



### ANNUAL ACTIVITY REPORT 2024-25

### UNIVERSITY ENTREPRENEURSHIP DEVELOPMENT CELL

### SWAMI VIVEKANAND SUBHARTI UNIVERSITY, MEERUT

#### 1. Vision.

To be a major player in the National saga of Growth and Development by encouraging youth to become entrepreneurs who will contribute to the development in terms of economic & developed rather than developing nation.

#### 2. Mission.

- Incorporating an intellection which can be created into reality for the benefit of mankind.
- Providing support to all the novel ideas by way of finances as well as industry-based exposure.
- Creating an entrepreneur with the concept of nation and society before self so that the needs of the society can be considerably met.

#### 3. Organogram of University Entrepreneurship Development Cell

Sl. No.	Name	Designation
1	Hon'ble Vice Chancellor Maj. Gen, SM (Retd.) (Dr.) G.K. Thapliyal	Chairman
2	Dr. Shalya Raj(CEO)	Management Representative
3	Dr. Sharvan Kumar Garg (Prof. Faculty of Engg. and Technology)	I/C
4	DIC General Manager	External Expert
5	Mr. Sunil Gupta	External Expert (MSME)
6	Mr. Rajesh Mishra	External Expert (Finance Advisor)
7	Ms. Sarika Abhay (AVGSCMC)	Member Secretary
8	Er. Ritu Sharma (SITE)	Member

#### 4. Events Conducted for the session 2024-25 by UEDC and Institute ED Cells.

Sl. No.	Title of the Activity	Date of the Event	Name of the Institute/ Department	Total Participants
1	Startup Idea Generation and Validation	22-07-2024	Faculty of Fine Arts	16



# SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)

## ENTREPRENEURSHIP DEVELOPMENT CELL



2	Guest Lecture titled "Entrepreneurship Mind-Set In Education	07-08-2024	Department of Education	64
3	Workshop on Career in Legal Profession During the Induction programme	21.08.2024	Sardar Patel Subharti Institute of Law	58
4	Special Lecture on 'Indian Budget-2024'.	20.09.2024	Sardar Patel Subharti Institute of Law	52
5	"Family Business Dynamics"	25.9.2024	Faculty of management and Commerce	42
6	Entrepreneurship in India: The pulse of a growing startup Ecosystem	28.9.2024	UEDC	217
7	Guest Lecture titled 'New Age Career Options in the Legal Field'.	28.09.2024	Sardar Patel Subharti Institute of Law	149
8	Best practices for managing cost in hotel event planning(guest lecture)	07.10.2024	Bhikaji Cama Subharti College of Hotel Management	30
9	International Symposium on Entrepreneurship: Fostering Innovative Mindsets for Global Success	22.10.2024	UEDC	448
10	A Webinar on “LEARNING OF AN ENTREPRENEUR”	14.12.2024	Faculty of management and Commerce	41
11	Navigating International Business Development: Understanding Global Regulations and the Role of Intellectual Property Rights	21.01.2025	Faculty of Pharmacy	96
12	One day Workshop titled : "Transform Your Life with Soft Skills Training"	08-02-2025	Department of Education	59
13	A Webinar on “Exponential Growth of Family Business”	21.02.2025	Faculty of management and Commerce	27
14	Social Impact Through Design - How Design can Support Social Entrepreneurship	22-02-2025	Faculty of Fine Arts	30
15	The rise of micro entrepreneurs in hospitality industry(guest lecture)	11.03.2025	Bhikaji Cama Subharti College of Hotel Management	80
16	Changing role of women in family business	3.4.2025	Faculty of Management and Commerce	57

17	Type of Pharma Startups: Manufacturing, Marketing, R&D, and Services	20.06.2025	Faculty of Pharmacy	49
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### **1. Startup Idea Generation and Validation Organized by the Faculty of Fine Arts dated 22-07-2024**

The Startup Idea Generation and Validation session, held on 22-07-2024, witnessed active participation from the students of the Faculty of Fine Arts. The event was inaugurated by Dr.Pintu Misra, Dean & principal, Faculty of Fine Arts, SVSU.

The session included the following activities:

- Interactive Brainstorming: Students participated in dynamic brainstorming sessions to explore creative and innovative startup ideas.
- Idea Validation Techniques: Practical methods and strategies to evaluate the feasibility and potential success of ideas were discussed.
- Insights from Experts: Key insights were shared on how successful startups transform ideas into profitable ventures.

