

## **IPR cell and Incubation centre for the creation and transfer of knowledge/technology**

The institute has also planned to boost the entrepreneurship culture among the students. Keeping this in view, the college launched its start-up hub named, MERI Start-up Hub headed by Dr. Anjali Nigam. The overall objective of the MERI Startup Hub at MERI College is to establish the practical application of knowledge to facilitate entrepreneurship. By allowing potential students to get the chance to submit their creative ideas through competitions and brainstorming, and also examining original and creative ideas or concepts

put forth by students, researchers, and faculty members from a range of societal and commercial sectors. Students are supplied with resources to design prototypes beneficial for promoting agriculture and rural development, which is also the one of goals of the incubation center. It also serves as a platform for students to transform their ideas into technological innovations. A beginning was made to develop our students and convert inventions into a crucial driver for economic progress, and ideas and innovations, which flow gradually with the start-ups. The major startups started by the students are Carpool, De Zaina (e-aggregator for Budding Fashion), baniyababa.com, and Yourstartup 9 etc. Students are encouraged to gain hands-on experience and better Industrial Exposure.

Post launch, the department has organized number of activities and programmes including ‘Corporate startup connect Forum 3.0 on 5th May 22, ‘Entrepreneurship & Innovation Growth Fest 1.0’ on startup India Day 16th January 22, and, ‘Women entrepreneurs & Innovation Growth Fest 2.0’ on 8th March 22, ‘Creativity & Innovation workshop series 4.0’ in May 22. It aims to provide necessary facilities for start-ups, such as mentoring, fund-raising, and technological support. Every member is nurtured by industry experts, management, and faculty. The MERI Start-up cell is eager to conduct a variety of seminars, speaker sessions, creative competitions, and games for prospective entrepreneurs and to help them by offering the tools they need, including funding, mentorship, consulting, and

networking. This centre acts as a complete support system that provides hands-on experience in innovation and entrepreneurship. Every member is nurtured with the industry experts, management, and faculty.





### **Report on activities related to Incubation Centre/ Start-ups/ Entrepreneurship Cell**

#### **Report on Eureka! North Zonal Finals & Delhi Summit Chapter (2025) on 3<sup>rd</sup> October 2025**

##### **Introduction**

E-Cell, MERI continues to uphold its vision of fostering entrepreneurship, innovation, and leadership among students. The team firmly believes in achieving the unthinkable, creating one of the largest entrepreneurial networks in North India, and ensuring that every participant receives the best possible opportunities for growth and learning. The Eureka! North Zonal Finals and Delhi Summit Chapter 2025 stand as a testament to this vision — a culmination of dedication, planning, and seamless coordination by the students and faculty members of MERI.

## **Pre-Event Overview**

On 3rd October 2025, MERI welcomed a 25-member delegation from E-Cell, IIT Bombay, led by Mr. Priyanshu, Mr. Vaibhav, and Ms. Mrunal. The visiting team worked closely with MERI's E-Cell to ensure the successful execution of both event days.

## **Day 1 – Eureka! North Zonal Finals (4th October 2025)**

The first day witnessed an exceptional turnout, featuring over 130 startups, 45 investors, and 25 mentors from diverse sectors. Esteemed dignitaries Smt. Ritu Bahuguna Joshi and Shri Sujeet Kumar graced the event as Chief Guests and addressed the gathering with insightful remarks on innovation and entrepreneurship. The pitch decks were classified into seven categories: Healthcare, Business, Artificial Intelligence, Energy, Logistics, Social Impact, and PAN IIT. Sessions were held across multiple venues: - 1st, 3rd, and 4th Floors: Startup pitch presentations - 2nd Floor: Lunch and networking for mentors, investors, and IIT Bombay representatives - Auditorium: Mentor meet-up post 3:00 PM The event marked a significant milestone in MERI's entrepreneurial journey, setting new standards for collaboration and execution.

## **Day 2 – Delhi Summit Chapter (5th October 2025)**

The second day focused on competitive and learning-driven activities conducted jointly by E-Cell, MERI and E-Cell, IIT Bombay. - 3rd Floor: IIT Bombay conducted the Entrepreneurship Olympiad for students from Classes 6th to 12th. - Auditorium: Hosted the IPL Auction competition, where E-Cell, MERI and DAV Jalandhar teams emerged victorious. - 5th Floor Seminar Hall: Hosted MERI's Pre-Ideathon at 9:00 AM, followed by IIT Bombay's Corporate Duel at 11:30 AM. - 4th Floor Seminar Hall: Featured Speaker Sessions by Mr. Sagar Mahat and Ms. Shweta Raka. - The day concluded with a Closing Ceremony at 5:30 PM in the auditorium.

## **Team and Management Report**

The success of both events was made possible through the coordinated efforts of the following members:



1. Isha Gupta – Exceptional leadership on 3rd floor; recorded 20 videos and conducted 34 interviews.
2. Chandan – Managed Energy session (Room 301) efficiently, contributed multiple videos, and won IPL Auction on Day 2.
3. Sudarsan – Participated in Corporate Duel and actively supported coordination across all floors.
4. Vishal – Supervised logistics, ensured duty allocation, and contributed to the IPL Auction victory.
5. Akshita – Managed the registration desk with diligence and professionalism.
6. Simridhi – Supported registration operations and co-winner of the IPL Auction (Rajasthan Royals).
7. Nipun – Maintained discipline and handled water and refreshments efficiently on the 3rd floor.
8. Hiten – Produced videos on Day 1 and coordinated Olympiad exam on Day 2.
9. Krishna – Excellent coordination on 4th floor; participated as KKR in IPL Auction.
10. Kunal – Captured 159 videos on Day 1; managed 1st floor operations effectively.
11. Janvi – Worked efficiently in Room 103 and assisted with floral presentations to dignitaries.
12. Srishti – Consistent and thorough in data collection and reporting.
13. Nilisha – Anchored Pre-Ideathon, managed Room 103, and led 3rd floor coordination on Day 2.
14. Khushi – Displayed limited focus and engagement; improvement encouraged.
15. Shiny – Contributed actively on 4th floor (Day 1) and 3rd floor (Day 2).

16. Arya – Observed and analyzed pitch sessions attentively both days.
17. Gurleen – Excellent debut performance; supported registration and waiting area management.
18. Ashveen – Anchored Pre-Ideathon and Closing Ceremony; conducted startup interviews with Protocol Officers.
19. Anant Noor – Exemplary leadership, coordination, and guidance; IPL Auction winner (PBKS).
20. Zorawar Singh – Oversaw event data, ensured coordination, and led the NEC team effectively; IPL Auction winner (PBKS).

### **Protocol Officers**

Mansi and Himanshi displayed commendable professionalism and dedication in managing protocol responsibilities, ensuring smooth interaction between stakeholders, dignitaries, and participating teams throughout the event.

### **Faculty Acknowledgment**

E-Cell, MERI extends sincere gratitude to all faculty members for their continuous guidance and encouragement: Prof. Anand, Prof. Monika, Ms. Lalita Yadav, Ms. Sarita Yadav, Ms. Neha, Ms. Shivani, Mr. Arkin Chawla, Ms. Simran Bagga, and Mr. Sangeet Yadav for their departmental and on-ground support. Special thanks to Dr. Pooja, Dr. Sachin, Dr. Anil Kumar, and Mr. Ishwar Singh for their mentoring and administrative assistance. Acknowledgment to Dr. Sumit Chauhan and Dr. Shweta for their hospitality and lunch arrangements, and to Dr. Shikha Gupta, Dr. Stuti Narula, and Ritu Ma'am for auditorium management. A heartfelt appreciation goes to Dr. Gurpreet Kaur, whose vision and leadership made this event possible — proving once again that anything is possible at MERI.

## Conclusion

The successful organization of the Eureka! North Zonal Finals and Delhi Summit Chapter 2025 stands as a proud milestone in MERI's journey. The collaboration between E-Cell, MERI and E-Cell, IIT Bombay has further strengthened the institute's commitment to entrepreneurship, innovation, and leadership. E-Cell, MERI remains devoted to fostering a culture of innovation and continuous learning — truly embodying the spirit to Dare to Dream and Dare to Do.





## Report on ILLUMINATE Workshop

### ILLUMINATE Workshop Report

Date: 29th September, 2025

Time: 10:00 a.m. onwards

Venue: Seminar Hall (504), MERI Group of Institutions, Janakpuri, New Delhi

### Event Overview

- Organizer: MERI Management Education and Research Institute (in collaboration with E-Cell, IIT Bombay & MERI E-Cell)
- Event Type: Workshop & Knowledge-Sharing Session



- Objective: ILLUMINATE was organized to empower the next generation of changemakers by fostering entrepreneurial skills, and offering networking opportunities with industry professionals.

- Key Focus Areas:

Insights into Entrepreneurship from IIT Bombay

Information about E-Cell MERI StartupHub

Networking platform for budding entrepreneurs

Event Proceedings

The workshop began with the arrival of the Chief Guest, Mr. Amit Kumar, Vice President of Yes Bank, along with faculty members of the institute. He was warmly welcomed and felicitated by the organizing team. The formal session opened with addresses by Vice President Sir, Mr. Luv Aggarwal, Dean Ma'am, and Dr. Gurpreet Kaur Chhabra Ma'am, who shared motivating words on leadership, innovation, and student growth. This was followed by an inspiring speech by Chief Guest Mr. Amit Kumar, where he shared his professional journey, experiences, and valuable lessons with the students.

The program continued with the felicitation of Guest Speaker Mr. Rohit Kumar, after which the dignitaries, the chief guest, and the speaker together visited the Incubation Center of MERI to witness the facilities and ongoing initiatives. Mr. Rohit Kumar then conducted an interactive session with students, sharing his journey, exchanging ideas, and encouraging participants to think creatively and entrepreneurially. Following his session, an E-Cell presentation was conducted to introduce students to the activities and opportunities provided by the Entrepreneurship Cell.

The workshop concluded with the distribution of ILLUMINATE kits to the participating students, leaving them with a token of encouragement and a memorable takeaway from the event.

### Participation & Engagement

- The event saw enthusiastic participation from students of diverse academic backgrounds.
- Faculty members, distinguished speakers, and mentors enriched the workshop with their insights and experiences. Student coordinators (Zorawar, Anant, Vishal, and Chandan) managed the event seamlessly, ensuring smooth execution from start to finish.



### Aarohan V6.O Competition Report

**Date : 7 Sept,2025**

**Time : 10:30 a.m- 2:30 p.m**

**Title: Aarohan V6.O Competition Report**

**Place: NSUT Main Campus**

#### o Event Overview

- Organizer: Aarohan – The Market Simulation
- Event Type: Offline Business Quiz (Pen-and-Paper Based)
- Objective: To enhance participants' knowledge in stock markets, trading

strategies, and key economics by challenging their aptitude, problem-solving skills, and speed.

#### **o Participants:**

Team 1: Team 2:

1. Zorawar Singh 1. Sudarsan
2. Anantnoor Singh 2. Janvi Chauhan
3. Vishal 3. Khushi Chandok

#### **o Format of the Competition:**

- The quiz was conducted in rounds where questions were displayed on the screen and we had to write answers on paper.
- Questions focused on topics such as:
  - Aptitude and problem-solving related to the stock market
  - Economic updates and global financial trends
  - Trading strategies and investment tools
  - Case-based questions and reasoning challenges
- Teams were expected to attempt questions within the given time frame.

#### **Elimination & Selection**

- After the preliminary round, results were announced in the room by the organizers.
- Teams that cleared the round were selected to participate in the final round – Aarohan V6.0 Arena.

#### **Participation & Engagement**

- Students from various institutions and departments enthusiastically participated.
- The format tested both knowledge and quick decision-making.
- The offline mode created a focused and competitive environment.
- Real-time announcements kept participants actively engaged.

**Kaizen v7.0 Competition Report****Date : 6 Sept,2025****Time : 09:00 a.m- 11:00 a.m****Title: Kaizen v7.0 Competition Report**



**Place: NSUT Main Campus****o Event Overview**

- **Organizer: Finance & Economics Society**
- **Event Type: Offline Business Quiz (Pen-and-Paper Based)**
- **Edition: 7th (Kaizen v7.0)**
- **Objective:** To promote financial literacy, business acumen, and competitive spirit among students.

**o Participants:**

Team 1: Team 2:

1. Zorawar Singh 1. Vishal
2. Anantnoor Singh 2. Sudarshan
3. Janvi Chauhan 3. Akshita Garg
4. Khushi Chandok 4. Simridhi Gupta

**o Format of the Competition:**

- The quiz was conducted in rounds where questions were displayed on the screen and we had to write answers on paper.
- No options were provided, making it a test of direct knowledge and recall.
- The questions were mostly related to Finance and Economics, covering topics such as:
  - Case Studies
  - Connect the Dots
  - Identify the Famous Personality
  - Current Affairs & Business Awareness

**o Elimination & Selection**

Teams not qualifying for the next round were informed via WhatsApp group announcements.

Ç This kept the process transparent and efficient.

#### Participation & Engagement

- Students from multiple departments participated in teams, showcasing diverse knowledge.
- The absence of answer options made the quiz more challenging and exciting.
- The offline pen-and-paper mode brought seriousness and focus to the competition.
- Continuous updates on the WhatsApp group maintained participant engagement



#### E-Cell MERI – IPL Auction Competition Report

Under the inspiring mentorship of Dr. Gurpreet Kaur Chhabra, E-Cell MERI showcased exceptional teamwork, strategic thinking, and leadership during the Runneeti (IPL Auction) Competition at E-Summit'25, NSUT.

### **Key Milestones & Achievements**

- 16th August 2025 – Vishal (Digital Head) and Zorawar (NEC Leader) cracked the online qualification round, earning E-Cell MERI a spot in the prestigious Runneeti IPL Auction.

- **During the live auction, the team successfully acquired marquee players**

including Shreyas Iyer, Hardik Pandya, Mitch Marsh, Ajinkya Rahane, Prabhsimran

Singh, Marcus Stoinis, Jofra Archer, Bhuvneshwar Kumar, Devdutt Padikkal, Mohit

Sharma, and Akashdeep.

- The turning point came with the strategic purchase of Quinton de Kock (Impact Player), which significantly boosted the squad's balance and competitiveness.

- E-Cell MERI advanced to the final round, finishing as Runners-Up, narrowly missing out to Guru Gobind Singh College of Commerce.

- The journey now continues toward the NDIM Mock Auction, where the team aims to build on this experience for even greater success.

