



ASANSOL ENGINEERING COLLEGE



ED - CELL

Magazine 2023 - 24

ISSUE : 3

JUNE, 2024

E-CELL Magazine *

E-CELL Magazine *



* 2023 - 24

* 2023 - 24

* EDITORIAL NOTE *



ENTREPRENEURSHIP IS THE DRIVING FORCE BEHIND INNOVATION AND PROGRESS IN TODAY'S DYNAMIC WORLD. IT FOSTERS CREATIVITY, RESILIENCE, AND THE ABILITY TO TRANSFORM CHALLENGES INTO OPPORTUNITIES. WITH THE THEME "ENTREPRENEURSHIP & INNOVATION," THIS EDITION OF OUR E-CELL MAGAZINE CELEBRATES THE TRANSFORMATIVE POWER OF ENTREPRENEURIAL THINKING IN SHAPING A BETTER TOMORROW.

THROUGH INSPIRING STORIES, THOUGHT-PROVOKING INSIGHTS, AND REAL-LIFE JOURNEYS, WE AIM TO IGNITE THE SPIRIT OF INNOVATION AMONG ASPIRING CHANGEMAKERS. AT ASANSOL ENGINEERING COLLEGE, OUR ENTREPRENEURSHIP CELL IS COMMITTED TO NURTURING IDEAS AND TURNING THEM INTO IMPACTFUL VENTURES. WE STRIVE TO EMPOWER YOUNG MINDS TO LEAD WITH VISION, PURPOSE, AND PASSION.



EXPERT TALKS

INSIGHTS FROM INDUSTRIES

Motivational Session by a Successful Entrepreneur
25th January 2024



AS PART OF ITS CONTINUOUS EFFORTS TO INSPIRE BUDDING ENTREPRENEURS, THE ED CELL HOSTED AN ENGAGING ONLINE SESSION FEATURING MR. SUPRIYO MITRA, A SUCCESSFUL ENTREPRENEUR AND ALUMNUS OF AEC. THE EVENT ATTRACTED A STRONG TURNOUT, WITH 56 PARTICIPANTS REGISTERED AND 48 ACTIVELY ATTENDING, INCLUDING STUDENTS FROM BOTH ASANSOL ENGINEERING COLLEGE AND GARGI MEMORIAL INSTITUTE OF TECHNOLOGY.

Key Highlights

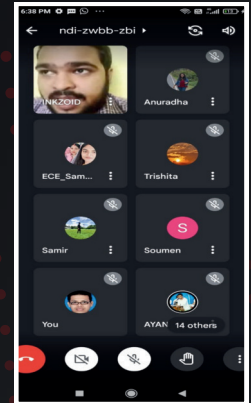
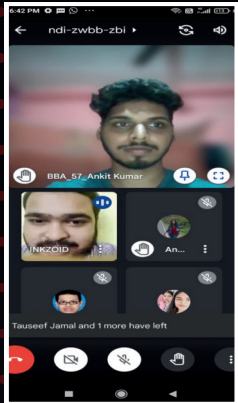
- * THE SESSION FEATURED AN INSIGHTFUL AND MOTIVATIONAL ADDRESS BY MR. MITRA, FOCUSING ON HIS ENTREPRENEURIAL JOURNEY, CHALLENGES FACED, AND LESSONS LEARNED.
- * STUDENTS GOT THE OPPORTUNITY TO UNDERSTAND THE REALITIES OF STARTUP CULTURE AND HOW TO TRANSITION FROM IDEATION TO EXECUTION.
- * THE SESSION ALSO ENCOURAGED STUDENTS TO EXPLORE ENTREPRENEURSHIP AS A VIABLE AND FULFILLING CAREER PATH.

Key Takeaways

- * REAL-LIFE ENTREPRENEURIAL EXPERIENCES OFFER VALUABLE LEARNING BEYOND THE CLASSROOM.
- * INTERACTIVE SESSIONS WITH INDUSTRY ROLE MODELS BOOST CONFIDENCE AND PROVIDE DIRECTION FOR ASPIRING INNOVATORS.
- * CROSS-COLLEGE PARTICIPATION FOSTERED BROADER NETWORKING AND COMMUNITY-BUILDING.

“Why Entrepreneurship is Important for Youth?”

7th August 2023



Key Highlights

ON 7TH AUGUST 2023, THE ENTREPRENEURSHIP DEVELOPMENT CELL (ED CELL) OF ASANSOL ENGINEERING COLLEGE HOSTED AN INSIGHTFUL WEBINAR TITLED “WHY ENTREPRENEURSHIP IS IMPORTANT FOR YOUTH?”. HELD IN ONLINE MODE FROM 6:30 PM TO 7:30 PM, THE SESSION AIMED TO IGNITE THE ENTREPRENEURIAL SPIRIT AMONG STUDENTS AND HELP THEM UNDERSTAND THE SIGNIFICANCE OF INNOVATION AND SELF-DRIVEN INITIATIVES IN TODAY’S RAPIDLY EVOLVING WORLD. WITH 53 PARTICIPANTS REGISTERED AND 27 ACTIVELY ATTENDING, THE SESSION ATTRACTED STUDENTS FROM VARIOUS DEPARTMENTS AND ALSO WELCOMED ATTENDEES FROM GARGI MEMORIAL INSTITUTE OF TECHNOLOGY. THE SPEAKER, DURLAV SARKAR, DELIVERED AN INSPIRING TALK FOCUSING ON HOW YOUTH CAN DRIVE CHANGE BY IDENTIFYING REAL-WORLD PROBLEMS AND SOLVING THEM THROUGH ENTREPRENEURIAL VENTURES. HIS INSIGHTS EMPHASIZED THE IMPORTANCE OF MINDSET, RISK-TAKING, AND VALUE CREATION—CORE TRAITS OF AN ENTREPRENEUR. THE EVENT HELPED STUDENTS CONNECT THEORETICAL KNOWLEDGE WITH PRACTICAL ASPIRATIONS, ENCOURAGING THEM TO CONSIDER ENTREPRENEURSHIP AS A PATH OF PURPOSE AND EMPOWERMENT.