The session was highly interactive, with students enthusiastically engaging in discussions and activities. Practical examples and case studies were also presented to give real-world context to the topics discussed.

#### **Outcomes:**

- Students gained a better understanding of generating and validating startup ideas.
- Enhanced critical thinking and problem-solving skills among participants.
- Increased interest in entrepreneurship and innovation within the Fine Arts community.

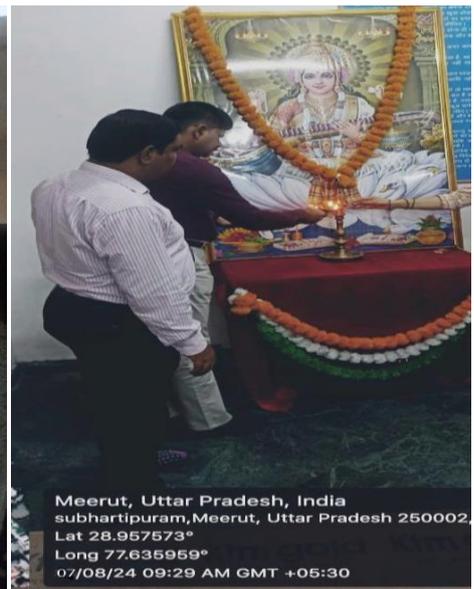
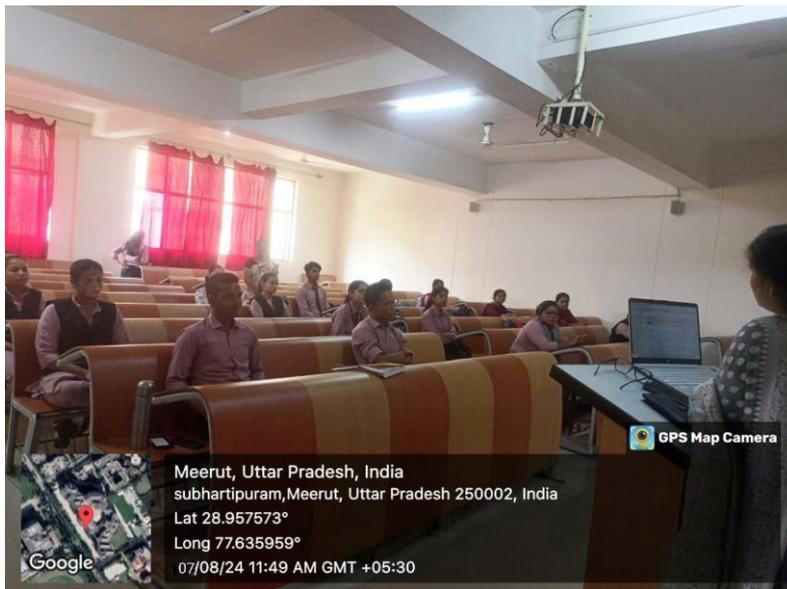


### **2. Guest Lecture titled "Entrepreneurship Mind-Set In Education organized by Department of Education dated 07-08-2024**

On 7th August 2024, the Entrepreneurship Cell and Placement Cell of the Department of Education, Faculty of Education, organized a guest lecture titled "Entrepreneurship Mind-set in Education". The distinguished guest speaker, Dr. Hemendra Kumar Singh, Associate Professor at the University of Lucknow, graced the occasion with his insightful lecture. Prof. (Dr.) G.K. Thapliyal, Vice Chancellor, SVSU and Prof. (Dr.) Shalya Raj, CEO, SVSU shared their best wishes & appreciated the efforts of Pradeep Yadav (B.El.Ed VII Sem) and Riya Kaushik (B.El.Ed III Sem) managing the event effectively under the supervision of Dr. Reeba Devi, Asst. Professor, DOE, FOE, SVSU. Meerut. Prof. (Dr.) Anoj Raj, Head, Department of Education welcome the Guest speaker and congratulation for all participants.

#### **Objectives of the Event:**

- To identify strategies for educators to cultivate critical thinking, adaptability and entrepreneurial skills in the field of Teacher Education.
- To explore strategies for educators to foster critical thinking, adaptability, and entrepreneurial skills among learners.