### **Event Details**

- Event: Runneeti – IPL Auction Competition (Part of E-Summit'25)

- Date: 24th August 2025

- Time: 12:00 PM – 6:00 PM

- Venue: Netaji Subhas University of Technology (NSUT), Dwarka, Delhi

### **Achievement**

#### **2nd Position – Runneeti IPL Auction**

The award was proudly presented by IAS Ira Singhal and Mr. Anand Shrivastava (Vice-

Chancellor, NSUT) — a moment of true honor for the team.

### **Team E-Cell, MERI**

- Zorawar (NEC Leader) & Vishal (Digital Head): Led the team with cricket expertise and tactical strategies.
- Anant Noor (President): Guided the financial strategy, ensuring impactful yet smart player buys.
- Akshita (Operational Head) & Simridhi (Event Head): Managed purse balance and operational precision during the auction.

### **Conclusion**

This competition not only highlighted E-Cell MERI's growing presence in national-level entrepreneurship & strategy events but also set the tone for future success. The team's runner-up achievement underlines their dedication, resilience, and learning spirit.

### **E-Cell Team Report: Participation at Atharv**

Ranbhoomi – IIM Indore (29th October – 3<sup>rd</sup> November 2025)

Team Members:

- Anant Noor Singh – President
- Zorawar Singh – NEC Leader
- Simridhi – Event Head
- Akshita – Operations Head

Event Overview:

The E-Cell team of our institute visited IIM Indore from 29th October to 3<sup>rd</sup> November 2025 to participate in Atharv Ranbhoomi, the annual fest of IIM Indore.



The team represented the college in multiple flagship events such as IPL Auction,

Pragnya – The Business Quiz, and Game Theory.

**Day 1 – 30th October 2025**

The first day began with an orientation session about the event and IIM Indore. The session was highly insightful and featured renowned speakers, including CEOs from the Big 4 firms, who shared their professional journeys and perspectives on innovation and entrepreneurship. It was an inspiring start that set the tone for the days ahead.

**Day 2 – 31st October 2025**

The team participated in the qualifier round of the IPL Auction event, where 30 teams from various reputed institutes competed. The qualifying criteria were not explicitly mentioned, and decisions were largely based on the judgment of the event coordinator, Yash, which led to some lack of transparency in the selection process.

Our team chose Punjab Kings (PBKS) as our franchise, with a budget of ₹30,000

to build a squad of 6 players. The final team selected was:

- M.S. Dhoni
- Virender Sehwag
- Tilak Verma
- Mohammad Shami
- Noor Ahmad
- Matheesa Pathirana

**Day 3 – 1st November 2025**

The team successfully qualified for the final round, ranking among the top 6 teams, alongside prestigious institutions such as IIM Bangalore, IIT Roorkee, and IIT Hyderabad. In the final round, despite strong competition and performance, our team could not secure the winning position. The selection process remained the same as the qualifiers, again leaving some ambiguity regarding evaluation.

Due to schedule overlap, the team could not participate in the Game Theory competition, which coincided with the IPL Auction finals.

#### **Day 4 – 2nd November 2025**

The team took part in Pragnya – The Business Quiz, a highly competitive and intellectually engaging event. The results are yet to be announced. The quiz tested business acumen, analytical thinking, and awareness of global economic scenarios.

#### **Conclusion:**

The visit to IIM Indore was a great learning experience that provided the team with exposure to top-tier competition, interactive sessions with industry leaders, and a deeper understanding of strategic decision-making in business events.

The E-Cell team extends sincere gratitude to Dr. Gurpreet Ma'am for her continuous guidance, motivation, and encouragement throughout the journey. The experience not only strengthened our teamwork and problem-solving skills but also ignited a greater passion for entrepreneurship and innovation.

#### **Report on E-Summit at NSUT**

E-Cell MERI Shines at NSUT E-Summit'25!

Event: Runneeti (IPL Auction Competition) – Part of E-Summit'25

**Date: 24th August 2025**

Time: 12:00 PM – 6:00 PM

Location: Netaji Subhas University of Technology, Dwarka, Sector - 3 , Delhi - 78

We are proud to share that E-Cell, MERI secured 2nd Position in the highly competitive Runneeti IPL Auction! The award was presented by IAS Ira Singhal and VC of NSUT, Mr. Anand Shrivastava — a true honor for our team. Team E-Cell, MERI, Leaders of the event Runneeti Zorawar (NEC Leader) & Vishal (Digital Head) – brought cricket expertise to strategy and Anant Noor (President) – led with financial acumen, making smart player buys. Akshita (Operational Head) & Simridhi (Event Head) – crucial in purse calculations & team balance.

### Some of the Glimpses of the E-Summit at NSUT



### E-Cell MERI – IPL Auction Competition Report on 16<sup>th</sup> August 2025

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## **Report on "Building a Business - An Entrepreneur's journey"**

**Date:** April 9, 2025

**Location:** MERI College, Janakpuri, New Delhi

## **Introduction**

E-Cell of MERI has hosted an inspiring session titled "Building a Business - An Entrepreneur's journey", featuring Mr. Deepankar S. Halder, a successful entrepreneur and IIM Ahmedabad alumnus. Which provided a rare window into the realities of starting and sustaining a business in today's competitive landscape.

## **The Objective of the Event**

The main objectives for the session "Building a Business - An Entrepreneur's journey" were:

1. **Skill Enhancement:** To enhance entrepreneurial skills and knowledge of real-world experience in managing business-related challenges.

2. **Promote Intrapreneurship within Organizations:** To convey that entrepreneurial thinking is not exclusive to startups, it is equally vital within established companies where individuals take initiative to solve complex problems.
3. **Illustrate the Entrepreneurial Mindset:** To explore the importance of operational efficiency, understanding consumer behavior, and adopting a proactive, solution-oriented mindset.

### **Key Highlights of the Experience**

1. **Real-World Startup Challenges:** Mr. Halder reflected on the struggles faced during the launch of his first e-commerce venture, particularly in navigating funding obstacles, offering attendees an authentic view into the startup journey.
2. **Cultural Wisdom on Startup Resilience:** Referencing the Marwari saying, “Be prepared for 1,000 days of slog and self-funding” he candidly spoke about the grit and endurance required in the early stages of building a business.
3. **Customer-Centric Innovation:** Mr. Halder emphasized that the foundation of true entrepreneurial success lies in deeply understanding and solving real customer pain points through scalable and innovative solutions.

### **Student Takeaways**

1. **Start with the Problem, Not the Product:** True entrepreneurship begins with identifying real customer pain points and building solutions that are both innovative and scalable.
2. **Funding Isn’t Everything, But It’s a Real Challenge:** Even great ideas face funding hurdles. Students learned the importance of building lean, adaptable models that can survive the early grind.
3. **Mindset Matters Most:** Whether starting a business or innovating within a company, cultivating an entrepreneurial mindset curious, courageous, and committed is key

### **Conclusion**

The session with Mr. Halder was a compelling exploration of what it truly means to be entrepreneurial whether as a startup founder or a change-maker within an established

organization and emphasized that true entrepreneurial success begins with identifying genuine customer pain points and crafting innovative, scalable solutions. Entrepreneurship is not confined to startups alone it also thrives within established organizations when individuals step up to solve complex challenges.

The event left students inspired, not just to launch ventures, but to carry an entrepreneurial mindset into whatever path they choose.

### MERI E-cell







**Report on NEC 2025-IIT Bombay: Experience Sharing by E-cell Team**

Date: 24th March 2025

Location: MERI College, Janakpuri, New Delhi

**Introduction**

The experience of NEC IIT-B: The E-Cell team participated in the prestigious National

Entrepreneurship Challenge (NEC) 2024 organized by IIT Bombay. The team of MERI E-Cell made into the finals of NEC 2024. The event tested the team's innovative thinking, problem solving capabilities, and entrepreneurial spirit. The E-Cell team successfully made it to the finals of this competition, marking a significant milestone in their journey.

**The Objective of the Event**

The objective of the "Experience Sharing by E-cell Team" event at NEC 2025, hosted by IIT Bombay, is to provide participants with insights and real-world experiences from the Entrepreneurship Cell (E-cell) team. This event aims to:

1. Share Practical Knowledge
2. Encourage Innovation and Collaboration
3. Offer Guidance and Mentorship
4. Promote Entrepreneurial Mindset
5. Network Building

**Key Highlights****Addressing**

- Hon. Prof. (Dr.) Deepshikha Kalra, Dean of MERI College delivered the welcome address, emphasizing the importance of innovation and technology learning.
- Dr. Rakesh Khurana Sir shared his insights on innovation & entrepreneurship and gave guidance for improvement of skills.
- Dr. Gurpreet Kaur Chhabra Mam helped nurturing students with their cons and encouraged them with excellent ideas and support.

Key Highlights of experience sharing

- **Preliminary Rounds:**

The E-Cell team participated in business case challenges, pitching sessions, and live problem-solving. They presented a detailed market research report, product development strategy, and financial projections.

- **Mentorship and Guidance:**

Mentors, including entrepreneurs and VCs, provided valuable feedback on the team's startup model, funding strategies, and scaling potential, urging a more sustainable approach.

- **Pitching to Investors:**

In the finals, the team pitched their innovative business model to a panel of industry experts and investors, gaining interest from several for further exploration.

- **Recognition and Awards:**

The team was recognized for their creativity, perseverance, and entrepreneurial spirit. MERI

College proudly recognized the E-Cell team for their outstanding performance and representation

at the National Entrepreneurship Challenge (NEC) 2025, IIT Bombay.

## Student Takeaways

- Entrepreneurial Mindset:

The importance of cultivating resilience, adaptability, and a continuous learning approach to navigate challenges in entrepreneurship.

- Networking Opportunities:

The value of building professional relationships and connections with mentors, peers, and potential investors to support entrepreneurial growth.

- Effective Pitching:

The need to communicate ideas clearly and confidently, ensuring a lasting impression even in a brief pitch.

- Problem-Solving Skills:

How to tackle real-world business problems with scalable, feasible, and customer-focused solutions.

- Team Collaboration:

The significance of working together with clear communication, leveraging individual strengths to achieve team goals.

- Startup Ecosystem Insights:

A deeper understanding of the startup world, including funding, market strategies, and the expectations of investors.

## Conclusion

The E-Cell team's participation in NEC 2024, along with the experience-sharing session, was a transformative journey. Reaching the finals and gaining insights from mentors and investors refined their strategies, pitching skills, and problem-solving abilities. This experience has inspired them to pursue their entrepreneurial goals with newfound knowledge and connections.







### **Report on Ideathon Competition at Symphony Annual Fest of Guru Nanak Institute of Management on 11 and 12<sup>th</sup> April 2025**

Proud Moment! The E-Cell team of MERI College secured 2nd position in the Ideathon Competition at Symphony – Annual Fest of Guru Nanak Institute of Management!

Kudos to our innovative minds for making a mark with their impactful ideas! This is on 11/4/25 & 12/4/25. Anant Noor Singh of MBA 2 A secured 1st position in debate competition at Management Fest of Technia.

MBA Students of MERI College Keep Raising the Bar! Congratulations to Anant Noor Singh from the MBA program for securing 1st position in the Debate Competition at Management Fest of Technia! MBA students from E-Cell, MERI continue to make us proud with their relentless drive and dedication. This is what happens when passion meets preparation, and leadership thrives under the right mentorship and guidance. At MERI, we don't just build managers - we nurture leaders. Here, MBA is more than just academics - it's about leading, achieving, and making an impact!

### **Some of the Glimpses of the Ideathon Competition at Symphony**







## **Innovator's Summit: Tech Talks by Google and PW**

**Date:** 23<sup>rd</sup> January 2025

**Location:** MERI College, Janakpuri, New Delhi

### **Introduction**

The Innovator's Summit: Tech Talks by Google and PW 2025 organized by MERI E-cell. It brought together a dynamic group of thought leaders, entrepreneurs, researchers to explore the cutting-edge advancements shaping the future of innovation. This summit served as a platform for discussing emerging trends, breakthrough technologies, and transformative ideas across various sectors, with a focus on fostering collaboration and driving positive change.

### **The Objective of the Event**

The objective of The Innovator's Summit: Tech Talks by Google and PW 2025 was to provide a platform for thought leaders, entrepreneurs, and researchers to explore emerging technologies,



foster collaboration, and drive innovation across various sectors. The event aimed to inspire transformative ideas and spark discussions that shape the future of technology and innovation.

## **Key Highlights**

### **Addressing**

**Hon. Prof. (Dr.) Deepshikha Kalra**, Dean of MERI College delivered the welcome address, emphasizing the importance of innovation and technology learning.

**Dr. Rakesh Khurana**, shared his insights on innovation and significance of technology learning. His breathtaking experiences blown the minds of audience.

## **Speakers**

**Google Representative:** The Google speaker who shared valuable knowledge on cutting-edge technologies like Artificial Intelligence (AI), Machine Learning (ML), and app. With a wealth of experience in the tech industry, the speaker focused on the practical applications of Google's technologies and their impact on businesses and daily life.

**Physics Wallah Representative:** The Physics Wallah representative, Rahul Batla, is a prominent figure in educational content creation. As the founder of **Physics Wallah**, they discussed the role of online education platforms in shaping the future of learning, with a specific focus on how technology is transforming education. The speaker shared insights into how **Physics Wallah** uses innovative methods to make complex concepts accessible to millions of students.

## **Key Highlights of the Tech Talk:**

### **Google's Tech Talk:**

**Artificial Intelligence and Machine Learning:** The speaker delved into Google's advances in **AI and ML** and how these technologies are driving innovation across sectors such as healthcare, transportation, and finance.

Google's **AI** tools and platforms, such as TensorFlow, are helping developers build smarter applications.

Use cases like **Google Assistant** and **Google Translate** showcased the real-world applications of these technologies.

Examples like **Google Kubernetes Engine (GKE)** and **Google Cloud Storage** were highlighted.

### **The Future of Technology:**

Google's vision for the future of tech, including **Quantum Computing**, **Augmented Reality (AR)**, and **5G**, was presented, stressing the importance of adapting to the rapid pace of technological change.

### **Physics Wallah's Tech Talk:**

#### **Online Education and the Future of Learning:**

The Physics Wallah speaker highlighted the growing significance of **online learning platforms**, particularly in preparing students for competitive exams.

**Physics Wallah's** approach to personalized learning through video lessons, tests, and one-on-one sessions was discussed.

#### **Technology in Education:**

The talk highlighted how **AI** and **data analytics** are used in platforms like Physics Wallah to track student progress, predict outcomes, and tailor learning experiences.