Seminar by Alumni Entrepreneur

19th April 2024



ON 19TH APRIL 2024, THE ENTREPRENEURSHIP DEVELOPMENT CELL (ED CELL) OF ASANSOL ENGINEERING COLLEGE ORGANIZED A SEMINAR TITLED "SEMINAR BY ALUMNI ENTREPRENEUR" AT THE TAGORE SEMINAR HALL. THE EVENT FEATURED MR. TANAY CHAKRABORTY, CO-FOUNDER OF INNOCENTUM TECHNOLOGIES, AS THE KEYNOTE SPEAKER. THE PRIMARY OBJECTIVE OF THE SEMINAR WAS TO ENHANCE THE ENTREPRENEURIAL SKILLS OF STUDENTS AND INSPIRE THEM TO EXPLORE STARTUP OPPORTUNITIES. THE SESSION, WHICH RAN FROM 3:00 PM TO 4:30 PM, WITNESSED ACTIVE PARTICIPATION, WITH 44 ATTENDEES OUT OF 75 REGISTERED STUDENTS FROM VARIOUS DEPARTMENTS INCLUDING CSE, BCA, BBA, EE, IT, AIML, ECE, CSBS, AND IOT.



Seminar Flow

THE PROGRAM BEGAN WITH A BRIEF ADDRESS BY COLLEGE AUTHORITIES, FOLLOWED BY A FELICITATION OF THE GUEST. THE MAIN HIGHLIGHT OF THE EVENT WAS AN ENGAGING AND INTERACTIVE SESSION LED BY MR. CHAKRABORTY, WHO SHARED INSIGHTS FROM HIS ENTREPRENEURIAL JOURNEY, INCLUDING THE CHALLENGES HE FACED AND THE STRATEGIES HE EMPLOYED TO OVERCOME THEM. HIS PRACTICAL EXPERIENCES AND MOTIVATIONAL TALK PROVIDED STUDENTS WITH A DEEPER UNDERSTANDING OF THE STARTUP ECOSYSTEM AND ENCOURAGED THEM TO THINK INNOVATIVELY. THE SESSION CONCLUDED WITH A VOTE OF THANKS, MARKING THE END OF AN INSPIRING AND INFORMATIVE EVENT.

ENTREPRENEURIAL SKILLS & TIPS: FROM IDEAS TO IMPACT

WHETHER YOU DREAM OF STARTING YOUR OWN STARTUP OR YOU HAVE PARTICIPATED IN THE STRUGGLES, THE DEVELOPMENT OF APPROPRIATE BUSINESS SKILLS CAN MAKE ALL THE DIFFERENCES. THIS SECTION GIVES YOU A PRACTICAL ADVICE AND IDEAS TO HELP YOU SWITCH FROM IDEAS TO IMPLEMENTATION, COLLECT MONEY, BUILD YOUR BRAND AND MANAGE YOUR TIME AS AN EXPERT.

Idea to Execution: Turning Vision into Ventures

EVERY GREAT STARTUP STARTS WITH AN IDEA- BUT IT'S THE EXECUTION THAT DEFINES SUCCESS. BEGIN BY IDENTIFYING A REAL-WORLD PROBLEM AND VALIDATING YOUR SOLUTION THROUGH SURVEYS OR INTERVIEWS. USE TOOLS LIKE THE LEAN CANVAS TO MAP YOUR STRATEGY AND DEVELOP A MINIMUM VIABLE PRODUCT (MVP) TO TEST THE MARKET EARLY. FORM A TEAM THAT COMPLEMENTS YOUR STRENGTHS AND ALWAYS STAY TUNED IN TO USER FEEDBACK—IT OFTEN GUIDES YOU IN THE RIGHT DIRECTION FASTER THAN YOU EXPECT.

QUICK TIP: USE THE BUILD-MEASURE-LEARN LOOP TO REFINE YOUR IDEA SWIFTLY AND EFFICIENTLY.

Fundraising Basics: Approaching Investors with Confidence

RAISING FUNDS IS ESSENTIAL FOR SCALING. START BY EXPLORING FUNDING OPTIONS- BOOTSTRAPPING, ANGEL INVESTORS, CROWDFUNDING, AND VENTURE CAPITAL. CRAFT A COMPELLING PITCH THAT SHARES YOUR VISION, BUSINESS MODEL, TRACTION, AND GOALS. IT'S IMPORTANT TO FIND THE RIGHT INVESTOR AT THE RIGHT TIME- PREFERABLY THOSE WHO BRING MENTORSHIP AND NETWORKS ALONG WITH MONEY.