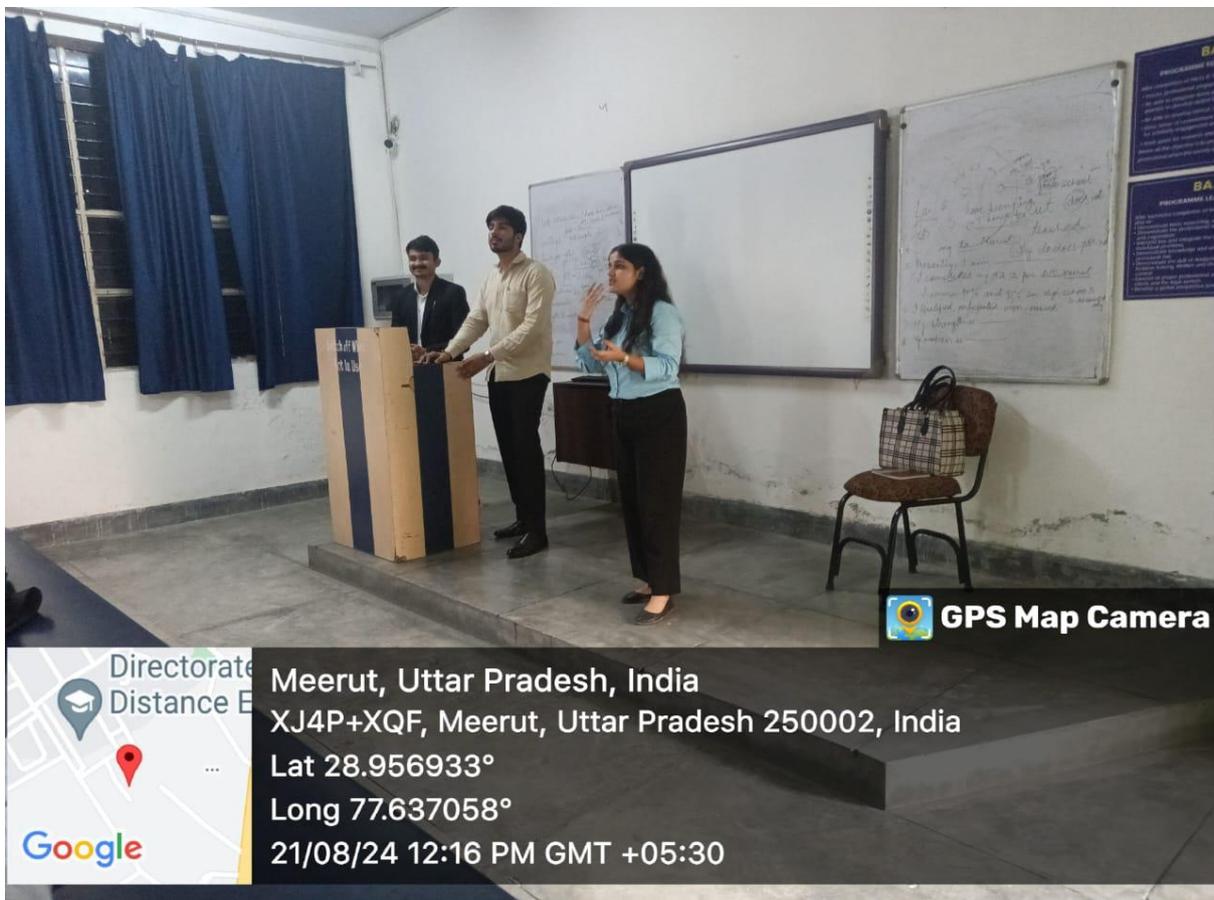
### **3. Workshop on Career in Legal Profession During the Induction programme organized by Sardar Patel Subharti Institute of Law dated 21.08.2024**

How to set goal and Career after becoming the Law Graduate, a workshop was organized by Sardar Patel Subharti Institute of Law, in which the alumni of the institution provides a face-

to-face counseling. A huge spectrum of opportunities laid before them to choose. The purpose of conducting goal setting and career counseling workshop is to ensure that each & every law graduate will be able to set himself/herself a goal not out of ignorance or need but out of interest and conscience.

### Objectives of the Activity:

- The Students will be able to understand their strengths and weaknesses and to identify their career goals.
- To create a plan to achieve their goals and to understand career options and how to pursue them.
- To deal with work-related issues like job loss, unemployment, or burnout.
- To clarify expectations and take action to alleviate anxieties.
- To increase their motivational level and feel validated and to explore their personal and professional aspirations.