Emphasis was placed on **interactive learning** and the integration of tech tools to provide an engaging and effective educational experience.

#### **Innovations in EdTech:**

The speaker shared their vision for the future of **EdTech**, including advancements like gamification, virtual classrooms, and AR-based learning tools.



## **Interactive Sessions and Q&A:**

Both Google and Physics Wallah speakers engaged with the audience through interactive Q&A sessions, where students had the opportunity to ask questions related to:

The impact of AI on various industries

Career opportunities in tech and education

Best practices for students to enhance their tech skills and prepare for the future.

## **Takeaways for Students:**

**Innovation and Opportunity:** The event inspired students to explore innovative careers in tech and education, highlighting the importance of **AI**, **cloud computing**, and **online learning**.

**Skills for the Future:** Both speakers emphasized the importance of continuous learning and staying updated with the latest technologies, including **coding**, **data analysis**, and **problem-solving**.

**Tech for Good:** The event stressed the role of technology in solving real-world problems, from revolutionizing industries to providing affordable and accessible education.

## **Conclusion**

The **Innovators Summit Tech Talk** by Google and Physics Wallah was an insightful and engaging event that exposed students to the future of tech and education. By bringing together industry leaders from both sectors, the event allowed students to understand the role of technology in driving innovation and shaping careers. The knowledge shared by the speakers has sparked interest in various tech fields, encouraging students to explore careers in AI, Cloud Computing, and EdTech.

The summit was a significant step towards bridging the gap between academia and industry, helping students gain a better understanding of the opportunities available in the rapidly changing technological landscape.







## Report on Global Startup Festival 2025

**Date-** 7<sup>th</sup> January 2025

**Location-** Management education and Research Institute, Janakpuri

### Introduction

The Global Startup Festival 2025, held at the Management Education and Research Institute (MERI) in Janakpuri on January 7-8, 2025, was a grand celebration of entrepreneurial innovation and collaboration. This two-day event served as a platform for startups, investors, and industry experts to converge, share insights, and explore groundbreaking ideas shaping the future. The festival's diverse agenda encompassed panel discussions, innovative showcases, and networking opportunities, making it a transformative experience for all participants.

### Highlights of the event (Day 1)

The two-day Global Startup Festival 2025, organized by the Management Education and Research Institute (MERI), began with great enthusiasm in its auditorium, bringing together entrepreneurs, investors, and innovators to celebrate the spirit of entrepreneurship and showcase groundbreaking ideas.



The inaugural ceremony commenced at 10 AM with the lighting of the ceremonial lamp by dignitaries, followed by the National Anthem. Prof. Lalit Agarwal, Vice President of MERI Group of Institutions, delivered an inspiring welcome address, emphasizing the importance of innovation in creating a better society. The audience was further engaged by Mr. Luv Agarwal, CEO of MERI Startup Hub, who presented an insightful visual overview of the festival and highlighted MERI's role in fostering collaboration between innovators, entrepreneurs, and investors.

A patriotic and motivational keynote address by **Lt. Gen. A.B. Shivane, Strategic Advisor to the Government of India**, underscored the critical role of startups in achieving a developed India, or “**Viksit Bharat**.” This was followed by an address from **Mr. Basem Hellis of the Palestinian Embassy**, who shared perspectives on global entrepreneurial collaboration. The Guest of Honor, Shri I.P. Agarwal, President of MERI Group, extended his best wishes to the participants and expressed optimism for the success of the festival.

One of the major highlights of the inaugural session was **the unveiling of Lexyta (Let's Examine Your Target), an innovative assessment tool** designed by MERI to empower businesses with intelligent, data-driven insights. Participants in the festival underwent the Lexyta assessment process before showcasing their ideas, providing them with valuable insights to refine their business strategies. The ceremony concluded with a vote of thanks by Prof. Dr. Deepshikha Kalra, Dean of MERI Group of Institutions, setting the tone for the day's discussions and activities.

After a brief tea break, the festival transitioned into its core panel discussions. The first session addressed the challenges and hurdles faced by startups, with distinguished panelists like **Rear Admiral Shekhar Mital, Dr. Sumeet Susheelan** from the **Ministry of Aviation, Brig Arun Gupta** of **Idex Defence, Ms. Rishita** from **IBSEA**, and corporate trainer **Pravesh Dey**. They emphasized the importance of agility and adaptability in navigating market changes.

The subsequent discussion explored entrepreneurship as a key to boosting startups. Speakers such as **Dr. Chandra Vikas, Global President of MaaS, Mr. Shiv Rao Challa, Founder of 3R**



**ZERO Waste**, and **Mr. Pankaj Alwani, Head of Learning and Development at Patanjali Group**, delved into how innovative business models, including subscription-based services and eco-conscious products, are reshaping markets and fostering sustainable growth.

Post-lunch, a thought-provoking panel on mental well-being highlighted the importance of recognizing mental health as integral to entrepreneurial success. Moderated by **Mr. Subir Dutta** (Retd. IFS), the session featured experts like **Mr. Rajnish Mohan** (VP-GLS), **Ms. Nidhi Goyal** (Tata India Institute of Skill), and **Mr. Bhavin Parmar** (Lex and HR Business World). They stressed the need for a societal shift in attitudes toward mental health.

The final panel discussion of the day delved into the critical themes of sustainability and the circular economy, highlighting innovative strategies to tackle environmental challenges. Esteemed panelists included **Dr. Narattam Chakravorty from Mangalore Refinery & Petrochemicals**, **Mr. Sunil Jain, Former Director of IGL Genesis Tech**, **Ms. Shubhra Puri, Founder and Director of Gurgaon First**, **Mr. Kapil Kanekar, CEO of Innoscale**, **Mr. Manish Paliwal, Managing Director of BIOCORE**, and **Ms. Priyanka Sulkhlan, Co-Founder and Principal of Urban Design & Mobility**. They shared valuable insights on best practices, challenges, and forward-looking approaches to promote sustainable development. The session was expertly chaired by **Mr. Shiv Rao Challa, Chairman of 3R Zero Waste**.

A standout feature of the festival was the Startup Pitch Deck, where over 30 startups from diverse industries showcased their innovative ventures, including subscription-based services, eco-conscious products, and community-driven platforms. Before stepping onto the stage, participants underwent the Lexcyta Assessment Process, An evaluation tool designed to test the viability, scalability, and innovation quotient of their ideas. This pre-pitch process not only prepared the entrepreneurs for the competition but also provided them with critical insights to refine their business strategies.

The pitch deck was a showcase of talent and determination, with each pitch evaluated on innovation, feasibility, and market potential.

The first day of the Global Startup Festival 2025 concluded on an energetic note, leaving participants and attendees eagerly anticipating the events of the second day.

## **Outcomes & Takeaways**

**Global Perspectives:** The participation of international representatives, such as Mr. Basem Hellis from the Palestinian Embassy, provided attendees with insights into fostering cross-border collaborations and understanding global startup ecosystems.

**Practical Tools for Entrepreneurs:** The Lexyta assessment process equipped startups with actionable insights, enhancing their readiness to navigate real-world business challenges.

**Innovative Ideas Recognized:** The Startup Pitch Deck highlighted groundbreaking ventures that addressed pressing societal and environmental issues, drawing significant interest from investors and mentors.

**Actionable Strategies for Sustainability:** The discussions on circular economy and sustainable practices offered practical solutions that businesses can implement to reduce environmental impact and drive long-term growth.

**Focus on Future-Ready Skills:** Panel discussions emphasized the importance of adaptability, agility, and mental resilience, preparing entrepreneurs to thrive in dynamic market conditions.

**Strengthened Community Bonds:** The event fostered a sense of community among startups, investors, and thought leaders, creating an ecosystem for continuous knowledge sharing and mutual support.

**Enhanced Awareness on Mental Health:** Entrepreneurs gained an understanding of how mental well-being directly impacts productivity and innovation, encouraging them to prioritize personal health and organizational culture.

**Inspiration for Youth Entrepreneurs:** Aspiring entrepreneurs were motivated by the experiences and guidance shared by seasoned professionals, fueling their enthusiasm to contribute to the entrepreneurial ecosystem.













## Report on of Global Startup Festival 2025 (Day 2)

**Date- 8<sup>th</sup> January 2025**

**Location- Management Education and Research Institute, Janakpuri**

### Highlights of the event (Day 2)

The second day of the Global Startup Festival 2025 at the Management Education and Research Institute (MERI) began with a presentation by Mr. Luv Agarwal, CEO of MERI Startup Hub. He elaborated on the innovative features of **Lexyta**, the assessment tool introduced on the inaugural day, and its potential to empower startups with data-driven strategies.

The first panel discussion of the day, titled "**Technology and Innovation**", was chaired by **Mr. Pankaj Jain**, Managing Director of VCJ Trust. He highlighted the importance of fostering a culture of innovation and collaboration to address global challenges. **Mr. Mohit Gupta**, Senior

Vice President at NAB (National Australia Bank), discussed the transformative role of financial technology in driving efficiency and customer-centric solutions. **Mr. Rajeev Thukral**, Director of Teams and Systems Pvt. Ltd., emphasized the need for startups to adopt scalable systems and cutting-edge technology for sustainable growth.

Following a brief tea break, the second panel discussion focused on "**Defense and Startups**". Moderated by **Rear Admiral Shekhar Mital**, the session explored the critical role of startups in enhancing defense infrastructure and innovation. **Mr. Pravesh Dey**, a disruptor in defense technology, spoke about the potential of emerging tech solutions to revolutionize the defense sector. **Major Bharat Singh**, Director of DALA Edu Group, emphasized the importance of collaboration between startups and defense institutions to build robust infrastructure and drive advancements in national security.

After the panel discussions, **ICICI Bank** delivered a presentation, offering key insights on financial strategies and support tailored for startups.

The festival concluded with a felicitation ceremony where MERI honored all dignitaries and presented tokens of appreciation to participating startups. Among them, **Expanse Cosmos**, **Colmen**, and **Decor Earth** received the prestigious **Outstanding Startup of the Year** award for their exemplary innovation and contributions.

The two-day event wrapped up with a networking lunch, leaving participants inspired and optimistic about future collaborations. The Global Startup Festival 2025 successfully celebrated entrepreneurship, innovation, and collaboration, marking a significant milestone for MERI

### **Outcomes & Takeaways**

**Empowerment Through Innovation:** The launch and demonstration of Lexyta empowered startups with actionable, data-driven insights to enhance their business strategies.



**Recognition of Outstanding Startups:** The festival acknowledged exceptional startups such as Expanse Cosmos, Colmen, and Decor Earth with the "Outstanding Startup of the Year" award, inspiring others to strive for excellence.

**Global Collaboration:** The presence of international speakers and dignitaries highlighted opportunities for cross-border collaborations and knowledge sharing in the entrepreneurial ecosystem.

**Technological Advancements:** Discussions on technology and innovation emphasized the adoption of scalable systems and cutting-edge solutions to ensure sustainable business growth.

**Focus on National Defense:** Insights from experts in the defense sector underscored the potential of startups to revolutionize infrastructure and security through innovative technologies.

**Practical Financial Strategies:** ICICI Bank's presentation provided startups with critical knowledge of financial tools and resources to drive growth and stability.

**Sustainability and Circular Economy:** Panel discussions on sustainability motivated businesses to adopt eco-conscious practices, contributing to long-term environmental goals.

## **Conclusion**

The Global Startup Festival 2025 successfully brought together a diverse community of entrepreneurs, investors, and thought leaders to celebrate and advance the spirit of innovation and collaboration. Over two days, the festival provided a platform for insightful discussions, groundbreaking ideas, and actionable strategies, leaving participants inspired and better equipped to navigate the dynamic world of entrepreneurship.

With its focus on fostering innovation, sustainability, and mental well-being, the festival marked a significant milestone for MERI, reinforcing its commitment to supporting startups and driving societal progress. The event concluded on a high note with a networking lunch, setting the stage for ongoing partnerships and collaborations in the entrepreneurial ecosystem.













## Ideathon 2024 Report

**Date:** 16th November 2024

**Location:** MERI College, Janakpuri, New Delhi

### Introduction

The Ideathon 2024, organized by MERI Startup Hub, served as a platform for students to explore entrepreneurial opportunities and present innovative ideas. The event focused on fostering creativity, critical thinking, and teamwork among participants while providing insights into the startup ecosystem.

### The objective of the Event

The primary objective of Ideathon 2024 was to inspire students to think innovatively and collaborate effectively to address real-world challenges. The event encouraged participants to

leverage their creativity and problem-solving skills to conceptualize viable business ideas and solutions. For instance, challenges included developing cost-effective healthcare solutions, creating sustainable packaging alternatives, and designing user-friendly tech platforms for small businesses.

## **Key Highlights**

### **Opening Ceremony:**

Anchors Lakshay Taneja and Shivani Sikka welcomed the gathering with an inspiring quote by Eric Ries: *“The only way to win is to learn faster than anyone else.”*

A lamp-lighting ceremony was conducted as a tribute to Maa Saraswati, symbolizing the pursuit of knowledge and wisdom.

### **National Anthem:**

The event began with the singing of the National Anthem, which cultivated a sense of patriotism and unity among the attendees.

### **Welcome Address:**

Prof. Dr. Lalit Aggarwal, Vice President of MERI Group of Institutions, delivered the welcome address, emphasizing the importance of innovation and entrepreneurship in today's world.

### **Keynote Address by Mr. Luv Aggarwal:**

Mr. Luv Aggarwal, Co-founder and Head of Engineering at Optimallex shared his insights on Claims Predictive Analytics and the significance of data-driven innovation. His expertise in machine learning and deep learning inspired the audience.

### **Mentor Introduction:**

Ms. Lakshmi Mini, Co-founder & CEO of GoHuddle and a certified Cyber Crime Intervention Officer, was introduced as the mentor. During the event, she engaged with participants in one-



on-one sessions, providing actionable feedback on their ideas and sharing strategies for overcoming startup challenges. Her advice on leveraging technology for scalable solutions and her insights into cybersecurity significantly enriched the participants' perspectives. She shared her experiences in cybersecurity, entrepreneurship, and mentoring, motivating participants to think beyond conventional solutions.

**No. of Students attended Ideathon 2024 – 80**

**No. of faculties – 10**

**Competition Structure:**

**Overall, 20 teams participated.**

Participants were divided into groups:

Group A1 remained in the seminar hall.

Group A2 moved to Room No. 405.

