



MSME 4.0 Hackathon



» Vision:

The MSME event aimed to create a thriving platform for aspiring entrepreneurs and small businesses to present their innovative ideas and solutions.

» Benefits:

The MSME event offered significant benefits by connecting small businesses with a wider network of industry experts, investors, and potential collaborators. It provided a space for entrepreneurs to refine their ideas and strategies through valuable feedback, helping them become more market-ready.

» Event Overview:

The MSME event, held on 15 October 2024, was designed to support and celebrate the entrepreneurial spirit of small and medium-sized enterprises. The event featured a pitching arena where entrepreneurs showcased their innovative business ideas to a panel of investors and industry leaders.

» Impact:

The MSME event successfully created a supportive environment for small businesses to gain visibility and credibility in front of industry stakeholders. It enabled several participants to secure mentorship and partnership opportunities, enhancing their potential for growth. The event inspired attendees to explore innovative solutions, adopt sustainable business practices, and think beyond traditional boundaries.

» Key Judges Highlights:

- Mr. Gaurav Goyal, Assistant Director MSME, DFO Indore, worked for several years in the inspection and testing department. Mr. Gaurav Shakya Sir, Project manager at smart city Jabalpur Incubation Centre, Talk about Incubation and Startup Ecosystem, Recognized Startup India Mentor, Startup manager at Sterling Infosol, Incubation Manager at Incubation Masters. Mr. Anand Khattri, Branch Manager SBI, having a working experience of more than 17 years Mr. Vivek Goswami, NRI and electrical engineer, Zavi medical manufacturing company, a leading export oriented unit 1st in Madhya Pradesh, the company exports its innovative products to 10 countries worldwide. Dr. Ashu Jain Mam-Coordinator of The Department of Tax, Faculty of Commerce and the director of the ED-CELL, St. Aloysius College Autonomous, Jabalpur. Dr. Nidhi Khurana, Assistant Professor, has a teaching experience of more than 12 years. Dr. Surbhi Jain, Assistant Professor in St. Aloysius College.
-
-



ST. ALOYSIUS' COLLEGE (AUTONOMOUS), JABALPUR (M.P.)

Reaccredited 'A+' Grade by NAAC (CGPA 3.68/4.00)
College with Potential for Excellence (CPE) by UGC
DST-FIST Supported & Star College Scheme by DBT.



EUREKA! PITCHING COMPETITION

Co-Presented by WESTBRIDGE CAPITAL
E-CELL IIT BOMBAY'S
ROAD TO ENTERPRISE 2024
in Association with FedEx IIT Bombay Eureka Asia
Powered by CE

01 Key Details

- **Who Can Apply?** Startups in the ideation phase or early-stage companies.
- **Pitching Round:** 20 selected startups will pitch their ideas.
- **Pitch Format:** 2-minute presentation + 3-minute Q&A with judges.
- **Registration Deadline:** 29th September 2024.

02 Why Participate?

- Gain feedback from experienced mentors.
- Compete for fast-tracked evaluation at Eureka! 2024.
- Expand your network and showcase your startup

03 How to Register

1. Sign up on both the event and Eureka! platforms.
2. Use your NEC ID as a referral code for evaluation.
3. Only registered startups will be evaluated.

04 Judging & Winner Selection

- 3-4 mentors from the startup community will judge the pitches.
- Scores will be based on the strength of the idea, presentation, and potential.