PRO TIP: KNOW YOUR NUMBERS—INVESTORS LOVE DATA-DRIVEN PITCHES!

Marketing & Branding: Building a Brand That Stands Out

A BRAND IS MORE THAN JUST A LOGO—IT'S ABOUT THE EMOTIONAL CONNECTION YOUR AUDIENCE BUILDS WITH YOU. DEFINE YOUR BRAND VOICE, BUILD A CONSISTENT VISUAL IDENTITY, AND TELL A RELATABLE STORY ACROSS PLATFORMS. UTILIZE SOCIAL MEDIA, RUN STRATEGIC CAMPAIGNS, COLLABORATE WITH INFLUENCERS, AND NEVER UNDERESTIMATE THE POWER OF WORD-OF-MOUTH.

SMART STRATEGY: USE STORYTELLING TO CONNECT EMOTIONALLY—PEOPLE REMEMBER STORIES, NOT SLOGANS.

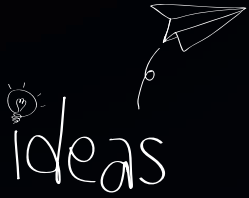
Time Management Hacks for Entrepreneurs

TIME IS A FOUNDER'S MOST VALUABLE ASSET. PRIORITIZE WISELY USING THE EISENHOWER MATRIX OR POMODORO TECHNIQUE. BREAK DOWN YOUR DAY INTO FOCUSED WORK SESSIONS AND USE TOOLS LIKE TRELLO, NOTION, OR GOOGLE CALENDAR. IMPORTANTLY, SCHEDULE TIME FOR REST—BURNOUT BENEFITS NO ONE.

HACK TO TRY: BEGIN YOUR DAY WITH THE "TOP 3 TASKS" LIST. WIN THE MORNING, WIN THE DAY.

EVENTS & ACTIVITIES

INTRA COLLEGE BUSINESS IDEA COMPETITION MADE IN JIS CELEB EDITION



17th July 2023



THIS EXCITING BUSINESS IDEA COMPETITION OFFERED A PLATFORM FOR STUDENTS TO PRESENT INNOVATIVE BUSINESS PLANS AND DEVELOP THEIR ENTREPRENEURIAL MINDSET. WITH 58 STUDENTS REGISTERED AND 34 PARTICIPANTS ATTENDING, THE EVENT BROUGHT TOGETHER DIVERSE TALENTS FROM ENGINEERING, MANAGEMENT, AND IT DEPARTMENTS.

Event Flow

- * THE PROGRAM STARTED WITH A WELCOME SPEECH BY COLLEGE DIGNITARIES FOLLOWED BY THE FELICITATION OF GUESTS AND JUDGES.
- * RULES AND EVALUATION CRITERIA WERE ANNOUNCED BEFORE THE PITCHING BEGAN.
- * 19 TEAMS SHOWCASED THEIR BUSINESS IDEAS VIA PPT PRESENTATIONS.
- * THE EVENT CONCLUDED WITH A PRIZE DISTRIBUTION AND A FORMAL VOTE OF THANKS.

Top Performers

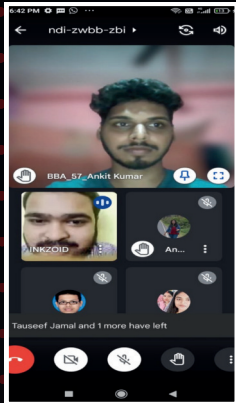
1ST POSITION
ARNAB CHATTERJEE
AND TEAM (AIML)

2ND POSITION
AAYUSI SINHAMAHAPATRA (CSBS)
RITESH RANJAN SHAW (IT)

3RD POSITION
SUPRIYO MITRA AND TEAM
(ECE ALUMNI)

“WHY ENTREPRENEURSHIP IS IMPORTANT FOR YOUTH?”

7th August 2023



Asansol Engineering College
Entrepreneurship Development Cell
presents:

REGISTER NOW

WEBINAR
* POWERED BY *
IDEA-O-METER

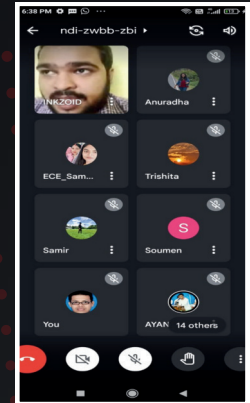
Speaker :
Mr. Durlav Sarkar
Founder of INKZOID FOUNDATION

Why Entrepreneurship Is Important For The Youth ?