Mentorship and fun activities were organized in Room No. 403.

**Round 2 Pitch Session:**

7 teams were shortlisted, presented their business ideas in the seminar hall. Each team's pitch was evaluated based on creativity, feasibility, and presentation quality.

**Felicitations and Results Announcement:**

The results were announced during the closing ceremony, followed by a vote of thanks by Prof. Dr. Deepshikha Kalra, Dean of MERI. She praised the participants and organizers for their efforts and contributions to the event's success.

The winners showcased outstanding innovation and business acumen:

**Investor Ready:** Care Coders demonstrated a scalable and investment-attractive solution that impressed the panel with its robust planning and potential impact.

**Market Ready:** Code Charya provided a market-viable concept with clear demand and a strategic approach to addressing customer needs.

**Customer Ready:** Pure Pulp stood out for its user-centric design and immediate applicability, highlighting its readiness to engage end-users effectively.

### **Outcomes and Takeaways**

Students demonstrated exceptional creativity and problem-solving skills by presenting innovative ideas.

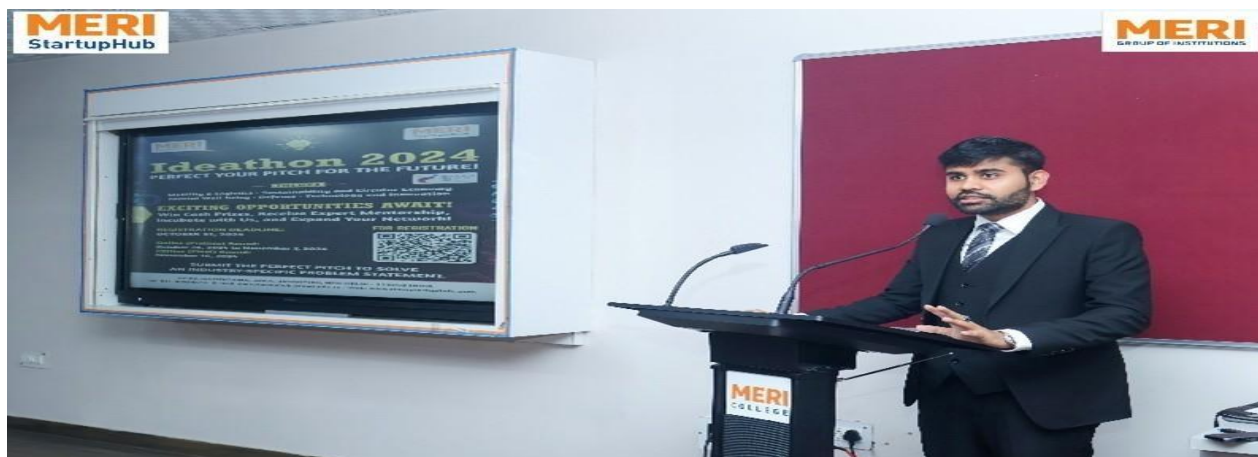
The event fostered a spirit of collaboration, critical thinking, and entrepreneurship among participants.

Networking opportunities with mentors and industry professionals provided valuable insights into the entrepreneurial journey.

The hands-on experience in pitching business ideas prepared students for future challenges in the startup ecosystem.

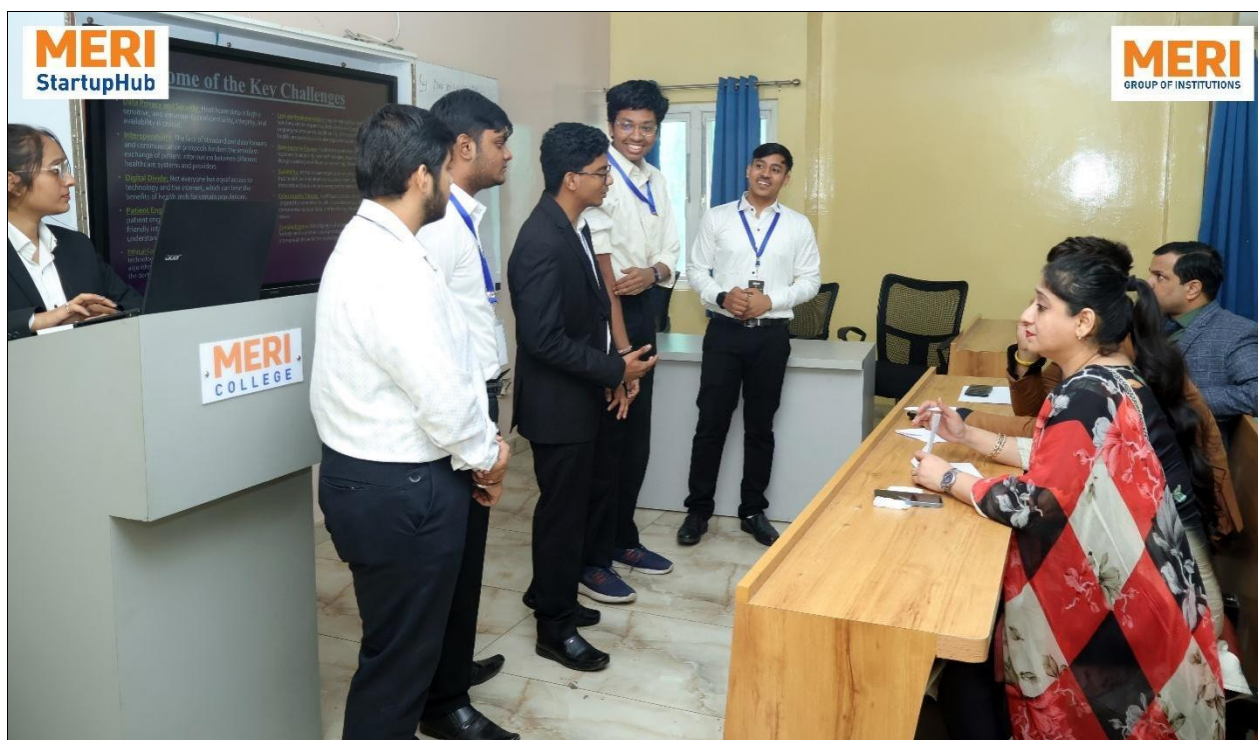
### **Summary**

Ideathon 2024 was a resounding success, highlighting the potential of young minds to address contemporary challenges through innovation and teamwork. Feedback from participants reflected their appreciation for the hands-on mentoring sessions and practical exposure to pitching ideas. Over 20 teams participated, tackling issues like sustainable development and digital transformation, with judges commending their creativity and feasibility of solutions. The event served as a stepping stone for participants to explore their entrepreneurial capabilities and build a foundation for their future endeavors.









**Report on Eureka Pitching Competition and E-Cell Orientation on 3rd October 2024**

**Date:** 3 rd October 2024

**Location:** MERI College, Janakpuri, New Delhi

**Guest and Sponsor-** Mr. Richie Arora, Owner of Ekam Plasto Chem Pvt. Over Delhi, Haryana and Punjab.

**Introduction:**

The Eureka Pitching Competition in association with NEC (IIT-B) and E-Cell

**Orientation** was organized by MERI College's E-Cell to inspire student entrepreneurship. The event offered a platform for students to present business ideas while introducing them to the activities of the E-Cell.

**The objective of the Competition:**

The competition aimed to foster entrepreneurial thinking by challenging participants to develop

innovative business ideas with a budget of ₹100. Additionally, the orientation introduced new members to the vibrant entrepreneurial ecosystem, emphasizing creativity, leadership, and innovation.

**Key Highlights:****1. Rounds of the Competition:**

- o **Round 1 (Online Round):** Initial business ideas were presented via Google Meet.

- o **Round 2 (Offline Round):** Shortlisted teams presented their refined pitches at the college Semina-hall, with live interaction from judges.

**2. 100-Rupee Business Activity:** Participants were required to conceptualize and implement a business idea with only ₹100, demonstrating their creativity and resourcefulness.

**3. Judging Panel:** The panel included Prof. Dr. Lalit Aggarwal, Prof. Dr. Rakesh Khurana, Mr. Richie Arora, and Prof. Dr. Deepshikha Kalra, who provided expert feedback and guidance.

**4. Pitch Evaluation Criteria:**

- o Innovation and uniqueness
- o Market potential
- o Financial planning
- o Presentation quality

**Winners of the Competition:**

Following the orientation, the Eureka Pitching Competition culminated in the announcement of the winners during the closing ceremony:

- **First Prize:** Awarded to **Visionary Vultures**, a team from BBA Batch -2022-2025 (IPU), comprising Manan Khanna, Kashish Kalra, Nitansh Malhotra, and Khushi Kaura, for their visionary and well-executed pitch.
- **Second Prize:** Awarded to **Purepulp Creations**, represented by Shiny and Aarya from B.Tech Batch- 2023-2027, for their unique and market-viable business concept.
- **Third Prize:** Awarded to **Business Collaboration**, a BCA Batch 2022-2025 (MDU) team consisting of Chehak Wasson, Ishan, and Priyanka, who were impressed with their creativity and teamwork. One team among these finalists will be representing MERI at Zonal of Eureka Pitching competition at IIT-Bombay

**Outcomes and Takeaways:**

- Students exhibited great creativity and entrepreneurial potential through innovative business ideas.
- Participants gained invaluable experience in pitching business concepts and receiving expert feedback.
- Networking opportunities were established between students, judges, and faculty, fostering a vibrant entrepreneurial community.
- The event encouraged students to think outside the box and implement real-world business strategies, contributing to their entrepreneurial development.

**Summary:**



The Eureka Pitching Competition and E-Cell Orientation were instrumental in promoting entrepreneurial thinking and innovation among students. The event featured outstanding business ideas, culminating in the recognition of winners who demonstrated creativity, feasibility, and strategic execution. The competition and orientation provided students with hands-on experience and a platform to showcase their entrepreneurial capabilities.







## Report on Investor Awareness Program: Personal Financial planning organized by MERI Startup HUB on 20<sup>th</sup> March 2024

### Introduction:

On 20<sup>th</sup> March 2024, the Management Education and Research Institute (MERI), in collaboration with the Institution's Innovation Council (IIC) MERI College, conducted an insightful Investor Awareness Program titled "*Personal Financial Planning*". Held at the MERI campus in Janakpuri, New Delhi, this session aimed to equip aspiring entrepreneurs with essential financial knowledge and decision-making skills. The event was attended by approximately 90 participants, including 12 faculty members and coordinators, who were eager to enhance their understanding of financial management in the context of entrepreneurship. The keynote speaker was Ms. Himani Lath, Senior Trainer, Citizen Awareness Group.

### Objective of the Session:

The primary objective of the program was to provide budding entrepreneurs with practical insights into financial decision-making. By addressing key financial concepts and strategies, the session



aimed to help attendees make informed decisions regarding funding, budgeting, and financial planning for their ventures and projects within organizations.

**Key Highlights:**

- **Expert Presentations:** The session featured presentations from financial expert and seasoned investors who discussed critical aspects of financial decision-making, including investment strategies, financial forecasting, and risk management. Key topics included raising capital, managing cash flow, and evaluating financial performance.
- **Case Studies and Real-World Examples:** Attendees analyzed case studies and real-world examples to understand how successful entrepreneurs and intrapreneurs have navigated financial challenges and opportunities. These examples provided practical insights into effective financial management practices.
- **Interactive Workshops:** Participants engaged in interactive workshops focused on developing financial plans and budgets for hypothetical business scenarios. These workshops emphasized hands-on learning and provided practical tools for creating financial projections and managing financial resources.
- **Q&A and Networking:** The session included a Q&A segment where attendees could ask specific questions related to their financial concerns and entrepreneurial aspirations. Networking opportunities allowed participants to connect with financial experts, investors, and peers, fostering potential collaborations and support.

**Outcomes and Takeaways:**

*The Investor Awareness Program: Personal Financial Planning* achieved several key outcomes:

- **Enhanced Financial Literacy:** Participants gained a solid understanding of financial decision-making principles, including investment analysis, budgeting, and risk management, which are crucial for successful entrepreneurship.



- **Practical Skills Development:** Through workshops and case studies, attendees developed practical skills in financial planning and management, enabling them to apply these skills to their own ventures or projects.
- **Informed Decision-Making:** The session provided valuable insights into making informed financial decisions, helping participants better understand funding options, manage financial risks, and plan for long-term success.
- **Networking and Collaboration:** The event facilitated connections between participants and financial experts, fostering a network of support and potential collaboration for future entrepreneurial and intrapreneurial endeavors.

The *Investor Awareness Program: Personal Financial Planning* exemplified MERI's commitment to equipping future entrepreneurs with essential financial knowledge and skills. By focusing on practical financial decision-making strategies and providing opportunities for hands-on learning, the session prepared attendees to navigate financial challenges and make informed decisions in their entrepreneurial.





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**निवेशक जागरूकता कार्यक्रम**  
**INVESTORS AWARENESS PROGRAM**

**Under the aegis of**  
**SEBI**  
SEBI IPEF

**FINANCIAL DECISION MAKING FOR**  
**BUDDING ENTREPRENEURS**  
**& INTRAPRENEURS**

**FRIDAY**  
**01 SEPT. 2023**  
**11.00 AM - 12:30 PM**

**VENUE:**  
Seminar Hall, 4th Floor,  
Management Education and  
Research Institute, New Delhi.

  
**MS. HIMANI LATH**  
SENIOR TRAINER,  
CITIZEN AWARENESS GROUP

## **Report on "Testing the Legal Mind: Where Knowledge Meets the Gavel"**

### **Introduction:**

On 14 March 2024, the Management Education and Research Institute (MERI), in association with the Institution's Innovation Council (IIC) MERI College, hosted a stimulating session titled **"Testing the Legal Mind: Where Knowledge Meets the Gavel."** The event brought together legal experts, faculty members, and students, focusing on the critical intersection of law and entrepreneurship. The discussion highlighted essential legal knowledge every aspiring entrepreneur must possess and emphasized the importance of understanding the legal framework when planning a start-up. Approximately 100 participants, including students and faculty members, attended the event, actively engaging in discussions about legal and ethical issues surrounding entrepreneurship.

### **Objective of the Session:**

The primary objective of the session was to equip participants with foundational knowledge of legal considerations in start-up ventures and to provide clarity on how to navigate complex legal and ethical landscapes. The session emphasized the importance of making legally sound decisions while establishing and scaling a business, focusing on intellectual property rights, compliance, business structure, and risk management strategies.