#### **4. Special Lecture on 'Indian Budget-2024'.organized by Sardar Patel Subharti Institute of Law dated 20.09.2024**

Swami Vivekanand Subharti University (SVSU), under the auspices of the 'Rashtrabodh Lecture Series', in collaboration with the 'Swami Vivekanand Chair, SVSU', organized an insightful lecture on the Indian Budget 2024. The event focused on exploring the opportunities presented in the budget for higher education institutions, employment, skill development, and research to achieve the ambitious goal of 'Viksit Bharat 2047'—a developed India by the 100th year of independence. The lecture was delivered by Dr. D.P. Semwal, IRS (Retd.), a distinguished alumnus of Subharti Law College, LL.M Batch 2022. With his extensive experience in the Indian Revenue Service and deep understanding of national fiscal policies, Dr. Semwal shed light on the significant budgetary provisions aimed at transforming the landscape of education and employment in India. His analysis linked key initiatives in the budget to the long-term national vision of developing a knowledge-driven economy, creating a skilled workforce, and fostering research-driven innovation.

### Objective of the Activity :

- To analyze the key budget allocations and reforms introduced in the Indian Budget 2024 that impact higher education institutions, aiming to enhance their role in shaping a knowledge-driven economy for 'Viksit Bharat 2047.'
- To explore government initiatives and financial provisions that address employment generation and skill development, aligning them with India's long-term vision of economic prosperity and global competitiveness by 2047.
- To evaluate the financial incentives and policy frameworks in the budget that support research and innovation in educational institutions, with a focus on fostering technological advancements and knowledge-driven growth by 2047.
- To engage stakeholders in higher education to devise strategies and actions that align their institutional growth with the national objective of 'Viksit Bharat 2047,' particularly in areas of employment, skill enhancement, and research output.



### 5. "Family Business Dynamics" organized by the Faculty of Management and Commerce, dated 25.9.2024

The Department of Management and Commerce organized a webinar on Learning of an Entrepreneur under the MoU with Asian Institute of Family Managed Business (AIFM) on 25\* November 2024. The guest speaker Mr. Sumit Tiwari, CEO at Timus Concepts Pvt Ltd Nashik Maharashtra. The webinar started with the welcoming of the guest speaker by Prof.(Dr).R.K.Ghai. Dr Sarika \ introduced the guest speaker to the students and requested the speaker to interact with the students. Mr. Sumit took over the session and explained how Family businesses are a vital part of the global economy, accounting for a significant percentage of businesses worldwide. However, these businesses often face unique challenges due to the complex dynamics between family members, business operations, and ownership. This report explores the intricacies of family business dynamics, highlighting key issues, opportunities, and strategies for success. He also told the Key Issues in Family Business Dynamics.



### **6. Entrepreneurship in India: The pulse of a growing startup Ecosystem organized by Faculty of Engineering and Technology dated 28.9.2024**

The University Entrepreneurship Development Cell of Swami Vivekanand Subharti University organized a guest lecture on “Entrepreneurship in India: The Pulse of a Growing Startup Ecosystem” on 28<sup>th</sup> Sept 2024 at MMM, Auditorium by Dr. Rajul Garg, Chartered Engineer, Independent Valuer, Industry Consultant.

This event brought together industry leaders, budding entrepreneurs, investors, and academicians to discuss the current trends, challenges, and opportunities within India's

rapidly growing startup ecosystem. The session focused on India's evolution as a global startup hub, the role of innovation, government policies supporting entrepreneurship, and the challenges faced by emerging entrepreneurs. The speaker delved into India's entrepreneurial journey over the past decade, citing key factors that have contributed to the rise of startups, such as:

- The advent of digital technologies
- Access to venture capital and global investment
- Government initiatives such as Startup India and Make in India
- Rising youth participation in innovation-driven enterprises.



### **7. Guest Lecture titled 'New Age Career Options in the Legal Field'.organized by Sardar Patel Subharti Institute of Law dated 28.09.2024**

On 28th September 2024, the Faculty of Law at Swami Vivekanand Subharti University, Meerut, organized a highly engaging guest lecture on the topic “New Age Career Options in the Legal Field.” The event provided students with valuable insights into emerging and unconventional career paths in law. The lecture commenced with a warm welcome address

by Prof. (Dr.) Vaibhav Goel Bhartiya, Dean of the Faculty of Law. In his opening remarks, Dr. Bhartiya emphasized the significance of such guest lecturers in bridging the gap between academic life and practical career preparation, especially for new students. He highlighted how events like these can guide students in exploring diverse legal career opportunities that extend beyond traditional roles. Following the Dean's address, Prof. (Dr.) Reena Bishnoi extended a formal welcome to the guest speaker Mr. Indranil Banerjee, a Senior Associate at JMR Global Advisors, New Delhi by presenting him a planter. Dr Ajay Raj Singh Assistant Professor Faculty of law introduce guest speaker, with Mr. Banerjee's vast experience in the legal industry and the relevance of his insights in navigating the evolving legal landscape.

