

NEWSLETTER



incubate, innovate, inspire





Jamia Millia Islamia formally launched the Entrepreneurship Club on Nov 27th 2012.

JMI E-Club envisions to provide the students with an overall exposure to build an Entrepreneurial community in Jamia Millia Islamia.

SEE INSIDE for more about the initiative, the team, and all the news of past and upcoming events.





What's Inside

PAGE 5

Meet the team. Know the agenda. Get all the information you ever need to know about the Entrepreneurship Club.

PAGE 10

Know about Jamia Millia Islamia's annual cultural fest MiRAAS. 2013.



PAGE 9

JMI E-Club's
participation in the
inaugural edition of
Tangelo Town, a grand
cultural fest organised
in Jamia Millia Islamia.

Messages

 ${f It}$ is a matter of great pride for the Cultural Committee of Jamia Millia Islamia to organize the three-day Inter University Cultural and Management Festival "MIRAAS 2013" from February 26 – 28, 2013. During the three day festival the various clubs of Cultural Committee i.e. the Debating Club, the Drama Club, the Literary Club, the Music and Fine Arts Club and the Entrepreneurship Club are putting up more than 25 exciting events and competitions.

Some of the events in the festival include National Debate (in Urdu, Hindi & English), Indian and Western Music, Dramatics, Folk Dance, Management events (Case Study, Treasure Hunt, Ad Mad), Literary events (Creative writing, Poem, Seminar) and Fine Arts events (Mask Painting, Pot Painting, Rangoli) and more.

MESSAGE FROM THE DEAN. STUDENTS' WELFARE



Prof. Tasneem Meenai

I welcome all the guests and participating students from Universities and colleges from different parts of the country including Delhi University, Mumbai University, Jawaharlal Nehru University, M. D. University, Rohtak, Aligarh Muslim University, Jamia Hamdard, G.B. Pant University, Indian Institute of Technology, Mumbai, Kurukshetra University, Agra University, Banaras Hindu University, Maulana Azad National Institute of Technology, Bhopal, Jammu University, IIMT Engineering College Meerut, St. John's College Agra, Choudhary Devi Lal University, Sirsa, Haryana, B. R. Ambedkar University Agra, Kumaun University, Lovely Professional University, Phagwara, Indian Institute of Mass Communication, New Delhi, Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeeth, Amity Business School, Noida, Centre for Management Development, (CMD) Modinagar, Asia Pacific Institute of Management, IIPM, IILM, Campus Law Centre, Delhi University, Makhanlal Chaturvedi National University of Journalism and Mass Communication, Bhopal and others.

I would like to thank all the participants and institutions whose presence and participation will enrich the festival and contribute immensely to the success of "MIRAAS 2013".

On behalf of the Cultural Committee, I would like to thank our Honourable Vice Chancellor, Mr. Najeeb Jung (IAS) for being a source of inspiration and great moral support for all of us. His constant support and encouragement has made this mega event possible.

E-CLUB

MESSAGE FROM We are pleased to present this first news letter of the Entrepreneurship THE CONVENER, Club on the occasion of the three day mega Cultural & Management festival (MiRAAS - 2013) being organized by Cultural Committee of Jamia Millia Islmia.



Dr. Naseeb Ahmad

The Entrepreneurship Club (E - Club), a joint initiative of the faculty members and students, to nurture and promote entrepreneurial spirit in the campus, was formally launched on 27th Nov.2012 by Prof. Tasneem Meenai, Dean Students' Welfare, who has been instrumental in supporting the idea and has been kind to make the E - Club, a part of the Jamia Cultural Committee.

We are grateful to Ms. Kalpana Sinha, Senior Consultant, National Entrepreneurship Network (NEN) for her active involvement and support in organizing numerous workshops, presentations, and other events focused towards entrepreneurship development even before the launch of the E-

I take this opportunity to especially thank our students Anjali Gera and Aashish Birgi, who have played an active role in the conception and visualization of the E-Club and would like to appreciate the hard work done by Aaqib, Parveen, Nargis and all the students who have made it possible to launch this newsletter in such a short period.

The term "entrepreneur" has been borrowed from French, and is commonly used to describe an individual who organizes and operates a business taking a financial risk to do so. Moreover, they are innovators who use a process of shattering the status quo of the existing products and services to set up new products and services.