Date: 01/10/2024

Time: 11.30 am
to
1.30pm

Venue: St. Aloysius
College

To Register : [Click Here](#) or



Student Incharge - Sakshat Khandelwal
Phone No. 7648858301

EUREKA! PITCHING COMPETITION

VISION AND AIM	<p>Vision : To provide a platform where individuals can showcase their ideas, products, or services in a competitive environment.</p> <p>Aim : To encourage innovation, entrepreneurship, and growth among participants, nurturing a spirit of creativity and ambition.</p>
TARGET AUDIENCE	<p>The event targeted college students with early-stage startups, including students from our college and other institutions, startups from Jabalpur, professionals and experienced individuals in the startup industry, as well as people interested in entrepreneurship, innovation, and new ideas or products.</p>
NAME	EUREKA! PITCHING ARENA 2024
PRE EVENT	<p>Promotion Strategies:</p> <ol style="list-style-type: none">1. Class-to-Class Promotion: Conducted direct, in-person promotions across the college.2. Social Media Campaign: Created engaging Instagram posts to reach a broader audience.3. JIC Outreach: Promoted the event at Jabalpur Incubation Centre, attracting startups and students from other institutions.4. Word-of-Mouth: Encouraged informal peer-to-peer promotion. <p>Logistics and Permissions:</p> <ol style="list-style-type: none">1. Venue Confirmation: Secured the conference room to accommodate participants.2. Permissions: Obtained approvals from Dr. Ashu Jain and college administration for smooth execution.

EVENT FLOW

St. Aloysius College's Entrepreneurship Development Cell successfully organised the Eureka 2024 Pitching Arena on October 1, 2024, providing a platform for startups to showcase their innovative ideas.

The event began with a warm welcome to the jury, thanking them for taking the time out of their busy schedules to be a part of the event. The hosts then introduced the judges: **Ms. Shweta Namdeo** (Startup India Recognised Mentor, Startup Manager at the JIC, Government Consultant with over 3 years of expertise in the public sector), **Mr. Gaurav Shakya** (Project Manager at Smart City Jabalpur Incubation Centre, recognized Startup India Mentor, and Incubation Manager at Sterling Infosol), **Dr. Ashu Jain** (Coordinator of the Department of Tax, Faculty of Commerce, and Director of the ED-CELL at St. Aloysius College Autonomous, Jabalpur), **Dr. Femina Sobin** (Assistant Professor in the Department of Botany and Microbiology at St. Aloysius College Autonomous, Jabalpur, with over 14 years of teaching experience) and **Dr. Surbhi Jain** (Assistant Professor in St. Aloysius College).

The hosts then briefed the audience with the rules and guidelines of the event.

The event featured wonderful pitches from 20 startups, showcasing talent from our college, other institutions, and the Jabalpur Incubation Center (JIC).

After these presentations, Dr. Ashu Jain, addressed the gathering and thanked the judges. Her speech was followed by an address from Mr. Gaurav Shakya.

The session was highly interactive, with judges asking insightful questions and providing feedback to help the founders improve their goods or services.

The vote of thanks was delivered by Mr. Darshan Thakkar, followed by a closing speech from Ms. Shweta Namdeo, who shared her experiences and provided valuable guidance to the participants.

The event concluded with an address from Dr. Fr. J. Ben Anton Rose, the Father Principal of the institute, who encouraged startups and motivated students to pursue similar ideas, ensuring the college's support. The session wrapped up positively, leaving participants inspired to advance their entrepreneurial journeys.

<p>WORK DISTRIBUTION</p>	<p>Team Heads:</p> <ol style="list-style-type: none"> Overall Incharge: <ul style="list-style-type: none"> Ms. Radha Vishwakarma, Mr. Sakshat Khandelwal and Mr. Siddharth Ladiya Hosting Team: <ul style="list-style-type: none"> Ms. Vartika Bhatia, Mr. Sachdev Sonkar and Mr. Darshan Thakkar Technical Team: <ul style="list-style-type: none"> Mr. Adwaith.T.Saneeb Kumar Management Crew: <ul style="list-style-type: none"> Team Head: Ms. Sana Mansoori and Mr. Siddharth Ladiya Team Members: Ms. Shruti Mishra, Ms. Pragati Jaiswal, Ms.Adeeba Sheikh, Ms. Anushka Rajan, Ms. Anushka Sahu, Ms. Shreya Shrivastava, Ms. Ujeshya Yadav, Ms. Ridhi Verma, Ms. Ishika patel Mr. Akshat Sukhwani and Ms.Mitali Shah. Report Team: <ul style="list-style-type: none"> Team Head: Ms. Khushi Kaushal and Ms. Radha Vishwakarma Team Members: Ms. Ujeshya Yadav ,Ms. Riddhi Verma and Mr. Akshat Sukhwani Visual Media Team: <ul style="list-style-type: none"> Mr. Daksh Verma, Mr. Lucky Hindwani and Mr. Ketan Vishwakarma.
<p>POST EVENT</p>	<p>After the event, judges were invited to enjoy refreshments as a token of appreciation. This allowed for informal interactions and further discussions, creating a relaxed atmosphere and giving organisers a chance to express their gratitude.</p>
<p>REVIEWS</p>	<p>The event was a resounding success, thanks to the thorough organisation by our student in-charges. They effectively coordinated with each startup to ensure pitch timings were well-managed. The presentations, along with the valuable insights from our judges, were highlights of the day. Overall, it was a well-planned and executed event that showcased impressive talent.</p>
<p>SUGGESTIONS</p>	<p>It is suggested that promotion be enhanced for future projects to reach more students interested in entrepreneurship. Additionally, providing resources or guidance for those pursuing innovative ideas would be beneficial in helping them get started.</p>
<p>TOP ENTRIES (Includes their pitch decks)</p>	<p>View Top Entries</p>