August 7, 2023
Monday 6:30 pm - 7:30 pm

Faculty coordinator:
Mr Soumen Sen
For any queries contact:
Mr Joy Chakraborty
(86174 69887)
Ms Anuradha Dutta
(83401 29962)

Student coordinators:
1. Aayusi Sinhamahapatra
(7384505657)
2. Bodhisatta Kumar
(8101673904)
3. Ishita Bej
(96417 85640)



Key Highlights

ON 7TH AUGUST 2023, THE ENTREPRENEURSHIP DEVELOPMENT CELL (ED CELL) OF ASANSOL ENGINEERING COLLEGE HOSTED AN INSIGHTFUL WEBINAR TITLED “WHY ENTREPRENEURSHIP IS IMPORTANT FOR YOUTH?”. HELD IN ONLINE MODE FROM 6:30 PM TO 7:30 PM, THE SESSION AIMED TO IGNITE THE ENTREPRENEURIAL SPIRIT AMONG STUDENTS AND HELP THEM UNDERSTAND THE SIGNIFICANCE OF INNOVATION AND SELF-DRIVEN INITIATIVES IN TODAY’S RAPIDLY EVOLVING WORLD. WITH 53 PARTICIPANTS REGISTERED AND 27 ACTIVELY ATTENDING, THE SESSION ATTRACTED STUDENTS FROM VARIOUS DEPARTMENTS AND ALSO WELCOMED ATTENDEES FROM GARGI MEMORIAL INSTITUTE OF TECHNOLOGY. THE SPEAKER, DURLAV SARKAR, DELIVERED AN INSPIRING TALK FOCUSING ON HOW YOUTH CAN DRIVE CHANGE BY IDENTIFYING REAL-WORLD PROBLEMS AND SOLVING THEM THROUGH ENTREPRENEURIAL VENTURES. HIS INSIGHTS EMPHASIZED THE IMPORTANCE OF MINDSET, RISK-TAKING, AND VALUE CREATION—CORE TRAITS OF AN ENTREPRENEUR. THE EVENT HELPED STUDENTS CONNECT THEORETICAL KNOWLEDGE WITH PRACTICAL ASPIRATIONS, ENCOURAGING THEM TO CONSIDER ENTREPRENEURSHIP AS A PATH OF PURPOSE AND EMPOWERMENT.



WORLD ENTREPRENEURSHIP DAY CELEBRATION

21st August 2023



TO COMMEMORATE WORLD ENTREPRENEURSHIP DAY, THE ED CELL ORGANIZED AN ENGAGING EVENT THAT BROUGHT TOGETHER ASPIRING ENTREPRENEURS FROM VARIOUS DEPARTMENTS. WITH 31 PARTICIPANTS REGISTERED AND 28 ATTENDING, THE EVENT EMPHASIZED CREATIVITY, TEAMWORK, AND INNOVATIVE THINKING.

Key Highlights

- * THE EVENT BEGAN WITH A MOTIVATIONAL SPEECH BY DR. AVIJIT BHOWMICK, PRINCIPAL OF AEC, INSPIRING STUDENTS TO EMBRACE ENTREPRENEURSHIP AS A MINDSET AND A LIFESTYLE.
- * PARTICIPANTS SHOWCASED THEIR ENTREPRENEURIAL CONCEPTS THROUGH PRESENTATIONS AND COLLABORATIVE ACTIVITIES.
- * THE COMPETITION FEATURED INDIVIDUAL AND TEAM ENTRIES, ENCOURAGING MULTIDISCIPLINARY COLLABORATION.

Top 3 Winners

1ST POSITION
RITESH RANJAN SHAW
(IT DEPARTMENT)

2ND POSITION
SAGNIK MUKHERJEE & TEAM (IT DEPARTMENT)
SIDRA AHMED (CSE-IOT DEPARTMENT)

3RD POSITION
ADITYA SHAW & TEAM
(IT DEPARTMENT)

INTERACTIVE SESSION ON IDEA-O-METER INDUCTION PROGRAM

31st August 2023

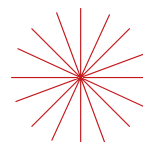
AS PART OF THE B.TECH INDUCTION PROGRAM 2023, THE ED CELL IN COLLABORATION WITH THE IDEA-O-METER TEAM HOSTED AN INTERACTIVE SESSION WITH FIRST-YEAR STUDENTS TO INTRODUCE THEM TO THE SPIRIT OF ENTREPRENEURSHIP. THE EVENT SAW AN OVERWHELMING PARTICIPATION OF 750 STUDENTS FROM VARIOUS DEPARTMENTS INCLUDING CSE, ECE, IT, EE, ME, CE, AI-ML, CSBS, AND CSE (IOT).

Key Highlights

- * STUDENT AMBASSADORS CONDUCTED ENGAGING SESSIONS TO EXPLAIN THE CONCEPT AND OBJECTIVES OF THE IDEA-O-METER INITIATIVE.
- * CORE MEMBERS OF THE ED CELL SHARED HOW STUDENTS CAN ACTIVELY PARTICIPATE IN INNOVATION-FOCUSED ACTIVITIES THROUGHOUT THE ACADEMIC YEAR.
- * A MOTIVATIONAL SPEECH WAS DELIVERED BY RITESH RANJAN SHAW (IT-2ND YEAR), WINNER OF MADE IN JIS – CELEB EDITION, INSPIRING THE NEWCOMERS TO PURSUE THEIR ENTREPRENEURIAL AMBITIONS.

Key Takeaways

- * THE SESSION CREATED AWARENESS AMONG FIRST-YEAR STUDENTS ABOUT THE ROLE OF ED CELL AND IDEA-O-METER IN NURTURING ENTREPRENEURIAL THINKING.
- * IT ENCOURAGED NEW STUDENTS TO STEP FORWARD WITH THEIR IDEAS AND GET INVOLVED IN CAMPUS STARTUP CULTURE FROM DAY ONE.
- * THE LARGE TURNOUT REFLECTED GROWING INTEREST IN INNOVATION AND ENTREPRENEURSHIP ACROSS DISCIPLINES.



