Hustle Culture

**By: Rashi Sharma**

Try to read the underlying fact in all the above statements, doesn't it encourage unhealthy competition and simply asks us to burn out without addressing the root of the problem. The so-called productivity is being sold to us before we even realize it. The World Health Organization (WHO) defines it as "a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed" This generalized form of motivation takes the audience into nowhere and above all it doesn't seem to promote a balanced lifestyle.

Entrepreneurs are most significantly the group of people who fall prey to this toxic hustle culture. "Amongst the many prices I paid for such a crazy work schedule, one of the biggest has to be my mental health. To put it bluntly, it has been in extremely poor condition throughout these years. While the underlying causes for my depression aren't singular, not having any sort of work-life balance certainly damaged it to a severe extent. Ironically, I was consciously overloading myself with even more work as a way of "coping" with my depression, not realizing how it was having the opposite effect," shared Muhammed Asif Khan, co-founder, and CEO at Alpha Catering.

The hustle culture has its levels, first it asks for productivity and then 100% productivity in a day. It clearly says 'grind' yourself! Instead of getting stuck into this dark hole of hustle, one should simply try to enhance the ability to put yourself to work and bring discipline in work-life. Start addressing the root of your unproductivity and say no to the 100% productivity, remember that we are humans, not some robots.

Hence don't get way too concerned about your work life. Work as per your energy cycles that would result in better outputs for you and for the organisation as well. There will be times when you may occupy your thoughts and think about your performance which is completely human unless you start under-evaluating yourself. Most importantly start knowing your self-worth.

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# STRAIGHT FROM THE HEART

## Traits of an Entrepreneur

**By: Sonali Gupta**

On an ordinary day just sitting in the widespread lawn of our college, where all the clubs and societies were preparing for The Annual Festival. Out of the blue I asked my friend what is required to become an Entrepreneur? She immediately replied "Passion, if you have that you can thrive".

I wondered if passion is all we require to become an Entrepreneur. From here I started to research and find What it requires to become an Entrepreneur? I believe I found my answer to an extent.

If we talk about Entrepreneurship then a problem solving Idea is required to start the journey of entrepreneurship. Then comes the manufacturing and building it to present to your audience. Expanding your business, getting funding ,marketing etc.

But in the whole journey what it requires more than passion is self honesty. If you're going to start then ask yourself Is my idea going to solve a problem? And the correct answer to this question will come from Self-honesty not passion.

As an entrepreneur you should be able to know the meaning of real success. It does not come from winning Entrepreneur of the Year or being selected by The Red Herring 100. The real success comes from the satisfaction of your customer, their loyalty towards your product. To understand the crevasse between the two one should have the self honesty to admit the meaning of real success and not indulge in the proxies.

Strong-will is also what we hear from many as a trait of an entrepreneur but is it required? It is very difficult for a strong-willed entrepreneur to accept the critics of the team. For the venture and entrepreneur, we have to take those people onboard who are honest and their critics will make the business grow. Entrepreneurship is not what you want to hear, it's what is right for the business. You have to be honest with yourself to know what is right for your business.

# STRAIGHT FROM THE HEART

## Traits of an Entrepreneur

**By: Sonali Gupta**

Entrepreneurship is a long lasting journey but only for those who know when to stop and when to pause, correct the error and restart. Driving a car with no displacement or negative displacement is of no use. If you know that your business is not doing well either pause it or stop it, think again what went wrong and start again. You have to be honest with yourself and believe in yourself that you can grow again.

Entrepreneurship will always be about filling a certain gap in the business world by infusing your ideas and presenting it in such a way that benefits both the buyer and seller. One of the many traits that help establish a firm is the resilience to take action and doing the job with utmost passion. Dedication within the team working towards achieving the company's objective and support from the investors is crucial.

As Joseph Conrad wrote 'Any fool can carry on, but only the wise man knows how to shorten the sail.'

### **References:**

Personal Opinions & Thoughts

# Innovations: The Whole and Soul of Human Civilisation

**By:- Lavanya Bhat**

We're about to introduce you to a whole new way of thinking. And it starts with a mouth-watering simple yet cool fact. So, apparently, pizzas were first invented, or at least documented, somewhere in 997 AD.[1] Ever since then, Italy is famous for its pizza and pasta, authentic Italian food being synonymous to those delicacies. In 1889, Queen Margherita of Savoy fell sick, and a pizza was delivered to her as she craved authentic Italian food. Yes, that's the first documented pizza delivery in history. Nobility and its perks!

Later on, pizza deliveries started being pushed as a norm. And it makes sense as a business plan; what's a better way of bringing people happiness than by bringing them hot, straight out of the oven, cheesy, full of juicy toppings, mouth-watering Italian delicacies, right at their homes? But there were a lot of obstacles and hurdles to be tackled in early pizza delivery.

One, was the time constraint to deliver a hot pizza. Second, was keeping intact the pizza, without having it separate into toppings and bread. Third, was maintaining its size and shape within the cardboard box.

And all these could have been achieved only if the deliverers could toss the boxes around, over fast modes of transport, in stacks. And these were the exact problems that were faced by pizza companies, and they were actively looking for a solution to make their businesses work, without changing all the nitty-gritties, which would have cost a lot.

And that's when, in 1974, a gentleman called Claudio Daniel Troglia from Buenos Aires, Argentina, descended as the messiah, and delivered a God-gifted solution to the problem. It is so simple, that you would wrack your heads thinking why it hadn't been thought of before. It is literally called the Pizza Saver, and it is that white, plastic, small, tripod-like thing kept usually at the center of the pizza in the pizza box. Yes, it is that cute little thing, that was so revolutionary as an innovation, that it had its own patent!