### **Key Highlights:**

- **Legal Landscape Overview:** The session began with a comprehensive presentation on the legal landscape for start-ups. Speakers covered essential aspects, including business registration, contracts, labor laws, taxation, and intellectual property (IP) rights.
- **Legal & Ethical Considerations in Entrepreneurship:** The panelists provided valuable insights into ethical practices in business operations, emphasizing the role of transparency and



integrity. Topics such as data privacy, fair competition, and responsible business conduct were discussed in-depth.

- **Case Studies:** Real-life case studies of legal challenges faced by start-ups were shared to illustrate the importance of legal due diligence. These examples highlighted common pitfalls and practical solutions for entrepreneurs.
- **Interactive Q&A:** The audience engaged in a lively Q&A session where they explored issues related to legal agreements, co-founder disputes, investor contracts, and compliance. Legal experts provided actionable advice on mitigating risks and safeguarding the business.
- **Expert Panel Discussions:** Experts in corporate law and entrepreneurship led panel discussions about the strategic steps involved in ensuring legal compliance while maintaining ethical business practices. Topics like shareholder agreements, founder vesting, and non-disclosure agreements (NDAs) were central to the discussions.

### **Outcomes and Takeaways:**

The session resulted in several important takeaways:


- **Clarity on Legal Requirements:** Participants gained clarity on the key legal requirements for starting and operating a business, empowering them with the knowledge to make informed decisions early on in their entrepreneurial journey.
- **Focus on Ethical Business Practices:** The session reinforced the need to balance profitability with ethical decision-making. Attendees learned how ethical considerations can contribute to the long-term success and reputation of their ventures.
- **Practical Skills for Risk Mitigation:** Participants developed a deeper understanding of risk management and learned about crucial legal tools that can protect their start-ups from potential lawsuits or compliance issues.


- **Entrepreneurial Empowerment:** By exploring the role of law in entrepreneurship, participants felt more confident in handling legal aspects, and were motivated to ensure that their future ventures are legally sound and ethically driven.

### Conclusion:

The session "**Testing the Legal Mind: Where Knowledge Meets the Gavel**" highlighted the critical role that legal knowledge plays in entrepreneurship. By providing a comprehensive overview of the legal and ethical considerations for start-ups, the event successfully equipped aspiring entrepreneurs with the tools they need to navigate the complexities of the business world. This session emphasized MERI's commitment to fostering a culture of legal awareness and ethical integrity within the entrepreneurial ecosystem.


### Interview Prowess Re-engineered




**REKONVERSATIONS  
ACADEMIA**


**Interview  
Prowess  
Re-engineered**  
A Paradigm Shift  
in Perspective


**SHEELA NARANG**  
- Esteemed Professor at MERI, Delhi  
- PhD Researcher & Academician  
- Advanced HRM Professional

 | **October 22  
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**Event Report: *Interview Prowess Re-engineered – A Paradigm Shift in Perspective***

**Speaker:** Ms. Sheela Narang

**Date:** 22 October 2024

**Venue:** MERI College

**Event Type:** Expert Talk / Skill Development Session

**Theme:** Interview readiness, mindset shift, employability, and professional communication

### 1) Background and Purpose

MERI College organized an expert session titled “*Interview Prowess Re-engineered – A Paradigm Shift in Perspective*” to strengthen students’ employability skills and prepare them for modern recruitment processes. The session aimed to help students reframe interviews not as stressful “judgment moments,” but as structured professional conversations where candidates can present their value proposition with clarity, confidence, and evidence.

### 2) Proceedings of the Session

The session commenced with a formal welcome and introduction of the resource person, Ms. Sheela Narang, who brought practical insights into interview expectations, corporate etiquette, and competency-based selection methods. She opened the discussion by highlighting a common gap among students: good subject knowledge often fails to translate into performance during interviews due to lack of structure, weak self-presentation, and unprepared responses under pressure.

### 3) Key Takeaways Shared by the Speaker

Ms. Narang emphasized a **paradigm shift** in how students should approach interviews—moving from “trying to impress” to **demonstrating job-fit**. She discussed the following core areas:

**Interview as a two-way professional dialogue:** Candidates must evaluate the role and organization while presenting themselves as a solution to business needs.

**Clarity of self-introduction and personal pitch:** Students were guided on crafting a concise and impactful introduction aligned with the role.

**Competency-based answers:** She explained how recruiters assess behavior, attitude, and problem-solving through examples, not claims. Students were encouraged to use structured formats (such as situation–task–action–result) while responding.

**Communication and body language:** Importance of tone, posture, eye contact, listening, and avoiding filler words was stressed as these directly influence first impressions.

**Handling common interview questions:** Guidance was shared on answering “Tell me about yourself,” strengths/weaknesses, gaps, conflict handling, career goals, and “Why should we hire you?” with honesty and strategy.

**Preparation discipline:** Students were advised to research the organization, understand the job description, prepare resume-based questions, and maintain a portfolio of achievements and projects.

**Mindset and confidence:** The speaker underlined that confidence is built through preparation, practice, and self-awareness—not memorized answers.

#### **4) Student Engagement and Interaction**

The session was interactive, with students actively participating through questions and brief mock responses. Ms. Narang offered constructive feedback and encouraged students to practice interviews regularly, seek mentorship, and learn from each attempt. Students gained clarity on how small improvements—like better structure, professional etiquette, and focused examples—can significantly enhance selection chances.

#### **5) Outcomes and Conclusion**



The session successfully fulfilled its objective of preparing students for interview environments by improving their perspective, communication readiness, and approach to presenting themselves professionally. Students reported increased confidence and a clearer understanding of what recruiters look for beyond academic marks. MERI College reaffirmed its commitment to bridging the gap between academic learning and industry expectations through such career-oriented initiatives.

**Overall Remark:** The talk by Ms. Sheela Narang was insightful, practical, and highly relevant. It enabled students to adopt a structured, confident, and industry-aligned approach to interviews—supporting MERI’s broader focus on employability and professional development.

### **Report on Internal Institute Level Hackathon for Smart India Hackathon 2023 Nominations on 5<sup>th</sup> October 2023**

On October 5, 2023, the Management Education and Research Institute (MERI), in association with the Institution's Innovation Council (IIC) MERI College, hosted the "Internal Institute Level Hackathon for Smart India Hackathon 2023 Nominations." This event took place at the MERI campus in Janakpuri, New Delhi, and was aimed at identifying and nurturing innovative solutions proposed by students for the Smart India Hackathon 2023. The hackathon attracted approximately 85 participants, including 15 faculty members and coordinators, who were all keen to contribute to the Smart India Hackathon initiative.

The primary objective of this internal hackathon was to encourage students to develop innovative and practical solutions in line with the Smart India Hackathon’s themes. By providing a platform for students to showcase their ideas and prototypes, the event sought to select the most promising projects for further participation in the national Smart India Hackathon. Additionally, the hackathon aimed to foster a spirit of creativity, teamwork, and problem-solving among students.

### **Key Highlights:**

- **Idea Presentations:** Teams of students presented their innovative solutions across various themes such as smart cities, digital governance, and healthcare. These presentations were evaluated by a panel of experts based on criteria such as feasibility, innovation, and impact.
- **Mentorship Sessions:** During the hackathon, participants had access to mentorship from industry experts and faculty members who provided valuable feedback and guidance to refine their projects. These sessions were crucial in helping teams enhance their solutions and prepare for the national competition.
- **Hands-On Coding and Development:** The hackathon featured intense coding sessions where participants worked on developing their prototypes. The event facilitated an environment of collaboration and rapid iteration, crucial for the success of hackathon projects.
- **Team Collaboration:** Participants had the opportunity to collaborate in teams, exchanging ideas and leveraging diverse skill sets to tackle complex problems. This collaborative approach not only enhanced the quality of the solutions but also promoted teamwork and networking among students.

### **Outcomes and Takeaways:**

The "Internal Institute Level Hackathon for Smart India Hackathon 2023 Nominations"

achieved several key outcomes:

- **Selection of Top Projects:** The event successfully identified and shortlisted several innovative projects for the Smart India Hackathon 2023. These projects demonstrated high potential and creativity, setting a strong foundation for their success in the national competition.
- **Enhanced Skills:** Participants developed and honed their technical and problemsolving skills, gaining practical experience in tackling real-world challenges through coding and innovation.

- **Preparation for National Competition:** The mentorship and feedback provided during the event equipped teams with the necessary tools and insights to compete effectively in the Smart India Hackathon 2023.

The "Internal Institute Level Hackathon for Smart India Hackathon 2023 Nominations" highlighted MERI's commitment to fostering innovation and preparing students for national level challenges. By providing a platform for students to showcase their skills and ideas, the event not only contributed to the Smart India Hackathon initiative but also encouraged a culture of creativity and collaboration. As students continue to develop their projects, events like these play a crucial role in shaping the future of technology and entrepreneurship.



**Report on Seminar on Opening The Gateway To The Web 3 World on 3rd October 2023****Organized by:**

Management Education and Research Institute (M.E.R.I)

In collaboration with the IIC Cell & E Tarkash

**Event Date:**

October 5th, 2023

**Time:**

10:00 AM onwards

**Venue:**

Seminar Hall, 4th Floor, M.E.R.I, Janak Puri, New Delhi

**Speakers:**

- **Mr. Harsh Kumar Jadon** – Web 3 Developer Advocate
- **Mr. Rishabh Singhal** – Founder, Cryptowaley
- **Mr. Vivek Kumar** – Chief Business Officer (CBO), InterSwap, Stealth

**Students Participated: 35**

On **October 3th, 2023**, **Management Education and Research Institute (M.E.R.I)**, in collaboration with the **Institution's Innovation Council (IIC) Cell** and **E Tarkash**, organized a seminar titled "**Opening the Gateway to the Web 3 World**". The seminar was held in the **Seminar Hall, 4th Floor**, of the M.E.R.I campus.

This engaging session introduced students and faculty members to the transformative world of **Web 3.0**, shedding light on the latest trends, technologies, and future career prospects within this space. The seminar was enriched by the insights shared by renowned industry experts, including



**Mr. Harsh Kumar Jadon, Mr. Rishabh Singhal, and Mr. Vivek Kumar**, all of whom are prominent figures in the Web 3.0 and blockchain ecosystem.

## **Objective**

The primary objective of the seminar was to provide attendees with a comprehensive understanding of **Web 3.0**—the next evolution of the internet—and its potential to revolutionize various industries. The session aimed to introduce the technical aspects of Web 3.0, discuss its impact on digital transformation, and explore the opportunities it offers for students, startups, and enterprises alike.

By featuring experts with hands-on experience in Web 3.0 development, cryptocurrency, and blockchain applications, the seminar intended to ignite interest and inspire students to explore careers in this cutting-edge field.

## **Key Highlights**

**Mr. Harsh Kumar Jadon**, a **Web 3 Developer Advocate**, provided an in-depth introduction to Web 3.0, emphasizing its decentralization, security features, and the importance of blockchain technology. He explained how Web 3.0 allows users to have more control over their data, enabling a shift from centralized internet platforms to decentralized applications (dApps).

**Mr. Rishabh Singhal**, **Founder of Cryptowaley**, discussed the practical applications of Web 3.0 technologies in cryptocurrency, focusing on how blockchain is used for secure, transparent financial transactions. He highlighted the evolving role of cryptocurrencies in the global economy and explored how decentralized finance (DeFi) is changing traditional financial systems.

**Mr. Vivek Kumar, CBO at InterSwap**, shared insights into the role of **Web 3.0 in business innovation**. He explored how companies are leveraging blockchain for cross-border transactions, supply chain management, and digital asset exchanges. He also discussed the growing opportunities within the Web 3.0 space for startups and established businesses to thrive through strategic collaborations and innovation.

The experts provided the audience with actionable insights and valuable resources to begin exploring the Web 3.0 world. Additionally, there was an interactive Q&A session, allowing students and attendees to engage directly with the speakers and clarify doubts related to Web 3.0 technologies.

### **Outcome and Impact**

The seminar proved to be an exceptional learning experience for all participants. Students gained a better understanding of the fundamentals of Web 3.0, its underlying technologies such as **blockchain, smart contracts, and decentralized applications (dApps)**, and the myriad of opportunities in the Web 3.0 space.

The session also sparked curiosity and enthusiasm about emerging careers in **cryptocurrency development, blockchain programming, DeFi** platforms, and **NFTs**, which are poised to shape the future of the internet and digital transactions.

Faculty members, too, benefited from the discussions, gaining a clearer understanding of how to incorporate Web 3.0 concepts into their curriculum to better prepare students for the demands of a rapidly changing digital economy.

### **Conclusion**

The "**Opening the Gateway to the Web 3 World**" seminar was an invaluable event for both students and faculty members at M.E.R.I. The collaboration with the **IIC Cell** and **E Tarkash**

ensured that the seminar not only provided theoretical insights but also practical guidance on navigating the Web 3.0 ecosystem.

The expert insights from **Mr. Harsh Kumar Jadon**, **Mr. Rishabh Singhal**, and **Mr. Vivek Kumar** added immense value, encouraging participants to explore the vast potential of **blockchain technology**, **cryptocurrency**, and **decentralized applications**. This event not only educated the attendees about the future of the internet but also inspired them to engage with cutting-edge technologies and innovative business models.

In conclusion, the seminar successfully opened the gateway to a deeper understanding of **Web 3.0** and its transformative power, offering students a valuable opportunity to step into one of the most exciting and evolving sectors in the digital world.

**INSTITUTION'S INNOVATION COUNCIL**  
**MoE's INNOVATION CELL (GOVERNMENT OF INDIA)**  
**MERI COLLEGE**  
**E-CELL TARKASH**

# SEMINAR OPENING THE GATEWAY TO THE WEB 3 WORLD

**HARSH KUMAR JADON**  
Web3 Developer Advocate & Product Manager | DevRel  
@zuraverse | Founder @zetapass\_ | spreectreaseek @ buildspace

**RISHABH SINGHAL**  
Founder cryptowaleey

**VIVEK KUMAR**  
CBO, InterSwap | Stealth

**VENUE:**  
Seminar Hall 4th Floor,  
Management Education and  
Research Institute,  
New Delhi.

**3 OCTOBER 2023**  
1.00 PM ONWARDS

**Report: Session of IIC & E-Cell on entrepreneurial growth mindset****Date:** 23<sup>rd</sup> August 2023**Location:** Seminar Hall, 4th Floor, MERI College, New Delhi**Organized by:** Institution's Innovation Council (IIC) & E-Cell, and MERI startup-hub**Keynote Speaker- Dr. Anjali Nigam**

The Session on Orientation of entrepreneurial growth mindset organized by the Institution's Innovation Council (IIC), E-Cell and MERI Startup-hub at MERI College introduced students to entrepreneurship and innovation. The session provided an overview of the resources and entrepreneurial skills opportunities available for students to develop their entrepreneurial skills and growth mindset.