PARTICIPANTS LIST	View Participants
GLIMPSES	View Glimpses
LINK OF THE POST	View Post

INTERACTING WITHIN

For this task we interacted with 5 NEC Teams:



- 1.E-Cell JEC
- 2.DYPUSM - E-Cell
- 3.E-Cell KITCOEK
- 4.E-Cell RIT
- 5.Udyam E-Cell Gyan Ganga

TEAM 1 - JEC (MoM)

DATE	14th November 2024
DURATION	1 Hour
TEAMS	<ul style="list-style-type: none"> • ED-Cell SAC • E-CELL JEC
TEAMS LOGO	<div style="display: flex; align-items: center; justify-content: center;">   x </div>
POINTS DISCUSSED DURING THE MEETING	<ul style="list-style-type: none"> • Discussion on upcoming workshop, collaboration structure, and workshop coordination. • Discussion on ongoing Tasks and updates. • Marketing Strategies and Sponsorship plans of the other team. • The team raised concerns about budget and technical challenges. • They highlighted difficulties in communication with the thesis team and asked for clarification on the workshop's purpose. • They also mentioned some challenges with their venture project.
LEARNINGS	<ul style="list-style-type: none"> • Discovered how the other team executed the tasks. • More Focus on in- Ground promotion and online Marketing support. • Learned about how the other team approaches problem-solving
CONCLUSIONS	<p>The meeting provided key insights into the progress and challenges faced by the teams. The marketing strategy will prioritize in-ground promotion, supported by online marketing, with St. Aloysius' venue being the preferred choice. Additionally, JEC introduced a flexible sponsorship model with tiered fees and vouchers, which should be refined to align with the event's requirements and potential sponsor interests.</p>

NEC ID	ED-CELL SAC - NEC240726 E-CELL JEC- NEC240246
TEAM MEMBERS	<p>ED-CELL SAC Mr. Priyanshu Manani, Ms. Radha Vishwakarma, Ms. Khushi Kaushal, Mr. Sakshat Khandelwal, Mr. Daksh Verma, Ms. Riddhi Verma, Ms. Sana Mansoori, Ms. Niyati Jain, Ms. Princy Tiwari, Ms. Niyati Jain, Ms. Pragati, Mr. Ankit, Mr. Darshan Thakkar, Ms. Ishika Patel , Ms. Anushka Sahu and Mr. Akshat Sukhwani.</p> <p>E-CELL JEC Mr. Tushar Porwal, Mr. Nitish Namdeo, Mr. Naman , Ms.Mihika, Ms. Aishwarya Patel, Ms. Purnima Dubey, Ms. Ayushi and Ms.Shruti Gupta.</p>
SCREENSHOTS LINK	View Screenshots

TEAM 2 - D. Y. PATIL (MoM)