### Objectives of the Activity:

To educate participants about the emerging and innovative career opportunities in the legal field beyond traditional roles such as litigation and Corporate Law. The lecture focused on how technological advancements, globalization, and evolving societal needs have expanded career possibilities in areas such as legal technology (Legal Tech), data privacy, intellectual property, alternative dispute resolution, and legal consulting. Students gained insights into the skills, qualifications, and future prospects associated with these new-age careers, helping them make informed decisions about their professional paths.



### **8. Best practices for managing cost in hotel event planning(guest lecture) organized by Bhikaji Cama Subharti College of Hotel Management dated 7.10.2024**

On October 7, 2024, the Bhikaji Cama Subharti College of Hotel Management was proud to host a highly insightful guest lecture titled "Best Practices for Managing Cost in Hotel Event Planning." The event took place in the Multipurpose Hall and commenced at 2:00 PM, with an enthusiastic attendance of 30 participants, including students and faculty members, who were eager to learn from the expertise of our distinguished guest speaker.



**9. International Symposium on Entrepreneurship: Fostering Innovative Mindsets for Global Success organized by Faculty of Engineering and Technology dated 22.10.2024**

The University Entrepreneurship Development Cell of Swami Vivekanand Subharti University organized an International Symposium on "**Entrepreneurship: Fostering Innovative Mindsets for Global Success**" on 22<sup>nd</sup> October 2024 at the Satyajit Ray auditorium which was a thought-provoking event that brought together leading experts to discuss entrepreneurial strategies and innovations. The panel featured renowned figures such as Prof. Steven Edmond, Dean and Professor Emeritus, Director, OIP, Huston-Tillotson University, USA, Ms. Mahima Garg, CEO, CertoMeter, Bengaluru, Ar. Bhupendra Kumar, Founder and Managing Director, Aeforia group, Noida and Ms. Riya Jawla, Chairman, Omtej Edu. Pvt. Ltd, Meerut with Dr. Aruna Bansal, Associate Prof, Faculty of Engg. and Technology as the host. Each speaker brought valuable insights into the core elements of entrepreneurship.



### **10. A Webinar on “LEARNING OF AN ENTREPRENEUR” organized by Faculty of management and Commerce dated 14.12.2024**

The Department of Management and Commerce organized a webinar on Learning of \* an Entrepreneur under the MoU with Asian Institute of Family Managed Business (AIFM) on 14th December 2024. The guest speaker Mr. Pallav Khandelwal, Co founder of RL Venture, Mynapedia, India.

The webinar started with the welcoming of the guest speaker by Prof.(Dr).R.K. Ghai. Dr Sarika introduced the guest speaker to the students and requested the speaker to interact with the students. Mr.Pallav took over the session and explained how one can become a successful entrepreneur. How hurdles can arrive and how to tackle them with the help of peer group. He also told how Entrepreneurship education can also help students develop psychological traits that can be applied to other subjects, such as creativity, analytical thinking, persistence, and confidence.

Outcome: The students will be able to

- To understand the impact: Understanding how entrepreneurship can impact their lives and society
- To analyze entrepreneurial ventures: Analyzing the various aspects, scope, and challenges of an entrepreneurial venture
- To develop a business model: Developing an effective business model
- To write a business plan: Writing a business plan for a start-up

### **11. Navigating International Business Development: Understanding Global Regulations and the Role of Intellectual Property Rights organized by Faculty of Pharmacy dated 21.01.2025**

Seminar on “Developing Entrepreneurial Skills in Pharmacy Students” was inaugurated by Prof. (Dr.) Sokindra Kumar (Principal & Dean KSCP, SVSU), Dr. Vipul Agarwal (Managing Director Ayurvani Herbaceuticals Hapur, UP) Mr. Mohd. Rashid Khan (Managing Director Nar- Briton Health Care Pharmaceuticals Pvt. Ltd. New Delhi), Dr. Lubhan Singh (HOD Department of Pharmacology, KSCP), Dr. Ganesh Prasad Mishra (HOD Department of Pharmaceutical Chemistry, KSCP) and Dr. Garima Verma (HOD Department of Pharmaceutics, KSCP) by lighting the lamp.