**Number of Participants:** 80**Number of Faculty Involved.** 5**Key Takeaways:**

Understanding of the support and resources available through IIC, E-Cell & Startup-hub  
Inspiration from successful alumni who have pursued entrepreneurship  
Motivation to participate in entrepreneurial activities and programs. Initial steps on how to transform an idea into a viable business

**Summary.**

The Orientation Session effectively introduced students to the entrepreneurship resources at MERI College. The event was well-received with participants gaining valuable insights into how to start their entrepreneurial journey.







MoE's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)

**MERI**  
GROUP OF INSTITUTIONS

Come And Join Us For The  
**Orientation Session of IIC, e-cell &  
MERIStartupHub**

YOUR GATEWAY TO ENTREPRENEURSHIP

DISCOVER YOUR ENTREPRENEURIAL POTENTIAL  
AND TURN YOUR IDEAS INTO REALITY



August 23, 2023



11.00 AM - 01.00 PM



Auditorium

**Event Report: Launch of MERI StartupHub Acceleration Program**

The Management Education and Research Institute (MERI), under the aegis of the Institution's Innovation Council (Ministry of Education Initiative), successfully launched the *MERI StartupHub Acceleration Program* on Wednesday, 3 May 2023, through a virtual platform. The program was designed to incubate, nourish, and scale early-stage startups by providing structured



## **MANAGEMENT EDUCATION & RESEARCH INSTITUTE**

(Affiliated to G.G.S. Indraprastha University, Recognised by N.C.T.E. & Approved by A.I.C.T.E., Ministry of HRD, Govt. of India)

52-55, INSTITUTIONAL AREA, JANAKPURI, NEW DELHI – 110058

PHONES : 011-28522201, 28522202, 28522203 FAX : 011-28522204

E-MAIL : [meribs@meri.edu.in](mailto:meribs@meri.edu.in) Website : [www.meri.edu.in](http://www.meri.edu.in)

mentorship, industry exposure, and strategic guidance. The launch marked a significant milestone in MERI's commitment to fostering entrepreneurship, innovation, and start-up culture among students and aspiring founders.

The event was graced by eminent industry leaders, including the keynote speaker Ms. Parul Dubey, Managing Director, Capital Markets, Nasdaq; Chief Guest Mr. Hemendra Mathur, Venture Partner, Bharat Innovation Fund and Chairman, FICCI Task Force on Agri Start-ups; and Guests of Honour Ms. Latika Malhotra, Marketing Strategy, Google, and Mr. Sameer, Partner Manager, Meta. The program showcased experienced mentors, accelerating startups, and the Young Innovator Accelerator Program (YIFF), aimed at nurturing student innovators. Overall, the launch was impactful and reaffirmed MERI StartupHub's role as a catalyst for entrepreneurial growth, innovation, and industry–academia collaboration.





**LAUNCHES**

**ACCELERATION PROGRAM**

We Incubate, Nourish & Grow Startups

**Keynote Speaker**



**Ferul Dubey**  
Managing Director, Capital Markets  
Housing

**Chief Guest**



**Hemendra Mathur**  
Venture Partner, Bharat Innovation Fund  
Chairman (Task Force on Aqil Start-ups), PCCI

**Guests of Honour**



**Uttara Mathur**  
Marketing Strategy  
Google



**Sameer**  
Partner Manager  
Meta

**Some of our Mentors**



**Ankur Nigam**  
Co-Founder  
Sahaj Capital  
Vice President  
Disney Investor



**Sanku Asrani**  
Founder &  
Managing Partner  
First Principles  
Funds



**Rishabh Bhargava**  
Portfolio and  
Investment  
Social Alpha



**Akshay Kumar C**  
Head Of  
Technology  
Bilmore

**Startup Accelerator Program**

Some Of Our Accelerating Startups








**Young Innovator Accelerator Program**



**MERI StartupHub's YIFF  
ACCELERATES** student  
innovators and founders hone  
their innovation and  
entrepreneurship skills.

**Our Team**



**Prof. Lalit Aggarwal**  
Chairman  
MERI StartupHub



**Prof. Dr. Anjali Nigam**  
CEO  
MERI StartupHub



**Prof. Dr. Deepshikha Kalra**  
Dean  
MERI College



**Usha Kommaru**  
Consultant  
MERI StartupHub

**Wednesday,  
May 3, 2023**

**11:00 AM – 1:00 PM**

Join us virtually for the launch.





**Report on the "Corporate CSR & Startup Connect Forum on 28<sup>th</sup> September 2023**

On 28th September 2023, a remarkable convergence of corporate leaders, startups, and academic-luminaries took place at CSOI, Delhi. The event, titled "Corporate CSR & Startup Connect Forum" was outreached by Meri Startup-hub in collaboration with IIC, MERI College. It aimed so foster interactions between the corporate sector's CSR initiatives and burgeoning startups, bridging gaps and catalyzing synergies. The central mission of this forum was to create a platform where startups could connect with corporate entities interested in furthering their Corporate Social Responsibility (CSR) initiatives. By facilitating these interactions, the event sought to promote collaboration, partnerships, and mutual growth. The forum successfully facilitated dialogues between startups and corporate entities, leading to potential CSR collaborations.

Startups gained invaluable insights into tailoring their business models to align with CSR goals. Corporate entities discovered innovative solutions and projects to further their CSR initiatives, leading to mutual growth and societal impact. The event reinforced the importance of collaboration between the corporate sector, startups, and academia in driving positive societal change.

The "Corporate CSR & Startup Connect Forum" was a resounding success, marking a significant step towards creating a more collaborative and impactful business ecosystem. Organized by Meri Startup-Hub in association with IIC, MERI College, the event showcased the potential of startups to drive CSR initiatives, offering innovative solutions for societal betterment. As the lines between business growth and societal impact continue to blur, such forums will play an instrumental role in shaping a more inclusive and sustainable future.











**Event Report: 10-Week Pre-Incubation Program 2.0 – MERI StartupHub**

MERI StartupHub, in association with MERI College, successfully organized the **10-Week Pre-Incubation Program 2.0**, titled *“From a Business Idea to a Million Dollar Company and Beyond”*, commencing from **7 January 2023**. The program was designed to nurture aspiring entrepreneurs by providing structured guidance, mentoring, and industry exposure to transform innovative ideas into scalable business ventures. The initiative was conducted under the leadership of **Prof. (Dr.) Anjali Nigam**, CEO, MERI StartupHub, as highlighted in the official program banner

Pre-Incubation 10 Week Program ...

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The program featured an eminent panel of **mentors and speakers** from diverse industry backgrounds. Key mentors included **Dr. Lakshmi Santhanam**, Co-Founder & COO, Renkub; **Mr. Avinav Nigam**, Co-Founder & COO, IMMO Capital; **Mr. Supreet Singh**, Founder, Star Shield Technologies; **Mr. Ayush Nigam**, Co-Founder, Distinct Horizon & PureScanAI; **Mr. Bharat Salhotra**, President, Insightzz MILT-18 and Ex-MD, Alstom Transport; and **Ms. Sucheta Bhandare**, Founder, Earth . These experts shared practical insights on problem identification, customer discovery, prototype design, business modelling, funding strategies, marketing, and go-to-market planning across the ten structured modules of the program

Pre-Incubation 10 Week Program

The program was coordinated by **MERI StartupHub, MERI College, New Delhi**, with sessions delivered through a blended learning approach combining expert talks, mentoring, and applied learning. Overall, the Pre-Incubation Program 2.0 significantly strengthened participants' entrepreneurial capabilities and reaffirmed MERI's commitment.

**MERI**  
StartupHub

**MERIStartupHub**

**MERI**  
COLLEGE

**10 Week Pre-Incubation Program 2.0**  
**"From a Business Idea to a Million Dollar Company and Beyond"**  
**STARTING FROM**  
**7<sup>th</sup> January, 2023**



**OPPORTUNITIES YOU GET**

- Realtime Need-based Problem Statements
- R&D Support & Guidance
- Innovation Alignment With Market/Customer Need
- Market Entry- Right Place, Right Time, Right Product
- Entrepreneur in Residence



**Register Now: <https://bit.ly/3gRYyky>**

**ENROLL NOW**

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### Event Report: Creativity & Innovation Workshop Series 4.0

The Management Education and Research Institute (MERI) successfully organized the *Creativity & Innovation Workshop Series 4.0* on Monday, 23rd May 2022, with the objective of fostering creative thinking and innovation-oriented mindsets among students and faculty members. The workshop emphasized the importance of innovation in academic learning, entrepreneurship, and professional growth in a rapidly changing global environment.

The event was graced by Prof. (Dr.) Deepshikha Kalra, Dean, MERI; Prof. (Dr.) Anjali Nigam, Head, Incubation Center, MERI; and Prof. Lalit Aggarwal, Vice President, MERI. The distinguished speakers shared their experiences and highlighted the role of creativity in problem-

solving, leadership, and sustainable development. They encouraged participants to think beyond conventional boundaries and explore innovative solutions.

The workshop also focused on building an innovation-driven ecosystem within educational institutions. Participants were motivated to engage in incubation activities, research initiatives, and start-up culture promoted by MERI. The session inspired students to convert ideas into actionable outcomes.

Overall, the workshop was informative and impactful, reinforcing MERI's commitment to nurturing creativity, innovation, and entrepreneurial excellence among its academic community.

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# Creativity & Innovation Workshop Series 4.0

Monday, 23<sup>rd</sup> May, 2022



**Prof. (Dr.) Deepshikha Kalra**  
Dean, MERI



**Prof. (Dr.) Anjali Nigam**  
Head, Incubation Center  
MERI



**Prof. Lalit Aggarwal**  
Vice President  
MERI

For More Information: Dr. Anjali Nigam, Professor & Head Incubator, MERI, GGSIP University • Mobile No.: 98733 69074 • E-mail: [dranjali.nigam@meri.edu.in](mailto:dranjali.nigam@meri.edu.in)

**Event Report: Entrepreneurship & Innovation Growth Fest 1.0**

The Management Education and Research Institute (MERI), in collaboration with eDC IIT Delhi and the Institution's Innovation Council (Ministry of Education Initiative), successfully organized the *Entrepreneurship & Innovation Growth Fest 1.0* on 16 January 2022 via the Zoom platform. The event aimed to cultivate an entrepreneurial mindset among students by providing exposure to innovation-led ventures, start-up ecosystems, and real-world business challenges. Key highlights of the fest included a panel discussion, students' ideathon, and an open innovation forum, making it a comprehensive learning experience.

The fest featured eminent entrepreneurs and industry experts, including Mr. Supreet Singh, Founder of Star Shield Technologies; Mr. Luv Aggarwal, Co-founder of Optimalix Corp., New York, USA; Mr. Ayush Nigam, Member of the World Economic Forum and Co-founder of Distinct Horizon & PureScanAI; Mr. Harsh Lal, Founder and CEO of Medicfibers; Mr. Sanchit Aggarwal, Data Scientist turned Agripreneur and alumnus of IIIT-Hyderabad; and Ms. Manasa Gonchigar, Co-founder and CEO of PureScanAI. The speakers shared valuable insights on start-up journeys, innovation strategies, technology-driven entrepreneurship, and challenges faced by emerging ventures.

The session was highly interactive and inspired students to think creatively, validate ideas, and explore entrepreneurship as a viable career path. Participants gained practical knowledge about ideation, scalability, and innovation-led growth. Overall, the *Entrepreneurship & Innovation Growth Fest 1.0* was a successful initiative that reinforced MERI's commitment to promoting innovation, entrepreneurship, and industry-academia collaboration for holistic student development.





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*Celebrates*

## Entrepreneurship & Innovation Growth Fest 1.0

KEY HIGHLIGHTS

Panel Discussion • Students' Ideathon • Open Innovation Forum

16<sup>th</sup> January, 2022 • Time: 11 AM - 2 PM • 

- HIGH IMPACT STARTUPS -

 <b>Supreet Singh</b> Founder Star Shield Technologies	 <b>Luv Aggarwal</b> Cofounder, Optimalx Corp. New York, USA	 <b>Ayush Nigam</b> Member of World Economic Forum & Co-Founder, Distinct Horizon & PureScanAI.
 <b>Harsh Lal</b> Founder and CEO Medicfibers	 <b>Sanchit Aggarwal</b> Data Scientist Turned Agripreneur Alumnus, IIIT-Hyderabad	 <b>Manasa Gonchigar</b> Co-Founder & CEO PureScanAI.

52-55, Sewa Marg, Institutional Area, Janakpuri, New Delhi - 110058 • Website: [www.meri.edu.in](http://www.meri.edu.in)

## Workshop on Women Entrepreneurship and Innovation Growth Fest 2.0 organized by MERI Startup Hub on 08<sup>th</sup> March 2022

The factors that influence women entrepreneurs in India tend to vary greatly from those that affect men and play a significant role in a woman's ability to establish, run and grow an enterprise. Starting with profile of 'prof. (Dr) Anjali Nigam Ma'am – Head Incubator , MERI college. she opens the conference to the audience with the topic 'Startup India' she speaks for 5 mins. And then she shared the conference with 'prof Lalit Aggarwal Sir' , Vice President of MERI group of Institution. He also share his views on Startup India an initiative of our Prime Minister of India. After that one video of EDC IIT Delhi starts, then Anjali Ma'am invites Mr. Supreet Singh , Co founder Star Shield Technologies he starts and end up with initiative of his journey of star shield & then she presented token of appreciation to Mr. Supreet Singh sir. Then Anjali Ma'am shares the conference with ' Luv Aggarwal Sir ' he shares his views on the startup India and his journey, he ends up; and Anjali Ma'am present token of thanks to 'Lalit Aggarwal Sir' .Then she invites ' Ayush Nigam ' the next speaker he is a serial social entrepreneurs, B.TECH from IIT he also shares his views on startup India and many more about his journey, he

ended up. Anjali Ma'am present token of thanks to 'Ayush Nigam Sir'. Then she shares the conference with 'Mr. Harsh Lal Sir', he is the founder and CEO of medic fibres , he also shares his valuable views and completed then token of thanks presented to him. Then Anjali Ma'am invites 'Manasa Gocher' she is not here in the meet because of some health issue then token of thanks presented to her. Some thoughts were shared by 'Sanchit Sir' and by all above entrepreneurs. Total no of students participants were 37. After that some questions were asked by them to the students and some students replied and then some entrepreneurs shares there marketing strategy and many more about the topic and session of Panel discussion ends up.





