

MERI aims at being professionally committed to society and one of the thrust areas is to promote a culture of innovation and entrepreneurship. The institution has provided tremendous priority to strengthening the E-Cell activities through Tarkash – an area distinctive to the vision of the institution. The E- Cell named Tarkash at MERI is managed and driven by BBA and MBA students under the guidance of expert faculties. The E Cell prepares students pursuing programme like BBA, MBA, B.Com(H) at MERI for their entrepreneurial venture through its well-drafted pedagogy which includes Orientation and Motivation, Opportunity assessment, Kick starting the Entrepreneurial campus, Business Planning workshops, Prototype to commercialization- drafts preparation, Market Analytics, Team Building, Managing funds/ entrepreneurship finance, Social Entrepreneurship. The E-Cell has provided a platform to new start-ups through various initiatives and measures as mentioned below:-

- Conducting entrepreneurial activities to meet real-world challenges such as organising the best start-up competitions.
- Association with corporate ventures for generation of funds and expanding their business generation activities.
- Mentorship support to every student to nurture their latent skills and capabilities so that students can become job provider than job seekers.
- Organising expert lectures, E-Talks, Alumni Talk Series, inspirational programs to enrich the entrepreneurial culture of the institution where students will be guided by industry experts, mentors, guiders and alumni. It acted as an additional instrument for the students to understand the realms of work culture.
- The establishment of vQbate, business accelerator, has strengthened the scaling of start-ups by providing them a platform where they can connect with the business tycoons so that students' projects can be sponsored by venture capital and angel investors. The start-ups such as Costume360, V3 Motors, Cakeology and GetMyPandit have been sponsored by corporate and are running successfully in the market.
- The business accelerator is supported by top industry leaders like Mr. Sandip Das, Ex CEO Vodafone and Ex MD Reliance, Mr. Jena, Ex Director Gen, COAI, Mr. Mahapatra, VC Research California University.
- The students with the help of expert faculties have learnt and developed management attributes like leadership, time management, team handling, delegation, discipline, problem solving, communication skills, analytical and logical skills etc.
- Industry visits along with practicum of their learning is also organised by the institution where students have developed financial models and how to handle the softwares such as ERP, EID, SAP, etc. The practical learning of these softwares has helped the students to excel in the market and become successful business persons.

  
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