The man who runs a provision store down the street is a businessman, so is the goldsmith in the shop next to him and the owner of the internet café. They buy, sell, make profit and repeat because such is the nature of business. We come across businessmen all around us, but entrepreneurs are exceptionally rare. This because: they are one of a kind; not among the firsts, but the first. Entrepreneurship spirit is characterized by innovation and risk taking and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global market.

With various clubs for co-curricular activities Jamia has, for long, felt the need to have a platform to showcase and develop its entrepreneurship potential.

The entrepreneurship club is a first of its kind endeavor in Jamia Millia Islamia with the goal of bringing together individuals wishing to pursue and promote entrepreneurship. The Club also aims to provide exposure to real issues and challenges of the corporate world in order to create experienced entrepreneurs. With the purpose of providing a platform for students to enhance their entrepreneurship skills, it is committed to explore entrepreneurship as a career option and a way of life. Through proper guidance and ample opportunities it plans to turn students into job creators instead of job seekers.

The club is convened by Dr. Naseeb Ahmad, Dept. of Commerce and Business studies and co-convened by Dr. Saif Siddiqui, Center for Management Studies. The student body consists of 12 E-Leaders who are a part of the organizing team for all events; and E-members who have enrolled themselves for active participation in various activities.

The club activities are beneficial to all students in general and to the students of the following departments in particular: Center of Business Studies, Center of Management Studies, Faculty of Engineering, Faculty of Tourism and Hospitality, Department of Bio-technology and Bio-sciences, University Polytechnic.

The E-club has been found for the conception of entrepreneur generations from Jamia and to harvest its potential. Having collaborations with various entrepreneurship organizations like the NEN, AIESEC, EDI NIESBUD, NISC, TIE etc. the E – club aims to concretize its purpose of generating successful people, not just entrepreneurs.

A workshop on 'How to make an Entrepreneur'







Jamia Millia Islamia in partnership with National Entrepreneurship Network (NEN) organised a workshop on 'How to make an Entrepreneur' by Mr. Rajeev Kumar, CEO of RockeTalk (Inc.)

Audience was really excited to interact with the innovator-cum-entrepreneur.

Entrepreneurship is living a few years of your life like most people won't so that you can spend the rest of your life like most people can't.

Jamia Launches Entrepreneurship Club

Jamia Millia Islmia (JMI) formally launched the Entrepreneurship Club (E-Club) on 27th Nov.2012 The launch took place at the Seminar hall of Centre for Management Studies, JMI E-Club launch at the Center for Management Studies; Tue. Nov. 27, 2012.

JMI E-Club aims to build the entrepreneurship qualities & skills among the students, and to provide an overall exposure to the students to build an Entrepreneurial community in Jamia Millia Islamia (Central University), so that the students will emerge as bright entrepreneurs.

JMI E-Club was formally launched by Prof. Tasneem Meenai, Dean, Students' Welfare and Dr. Naseeb Ahmad, Convener, E-Club by organizing a workshop on Entrepreneurship opportunities for students. The workshop began with the keynote address by Prof. Rehan Khan Suri, Training & Placement Officer, JMI and an inaugural address by Prof. NUK Sherwani, Head, Department of Commerce & Business Studies.

In the first session, Mrs Ritu Sengupta, Advisor, National Institute for Entrepreneurship and Small Business Development (NIESBUD) shared the opportunities and schemes of government in promoting entrepreneurship. Mrs Kalpana Sinha, Sr. Consultant, National Entrepreneurship Network (NEN) discussed the role of NEN in promoting entrepreneurship among students and inspired the students to take entrepreneurship as their career and assured them that NEN will provide full support to the student entrepreneurs

The last session focused on the journey of the entrepreneur, in which three young entrepreneurs shared their experience and gave a firsthand account of how they started their ventures and the challenges and

problems they have faced. Ms Taru Agarwal, Director, of two online firms: www.notjustpublishing.com and www.thebookmaker.in discussed about the 5 W's of entrepreneurship, i.e. why to become entrepreneur, who should become an entrepreneur, what an entrepreneur needs, when to become an entrepreneur and where to become an entrepreneur. Ms Runihun Gupta, Artist & Founder, Zipout explained that entrepreneurship is about creating a value based system which fills a particular gap or need; and Mr Nishchal Kesarwani, founder of Preseed came out as a vibrant, inspiring and enthusiastic speaker. He shared his entrepreneurial journey from a college dropout of 2007 batch of Delhi University to an established entrepreneur now.