DATE	15th November 2024
DURATION	1 Hour
TEAMS	<ul style="list-style-type: none"> • ED-Cell SAC • DYPUSM E-CELL
TEAMS LOGO	<div style="display: flex; align-items: center; justify-content: center;">  x  </div>
POINTS DISCUSSED DURING THE MEETING	<ul style="list-style-type: none"> • Discussion regarding illuminate challenges ,sharing insights and strategies to complete the task effectively. • Brainstorming creative ideas for NEC submissions, coordinating logistics for the NEC . • Checking the status of task completion among the teams. • Building relationships with other colleges to enhance entrepreneurial collaborations. • Initially, faced challenges in drawing an audience to events from the non-commerce background as this doesn't align with their field of study. • Encountered challenges in executing tasks that required a higher amount of funding.
LEARNINGS	<ul style="list-style-type: none"> • Learned about leadership and team management . • Understood the value of clear ,respectful communication within the team. • How to keep the team motivated throughout the journey. • Discovered how the other team executed the tasks.



CONCLUSIONS	The meeting successfully outlined key strategies and tasks for the upcoming event. We discussed team roles, fundraising efforts, and social media engagement plans. Action items were assigned, and everyone agreed on the next steps to ensure smooth execution. We concluded with a strong commitment to staying focused and meeting deadlines.
NEC ID	ED-CELL SAC - NEC240726 E-CELL DYPUSM - NEC240268
TEAM MEMBERS	<p>ED-CELL SAC Mr. Priyanshu Manani, Ms. Radha Vishwakarma, Mr. Sakshat Khandelwal, Ms. Khushi Kaushal, Ms. Princy Tiwari, Ms. Sana Mansoori, Mr. Daksh Verma, Mr. Darshan Thakkar, Ms. Ujesha Yadav, Ms. Mitali , Ms.pragati, Ms.Niyati Jain, Ms. Shreya Shrivastava, Ms. Ishika Patel, Ms. Vanshika Gupta, Mr. Purab Mehroliya, Mr. Vivek Gupta, Ms. Anushka sahu, Ms. Aastha Prasad, Ms. Niyati Jain, Mr. Siddharth Ladiya and Mr. Lucky Hindwani.</p> <p>DYPUSM E-CELL Mr. Rishi, Mr. Zedan Dan, Ms. Netra Doshi, Mr. Mudit Khanna, Ms. Devanshi Sharma, Mr. Nandani Moolchandani, Mr. Niraj Gupta and Mr. Prem Tapas.</p>
SCREENSHOTS LINK	View Screenshots

TEAM 3 - KITCOEK (MoM)

DATE	18th November 2024
DURATION	1 Hour
TEAMS	<ul style="list-style-type: none"> • ED-Cell SAC • E-CELL KITCOEK
TEAMS LOGO	<div style="display: flex; align-items: center; justify-content: center;">   </div> <p style="text-align: center;">x</p>
POINTS DISCUSSED DURING THE MEETING	<ul style="list-style-type: none"> • Discussion on upcoming event coordination and collaboration structure. • Sharing ongoing tasks and updates. • Discussion on marketing strategies and sponsor acquisition methods.. • Some technical challenges were mentioned that might affect the smooth flow of upcoming events. • There were issues with getting participants engaged in their past events, making them look for new strategies to encourage involvement. • The team faced difficulties in aligning event timelines with sponsor expectations, leading to some delays.
LEARNINGS	<ul style="list-style-type: none"> • The importance of maintaining strong communication with mentors and internal teams. • Incentives and digital strategies play a significant role in boosting participation in events. • Tailoring sponsorship models to offer flexible packages can help engage a wider range of sponsors. • Learned valuable insights into event execution strategies and problem-solving approaches adopted by other teams.



