

UDYAMITA – The Entrepreneurship Cell

Date - 26 September, 2019

Udyamita, the E cell, has had an eventful and phenomenal year. We commenced the academic year with the recruitment of new candidates under the guidance of our conveners Dr Jasmine Kaur Lamba Ma'am and Mrs Gurneet Kaur Ma'am.

Udyamita also felicitated the existing members for their unremitting efforts to uphold the legacy of the society. The inaugural ceremony was attended by Dr Vatsal Gaur who stands at the forefront of the immense changes taking place in the Legal Sector due to the advent of Technology.

Udyamita paced further with the commencement of 'Startup Ecosystem', a unique concept of imparting entrepreneurial knowledge through a series of workshops/sessions on Competition Research and Market Tapping. The sessions began with the introduction of basics and progressed onto methodologies apt for each and every enterprise with specificity being of core importance in the whole operation. The students responded enthusiastically to the case studies, a key feature of the programme.

We're proud to announce that Udyamita also featured in the "Top 10 E-cells of Delhi University", an online survey conducted by DU Assassins. Udyamita along with SOFICA presented its own version of 'Muskuraaega India' in order to provide a positive perspective in these testing times. The video garnered the attention of hundreds and received appreciation from the song's original artists too.