In every business, the more you know about the grassroots, the better - Narendra Murkumbi, Shree Renuka Sugars







Conveners and E-leaders











RAHUL SRIVASTAVA MBA – 1 Year











ARNAB BASU BBS Sem.-I









LAKSHAY SAHNI B. Tech (Comp) – 3rd Yea



SYED AAQIB MUJTABA M.Com- Sem-I



WAFIA KISSA B.A. (H) ENGLISH – 2 Year

If you believe in a product, never give it up. You will succeed. It may take time, it will cost money

Campus Entrepreneurs

Tell us something about yourself and your startup.

'Jamia Journal' is an online newspaper dealing in the news of on-off campus.

What was the first thought that came to your mind when you thought of starting

your business? When I joined Jamia Millia in August of 2010, I realized, that though there was so much going on in Jamia campus, there was no university newspaper to inform the student community on what was taking place in and around the university. Each department was an island onto itself with very little connection to the rest of the university. With no credible single source of campus news, news traveled on the proverbial grapevine. There was no way to distinguish between false rumors and the truth. Like most people, I would complain why the university did not have a university newspaper through which we could get credible news and information, and why nobody was doing anything about it. But after spending some time complaining, I felt instead of simply complaining, I should do something about it. My first idea was to ask the university to start a student

The only other option left at the time was to initiate an independent student newspaper on my own. Though at the time the idea of me setting up a university newspaper on my own sounded almost as ridiculous and impractical as asking the university administration to start a university newspaper on my suggestion, I still went ahead with the idea and hoped for the best.



How do you balance this work and study?

I'm afraid to say, but work-study balance is very difficult to maintain; especially for me because I am ultimately responsible for everything. I am the site administrator, the editor, reporter, photographer and everything else in between. Though there is a core team of writers who help with the reporting, the technical side of it is completely under my domain. And this is why there are times when updates on II are frequent, during regular days, and then there are times when updates on JJ are few and far between, during mid-term and end-semester exams. So whenever there are exams, JJ suffers. Nevertheless, work and study go hand in hand. What is the marketing plan that you opt for?

There is no such thing as a marketing plan at IJ.

How much does it cost?

As I've mentioned earlier, everybody who works with II, works on a volunteer basis. We have no source of revenue. So there is no way for anybody to get paid for their work. Our only monetary costs are the costs we incur in hosting the website. And that amount is a few thousand rupees a year, which I bear personally.

What is your passion? What drives you to work?

Jamia Journal is my passion. Reporting the news is my passion. Journalism is my passion. And this urge to inform and explain is what drives me. Making a difference in society is what drives me.

Has your company initiated any CSR?

My entire enterprise is a service to the community. CSR is all Jamia Journal does.

What are your future plans?

With regard to Jamia Journal, my plan is to make Jamia Journal a self-sustaining enterprise, independent of myself; so when I complete my studies and leave Jamia, I can leave it in the hands of students who would run it and keep it alive.

Most valuable advice you like to hand out to the budding entrepreneurs?

So my advice to budding entrepreneurs is: do not give up. Be persistent. Learn from your failures and try to do it better next time. In the real world, it is very unlikely that you will find gold the first place you dig.

If you want people to join you as a team member plz do let us know the details for the same.

Every currently enrolled student of Jamia is eligible to write for Jamia Journal. All you have to do is send in your submission to editor@jamiajournal.com. However, to be part of the JJ team as a staff member, aspiring candidates should have satisfactory writing skills and be willing to report on campus events. (Also refer to: http://www.jamiajournal.com/write-for-us/)

Khalid Jaleel PhD Student, Department of Political Science, Jamia Millia Islamia, New Delhi – 110025

Editor, Jamia Journal

Campus Entrepreneurs

7

Hello, Aaqib! How are you. Your Venture and projects have been quite talked about in our Jamia Campus. So We'll talk today about your Venture - Imagication and your Life as an Entrepreneur.

Hope you don't mind sharing your Secrets with us.

Of course not!