CONCLUSIONS	The meeting highlighted several key points regarding communication issues, technical challenges, and engagement strategies. By focusing on better communication, introducing flexible sponsorship options, and leveraging digital tools for promotion, the team can overcome these challenges and ensure smooth execution of future events. Additionally, the strategies for improving participation and solving technical hurdles were shared, and the meeting concluded with actionable solutions to address the current problems.
NEC ID	ED-CELL SAC - NEC240726 E-CELL KITCOEK - NEC240139
TEAM MEMBERS	<p>ED-CELL SAC Mr.Priyanshu Manani, Ms.Radha Vishwakarma, Mr.Sakshat Khandelwal, Ms.Sana Mansoori, Ms.Princy Tiwari, Ms.Pragati Jaiswal, Ms. Ishika Patel, Ms.Anushka Sahu, Mr. Purab Mehroliya, Mr. Adarsh Kumar Singh and Ms. Vanshika Gupta.</p> <p>E-CELL KITCOEK Mr.Atharv Patel, Mr. Aseem Gulbarga, Mr. Salik Bagban , Ms. Reva Patel, Ms. Siddhi Desai, Ms. Gunjan Karekar, Mr. Varad Mane, Mr. Raj Jadhav, Mr. Atharv Shewale, Ms. Sayli Deshmukh and Mr. Abhi Trambadiya.</p>
SCREENSHOTS LINK	View Screenshots

TEAM 4 - RIT (MoM)

DATE	19th November 2024
DURATION	1 Hour
TEAMS	<ul style="list-style-type: none"> • ED-Cell SAC • E-CELL RIT
TEAMS LOGO	<div style="display: flex; align-items: center; justify-content: center;">   x </div>
POINTS DISCUSSED DURING THE MEETING	<ul style="list-style-type: none"> • Discussion on upcoming Illuminate tasks, strategy. • Discussion on ongoing Tasks and updates. • Marketing Strategies and Sponsorship plans of the other team • The team raised concerns about budget and technical challenges. • The main issue was that apart from a few other reasons the marketing team did not perform as expected. • They also mentioned some challenges in securing sponsorship.
LEARNINGS	<ul style="list-style-type: none"> • Discovered how the other team executed the tasks. • Importance of marketing strategy. • Learned about how the other team approaches problem-solving
CONCLUSIONS	<p>The meeting with the RIT college provided valuable insights into the challenges faced during event organization. We discussed practical solutions, shared experiences, and addressed the agenda, focusing on improving event execution strategies. This interaction fosters better preparation and enhanced coordination for future events.</p>

NEC ID	ED-CELL SAC - NEC240726 E-CELL RIT- NEC240178
TEAM MEMBERS	ED-CELL SAC Ms.Radha Vishwakarma, Ms.Khushi Kaushal, Mr. Sakshat Khandelwal, Ms. Ujesha yadav , Ms. Riddhi Verma, Ms. Sana Mansoori, Ms. Niyati Jain, Ms. Princy Tiwari, Ms. Niyati Jain, Ms. Pragati, Mr. Ankit Mishra , Mr. Darshan Thakkar, Ms. Ishika , Ms. Anushka Sahu and Mr. Lucky Hindwani. E-CELL RIT Mr. Shriswarup Sawant , Mr. Abhishek Pujari, Mr. Aman Vishvakarma and Mr. Atharv Narale.
SCREENSHOTS LINK	View Screenshots

TEAM 5 - Udyam (MoM)

DATE	19th November 2024
DURATION	1 Hour
TEAMS	<ul style="list-style-type: none"> • ED-Cell SAC • Udyam E-CELL Gyan Ganga
TEAMS LOGO	<div style="display: flex; align-items: center; justify-content: center;"> <div style="text-align: center;">  <p>ED Cell St. Aloysius College</p> </div> <div style="margin: 0 10px;">x</div> <div style="text-align: center;">  </div> </div>
POINTS DISCUSSED DURING THE MEETING	<ul style="list-style-type: none"> • Discuss task updates for Illuminate. • Address challenges in participant engagement. • Plan strategies for event engagement and sponsorship. • Discussion on ongoing Tasks and updates. • Share member experiences and explore external mentorship opportunities. • Difficulty in gathering and engaging participants. • The decentralized teams structure caused inefficiencies and misalignment. • The “mind milestone” idea box failed due to poor execution.
LEARNINGS	<ul style="list-style-type: none"> • Engagement strategies need to be more targeted to attract and retain participants. • Planning and coordination are crucial for the successful execution of activities. • A more centralized approach could improve team collaboration and event efficiency.