IDEA PITCHING COMPETITION

11th January 2024



**Asansol Engineering College
ED Cell**

**IDEA PITCHING
COMPETITION**

**POWERED BY
IDEA-O-METER**

Pitch your best ideas and grab the opportunity to attend TIE Kolkata event!

**Date: 9th January 2024
Time: 3PM onwards
Venue: Tagore Hall**

Teacher Coordinator:
Mr Soumen Sen

Student Coordinators:
Aayusi Sinhamahapatra
Argha Sadhu



THE IDEA PITCHING COMPETITION WAS A VIBRANT PLATFORM THAT SHOWCASED THE CREATIVITY AND ENTREPRENEURIAL SPIRIT OF THE STUDENTS. WITH 46 TEAMS REGISTERED AND 38 PARTICIPATING, THE EVENT WAS A RESOUNDING SUCCESS.

Key Highlights

- * THE EVENT COMMENCED WITH A MOTIVATIONAL ADDRESS BY THE PRINCIPAL AND VICE PRINCIPAL.
- * ESTEEMED EXTERNAL JUDGES WERE FELICITATED.
- * A SPECIAL PRESENTATION ON “IDEA-O-METER” WAS DELIVERED BY STUDENT AMBASSADOR AAYUSI SINHAMAHAPATRA.
- * 18 TEAMS PRESENTED THEIR STARTUP IDEAS, REFLECTING INNOVATION ACROSS DIVERSE DOMAINS.
- * THE EVENT CONCLUDED WITH A PRIZE DISTRIBUTION CEREMONY AND A VOTE OF THANKS.

Top 3 Winning Teams

PICK PALETTE
ARNAB CHATTERJEE
(AIML, 2ND YEAR)

MUMGENCY
A MULTIDISCIPLINARY TEAM LED BY
SUBHAM BHATTACHARYA (AIML, 2ND YEAR)

DEFIPE
SHRUTAKIRTI CHAKRABORTY
(CSE-AIML, 2ND YEAR)

MOTIVATIONAL SESSION BY A SUCCESSFUL ENTREPRENEUR

25th January 2024



AS PART OF ITS CONTINUOUS EFFORTS TO INSPIRE BUDDING ENTREPRENEURS, THE ED CELL HOSTED AN ENGAGING ONLINE SESSION FEATURING MR. SUPRIYO MITRA, A SUCCESSFUL ENTREPRENEUR AND ALUMNUS OF AEC. THE EVENT ATTRACTED A STRONG TURNOUT, WITH 56 PARTICIPANTS REGISTERED AND 48 ACTIVELY ATTENDING, INCLUDING STUDENTS FROM BOTH ASANSOL ENGINEERING COLLEGE AND GARGI MEMORIAL INSTITUTE OF TECHNOLOGY.

Key Highlights

- * THE SESSION FEATURED AN INSIGHTFUL AND MOTIVATIONAL ADDRESS BY MR. MITRA, FOCUSING ON HIS ENTREPRENEURIAL JOURNEY, CHALLENGES FACED, AND LESSONS LEARNED.
- * STUDENTS GOT THE OPPORTUNITY TO UNDERSTAND THE REALITIES OF STARTUP CULTURE AND HOW TO TRANSITION FROM IDEATION TO EXECUTION.
- * THE SESSION ALSO ENCOURAGED STUDENTS TO EXPLORE ENTREPRENEURSHIP AS A VIABLE AND FULFILLING CAREER PATH.

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- * CROSS-COLLEGE PARTICIPATION FOSTERED BROADER NETWORKING AND COMMUNITY-BUILDING.



BUSINESS QUIZ COMPETITION

16th February 2024



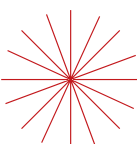
ON 16TH FEBRUARY 2024, THE ENTREPRENEURSHIP DEVELOPMENT CELL (ED CELL) OF ASANSOL ENGINEERING COLLEGE ORGANIZED AN EXCITING BUSINESS QUIZ COMPETITION IN THE PD LAB OF THE COLLEGE. THE EVENT WAS COORDINATED BY MR. SANTANU BERA, ASSISTANT PROFESSOR IN THE MANAGEMENT DEPARTMENT AND A MEMBER OF THE ED CELL TEACHER COMMITTEE. DESIGNED TO MOTIVATE STUDENTS TOWARDS ENTREPRENEURSHIP AND SHARPEN THEIR BUSINESS ACUMEN, THE QUIZ DREW 98 REGISTERED PARTICIPANTS, OUT OF WHICH 32 ACTIVELY PARTICIPATED.

Event Flow

THE PROGRAM KICKED OFF AT 2:00 PM WITH AN OPENING ADDRESS BY THE PRINCIPAL, REGISTRAR, OR DEAN, FOLLOWED BY THE FELICITATION OF GUESTS AND AN ANNOUNCEMENT OF THE QUIZ RULES. THE COMPETITION FEATURED TWO ROUNDS — A PRELIMINARY ROUND AND A FINAL ROUND INVOLVING THE TOP FIVE TEAMS. THE FIRST ROUND WAS HELD FROM 2:15 PM TO 3:15 PM, WHILE THE FINAL ROUND STRETCHED FROM 3:15 PM TO 5:15 PM. THE EVENT CONCLUDED WITH A PRIZE DISTRIBUTION CEREMONY AND A VOTE OF THANKS.