Aaqib, tell us about what is Imagication all about and how or from where did you get the inspiration/idea to start Imagication?

I would call Imagication a graphics design workshop, instead of a firm, which strives to do more than just churn out colourful computer imagery. Imagication is the art of creating magic through imagination.

The idea to start imagication was neither based on impulse nor was planned. It was a result of gradual developments in the form of work I kept experimenting with.

What made you decide to be a self-employed entrepreneur over a freelancer at this age?

See, there's a thin line of difference between the two classifications you mentioned and I don't know myself as to which one I belong more. As far as the assignments and growth are concerned, the freelancer part of me will take care of the work, and the entrepreneurial side would manage Imagication, the brand.

Tell us about the Best logos that you've designed and for which firms/Brands?

Best is too strong a superlative which I feel too weak to use for my own work. But, there are two logos Imagication is proud to be associated with, one for MiRAAS 2013 –the annual cultural fest of Jamia and another for JMI Entrepreneurship Club. Both the initiatives provided with immense creative freedom and the logos are completely concept-driven.

What are the tools that you used to develop your client base?

In my experience, word of mouth has been the best tool which brought me some good quality of work. Social media is good for promoting your brand and getting the message across but the person-to-person network is essential to reach out to the actual potential clients.

Just to enlighten our potential entrepreneurs, tell us about the initial struggles that you faced(any family disapproval or nagging by friends) and what did you learn from them?

I have learnt that there is no such thing as initial struggles. It continues till you are an entrepreneur. The struggle to develop new ideas, to excel, to exceed expectations, there is no end to it. But every struggle should result in some lessons.

I was not taken seriously as a designer initially, and neither paid for the work I did. Even today, most of the work is extracted from me as 'emotional investments'. But I will soon be stopping the 'freeware' programme as creativity is directly proportional to time and I invest a lot in every pixel of work I produce.

From where did you acquire the inital capital / funding needed for undertaking the functionality?

Since most of the work I do is computer-based I didn't really need any special investment as my laptop is able to process all the heavy graphics with ease. And since my father is also a graphics designer, I already had the required set of softwares saving me from any additional investments. The marketing is currently all based on word of mouth and the facebook page, but I hope to invest on publicity and expansion at a later stage.

If you were to advise an upcoming entrepreneur who is just about to start up his venture, what would that be?

I am no one to dole out advices yet. But observing a strand of grey hair on my head, I would like to say that entrepreneurs should start young. Youth is the phase when you can take risks, when you have whole life to steer and control the flow of events. Ideas are important, money will follow – both investments and returns. Everyone has an entrepreneur in them, and what better time to discover it than now.

To keep up with Imagication designs, you can log on to the facebook page: facebook.com/imagication

Aaqib Raza Khan B.A English (Hons.) - Final Year Jamia Millia islamia





8

Advice To Young Entrepreneurs

- Choose your field very carefully-there must be a huge market and potential.
- Be early. Make your mistakes while it is cheap to make them, when there is no competition.
- Do not exaggerate in your business plan. Under commit and over deliver.
- If you are starting a business to make money, don't do it. Chances are that you will fail, because there WILL be hard times. If your motivation is not beyond the money, those hard times will test you.
- You don't need any capital to start; you can start with zero capital. If you have capital, great. If you
 don't, it dosen't mean you can't start. There is no dearth of capital to back your right ideas. Aim to
 create lasting value.
- Great companies are created by great people. There is very little any one individual can achieve
 alone. It's all about people-hire the best in the business. Bring a right team together who have
 synergies of skills, values and attitudes.
- Combine reason and intuition. If there's a tie, go with intuition.
- Lastly and most importantly, be passionate about your ideas and willing to go the extra mile to transform them into realities.

WORDS of WORTH

Being an entrepreneur is the art and science of creating value – Shantanu Prakash, Educomp Remember that if the startup fails, it is your idea that failed, not you – Sundar, Mastek

In every business, the more you know about the grassroots, the better – Narendra Murkumbi, Shree Renuka Sugars

If you believe in a product, don't give it up half way through. Be on it. And you will succeed one day. And the results will be good - Madan Mohanka, Tega Industries

Don't focus too much on exits (especially not too early in the game). Concentrate on building a solid business, the rest will take care of itself!