## Innovations: The Whole and Soul of Human Civilisation

A simple, yet revolutionary solution to a problem, without actually disturbing any other arrangements; the pizza's shape didn't need to change, the cardboard box remained the same, pizza delivery personnel could throw around the boxes to achieve the under 30 minute deliveries without any fear, and the families got a hot, fresh, intact pizza. An everybody-wins situation! This is the story of how a simple innovation became the backbone of an entire empire, a kingdom in its own right, a revolution of industrial scale, without even changing anything fundamental. And yet, it was not a solution that came about of its own accord. If it got a patent, then there were days and nights of binge-research involved, and it was such a good solution that even today it is used. Even though the plastic menace is now a problem, someone's innovation, like the use of rice plastic to create the pizza savers, could potentially be the next step forward.

The moral of the story is that a simple innovation allowed the existence of a commodity and service, which is no less than a luxury, all for commoners, just so everyday folks could enjoy something which we all know is delicious. It's so well integrated in our lives, that apparently, in 1994, the first online purchase and delivery was indeed, a pizza.[1] Fitting, given its revolutionary yet simple significance.

And this is just one example, out of the thousands of ideas we generate. And all of them are just as worthy of being called an innovation in their own right, simply because, innovations are nothing but simple but unique solutions we cook up to solve daunting challenges. If we talk of another large scale innovation, a life saving one is the shock absorbers for buildings. Earthquake prone zones like all of the areas in the Ring of Fire, with countries such as Japan, face nearly 90% of all the world's earthquakes.

That's a huge number, also indicated by the figure that about 16 major earthquakes occur there every year.

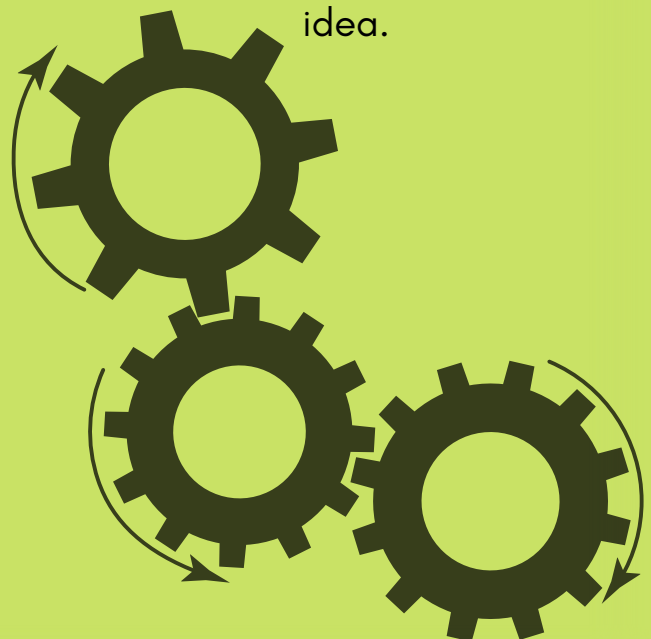
## Innovations: The Whole and Soul of Human Civilisation

This also means that buildings, and technically any permanent manmade structure is damaged very frequently, and rebuilding it all the time is costly, which also consumes multiple truckloads of resources, a big no-no in the era of sustainability. And so, all buildings are equipped with simple shock absorbers, technically built right into the skeleton of the building, so that instead of breaking and crumbling down in an earthquake, the buildings simply sway. Yes, the visual you just had is correct. The buildings literally sway as if to slow jazzy music, which may be trippy for people inside, but still safer, and a lot more damage-proof.

Solar cells, and pretty much the entirety of renewable green energy, is based on innovation. That life hack you did for rolling the toothpaste from the bottom since the start to ensure zero wastage in the tube? An innovation in its own right.

Those modifications you made to your paper planes in order to make them more aerodynamic? Innovation. Those phone cases with straps for better grip? Innovation check! Every small or big idea you probably could think of for a challenging and important problem indeed has the potential of being an uplifting and life-changing revolutionary innovation, and so innovations are important.

The next time you have a trivial, unimportant seeming idea, note it down. Immediately. For it may be the next incredible innovation on the face of this planet. You don't need to think of big ideas. Just a small, simple, and sustainable idea.

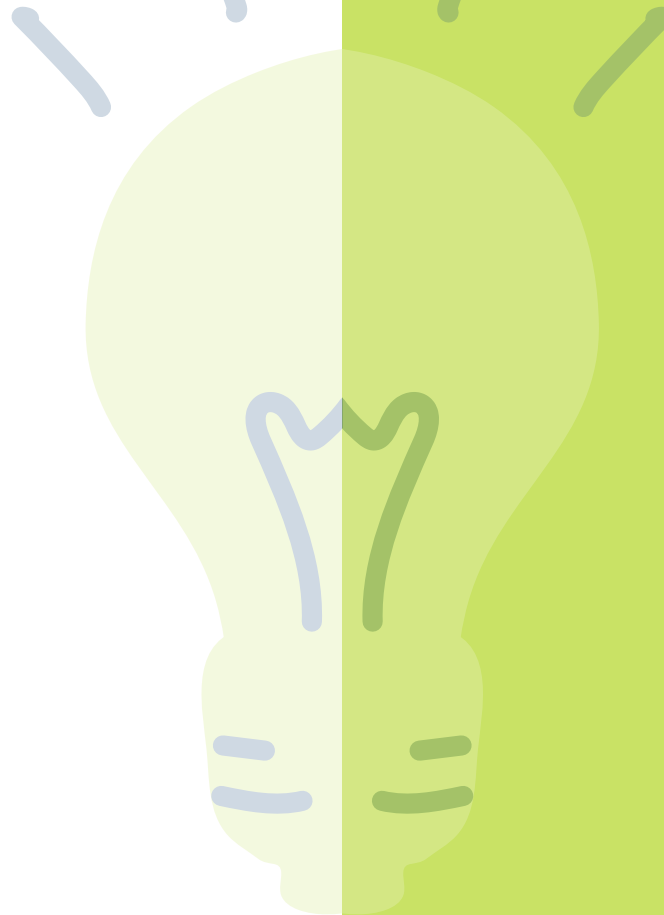




# Innovations: The Whole and Soul of Human Civilisation

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2. "Modelo Nro.: 24980 - Separador entre la pizza y el envase". Instituto Nacional de la Propiedad Industrial.