#### **Objective of the Activity:**

Although curriculum include all necessary Acts and covers laws to run Pharmacy business, but a first hand knowledge from a industrial entrepreneur is important to express opportunities and challenges to meet the real and today’s world.

Objectives of the Seminar was to create awareness about available resources, to encourage self employment tendencies and to shove off doubts of upcoming entrepreneurs, give solutions and suggest remedies of problems.



### **12. One day Workshop titled : "Transform Your Life with Soft Skills Training" organized by Department of Education dated 08.02.2025**

A one-day workshop on "Transform Your Life with Soft Skills Training" was successfully organized under the University Career Counselling Cell. The workshop aimed at enhancing students' public speaking skills, career decision-making, and entrepreneurial knowledge through soft skills training.

#### **Objectives of workshop:**

- To enhance expressing writing expressing public speaking and sensitize student to choose better career in future
- To provide career and entrepreneurs skills and knowledge to become successful in future through soft skills training.

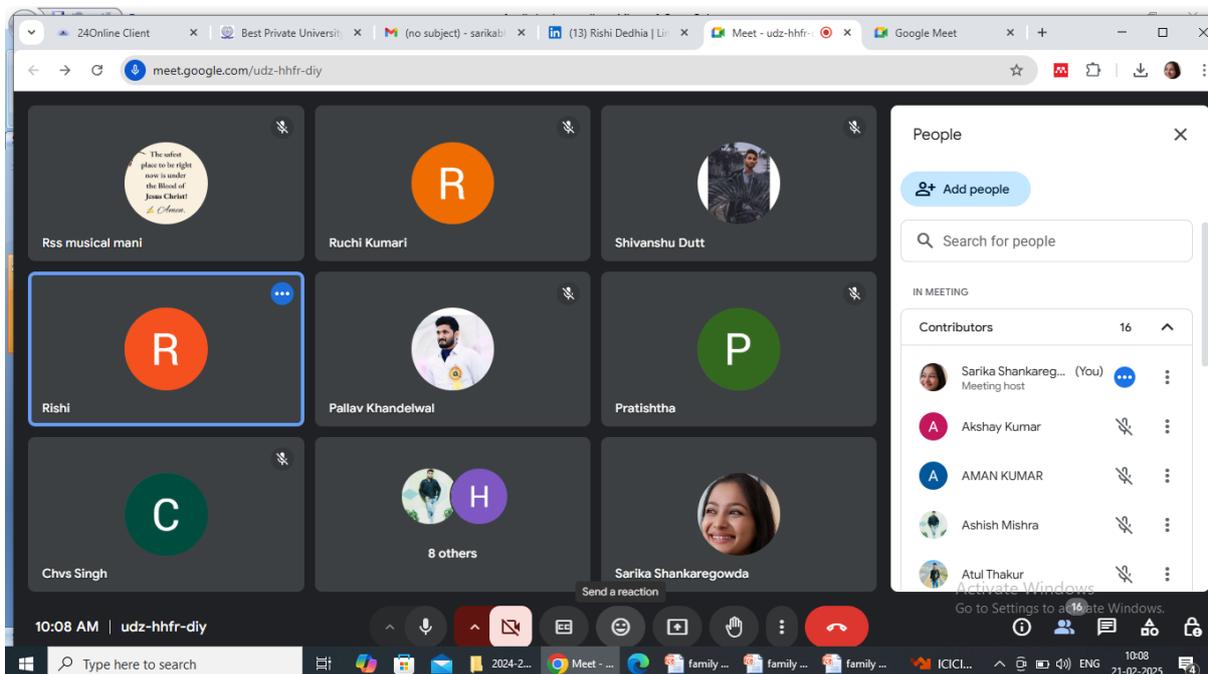


### 13. A Webinar on “Exponential Growth of Family Business” organized by Faculty of management and Commerce dated 21.02.2025

The Department of Management and Commerce organized a webinar on Learning of an Entrepreneur under the MoU with Asian Institute of Family Managed Business• (AIFM) on 21<sup>st</sup> February 2025. The guest speaker Mr. Pallav Khandelwal, Co founder of RL Venture, Mynapedia, India & Mr Rishi Dedhia, Co-Founder at Invest in Pre-Leased SPJIMR (SP Jain Institute of Management & Research).The webinar started with the welcoming of the guest speaker by Dr Sarika by introducing the guest speaker to the students and requested the speaker to interact with the students. Mr. Rishi took over the session first and explained how one can grow his/her family business."Exponential growth of a family business" refers to a rapid and accelerating increase in a family-owned company's size, revenue, or market share, where the growth rate continuously compounds over time, meaning the business expands significantly faster than a linear growth pattern, often driven by strong family values, long-term vision, and effective succession planning across generations.