Event Highlights

THE TOP PERFORMERS IN THE QUIZ WERE MD SHADAB ANSARI, CHANDRA SARKAR, AND AKAASH DASGUPTA FROM TEAM 20 WHO SECURED THE 1ST POSITION. THE 2ND POSITION WAS CLAIMED BY ASHUTOSH RANJAN, AMAN NAAG, AND NINA GORAIN FROM TEAM 14, WHILE DHRUBO ROY, DEVARATI BANERJEE, AND MD WASIF RIZWAN FROM TEAM 31 SECURED THE 3RD POSITION. THE EVENT WAS HIGHLY ENGAGING AND PROVIDED STUDENTS WITH AN EXCELLENT OPPORTUNITY TO SHOWCASE THEIR KNOWLEDGE OF BUSINESS AND ENTREPRENEURIAL CONCEPTS IN A COMPETITIVE ENVIRONMENT.





MENTORING SESSION BY AN ALUMNI ENTREPRENEUR



7th March 2024



ON 7TH MARCH 2024, THE ENTREPRENEURSHIP DEVELOPMENT CELL (ED CELL) OF ASANSOL ENGINEERING COLLEGE ORGANIZED A MENTORING SESSION BY AN ALUMNI ENTREPRENEUR AT THE TAGORE SEMINAR HALL. THE EVENT FEATURED MR. SOURBH KUMAR, THE FOUNDER OF LIVID DESIGN CORPORATION, AS THE GUEST SPEAKER. THE PRIMARY GOAL OF THE SESSION WAS TO INSPIRE CREATIVITY, ENTREPRENEURIAL THINKING, AND PROBLEM-SOLVING ABILITIES AMONG THE STUDENTS.

OUT OF 38 REGISTERED PARTICIPANTS, 25 STUDENTS ATTENDED THE SESSION. ATTENDEES INCLUDED STUDENTS FROM VARIOUS DEPARTMENTS SUCH AS CSE, BBA, IT, CE, AIML, CSE (IOT), CSBS, MCA, AND ECE, ALONG WITH A FEW ALUMNI. THE SESSION WAS WELL-RECEIVED AND PROVED TO BE AN ENRICHING EXPERIENCE FOR ALL THOSE WHO PARTICIPATED.

Session Flow

THE EVENT COMMENCED AT 4:00 PM WITH A WELCOME SPEECH BY COLLEGE DIGNITARIES, FOLLOWED BY A BRIEF FELICITATION OF THE GUEST. MR. SOURBH KUMAR THEN CONDUCTED AN IN-DEPTH MENTORING SESSION FROM 4:10 PM TO 5:20 PM, SHARING HIS EXPERIENCES AND PROVIDING PRACTICAL INSIGHTS INTO STARTUP CHALLENGES, INNOVATION, AND LEADERSHIP. THE SESSION WAS INTERACTIVE AND OFFERED STUDENTS A CHANCE TO DIRECTLY ENGAGE WITH THE SPEAKER. THE EVENT WRAPPED UP WITH A VOTE OF THANKS AT 5:30 PM.



SEMINAR BY ALUMNI ENTREPRENEUR

19th April 2024



ON 19TH APRIL 2024, THE ENTREPRENEURSHIP DEVELOPMENT CELL (ED CELL) OF ASANSOL ENGINEERING COLLEGE ORGANIZED A SEMINAR TITLED "SEMINAR BY ALUMNI ENTREPRENEUR" AT THE TAGORE SEMINAR HALL. THE EVENT FEATURED MR. TANAY CHAKRABORTY, CO-FOUNDER OF INNOCENTUM TECHNOLOGIES, AS THE KEYNOTE SPEAKER. THE PRIMARY OBJECTIVE OF THE SEMINAR WAS TO ENHANCE THE ENTREPRENEURIAL SKILLS OF STUDENTS AND INSPIRE THEM TO EXPLORE STARTUP OPPORTUNITIES. THE SESSION, WHICH RAN FROM 3:00 PM TO 4:30 PM, WITNESSED ACTIVE PARTICIPATION, WITH 44 ATTENDEES OUT OF 75 REGISTERED STUDENTS FROM VARIOUS DEPARTMENTS INCLUDING CSE, BCA, BBA, EE, IT, AIML, ECE, CSBS, AND IOT.



Seminar Flow

THE PROGRAM BEGAN WITH A BRIEF ADDRESS BY COLLEGE AUTHORITIES, FOLLOWED BY A FELICITATION OF THE GUEST. THE MAIN HIGHLIGHT OF THE EVENT WAS AN ENGAGING AND INTERACTIVE SESSION LED BY MR. CHAKRABORTY, WHO SHARED INSIGHTS FROM HIS ENTREPRENEURIAL JOURNEY, INCLUDING THE CHALLENGES HE FACED AND THE STRATEGIES HE EMPLOYED TO OVERCOME THEM. HIS PRACTICAL EXPERIENCES AND MOTIVATIONAL TALK PROVIDED STUDENTS WITH A DEEPER UNDERSTANDING OF THE STARTUP ECOSYSTEM AND ENCOURAGED THEM TO THINK INNOVATIVELY. THE SESSION CONCLUDED WITH A VOTE OF THANKS, MARKING THE END OF AN INSPIRING AND INFORMATIVE EVENT.