# WHAT MAKES AN ENTREPRENEUR

The overpowered entrepreneurship wave  
Emerging out of all challenges cave  
Entrepreneur are ambitious and brave  
Bringing a positive change is all they crave  
Profit acts as a motivation  
Creating impact is inspiration  
The aim is making something of value  
Sacrifice and time management revalue  
Profits are rewards for risk  
The whole idea requires brisk  
Leadership and team effort  
Moving out of all comfort  
Giving up nights to be sun  
With no complaints they run  
Lows are lower than worse  
Yet optimism is all they have in purse  
Giving up is not a clause  
They do remember the cause  
It's not about building a unicorn  
It's about possibilities born  
Perseverance call, foresightedness  
Creating a castle out of all mess

**By: Anshika Aggarwal  
(Maitreyi College)**

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हिन्दी लेख

# पुरुषों के मेकअप का इतिहास

हमारे समाज में पुरुषों के सजने संवारने को स्वीकार नहीं किया जाता है, इससे उनके मर्दानगी के खिलाफ माना जाता है। अखिर ऐसा क्यों होता है? क्या उनको सजने संवारने का हक्क नहीं है? क्या यह हक्क सिर्फ महिलाओं का है?

अब मैं आपको कुछ ऐसे परिमाण दूंगी जहां पता चलता है कि पुरुष का श्रृंगार साड़ियों से चला आ रहा है।

पुरुषों के मेकअप पहनने का सबसे पहला रिकॉर्ड चीन और जापान में 3000 ईसा पूर्व का है। इस अवधि के दौरान पुरुषों ने एक प्रकार की नेल पॉलिश बनाने के लिए प्राकृतिक अवयवों का उपयोग किया, जो हैसियत और धन का प्रतीक था। इसके अतिरिक्त, पुरुषों द्वारा उपयोग किए जाने वाले श्रृंगार उपकरणों की सबसे प्रारंभिक पुरातात्विक खोज चीन में पाई गई थी। इसमें कांस्य दर्पण, लकड़ी की कंघी, खुरचनी, पाउडर बॉक्स और लकड़ी की छोटी कंघी के साथ "पोर्टेबल" मेकअप बॉक्स शामिल था आकर्षक कैट अर्थात मेकअप लुक प्राचीन मिस्र में निहित है। उन्होंने अपने गालों पर रंगद्रव्य और लाल गेरू से बने होंठों के दाग भी पहने थे। मेकअप मर्दानगी और सामाजिक रैंक दिखाने का एक महत्वपूर्ण तरीका था।

जिस तरह प्राच्य सभ्यता में पुरुष श्रृंगार को लेकर काफी उत्साहित थे वैसे ही पश्चिमी देशों में भी बहुत महत्व दिया गया था, वहां भी लोग अपने त्वचा की देखभाल करते थे और श्रृंगार करते थे। वह लोग अपने त्वचा के दाग छुपाने के लिए अपने आप को पावडर लगाते थे, लाल रंग का भी इस्तेमाल करते थे, पैरों में हील और केश में विग भी पहना करते थे। इससे उन लोगों का मन बढ़ता था समाज में। अगर हम भारतीय सभ्यता को गौर से देखे इसमें भी काजल धूप से बचने के लिए इस्तेमाल होता था। जब किसान या योद्धा अपने कर्म भूमि पर जाते तब इसका इस्तेमाल होता। वो आभूषण भी पहना करते थे इससे उनका समाज में मन बढ़ता था।

परंतु आज कल पुरुष के सजने पर उनको चक्का जैसे शब्दों से बुलाया जाता है जबकि पूर्व सभ्यता अभी भी इसको अपनाती है गर्भ से। जैसे कोरियन पॉप तथा कोरियन ड्रामा में पुरुष अपने सुंदरता को लेकर सब से ज्यादा वाक्यात है।

परंतु हमारे समाज में इसे अभी भी गलत नजरो से देखा जाता है। ये हमारे समाज का एक इतिहास है फिर भी ऐसा क्यों है ?

करिश्मा बिस्वास

# नवाचार की शक्ति

मुझे नूडल्स बहुत ही प्रिय है और मैं नूडल्स को इसलिए रोज ही खाना चाहती हूँ। एक समय मेरी जिंदगी में ऐसा आया था जब मुझे रोज रोज नूडल्स खाने की आदत लग गई थी और मैं रोज नूडल्स लाकर खाया करती थी। तब मुझे मेरी मम्मी ने समझाया कि ये नूडल्स मैदे के होते हैं और मैदा सेहत के लिए अच्छा नहीं होता है तो मुझसे जितना कम हो सके मैं उतने कम नूडल्स खाया करूँ। इसे सुनकर मुझे बहुत ही बुरा लगा पर फिर हिम्मत न हारते हुए मैं अगले दिन फिर ऐसे दुकान की खोज में निकली जहाँ सेहतमंद नूडल्स मिलते हों।

उस दिन मुझे एक दुकान में आटा नूडल्स मिले और फिर मैंने वो खाने शुरू किए, वो नूडल्स पर स्वाद में उतने अच्छे नहीं थे, जिसकी वजह से मुझे बहुत बुरा लगा और मैंने नूडल्स खाने भी कम कर दिए थे। मैं इंटरनेट पर भी बहुत सारे विडियोज ढूँढ करती थी सेहतमंद नूडल्स के पर इतना कुछ खास कभी कुछ दिखा नहीं। उसी दौरान एक दिन मैंने अपने फोन पर एक विज्ञापन देखा जिसमें मैंने देखा कि कुछ ऐसी नई कंपनी हैं जो की नूडल्स को बहुत ही सेहतमंद बना रही है। इस कंपनी का नाम व्हाटिफ फूड्स है जो की नूडल्स को ऐसी फसलों से बनाती है, जो और सेहतमंद भी है और ज़मीन को अच्छा भी बनाती है।