**8th March 2022**  
**Women Entrepreneurship and Innovation Growth Fest 2.0**  
**Seminar Hall - 4th Floor**

**MERI COLLEGE**

**Management Education and Research Institute**

Affiliated to GGSIP University, New Delhi, Approved by AICTE, Ministry of HRD, NAAC Accredited & A+ Grade Institute by GGSIPU & Govt. of NCT of Delhi.

**MERI Incubation Center**  
*Celebrates*

**International Women's Day**

## Women Entrepreneurship & Innovation Growth Fest 2.0

**WOMEN ENTREPRENEURS HACKATHON**  
Open to Socially Sustainable Startup Ideas / POCs / Prototype

**8<sup>th</sup> March, 2022 • Time: 10:30 AM - 02:30 PM • Mode: Hybrid**

**FOCUS AREAS: EdTech • HealthTech • Agritech • Net Zero Carbon • EVs & Automotive Sustainability • Renewable Energy • Waste to Wealth.**

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**HIGH POWER WOMEN PANEL DISCUSSION**

**Dr. Sushita Ahlawast**  
MD, Co-Founder, Founder, CEO of Earth Poorna, Winner of the Star Award for her rural women initiative, ITO Delhi

**Sucheta Bhandare**  
Founder, CEO of Earth Poorna, Winner of the Star Award for her rural women initiative

**Sonal**  
Founder, CEO of WhiteCub, Winner, TIE Power2, Woman Entrepreneur of the Year 2017

**Dr. Kavitha Saran**  
Founder, FIB-SOL Life Technologies, IIT Madras, Winner of Cavokare MBA Christmopolitan Award 2017

**Gitanjali Banerjee**  
Founder & CEO, Fertility Dost, 2 lakh+ women counseled and 10 lakh+ digital campaign reach

**Manasa Ganesha**  
Co-Founder, CEO at PureScanVU, Social entrepreneur of the year award (2021, S.G.L.V.E.D.)

**Prof. (Dr.) Deepshikha Kaika**  
Dean, MERI

**Prof. (Dr.) Anjali Nigam**  
Head, Incubation Center MERI

**Prof. Lalit Aggarwal**  
Vice President MERI

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**GUESTS OF HONOR & EMINENT SPEAKERS**

**Dr. Neeru Bhoshan**  
CEO & Principal Scientist, Pusa Krishi, ZIM & BPD Unit, ICAR-IARI, National IP Award 2017

**Saran Prasad**  
Managing Director, Accenture

**Erik Azuly**  
Executive Director, Nexus, Startup Hub @ACND

**Sudha Selvaraj**  
Sr. Vice President, SIC, Startup Incubation & Innovation Center, IIT Kanpur

**Abhishek Tiwari**  
Lead Advisor, StartupUP Program, Government of UP

**Christine Marsh**  
Founder-Prime, Objectives, Board Member, ISPI-EMEA, USA Ex Board Member, IFTDO

**Prof. Parul Rishi**  
Professor Chairperson in Centre for CSR at IFM, National Award by Indian Commerce Association

**Dr. Sujata Dutta Hazarika**  
Deputy Director at IGNOU, Ex Faculty, IIT Guwahati Fulbright, Research Scholar, University of California Berkeley

**For More Information: Dr. Anjali Nigam, Professor & Head Incubator, MERI, GGSIP University • Mobile No.: 98733 69074 • E-mail: [dranjali.nigam@meri.edu.in](mailto:dranjali.nigam@meri.edu.in)**





### **Workshop on “Corporate & Startup Innovators forum 3.0” organized by MERI Startup Hub on 05<sup>th</sup> May 2022**

As MERI startup Hub sees consolidation of its activities bringing on board a bevy of startups, incubators, and mentors in its quest to emerge as a single biggest collaborative platform for tech startup community, setting up innovative partnerships and forging meaningful synergies with all stakeholders of the tech ecosystem overall the states which has been its primary focus.

The overall objective of the MERI StartupHub at MERI College is to establish the practical application of knowledge to facilitate entrepreneurship. By allowing potential students to get the chance to submit their creative ideas through competitions and brainstorming, and also examining original and creative ideas or concepts put forth by students, researchers, and faculty



members from a range of societal and commercial sectors. 64 Students are supplied with resources to design prototypes beneficial for promoting agriculture and rural development, which is also the one of goals of the incubation center. It also serves as a platform for students to transform their ideas into technological innovations. A beginning was made to develop our students and convert inventions into a crucial driver for economic progress, and ideas and innovations, which flow gradually with the start-ups. The major startups started by the students are Carpool, De Zaina (e-aggregator for Budding Fashion), baniyababa.com, and Yourstartup 9 etc. Students are encouraged to gain hands-on experience and better Industrial Exposure.

Post launch, the department has organized number of activities and programmes including ‘Corporate startup connect Forum 3.0 on 5th May 22, ‘Entrepreneurship & Innovation Growth Fest 1.0’ on startup India Day 16th January 22, and, ‘Women entrepreneurs & Innovation Growth Fest 2.0’ on 8th March 22, ‘Creativity & Innovation workshop series 4.0’ in May 22. It aims to provide necessary facilities for start-ups, such as mentoring, fund-raising, and technological support. Every member is nurtured by industry experts, management, and faculty. The MERI Start-up cell is eager to conduct a variety of seminars, speaker sessions, creative competitions, and games for prospective entrepreneurs and to help them by offering the tools they need, including funding, mentorship, consulting, and networking. This centre acts as a complete support system that provides hands-on experience in innovation and entrepreneurship. Every member is nurtured with the industry experts, management, and faculty.







**MERI Startup Hub**

**Corporate & Start-ups, Innovators Forum 3.0, 2022**

5<sup>th</sup> May, 2022 • New Delhi

**SPEAKERS - CORPORATE & DOMAIN EXPERTS**



**Mr. BHARAT SALHOTRA**  
President, Insightzz MILT-16  
Ex-ND Aisom Transport



**Mr. NIREN ANAND**  
Managing Director,  
Evertrade Group



**Mr. ANKUSH SAXENA**  
Director,  
EY



**Mr. MAHAVIR PRATAP SHARMA**  
Chairman TIE India Angels,  
Ex-Chairman 2020 TIE Global  
Board of Trustees



**Dr. ANURAG SINHA**  
Board Member Treasurer,  
Peel Multicultural Council  
Chairman, Regenesis Inc



**Prof. S K JAIN**  
IP Expert,  
Ex-Vice Chancellor  
NVDU



**Mr. VED PRAKASH**  
Chief People Officer  
RITES Ltd



**Mr. RAJIV KUMAR GOYAL**  
Executive Director,  
DFCC



**Mr. Manish Dua**  
Plant Head, Operating Officer  
Honda Motorcycle & Scooter Pvt. Ltd



**Mr. AJAY KUMAR**  
Director,  
RVNL



**Ms. MUSKAAN KAPOOR**  
Analyst,  
Sustainability Services  
Design2Occupancy Services LLP



**Ms. YASHI AGARWAL**  
Product Lead,  
Google



**Ms. POOJA CHAUHAN**  
Head Talent Mgt. &  
Business HR Head,  
JK CEMENT LTD



**Mr. SAM BAISLA**  
Investor & Entrepreneur  
Founder & CEO  
DECODR Technology



**RG NAWIN KRISHNA**  
Startup Accelerator  
Investor & Head Operations- Kongu  
Angel & Capital Investments

52-55, Institutional Area, Janakpuri, New Delhi - 110058 • Telephone: 011-28522201-04 • E-mail: [meribs@meri.edu.in](mailto:meribs@meri.edu.in) • Website: [www.meri.edu.in](http://www.meri.edu.in)

**Workshop on “ One day Entrepreneurship Awareness programme association with MERI held on 20<sup>th</sup> December, 2022**

This event bestow valuable insights and knowledge about entrepreneurship that aimed at helping young entrepreneurs to put their ideas into action, bring an attitudinal and behavioral change in the target group and build their personal entrepreneurial skills. This forum is to connect the innovators and startups with the Ministry of MSME. It also aims to creating need-based, high-impact innovations, along with building confidence of startups through advice and guidance of officials and domain experts.

Before the event took a formal start, the traditional ceremony as a tribute was given to Maa Saraswati. Light is a symbol of brightness and prosperity as sunlight expels the darkness of night by bringing prosperity and happiness in our lives. To make this event a blessed one, we must



invoke goddess Saraswati by lighting the lamp of knowledge and wisdom along with SARASWATI VANDANA. All the dignitaries were requested to do lamp lighting ceremony.

Followed by the National Anthem as it makes all proud, unifies, reminds of heritage, promotes patriotism and gives a sense of direction.

As per the tradition, the program starts with MERI Code of Conduct which was presented by Prof. (Dr.) Tapash Dey Sir.

Flowers are the bounty of nature which express tenderness of human emotions. According to the tradition of Indian custom, guests are welcomed with the saplings as an expression of our affection and reverence.

Prof. Dr. U.K. Neogi Sir addressed the audience and briefly explained about entrepreneurship and other related topics.

Dr. Anjali Nigam Ma'am told that the institution has launched MERI Start-up Hub. The hub for nurturing Innovative Minds with an overall objective to establish practical application of knowledge to facilitate entrepreneurship, and to facilitate all aspiring entrepreneurs and innovators to put their innovative ideas into practice by gaining holistic working understanding & learning of the entire gamut of the startup ecosystem and an insight into all aspects of 'making your innovation market ready.'

Smt. S. Sakthi Rani Ma'am talked about the objectives such as: facilitate access to credit for MSMEs & small businesses to meet their varied financial requirements across the business life cycle and provide financial services, promote holistic development of the MSME sector & small businesses in the state by providing institutional support, Enable MSMEs for scaling up their technology and product quality levels, etc.

Dr. RK Bharti Sir was the chief guest for the program. He started with a small story through which he explained that one should enter into field with full knowledge like what are its pros and cons, how to deal with a particular situation, one should be a good decision maker, and many other things.

Shri Neeraj Sharma Sir told audience about the different schemes offered by the Ministry of India. The schemes were: Prime Minister Employee Generation Programme, International

Cooperation Scheme, National SC-ST Hub, A Scheme for Promoting Innovation, rural Industry and Entrepreneurship and link was shared with the students to have more information about the same.

Sh. Vinit Kashyap Sir, told their mission and vision of the NSIC. Also, marketing has been identified as one of the most important tool for business development. It is critical for the growth and survival of MSMEs in today's intensely competitive market. NSIC acts as a facilitator and has devised a number of schemes to support enterprises in their marketing efforts, both domestic and foreign markets.

Bank's lending to the Micro and Small enterprises engaged in the manufacture or production of goods specified in the first schedule to the Industries Act, 1951 and notified by the Government from time to time is reckoned for priority sector advances. However, bank loans up to Rs.5 crore per borrower / unit to Micro and Small Enterprises engaged in providing or rendering of services and defined in terms of investment in equipment under MSMED Act, 2006 are eligible to be reckoned for priority sector advances. Lending to Medium enterprises is not eligible to be included for the purpose of computation of priority sector lending explained by Sh. Vinit Kashyap Sir. A great power dose, was given by Mrs. Vandana Ma'am . She told her entire journey and gave a motivation to all the students. She had a very interactive session with students as well.

Last but not the least, memento and gifts were presented as an expression of our gratitude and inexplicable bond which they shared today.

Lastly, a vote of thanks was given by Dr. Deepshikha Kalra Ma'am and Prof. Lalit Aggarwal Sir. Students are interested in such more events in near future.

20



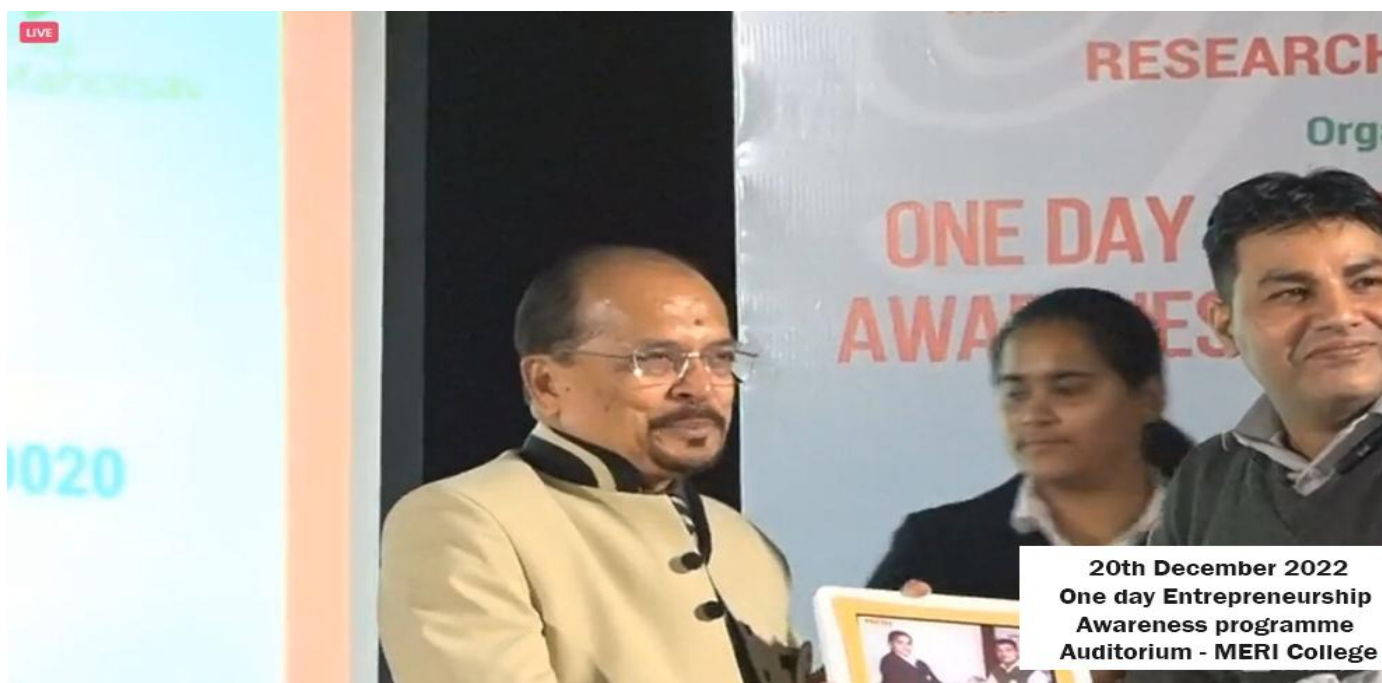
TUESDAY, 20 DECEMBER 2022 AT 11:00 UTC+05:30

## MSME Association with MERI College Organises "ONE DAY ENTREPRENEURSHIP AWARENESS PROGRAMME..."

Facebook live

Join Li







**Industry Expert Lecture Series on Becoming a Brand Through 'Behaviourally responsible' Entrepreneurship by E-Cell and MERI startup Hub 05<sup>th</sup> November, 2022**

The poster is for an event titled "INDUSTRY EXPERT LECTURE SERIES". It features a portrait of Mr. Sushil Sharma, CEO & ED of NSEPC Consultants India Pvt. Ltd. The event is presented by E-CELL TARKASH and MERI StartupHub, in association with the INSTITUTION'S INNOVATION COUNCIL. The date is Saturday, 5<sup>th</sup> November, 2022, at 11 AM onwards, at MERI College (4<sup>th</sup> Floor, Seminar Hall). The topic is "Becoming a Brand through 'Behaviourally Responsible' Entrepreneurship". The poster also includes the MERI College logo, affiliation details, and contact information.