You always run a risk, it's a game of probabilties. You have to be sporting. However good you are, you may get out for a duck

Entrepreneurship is risky. So you should have a mindset, should be prepared to fail. If you are not prepared to fail and can't handle failure then this is not your cup of tea — Nirmal Jain, India Infoline

It has to be an inner drive to succeed in what your objective is. And it cannot be money in my mind. If you want to get into entrepreneurship to make money, I don't think you will be as successful – Vikram Talwar, EXL Service

You can achieve beyond you dreams, so it's OK to dream and make an action plan to turn it into reality.

There is not one formula to be successful; everyone who is successful has gone through failures in the process. It depends how hard we kick that failure and learn from it and take up the challenge stronger to be successful – Ruby Ashraf, Precious Formals

One has to have a creative streak if one needs to be an entreprenuer. A strong desire to want to create something and to make that happen –Deepta Rangarajan, IRIS

E-CLUB VISITS TANGELO TOWN

9

Tangelo-Town- the first ever fest was organised by Jamia Millia Islamia, (Central University), New Delhi. Tangelo –Town proved to be complete pot boiler with 50+ grand events consisting of Cultural, Technical, Business, Management, Entrepreneurial, Sports, Literary and Arts events held from 18th to 20th of January 2013 having participation from all over India.

JMI-Entrepreneurship Club (http://eclubjmi.in) as a part of 'Tangelo-Town', (http://t-town.in/) organized various events to evaluate and promote the managerial, business and entrepreneurship skills of the students and gave them a chance to win attractive cash prizes and certificates and paid internships.

JMI –Entrepreneurship Club organized its very first online contest 'Ideate Your Business' to explore the innovative business ideas of budding entrepreneurs in which the participants had to submit their own business ideas and get their ideas rated out of 10 on facebook.

'Crysallis (Business Quiz)' consisting of about six rounds, witnessed a healthy participation from colleges across Delhi and NCR.

'Sabse Bada Rupaiya(Earn and Learn)'a competition to test the monetary management
skills of the participants turned out to be a very
successful event. The contestants were given
goodies worth Rs 20 and an hour's time to sell
and multiply the profit, followed by a two minute
presentation on how they achieved their profits.
'Marketing Guru'- was an interactive competition
in which the participants were introduced by the
marketing strategy of a company and within
24 hours they had to reframe and improve
the marketing strategy of that company.



Result of the various events organised by E - Club

Event 1: Ideate your business (Online business idea competition)

First Zaki Ahmed Khisal- Jamia Millia Islamia Second Swarup Ravi Chandran, Ashwin T & Sarath kumar -Jansons Institute of Technology, Coimbatore, Tamil Nadu

Third Yusairah Ahmad -Jamia Millia Islamia

Event 2:Crysallis: (Bussines Quiz)

First Adish Jain, Abhishek jain, SSCBS College, Delhi University

Second Somesh Kaushik, Rahul Patni, KMV College, Delhi University

Event 3: Sabse bada rupaiya (Earn and learn Competition)

First Yusairah Ahmad, Zaki Ahmad Khisal & Md. Samir Rain, JMI

Second Hina Saifi, Iram Zaidi, Zoya Iqbal IMI

Third Bulbul Raza, Palash Arora, Akshay Miglani, JMI

Event 4: Marketing Guru (Marketing Strategy Competition)

First Yusairah Ahmad, Zaki Ahmad Khisal, Md. Samir Rain, JMI

Second Sadan Arshi, Moazzam Hussain,

All the winners have shown that the key to realizing a dream is to focus not on success, but significance...then even the small steps and little victories along your path will take on greater meaning.

MiRAAS 2013: Upcoming Events

Cultural Committee is the hotspot on the culturescape of Jamia Millia Islamia. With the wealth of literature, music, drama, art, oratory and economics, the title of the wealthiest of beings on land is accorded to us.

Miraas, as a festival, was born with the view to magnify the confluence of different arts at Jamia Millia Islamia.

In the literal sense, 'Miraas' means legacy, or rather inheritance or heritage. For us, it is what we celebrate as our glorious past. The past that we want to remake and refurbish for laudation by generations to come. 'Miraas' isn't just a name, but an asset of the Cultural Committee, a full moon on the sky of culture at Jamia Millia Islamia.