व्हाटिफ फूड्स ने देखा की पृथ्वी पर पूरे 300,000 फ़सल है, परंतु उनमें से केवल चार ही मुख्य हैं, इसमें हमें 3 तो बहुत ही अच्छे से पहचान में हैं: चावल, गेहूँ और मकई। व्हाटिफ फूड्स इन अन्य फसलों का प्रयोग करते हुए अलग अलग प्रकार के स्वादिष्ट और सेहतमंद नूडल्स बनाते हैं। उनके अलावा मैदे के नूडल्स बहुत ही अधिक मात्रा में बनाए जाते हैं जो की सेहत के लिए बिलकुल भी अच्छे नहीं हैं। व्हाटिफ फूड्स ने ऐसे कई प्रकार के नूडल्स तैयार भी किए हैं जैसे की सहजन के नूडल्स, बमबारा मूंगफली के नूडल्स, सीताफल के नूडल्स और चारकोल के नूडल्स।

इसी के साथ साथ इस कंपनी ने बहुत सी परेशानियों का भी पता लगाया जैसे की किसान जब एक ज़मीन पर फ़सल उगाते हैं तब वो उस ज़मीन पर बस एक वही फ़सल उगाते रहजाते हैं जो की ज़मीन के सेहत के लिए बहुत ही बुरा होता है। अगर हम एक ज़मीन पर एक ही तरह की फसल उगाते रहजाएंगे तो ज़मीन को कोई दूसरे तरह का पोषण नहीं मिल पाता है जिसकी वजह से उस ज़मीन में एक ही तरह के बहुत ही ज्यादा मात्रा में तत्व भर जाते हैं, जिस से की ज़मीन धीरे धीरे खराब होने लग जाती है। व्हाट्सएफ़ फूड्स इसपे ये बताता है कि ज़मीन का सदुपयोग करने हेतु उस पर अलग प्रकार की फ़सलें उगानी चाहिए। इस से, ज़मीन को हर तरह का पोषण मिलेगा, और साथ ही, ये 3,00,000 फ़सलों को बढ़ावा भी मिलेगा।।

आखिर कार, यदी हम समाधान चाहे, तो असल बात ये है की जब कहीं कोई कमी, कोई जरूरत पैदा होती है, तब यदी कोई पहल करे, तो सब संभव है। बस एक छोटा सा तथ्य, और पूरा एक बिजनेस ऐसा खडा हो गया, जो की बस सेहत को ही अच्छा नहीं करता, परंतु आज कल के प्रदुषीत धरती के जटील स्थिति को भी सुधार सकता है यही है नवाचार की शक्ति।