DEBATE COMPETITION

13th May 2024

ON 13TH MAY 2024, THE ENTREPRENEURSHIP DEVELOPMENT CELL (ED CELL) OF ASANSOL ENGINEERING COLLEGE ORGANIZED A DEBATE COMPETITION ON THE THEME OF ENTREPRENEURSHIP. THE EVENT TOOK PLACE FROM 4:00 PM TO 5:30 PM IN THE ED CELL ROOM (ROOM NO-A102). IT WAS COORDINATED BY MR. SOUMEN SEN, FACULTY COORDINATOR OF THE ED CELL, AND MRS. JOYSHEE MAJI, A MEMBER OF THE TEACHER COMMITTEE. THE PRIMARY OBJECTIVE OF THE EVENT WAS TO FOSTER STUDENTS' ENTREPRENEURIAL MINDSET WHILE SIMULTANEOUSLY ENHANCING THEIR COMMUNICATION AND PUBLIC SPEAKING SKILLS.

THE COMPETITION BEGAN WITH A WELCOME SPEECH BY THE FACULTY COORDINATOR, FOLLOWED BY A BRIEFING ON THE RULES AND REGULATIONS. THE CORE SEGMENT WAS A ONE-HOUR DEBATE IN WHICH 19 STUDENTS, OUT OF 21 REGISTERED PARTICIPANTS, ACTIVELY TOOK PART. PARTICIPANTS CAME FROM VARIOUS DEPARTMENTS INCLUDING CSE, IT, ECE, BBA, AIML, CSBS, AND IOT. THE EVENT CONCLUDED WITH A PRIZE DISTRIBUTION CEREMONY AND A VOTE OF THANKS. THE WINNERS OF THE DEBATE WERE ANURADHA DUTTA FROM ECE (1ST PLACE), RITESH RANJAN SHAH FROM IT (2ND PLACE), AND CHANDRAMOULI BANERJEE FROM CSE (3RD PLACE). OVERALL, THE EVENT PROVED TO BE AN ENGAGING PLATFORM FOR STUDENTS TO EXPRESS THEIR VIEWS ON ENTREPRENEURSHIP WHILE SHARPENING THEIR DEBATING SKILLS.



INNOVATION CORNER: IDEAS THAT SHAPE TOMORROW!



Generative AI & Creative Automation

WITH TOOLS LIKE CHATGPT, MIDJOURNEY, RUNWAY ML, AND SORA, THE USE OF AI IN CONTENT CREATION, VIDEO EDITING, MUSIC GENERATION, AND UX DESIGN EXPLODED IN 2023–24. STUDENT STARTUPS EXPLORED AI CO-PILOTS FOR WRITING CODE, DESIGNING GRAPHICS, AND EVEN COMPOSING POETRY.

Climate-Tech & Circular Economy

STARTUPS INCREASINGLY FOCUSED ON ZERO-WASTE SYSTEMS, BIODEGRADABLE ALTERNATIVES, URBAN FARMING, AND CLIMATE RESILIENCE TECH. THE CIRCULAR ECONOMY MODEL—RECYCLING, REPURPOSING, AND REDUCING AT THE CORE—TOOK OFF AS A BLUEPRINT FOR NEW SUSTAINABLE BUSINESSES.

BioTech for Everyone

AFFORDABLE DNA TESTING, BIOHACKING KITS, AND LOW-COST LAB INNOVATIONS BROUGHT BIOTECH INTO THE HANDS OF STUDENTS. PROJECTS INCLUDED PORTABLE WATER TESTERS, ENZYME-BASED PLASTIC DIGESTERS, AND PERSONALIZED HEALTH APPS USING MICROBIOME DATA.

No-Code / Low-Code Development

TOOLS LIKE BUBBLE, GLIDE, AND THUNKABLE MADE IT POSSIBLE FOR NON-PROGRAMMERS TO BUILD APPS AND MVPs. IN 2023–24, MANY STUDENT ENTREPRENEURS LAUNCHED STARTUPS WITHOUT WRITING A SINGLE LINE OF CODE—FOCUSING INSTEAD ON DESIGN, PROBLEM-SOLVING, AND USER EXPERIENCE.



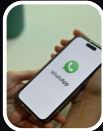
FUN CORNER: WHERE STARTUPS MEET SMILES



TAKE A BREAK FROM THE SERIOUS SIDE OF ENTREPRENEURSHIP AND DIVE INTO OUR FUN SECTION-BECAUSE EVEN FOUNDERS NEED A LAUGH (AND A CHALLENGE)!

Startup Trivia & Fun Facts

WhatsApp was initially launched without Emojis or Status Updates, it was originally built to show "status" like "Available", "Busy", etc. Messaging came later!



DID YOU KNOW?

AIRBNB started as a way to RENT OUT AIR MATTRESSES in a living room during a design conference-they even called it Air Bed and Breakfast.



DID YOU KNOW?

ZOMATO was originally known as FOODIESAY, but the name was changed to sound more global and catchy, to attract customers.



DID YOU KNOW?