The festival finds its place in the heart of the University as an upbringing of the Cultural Committee. The urge to speak and declaim, the passion to play on the stage, the drive to become music's muse, the love for ink and colour and the idea to economize, every aspect of proficiency in a being is what Miraas passes down generations.

JMI-Eclub is coming with its 3 more events in MiRAAS 2013, namely

- 1) Management Guru (Case study competition)
- Ad-Mad
- 3) Treasure Hunt

A screening process for the participants of Jamia Millia Islamia was held on the 19th February 2013. JMI-Eclub witnessed a healthy participation of atleast 25 teams appearing for the screening process of each event. All the event coordinators have pulled up their socks and are expecting a great show in MiRAAS 2013.



JMI E-CLUB ON FACEBOOK

11

www.facebook.com/Jamia.Ecell



Workshop in collaboration with IIT-Bombay



The Entrepreneurship Cell, IIT Bombay welcomes you to

Entrepreneurship Summit 2013 2nd-3rd Feb 2013 Pioneering the Future ecell.in/esummit

ZYAGE PRE-SUMMIT INDIA TOUR

Workshop Highlights

- Speaker Session
- IdeaBlaze Solve real-life problems of a start-up
- Stock Exchange Xtravaganza
 A fast paced Business Simulation game
- Raise Your Voice!
 Signature Campaign of E-Cell's Social Initiative

Workshop City Delhi



Jamia Milia Islamia Universitiy 15th Jan | 2-5 P.M

Entry Is Free and Open For all Prizes worth Rs.10000 are at stake Please carry a proper ID card for entry

Sumeet Wadhwa Manager, Events +91 8879475752 Rohit Ghosh Manager, Public Relations +91 8879006352 Follow us on facebook and twitter for regular updates
For more details, visit ecell.in/esummit facebook.com/e

facebook.com/ecell.in twitter.com/ecell_iitb

www.eclubjmi.in



Miral S An Inter-University Cultural Festival



Cultural Committee

Office of the Dean, Students' Welfare Jamia Millia Islamia, New Delhi

· · · · · · · · · · · · · · · · · · ·	
26th February, 2013 (Tuesda	<i>y</i>)
VENUE	TIME
Dr. M.A. Ansari Auditorium	10:00 am
Dr. M.A. Ansari Auditorium	11:00 am
FTK-CIT Seminar Hall	11:00 am
Open Air Theatre	11:00 am
Nelson Mandela Centre for	11:30 am
Nelson Mandela Centre for	11:30 am
Dr. M.A. Ansari Auditorium	12:30 pm
FTK-CIT Seminar Hall	2:30 pm
TIK-OII Seminai Haii	2.50 pm
Dr. M.A. Ansari Auditorium	3:00 pm
Dr. M.A. Ansari Auditorium	4:30 pm
ruary, 2013(Wednesday)	
Dr. M.A. Ansari Auditorium	9:00 am
Open Air Theatre	11:00 am
Nelson Mandela Centre for Peace and Conflict Resolution	3:00 pm
Dr. M.A. Ansari Auditorium	6:00 pm
uary, 2013 (Thursday)	
Dr. M.A. Ansari Auditorium	9:00 am
	7.00 um
Dr. M.A. Ansari Auditorium	In b/w Plays
Dr. M.A. Ansari Auditorium Open Air Theatre	In b/w
	In b/w Plays
	Dr. M.A. Ansari Auditorium Dr. M.A. Ansari Auditorium FTK-CIT Seminar Hall Open Air Theatre Nelson Mandela Centre for Peace and Conflict Resolution Seminar Hall Nelson Mandela Centre for Peace and Conflict Resolution Dr. M.A. Ansari Auditorium FTK-CIT Seminar Hall Dr. M.A. Ansari Auditorium Dr. M.A. Ansari Auditorium Tuary, 2013 (Wednesday) Dr. M.A. Ansari Auditorium Open Air Theatre Nelson Mandela Centre for Peace and Conflict Resolution Dr. M.A. Ansari Auditorium Open Air Theatre

For Entrepreneurship Club, Jamia Millia Islamia

Credits: Parveen Jahan, Nargis Akhtar, Wafia Kissa Kriti Gupta, Anjali Gera, Aashish Birgi Magazine Design: Imagication