Objectives:

- To Understanding entrepreneurship: Learning the concepts of exponential growth in entrepreneurship and how to apply them to recognize and exploit opportunities
- To Develop skills: Improving communication and problem-solving skills, and developing confidence To Identifying personal purpose: Establishing self-efficacy and self-advocacy, and identifying personal purpose.
- To Assessing readiness: Being able to identify their readiness, ability, or aptitude to manage family business.



### **14. Social Impact Through Design - How Design can Support**

#### **Social entrepreneurship organized by the Faculty of Fine Arts dated 22.02.2025**

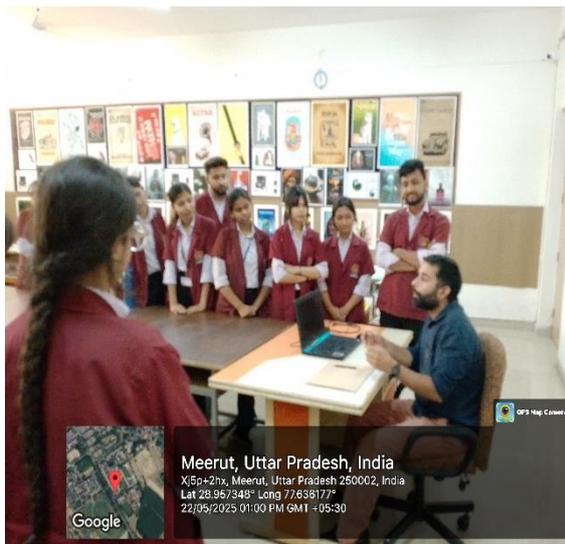
The Faculty of Fine Arts organized a workshop under the Entrepreneurship Development Cell to introduce students to the role of design in social entrepreneurship. Mr. Manish Kumar delivered an insightful session on how UX and creative design can address social issues and support sustainable ventures.

#### **Workshop Highlights:**

- Introduction to Design Thinking for Social Innovation
- Real-world case studies of social impact through design
- Group activity: Designing a solution for a social issue
- Interactive Q&A session with the expert
- Guidance on developing design-based startups with a social mission

The workshop saw enthusiastic participation from over 30 students from Applied Art, Interior Design and Animation department. Faculty members also attended and supported the event.

The workshop was a great success, inspiring students to think beyond aesthetics and explore entrepreneurship through purposeful design.



### **15. The rise of micro entrepreneurs in hospitality industry(guest lecture) organized by Bhikaji Cama Subharti College of Hotel Management dated 11.03.2025**

The guest lecture took place on **March 11, 2025, at 11:00 AM** in the **Multipurpose Hall** of Bhikaji Cama Subharti College of Hotel Management. The session was **divided into multiple segments** to ensure an interactive and engaging experience.

#### **The Objective of the Activity**

- To provide students with real-world insights into entrepreneurship in the hospitality industry.
- To highlight the potential of micro-business models such as bakeries, catering, and home-based food services.
- To help students understand the financial and operational challenges of running a small-scale food business.
- To inspire students to think creatively and develop their entrepreneurial ideas in hospitality.
- To educate students on the role of branding, marketing, and digital transformation in micro-business success.
- To create awareness of funding opportunities, government schemes, and incubation support for small hospitality businesses.
- To emphasize the importance of quality control, customer satisfaction, and innovation in business growth.
- To equip students with the necessary skills and knowledge to consider self-employment as a viable career path.