CONCLUSIONS	The meeting, held with e cell gyan ganga , focused on discussing the challenges faced during the Illuminate event, including low participant engagement and the failure of certain activities. Solutions discussed included improving participant outreach, and ensuring better execution of activities. Key learnings emphasised the need for targeted engagement strategies, proactive mentorship, and a more centralised approach to team coordination. Moving forward, these insights will guide the planning of future events to ensure better execution and outcomes..
NEC ID	ED-CELL SAC - NEC240726 E-CELL Udyam - NEC243770
TEAM MEMBERS	<p>ED-CELL SAC Mr. Priyanshu Manani, Ms.Radha Vishwakarma, Ms.Khushi Kaushal, Mr. Sakshat Khandelwal, Ms. Ujesha Yadav , Ms. Riddhi Verma, Ms. Niyati Jain, Ms. Princy Tiwari, Ms. Niyati Jain, Ms. Pragati, Mr. Ankit Mishra , Mr. Darshan Thakkar, Ms. Ishika , Mr. Adarsh Kumar Singh, Ms. Anushka Sahu and Mr. Lucky Hindwani.</p> <p>E-CELL UDYAM Mr. Vedant Dubey, Ms. Sneha Singh Gaur, Ms. Vanshika Vyas, Mr. Akshat and Mr. Yash Kumar Soni.</p>
SCREENSHOTS LINK	View Screenshots

St. Aloysius' College (Autonomous), Jabalpur, M.P.
Re-Accredited 'A+' Grade By NAAC
College with Potential for Excellence

St. Aloysius' college Department of Commerce organized Two Day event Bharat Business Conclave 3.0 E.D Fest, a collaborative effort of Commerce Forum and ED Cell on 19th & 20th Dec 2024 for students, Inaugurated by Principal Dr. Fr. J. Ben Anton Rose ,aimed to foster entrepreneurial skills through a fun and engaging mix of activities of food Stalls and games i.e. End the Lyrics ,Spin the Wheel ,Try not to laugh Challenge ,Balloon Pyramid Challenge , Interactive Activities Talent Jam of Dancing ,singing ,Stand-up Comedy and Whatever you can do. The purpose was to combine entertainment with skill-building activities, promoting creativity, teamwork, and business acumen. The event also served as a platform for students to demonstrate leadership, event management, and entrepreneurial thinking. Event was Innovatively and thoughtfully coordinated by Dr. Rupali Ahluwalia , Dr. Sonal Rai , Dr Ashu Jain ,Dr. Dilip Koshta, Dr. Surbhi Jain , Dr. Ekta Mukar and Dr. Nidhi Khuranna.

ST. ALOYSIUS' COLLEGE (AUTONOMOUS), JABALPUR (M.P.)
Re-Accredited 'A+' Grade by NAAC (COPPA, 2014-15)
College with Potential for Excellence (CPE) by UGC (DST-FIST) Supported
& Star College Scheme by DBT

ED Cell & Commerce Forum presents

BBC 3.0

ED FEST

Bharat Business Conclave

The Entrepreneurship Fest

19th - 20th Dec

DAY 1

Food Stalls

Games

Play & win prizes

- End the Lyrics
- Spin the Wheel
- Try Not to Laugh Challenge
- Balloon Pyramid Challenge
- Few more !

Interactive Activities

Talent Jam

Registration Fee ₹50/-

- Dancing
- Singing
- Stand-Up Comedy
- Whatever you can do !

DAY 2

ILLUMINATE

• Entrepreneurship Workshop •

Learn how to excel in every step of building a business.

- Conducted by E-Cell IIT Bombay
- Live Workshop by mentor from IIT Bombay
- Startup kit worth Rupees 1500/-
- Certificates will be awarded to all participants
- Refreshments Included

STARTUP KIT LIMITED TO FIRST 80 PARTICIPANTS

For Queries
Daksh Verma 9329858857
Sakshat Khandelwal 7648858301
Siddharth Ladiya 9765008743

Registration ₹499











Glimpses of the Event