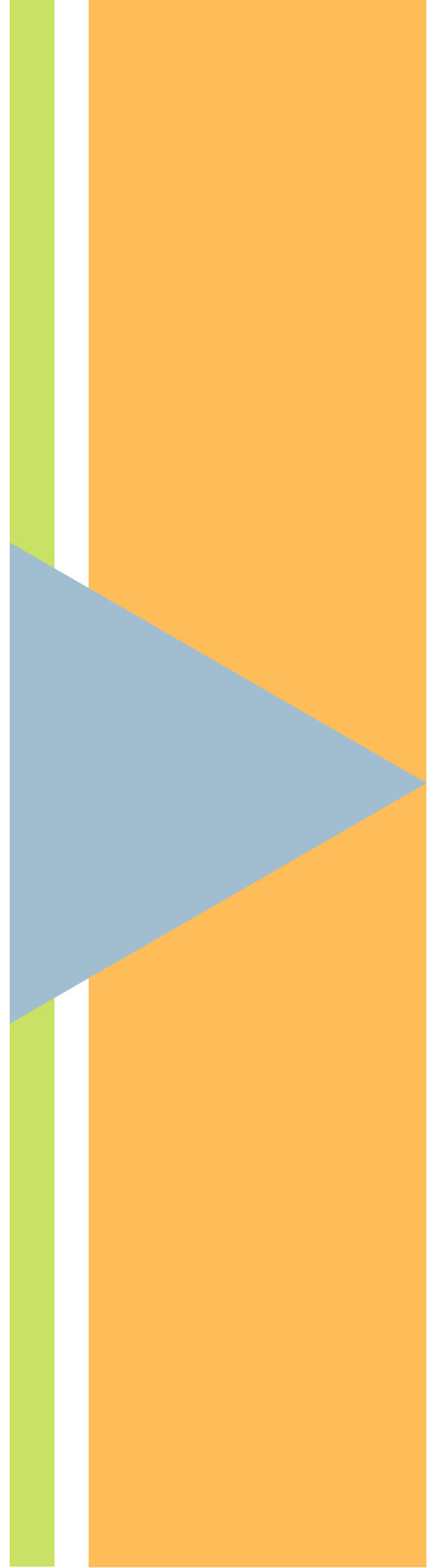
रितु कुमारी

संदर्भ:-

WhatIF Foods. (n.d.). *WhatIF Foods*. <https://whatif-foods.com/>



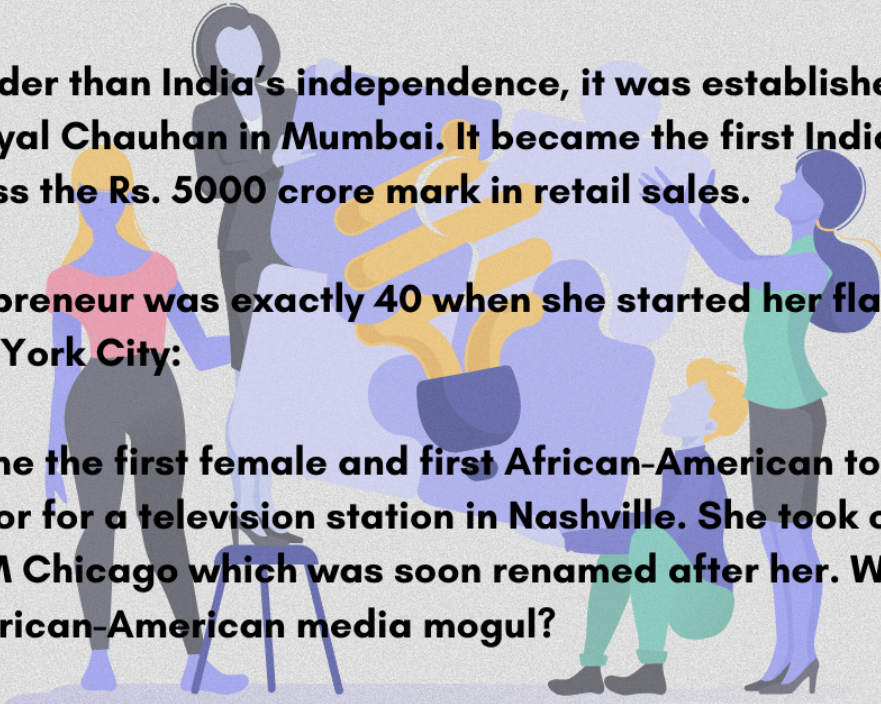
# QUIZ





# QUIZ

- 1. Before becoming a multibillionaire, this entrepreneur worked at McDonald's for a summer and studied their automation system. His global marketplace uses similar models of efficiency and speed. Who is he?**
- 2. The Founder of the first Indian company to feature in the Forbes 500 list, his story is one from rags to riches. He was named the Indian Entrepreneur of the 20th Century by the Federation of Indian Chambers of Commerce and Industry (FICCI). Who is he and name the company?**
- 3. A brand older than India's independence, it was established by Mohanlal Dayal Chauhan in Mumbai. It became the first Indian FMCG brand to cross the Rs. 5000 crore mark in retail sales.**
- 4. This entrepreneur was exactly 40 when she started her flagship bridal store in New York City:**
- 5. She became the first female and first African-American to be hired as a news anchor for a television station in Nashville. She took over the local talk show AM Chicago which was soon renamed after her. Who is this Billionaire African-American media mogul?**
- 6. He founded the first corporate hospital group of India, the Apollo Hospitals Group after a patient who couldn't fly to Texas for a heart surgery died. Who is he?**
- 7. She is credited with the creation of the Barbie doll. She was the founder and president of the world's largest toy company.**
- 8. He was the first pilot of India and started the Air India International, India's first international airline. The township that he built for his employees- Jamshedpur was selected as a UN Global Compact City.**



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**CROSSWORD  
TITLE – UNLEASH  
YOUR INNER  
ENTREPRENEUR**





# PUZZLE

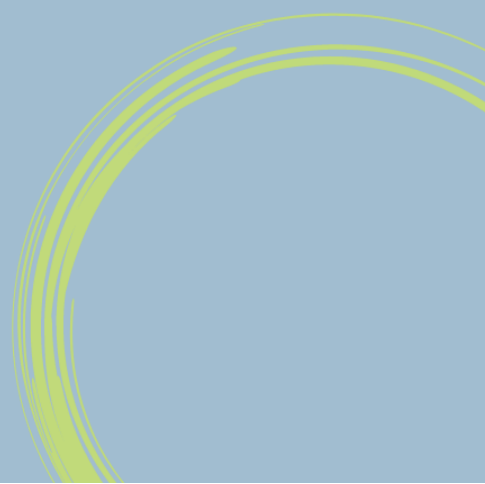
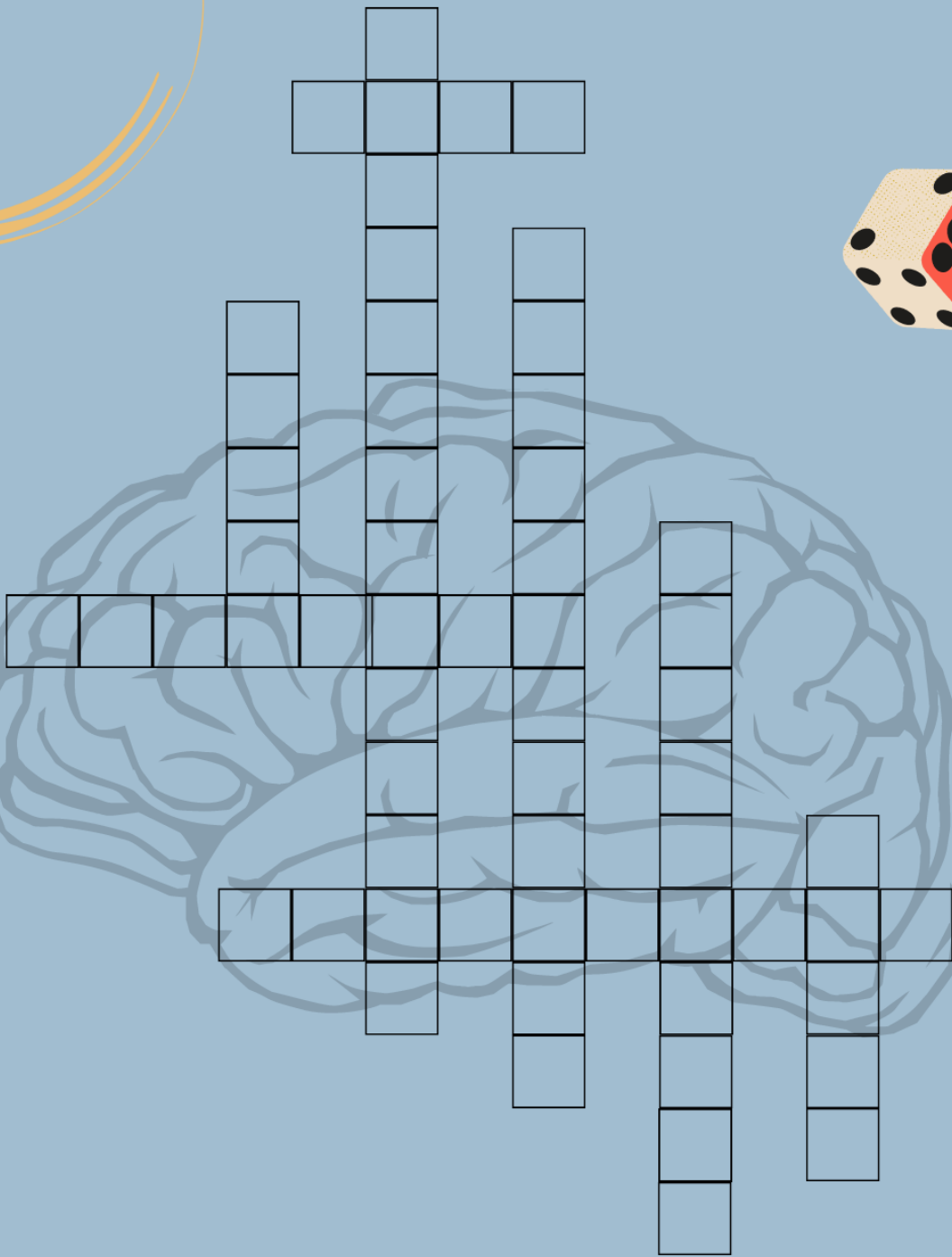
## ACROSS