### 16. Changing role of women in family business Faculty of management and Commerce dated 03.04.2025

The Department of Management and Commerce organized a webinar on "Changing role of Family Business" under the MoU with Asian Institute of Family Managed Business (AIFM) on 3<sup>rd</sup> April 2025. The guest speaker Miss Mansi Thakkar, Director Wind Plus Pvt Ltd, Leadership Coach. The webinar started with the welcoming of the guest speaker by Dr Sarika by introducing the guest speaker to the students and requested the speaker to interact with the students. Miss Mansi took over the session and threw light on changing role of women in family business. **Outcomes:** The students will be able to understand

#### **Family Relationships:**

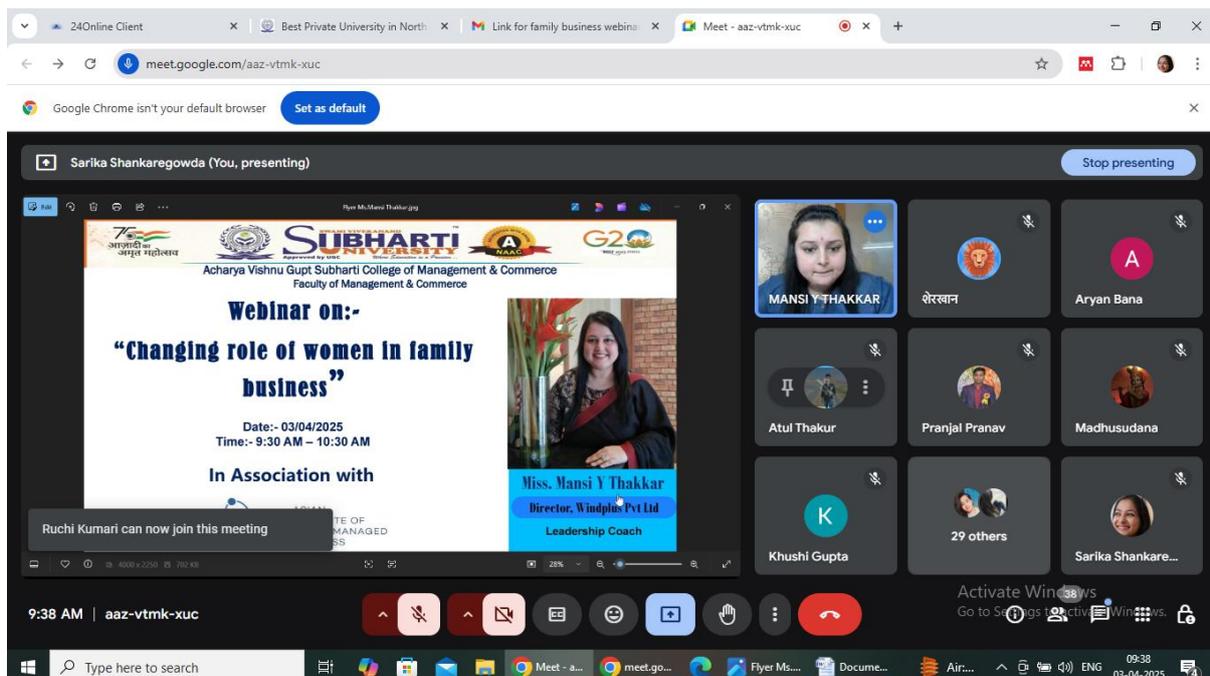
The unique blend of familial commitment and business acumen enables family businesses to navigate challenges and seize opportunities in ways that other businesses might not.

#### **Term Perspective:**

Family businesses often have a long-term perspective, which can lead to sustainable growth and innovation.

#### **Entrepreneurial Spirit:**

Family businesses can be a vital engine of economic growth, fostering innovation and contributing to social stability.



### **17. Type of Pharma Startups: Manufacturing, Marketing, R&D, and Services organized by Faculty of Pharmacy dated 21.01.2025**

**Objectivity of Activity:** - The primary objective of this activity was to provide students with comprehensive insights into various types of pharmaceutical startups—specifically in the areas of manufacturing, marketing, research & development (R&D), and services. The session aimed to promote awareness among students regarding startup opportunities, industrial expectations, and the skillsets required to excel in the pharma sector. It also sought to encourage entrepreneurship and readiness for placement among aspiring pharmacy professionals.

The session titled "**Type of Pharma Startups: Manufacturing, Marketing, R&D, and Services**" was conducted on **20th June 2025** at **02:00 PM** in the **Conference Hall of Kharvel Subharti College of Pharmacy**. The event was organized under the guidance of **Ms. Parkhi Rastogi**, with participation from **49 students**.

The expert speaker for the session, **Dr. Rashid Khan**, delivered an insightful presentation on the different categories of pharmaceutical startups. He elaborated on the foundational aspects, market demands, funding opportunities, and regulatory frameworks associated with **Manufacturing, Marketing, Research & Development (R&D)**, and **Service-based** pharma ventures.





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