



## E-Cell

E-cell of IISWBM is a student's organization dedicated towards promoting the spirit of entrepreneurship among students not only within the institute but also throughout India. It is functioning as a guide for students with creative ideas which can be transformed into successful companies. E-cell works as a mentor for students helping them to fulfil their aspirations to be successful entrepreneurs. We, at E-cell, believe that the youth has to break the barriers of prejudices and inertia to start their own. We help individuals to convert their creative ideas, which have potential business opportunities, into reality.

For the Calendar year 2016-2017, E-Cell IISWBM conducted Umeed'16 and Entreprerna'17. The year was also rounded-off by seminars from National Entrepreneurship Network (NEN), a Wadhvani Foundation Initiative **Umeed**, as the name suggests, is an event intended to enrich the heart with hope. **Umeed' 17** conducted on 7<sup>th</sup> September 2017, was an amalgamation of three events.

**Raising Smiles** – In the event Raising Smiles, we the members of E-Cell, tried to do as much as possible for the ailing residents of Nirmal Hridaya, an organization founded by Mother Theresa. The presence of Social Entrepreneurs such as Miss Priyanka – A person who had undergone sex change and teaches the world that the third gender can be more than sex workers and beggars, and Miss Rangana Sengupta – who works with the less fortunate children of red light areas for their mental and physical up keep, touched the raw emotion of people.

**Bech-k-Dikhao** – Through this event, the E-Cell helped generate ideas for reusing and recycling waste. The best products have been taken up by the E-Cell Campus Company, to build a Company out of it.

**Kha-e-jao**– The heritage event of IISWBM filled the heart of students, staffs and professors alike, with joy again this year, leaving them with filled tummies and happier selves.



**Entreprerna** is the annual business event of E-cell IISWBM. It is an event that presents a unique opportunity to budding entrepreneurs and start-up enthusiasts. Entreprerna, a two-day event, the annual flagship event of E-cell IISWBM, brings together the leading entrepreneurs and caters to all those enthusiastic youths who wish to start their own business and become a trend-setter. We also provide a platform where students interact with leading Entrepreneurs and get motivated to be the next one.

**Entreprerna 2017** was organised by the E-CELL of IISWBM which provided a well-organized platform to take the participating start-ups to the next level and provide them with an eco-system for Investment Opportunities. It also provided with a seamless social platform to interact with other co-founders to benefit and collaborate from the plethora of ideas; the first of its kind.



On The First Day, the "BIG FISH" was organised. It provided a platform to start ups to present their innovative and creative business ideas to leading venture capitalists. 10 start-ups were selected for BIG FISH. Participants were from both national and international level.

On the second day, a panel discussion session was organised with leading entrepreneurs from all across the country. The speakers included entrepreneurs like **Mr. Avelo Roy** TED-ex motivational speaker and owner of a Million Dollar Company, **Mr. Prantik Sinha** -CEO, Agustya Bouyant, runner up at Egiya Bangla by Govt. of West Bengal, **Mr. Jayabrata Bhaduri** -CEO, CAPACLOUD, winner of Egiya Bangla by Govt. of West Bengal, **Mr. Anirban Dasgupta**-India's one of the top comic and entrepreneur, and **Mr. Soumya** – Founder, Mad over Drama. Students were provided with the opportunity to interact with these entrepreneurs and get valuable knowledge about creative business ideas and entrepreneurship.



### Plans for Entreprerna 2018:

Entreprerna is the annual corporate event conducted by the Entrepreneurship Cell of Indian Institute of Social Welfare and Business Management. It is a two-day event that takes place in the premises of IISWBM. We plan to conduct the "BIG FISH" on the first day of the event. We aim to provide a versatile platform for new-age entrepreneurs to pitch their innovative business ideas and plans before the eminent venture capitalists and earn flourishing investment opportunities. The "BIG FISH", this year will be organized, following the footsteps of the American reality television series, **Shark Tank**. Start-ups with pioneering and ingenious business ideas will be invited to the event.

We plan to invite academicians, young business enthusiasts, eminent entrepreneurs, and the students to share their entrepreneurial experiences through an interactive session on the second day. Successful Entrepreneurs will be invited to share their success stories and motivate young business minds to help take that entrepreneurial leap of faith and embark on their journey to the next big level. To conclude the event, light heartedly, we plan on keeping a comic gig in the end by a stand-up comedian and thereby drawing a close to our annual e-summit for the year 2018. The Entrepreneurship Cell of Indian Institute of Social Welfare and Business Management will be proud to foster an entrepreneurial culture in the campus and promote the idea of entrepreneurship to the best possible extent.

### Important dates to remember

1. 15/02/2018 - Last date to Register for BIG Fish
2. 25/02/2018 - Last date for submission of Business Plan and Questionnaire for BIG Fish
3. 04/02/2018 - Declaration of Shortlist for BIG Fish
4. 08/02/2018 - Entreprerna '18 Day 1 (Big Fish)
5. 09/02/2018 – Entreprerna '18 Day 2

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**QUESTIONS?**  
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Affluent entrepreneurs keep getting added to the list each year.

Stay tuned for more...!