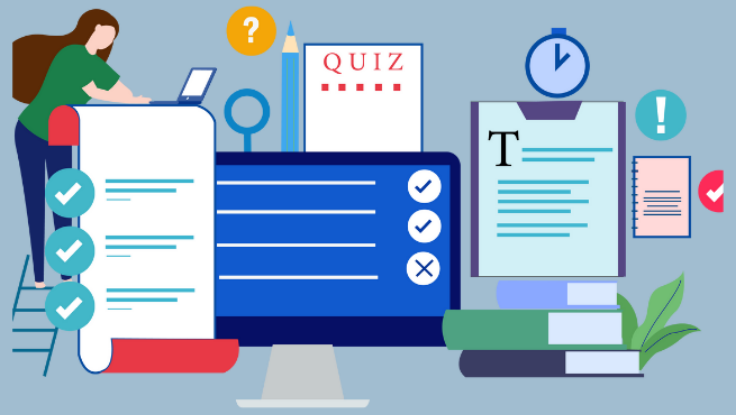
2. Identifying how to create more value for customers with less resources
6. A training camp for learning various type of skills and is designed to get you ahead in your start-up journey
8. The ability to influence individual and group to accomplish goals
9. A set of different measures that a business decides to use to measure its success.
10. To be of great value and difficult to find. Can typically refer to a successful business idea.

## DOWN

1. Financing that investors provide to start-ups and small businesses that are believed to have long-term growth.
3. Someone who organizes, manages and takes on the risk of starting a new business.
4. When you change your strategy or approach in order to attract customers.
5. Engaging a larger crowd for a common goal allowing the business to access a wide variety of skills and experience
7. A very specific segment of customers that you have selected for your product/service