**MERI** Management Education and Research Institute  
COLLEGE  
Affiliated to GGSIP University, New Delhi; Approved by AICTE, Ministry of HRD, NAAC Accredited & A+ Grade Institute by GGSIPU & Govt. of NCT of Delhi

**E-CELL** | **MERI**  
**TARKASH** | **StartupHub**

in association with  
**INSTITUTION'S**  
**INNOVATION**  
**COUNCIL**  
(Ministry of HRD Initiative)

*Presents*

**INDUSTRY EXPERT LECTURE SERIES**

**SPEAKER**

**Mr. Sushil Sharma**  
The Man of Global Sourcing and Networking  
(Industry Outlook, August 2022)  
CEO & ED, NSEPC Consultants India Pvt. Ltd.

**TOPIC:**  
**Becoming a Brand through 'Behaviourally Responsible' Entrepreneurship**

Sat. • 5<sup>th</sup> November, 2022 • Time: 11 AM Onwards • Venue: MERI College (4<sup>th</sup> Floor, Seminar Hall)  
52-55, Institutional Area, Janakpuri, New Delhi - 110058 • Tel: 11-28522201-04 • E-mail: [meribs@meri.edu.in](mailto:meribs@meri.edu.in) • Web: <https://meri.edu.in>

**Workshop on “Creative Problem Solving” on analytics tool workshop held on 21<sup>st</sup> November, 2022**

On November 21, 2022, MERI College had the privilege of hosting a life-changing workshop on Creative Problem Solving. The workshop was conducted by the renowned expert, Dr. Anjali Nigam, and was attended by students from various branches of the college. This report aims to provide an overview of the workshop and its impact on the participants of all branches. Dr. Anjali Nigam began by introducing the concept of creative problem solving and its relevance in various aspects of life, including academics, career, and personal development.

Participants analyzed real-life case studies to understand how creative problem solving has been applied successfully in different scenarios. Small group activities encouraged collaboration and brainstorming, allowing students to put their problem-solving skills into practice. Dr. Nigam shared a range of problem-solving techniques and tools, such as brainstorming, mind mapping,

and SWOT analysis, providing students with practical strategies. The workshop explored methods to boost creativity and enhance innovative thinking, including the importance of a growth mindset.

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**E-CELL TARKASH** | **MERI StartupHub** | In association with INSTITUTION'S INNOVATION COUNCIL

**CREATIVE PROBLEM SOLVING WORKSHOP**  
FOR MBA BATCH (2022-24)  
WORKSHOP FACILITATOR & SPEAKER

 **Prof. (Dr.) Anjali Nigam**  
CEO  
MERI StartUp Hub

Monday - 21<sup>st</sup> Nov. 2022 • Time: 2 - 5 PM (MBA-1, Sec. A)  
Venue: MERI Startup Hub, Incubation Centre (6<sup>th</sup> Floor)


52-55, Institutional Area, Janakpuri, New Delhi - 110058 • Tel: 11-28522201-04 • E-mail: [meribs@meri.edu.in](mailto:meribs@meri.edu.in) • Web: <https://meri.edu.in>

## **Workshop on “Intellectual Property Rights Awareness” organized by MERI Startup Hub & E-Cell on 23<sup>rd</sup> March 2023**

National Intellectual Property Awareness Mission (NIPAM) has achieved target of imparting Intellectual Property (IP) awareness and basic training to students on 31<sup>st</sup> July 2022, ahead of the deadline which was 15 August 2022. NIPAM, a flagship program to impart IP awareness and basic training, was launched on 8 Dec 2021 as a part of “Azadi Ka Amrit Mahotsav” celebrations.

The program is being implemented by Intellectual Property Office, the Office of Controller General of Patents, Designs and Trade Marks (CGPDTM), Ministry of Commerce and Industry.

In this workshop the resource person strengthened the NIPAM program further to nurture and encourage innovation and creativity, thereby contributing towards cultural and economic development of the society through a revamped manner utilizing the existing resources of the IP Office in collaboration with Atal Innovation Mission (AIM), AICTE, UGC etc.




**MERI**  
COLLEGE

**E-Cell of MERI COLLEGE**


*Workshop on*


**Intellectual  
Property Rights  
Awareness**

**MERI**  
StartupHub




INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of HRD Initiative)







23 March 2023



11 am to 12 pm



Seminar Hall, 4th Floor,  
MERI College, New Delhi



INTELLECTUAL  
PROPERTY INDIA  
PATENTS, DESIGNS, TRADE MARKS  
GEOGRAPHICAL INDICATIONS

**NIPAM**  
NATIONAL IP AWARENESS MISSION

Link to Join Online: <https://us06web.zoom.us/j/82978555101?pwd=Ukt4M2R3a2crdThvMkM1eGtqRFp5QT09>

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INTELLECTUAL  
PROPERTY INDIA  
PATENTS, DESIGNS, TRADE MARKS  
GEOGRAPHICAL INDICATIONS



Government of India  
Ministry of Commerce and Industry  
Department for Promotion of Industry and Internal Trade  
Office of the Controller General of Patents, Designs and Trade Marks



**NIPAM**  
NATIONAL IP AWARENESS MISSION

**CERTIFICATE OF APPRECIATION**

*Presented to*

**MANAGEMENT EDUCATION AND RESEARCH  
INSTITUTE, NEW DELHI**

*In recognition of active participation in the **National Intellectual Property Awareness Mission (NIPAM)** launched by the Government of India on the occasion of the 75th anniversary of independence under the banner "Azadi Ka Amrit Mahotsav" to create widespread awareness on Intellectual Property Rights (IPR). The exceptional contribution in successfully organizing the awareness programme on **March 23, 2023** in association with **RGNIIPM, Nagpur** by providing your valuable time and support is highly appreciated.*

*Solicit your continued support for outreach of IPR far and wide.*

Date: March 29, 2023





(Prof. (Dr) Unnat P. Pandey)  
CONTROLLER GENERAL OF  
PATENTS, DESIGNS & TRADE MARKS



**Event Report: Valedictory Ceremony of Pre-Incubation 10-Week Program**

MERI StartupHub, in association with MERI College, successfully organized the **Valedictory Ceremony of the Pre-Incubation 10-Week Program** on **26 September 2022** at **MERI College, Janakpuri, New Delhi**, in **hybrid mode**. The ceremony marked the formal conclusion of the intensive pre-incubation initiative aimed at nurturing entrepreneurial skills, innovation capabilities, and start-up readiness among aspiring founders and students.

The event was graced by **Mr. Erik Azulay**, Executive Director, **Nexus Incubator**, as the **Chief Guest**, who shared valuable insights on global incubation practices, innovation ecosystems, and the importance of structured mentorship in early-stage startups. The **Guest of Honour**, **Mr. Bharat Salhotra**, President, **Insightzz MILT-18** and former Managing Director, **Alstom Transport**, highlighted industry expectations, leadership skills, and the role of innovation in building sustainable enterprises.

The ceremony was conducted under the guidance of **Prof. (Dr.) Anjali Nigam**, CEO, MERI StartupHub, and **Prof. Lalit Aggarwal**, Chairman, MERI StartupHub. Certificates were awarded to participants, and the achievements of the cohort were acknowledged. The valedictory ceremony successfully reinforced MERI's commitment to fostering entrepreneurship, innovation, and industry-academia collaboration, inspiring participants to take their start-up journeys forward with confidence.



**MERI**  
StartupHub

**MERIS**StartupHub  
cordially invites you for

**VALEDICTORY CEREMONY**  
of  
**Pre-Incubation 10 Week Program**

- CHIEF GUEST -



**Mr. Erik Azulay**  
Executive Director  
Nexus Incubator

- GUEST OF HONOUR -



**Mr. Bharat Salhotra**  
President, Insightzz MILT-18  
Ex-MD, Alstom Transport

**26<sup>th</sup> September, 2022 • Time 10 AM - 1:00 PM**  
**Venue: MERI College • Mode: Hybrid**

**RSVP**

**Prof. (Dr.) Anjali Nigam**  
CEO  
MERI Startup Hub

**Prof. Lalit Aggarwal**  
Chairman  
MERI Startup Hub

**Management Education and Research Institute**  
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**Event Report: by MERI StartupHub**

MERI StartupHub, an initiative of MERI College, successfully organized a **10-week Pre-Incubation Training and Mentoring Program** beginning on **Saturday, 17 December 2022** in

**online mode.** The program was designed to support aspiring entrepreneurs and early-stage founders by providing a structured and practical roadmap to transform innovative ideas into viable and scalable business enterprises. The sessions were conducted on **Fridays (5:00 PM–7:00 PM), Saturdays (10:00 AM–12:00 PM), and Sundays (10:00 AM–12:00 PM)**, ensuring convenient participation for students and working professionals.

The program focused on guiding participants **from a business idea to a million-dollar company and beyond**, covering key areas such as idea validation, business model design, market analysis, funding strategies, and growth planning. Participants received hands-on mentoring, exposure to real-world startup challenges, and interaction with industry experts, enabling them to gain practical entrepreneurial skills and confidence.

The initiative was led under the able guidance of **Prof. Lalit Aggarwal**, Vice President, MERI Group of Institutions; **Prof. (Dr.) Anjali Nigam**, CEO, MERI StartupHub; and **Prof. (Dr.) Deepshikha Kalra**, Dean, MERI College. Their leadership and vision strengthened MERI's commitment to fostering innovation, entrepreneurship, and start-up culture. Overall, the program was highly impactful and successfully empowered participants to take concrete steps toward launching and growing their own ventures.

### **Event Report: Pre-Incubation 10-Week Program by MERI StartupHub**

MERI StartupHub, in collaboration with MERI College, organized a **Pre-Incubation 10-Week Training and Mentoring Program** commencing on **21 July 2022 (Thursday)** in **online mode**. The program was structured to provide a comprehensive 360-degree understanding of the startup ecosystem and aimed at enabling aspiring entrepreneurs and innovators to convert their business ideas into successful and market-ready enterprises. The sessions were conducted on **Mondays, Thursdays, and Saturdays from 3:00 PM to 5:00 PM**, ensuring flexibility and wider participation.

The program focused on holistic learning outcomes, including ideation, execution, innovation alignment with market needs, and practical exposure to the startup journey. It was conducted under the leadership and guidance of **Prof. Lalit Aggarwal**, Vice President, MERI Group of Institutions; **Prof. (Dr.) Anjali Nigam**, Head, MERI StartupHub; and **Prof. (Dr.) Deepshikha Kalra**, Dean, MERI College. Their expertise and mentorship played a vital role in shaping participants' entrepreneurial mindset and strategic thinking.

Overall, the Pre-Incubation Program proved to be a valuable initiative that strengthened entrepreneurial capabilities, encouraged innovation-driven thinking, and reaffirmed MERI's commitment to nurturing startups through structured mentoring and academic-industry collaboration.

**'Want to start your own business... do it now learn 'how to' with the global experts'**

FROM A BUSINESS IDEA TO A  
MILLION DOLLAR COMPANY & BEYOND



**A step by step guide to taking your idea to  
startup / business enterprise & making it successful.**

**TAKE A FLIGHT WITH US!**

📅🕒 Friday: 5PM-7PM • Saturday: 10AM-12PM • Sunday: 10AM-12PM

📍 Online 🎮 Sat. 17<sup>th</sup> December, 2022 💰 Registration Fees: USD 750



Prof. Lalit Aggarwal  
Vice President  
MERI Group of Institutions



Prof. (Dr.) Anjali Nigam  
CEO  
MERIS



Prof. (Dr.) Deepshikha Kalra  
Dean  
MERI College

Prof. (Dr.) Anjali Nigam, CEO, MERIS



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[dranjali.nigam@meri.edu.in](mailto:dranjali.nigam@meri.edu.in)

**Register Now!**

For the 10 week Pre Incubation Training  
Mentoring Program of MERIS

Registration Link: <https://forms.gle/gcKn7VeDQmKTAqzR9>



## Pre-Incubation 10 week program

The 10 week pre incubation training mentoring program aims at creating a 360 degree understanding into all aspects of putting your business idea into action and making a successful enterprise out of it.



### Learning outcomes:

The program will facilitate all aspiring entrepreneurs and innovators to put their innovative ideas into practice by gaining holistic working understanding & learning of the entire gamut of the startup ecosystem and an insight into all aspects of 'making your innovation market ready'



Monday, Thursday, Saturday



From 3 pm - 5 pm



Online



Registration Fees : USD 750



21st July, 2022, Thursday



Prof. Lalit Aggarwal  
VICE PRESIDENT, MERI  
GROUP OF INSTITUTIONS



Prof. (Dr.) Anjali Nigam  
HEAD - MERISTARTUPHUB



Prof. (Dr.) Deepshikha Kalra  
DEAN, MERI COLLEGE



Dr. Anjali Nigam, CEO, MERISartupHub



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**Register Now!**





## ***MANAGEMENT EDUCATION & RESEARCH INSTITUTE***

(Affiliated to G.G.S. Indraprastha University, Recognised by N.C.T.E. & Approved by A.I.C.T.E., Ministry of HRD, Govt. of India)

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