Startup Smarts Mini Quiz

1

2024 AI-managed café chain startup from India?

- A BLUE TOKAI
- B ZOMATO
- C IRIS CAFÉ
- D CHAAYOS

2

What was YouTube originally created for?

- A EDUCATIONAL PLATFORM
- B DATING SITE
- C VIDEO PODCAST HOSTING
- D ONLINE PORTFOLIO HUB

3

What is the government scheme for rural startups?

- A STARTUP BHARAT
- B GRAMEEN UDYAM
- C AATMANIRBHAR VILLAGE
- D KRISHI VIKAS

(C) IRIS CAFÉ

(B) DATING SITE

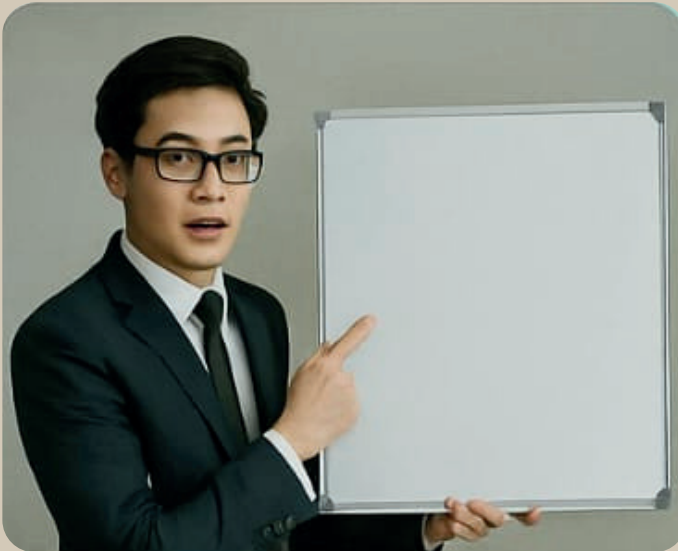
(B) GRAMEEN UDYAM

ANSWERS FOR THE MINI QUIZ

Startup Life Memes



**WHEN YOU REALIZE
"BEING YOUR OWN
BOSS" MEANS
WORKING 24/7 FOR
THE TOUGHEST
BOSS EVER**

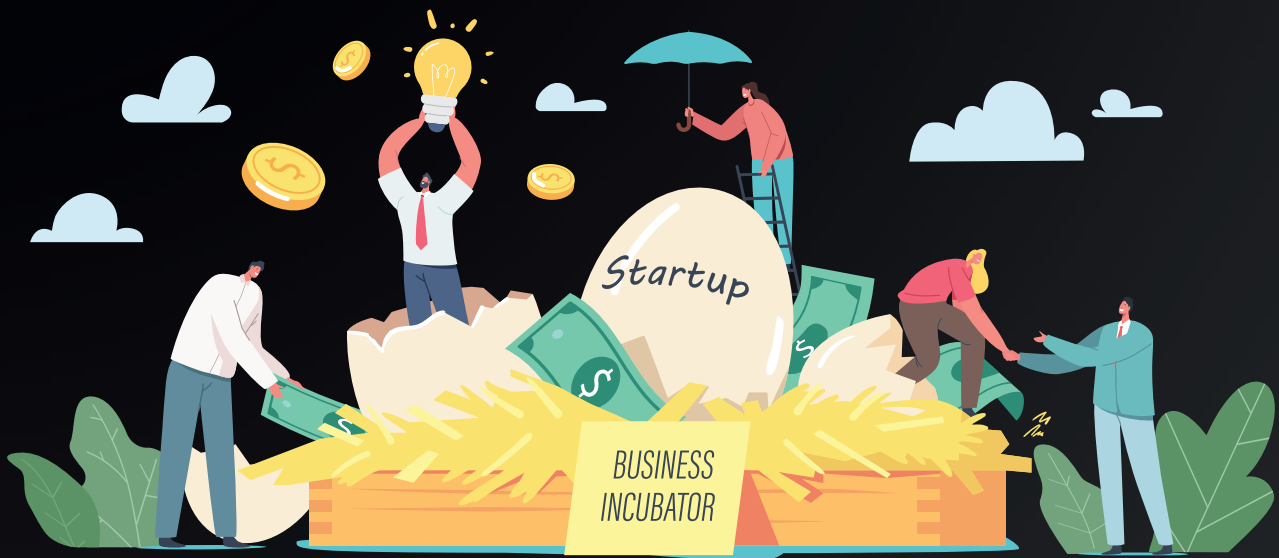


**PITCHING YOUR
STARTUP IDEA
LIKE: "IT'S LIKE
UBER, BUT FOR
PEOPLE WHO
HATE UBER."**



**STARTUP LIFE:
JUMP FIRST,
BUILD THE
BUSINESS
MODEL ON THE
WAY DOWN**

WHY WAIT TO **INNOVATE?** **JOIN ED-CELL!**



Got an idea? A passion for building?

Or just curious about startups?

ED-Cell is your launchpad!

- *Big Ideas Start Small. Start Here.*
- *Got Grit? Got Ideas? Get Involved.*
- *Plant the Seed of Innovation—Grow with ED-Cell.*
- *Your Ideas. Our Platform. The Future.*
- *Think it. Pitch it. Build it. With ED-Cell.*

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