# PUZZLE



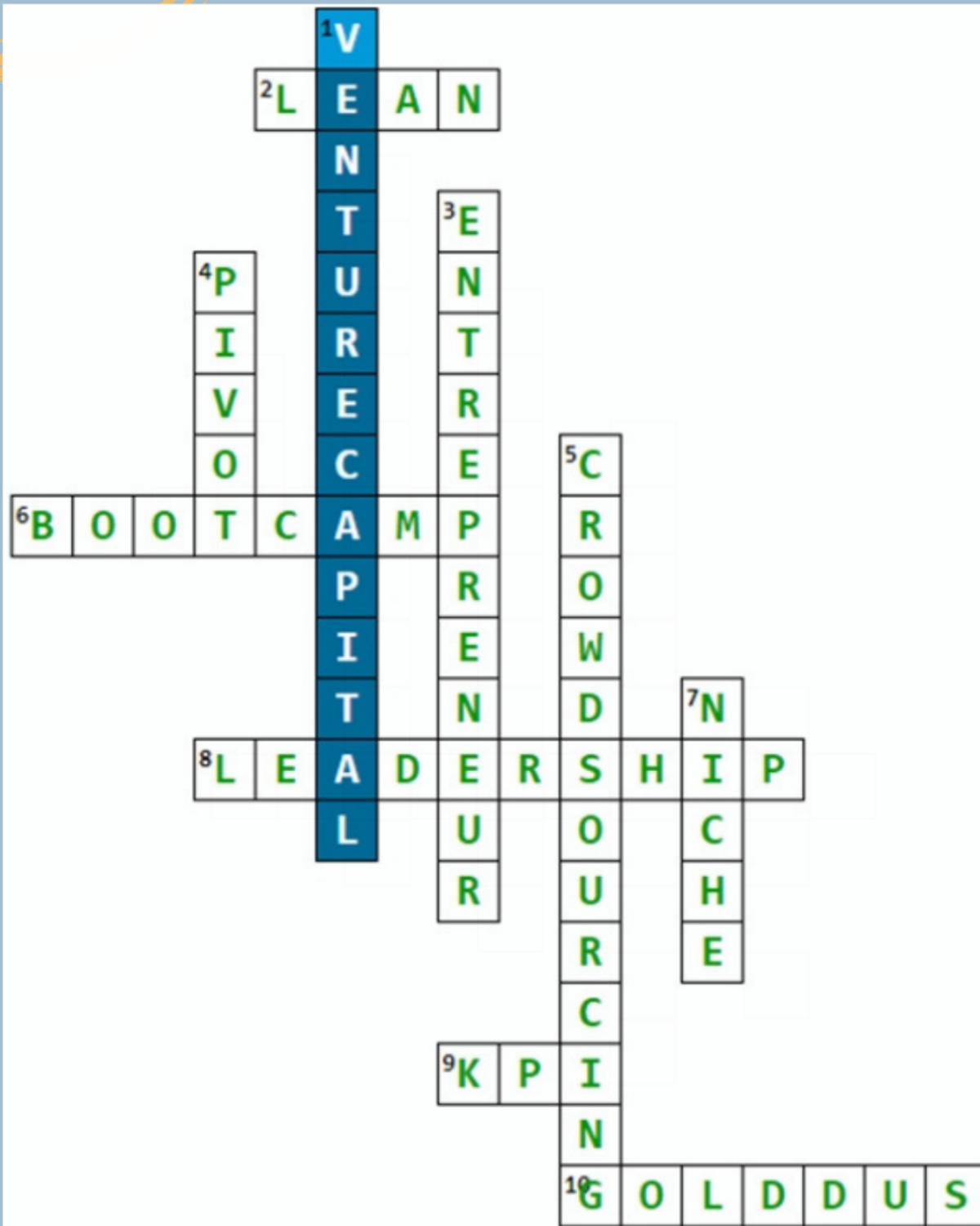


# QUIZ ANSWERS

1. Jeff Bezos
2. Dhirubhai Ambani, Reliance
3. Parle - G
4. Veera Wang
5. Oprah Winfrey
6. Dr. Pratap Reddy
7. Ruth Handler
8. JRD Tata



# PUZZLE ANSWERS



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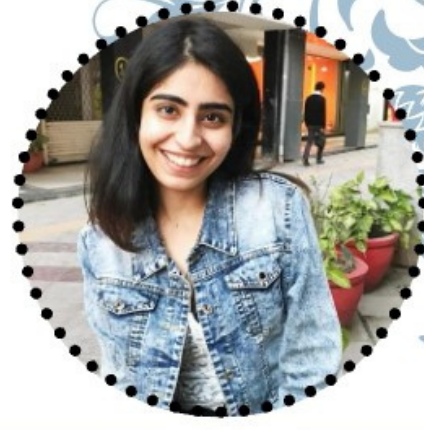
# TESTIMONIALS





**Samran Khan**  
**PRESIDENT**

'It's through curiosity and looking at opportunities in new ways that we've always mapped our path.' My association with Meraki since the past three years perfectly fits this quote. What I had initially perceived to be a one-off stint turned into the most defining aspect of my journey at Maitreyi. I couldn't have been more grateful with how my experience has shaped up so far. Only onwards and upwards!



**Yashika Miglani**  
**VICE PRESIDENT**

Joining Meraki without knowing the meaning of entrepreneurship to starting my venture is one line that explains what Meraki has brought to my plate. It's just hard for me to explain what Meraki means to me, words like college society or cell would undermine its potential. From its inception in 2018, it has given a platform to several students to think creatively, push their limits and to make them realise their true strengths. Today, I am proud to say that I am one of those students who got this wonderful opportunity.



**Muskan Kumar**  
**GENERAL SECRETARY**

To see an opportunity, we must be open to all thoughts. The idea of anything even remotely related to entrepreneurship was certainly not on my mind when Meraki opened its doors for me. Meraki has been such a great learning experience for a person like me who would easily shy away from every little thing. Meraki has given me the confidence to follow my heart and today I am nothing but grateful .



**Vaibhavi Bhardwaj**  
**CONTENT AND RESEARCH HEAD**

Meraki has been with me ever since I began my journey at Maitreyi. It has been an indispensable part of me and has taught me so much. The E-Cell has transformed me into a more aware, confident and responsible person. The world of entrepreneurship seems easy with Meraki!



**Muskan Jain**  
**CONTENT AND RESEARCH SUB-HEAD**

Meraki was the first ever society I became a part of when I joined Maitreyi. Now when I look back at it I see how much I have changed and learned all together from it. I am glad I know so much about entrepreneurship which will really help me in the future. My experience with Meraki was surreal and it will always be one of my most cherished memories of College life



**Anjali**  
**EVENT MANAGEMENT HEAD**

Every student wants to be part of some society in their college life as societies are known to improve you in infinite ways. When I got in Maitreyi I knew Entrepreneurship Cell was the society I have to be part of and it was the best decision. The experiences that I had through Meraki would be cherished forever.



**Bhavya Gupta**  
**EVENT MANAGEMENT HEAD**

I started my journey with Meraki from my 2nd year. I was really inquisitive to know more about the startup and entrepreneurship world and Meraki has truly been a helping hand in introducing me to this new world! I've learned and grown so much here. I not only learned about entrepreneurship, but also overcome my frights and now could see myself as a confident person. I'm glad to come on board with Meraki.



**Pragya N. Srivastava**  
**FINANCE HEAD**

At every step of the way, I have learnt one thing or another at Meraki. When I look back in time and remember my old self, the one filling out the membership form as a fresher, I was confident of my journey here, but a little apprehensive about my role as a Finance department member. After one year, when the then core team found me to be capable enough to lead the entire Finance Department, I was beyond delighted. It was a milestone for me and I will always remain thankful to Meraki for giving me the opportunity to grow



**Saloni Varshney**  
**FINANCE SUB-HEAD**

Till my first year, I used to be the introverted one at everything. But then in second year I joined Meraki, and it was then I found out that even with my introvertness I could learn so much, Meraki not only boosted my confidence but gave me so many opportunities to thrive on. With like minded people around me, joining Meraki was the best decision I took in my college life.



**Arshil**  
**HR & PR HEAD**

I joined Meraki in my first year and since then have been a part of it. The E-cell provided me with many amazing opportunities that I couldn't have found otherwise. From gaining exposure in the field of entrepreneurship to insights in human resources, Meraki has made me grow as an individual. I am glad to be a part of it.



**Arushi Wadhwa**  
**HR & PR SUB-HEAD**

My journey with Meraki started in my first year and needless to say that it's been an amazing one so far. It gave me a platform to learn more about Entrepreneurship, something that I'm very passionate about and gain experiences that I will cherish for life.





**Vani Shukla**  
**MARKETING HEAD**

My journey with Meraki has been an exhilarating one. Meraki has provided me with a platform where I could learn about Entrepreneurship and explore myself. Heading the media and marketing team was an amazing experience, and I got to connect with a lot of wonderful people through E-Cell.



**Harshika Ahuja**  
**MARKETING SUB-HEAD**

I joined Meraki in my second year, but I got selected for an altogether different team which wasn't my first choice. But I am so glad the core team chose me for the same because it helped me discover my lesser-known skills. I will miss working on posters and making those endless edits! I can't thank Meraki enough for providing me with this platform.



**Kirti Bhagia**  
**MARKETING SUB-HEAD**

I joined Meraki in my first year and it's been a roller coaster ride since then. Working in the marketing dept as a member in my first year and then being selected as the sub head for the same department was a journey filled with excitement and a lot of learning. Being a student from a science background most of the people expect you to be focused just on your academics but Meraki gave me the platform to learn more about Entrepreneurship.



**Lavanya Bhat**  
**CONTENT AND RESEARCH**

Being someone who wants to explore entrepreneurship, I find that the ecell is extremely flexible, and a very informative platform to start with, and being a part of such an engaging student community, I feel that I'm growing and deepening my roots, as well as learning the ropes of professional etiquette and work ethics. I'm happy that I got to be a part of Meraki.



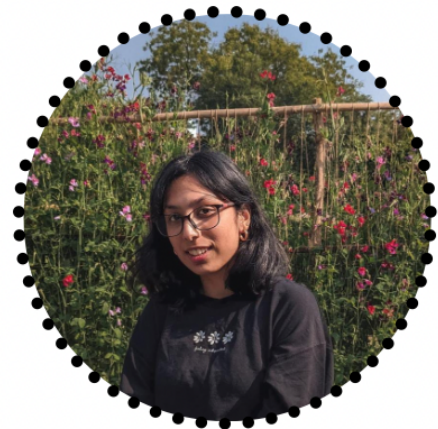
**Purvi Agarwal**  
**EVENT MANAGEMENT**

The time spent in Meraki has been a valuable and inspiring learning experience. I am truly grateful for the opportunity to be able to work with such amazing and talented people.



**Anshika Agarwal**  
**FINANCE**

Ecell of Maitreyi empowered my thinking and implementation skills. There couldn't be any other environment that can offer both liberty of thoughts and deadlines oriented results both at the same moment. I am evolved and evolving as a person, professional and of course as a business enthusiast. Thank You MERAKI for everything.



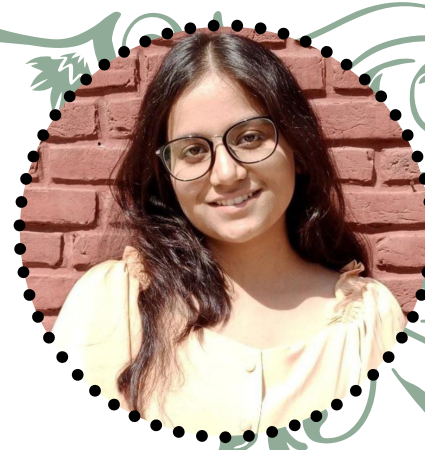
**Shubhika Pande**  
**FINANCE**

Meraki has surpassed all my expectations as an E-cell. It is a very professional space which allows room for creativity and talent. A society becomes renowned because of its people and the people of this society are truly amazing. I am grateful to be a part of this team which comprises the most excellent council and members!



**Prisha Rawal**  
**FINANCE**

Being a part of Meraki has been truly incredible. I have learnt a lot, certain things I never thought I would be able to do. Being an introvert I never really had a lot of conversations but being in the finance department I had to pitch for funds and I realised I can talk freely without stress to other people. It has made me overcome my greatest fear and I am so thankful for that .



**Rashi Sharma**  
**HR & PR**

Joining Meraki has been one of the wisest decisions I have ever made .Being part of such a growth oriented society which is full of amazing people is everything we all look for.



**Shristi Raina**  
**HR & PR**

Being a part of Meraki I am really grateful for the E-cell to provide me this opportunity. I was able to identify my new skills within me and got to know about many new things and to tackle situations. Also, I had a chance to meet and interact with people with good influence.



**Mayuri Jain**  
**MARKETING**

Being a part of Meraki was one of the step I took to explore and get myself step out of my comfort zone. And absolutely it was the best decision as Meraki made me someone different. I still remember the day I joined Meraki and today I am someone more developed. Special thanks to my head , she is not just a head for some years to me but definitely someone from whom i can learn throughout the life. Also, thankyou ECELL for making my life lively and providing me such a happy go lucky environment. You took my heart MERAKI.



**Teesha Jain**  
**CONTENT AND RESEARCH**

Joining Meraki was the best decision. MERAKI is not just a society but it's like a family. Everyone is so supportive and understanding that the work here seems to be effortless. I am so grateful to all the seniors that they always believed in me and pushed me to achieve more. Each day we get to learn professional etiquettes and work ethics. I am so happy that I got into Meraki.



**Shivika Arora**  
**CONTENT AND RESEARCH**

Initially I was very skeptical about joining Meraki, about its functioning, the people. It took me a few months to get to know them and believe you me that its been a great journey since then. The vibe here is very positive and its only because of the members. The members are extremely cooperative, friendly and always up for help. Meraki is a Family, indeed!



**Nikita Chauhan**  
**CONTENT AND RESEARCH**

Being in Meraki just not only changed my perspective of entrepreneurship, indeed I got to learn so much from it. Drafting content is something that I enjoy the most, and Meraki provided me an opportunity to use that ability of mine in the most positive manner. Hands down, it was the best decision to join Meraki.



**Sanya Manchanda**  
**CONTENT AND RESEARCH**

Meraki has provided novel doors to me in everyway possible. From managing different events to presenting my presentation before the judges, it has been a great experience. Working with seniors who always push us and try to bring out the best in us, I really feel innovative and creative. Grateful to be a part of Meraki.

# EDITORIAL BOARD

**Samran Khan**  
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