



A CLEA SWEEP

BY SAACHI SINGH
m, Acharya Narendra
ev College, DU, and
ad, marketing. ANDY

In 2010, an Innovation and Entrepreneurship Development Cell (IEDC) was started in Acharya Narendra Dev College by the National Science & Technology Entrepreneurship Development Board, department of science and technology, government

into being not just because stubs but to create them. Fondly called urship Lab, it helps students learn mpany, select raw material, ict, design its labels and finally, keeping in mind the social impact

ndra Dev Youth, or ANDY, is a small 22 undergraduates working under an official, Sanjay Vohra, who helps their ideas into something prof- in October 4, 2013, ANDY is a fully fit-making company. It consists of e of six students and four teachers, he students the final decision-mak- making them responsible for their mpact on the company. Started with 30,000 loan from the college – now current profit of Rs 10,000 is being nto the organisation for product de- to increase product variety. group comprises students from dif- inds and courses. While I am from ishwarya Munjal, another BCom

ology, helps with photography and Parul Gulati, a commerce student, takes care of corporate orders. They are learning how to successfully run a company while trying to make a difference to the society.

The products, ranging from sanitisers and hand-made glycerine soaps to herbal shampoos, were decided upon after much deliberation. What makes these products different from others is their cost. Take the sanitiser. Priced at Rs 35, a 50ml bottle is half the price of the competition in the market.

The aim is to not only make these available to college students, but with time at even lower prices, to labourers. Labourers are often forced to make do with dirty water, or no water, thus increasing the chances of infection among them at mealtime. Our sanitiser will come into play here. This is an easily remediable situation, about which students feel strongly.

With a current average sale of 1,000 soaps, 600

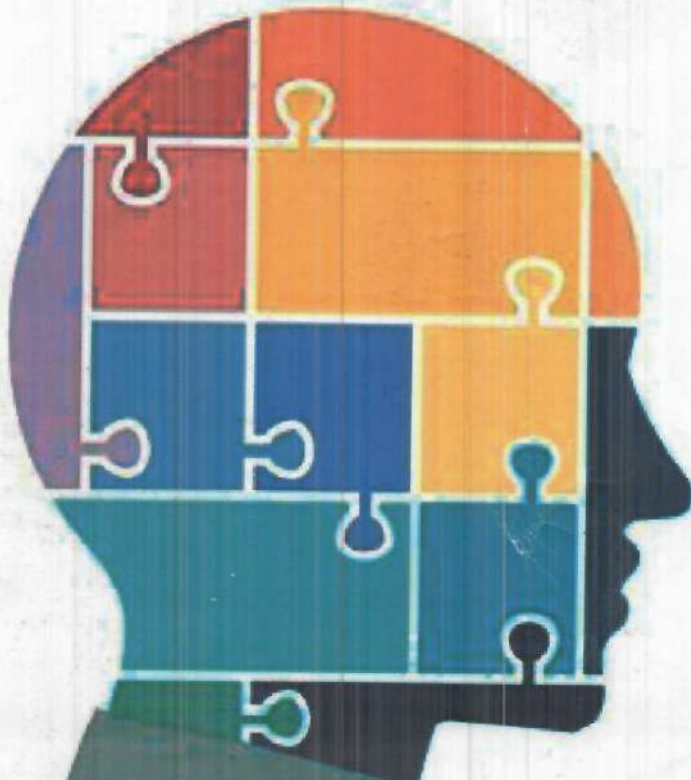
AS PART OF THE ENTREPRENEURSHIP LAB, WE HAVE LEARNT WHAT IT MEANS TO RUN A COMPANY, TO FACE COMPETITION, TO BE DISCOURAGED, BUT TO NEVER LOSE HOPE

sanitisers and 400 han and new orders comin; way to building a solid products are sold at th as soon as we register c pany, they will be supp

ANDY is now bringi made by the underpriv our volunteers. Also in like an anti-fungal and These will have far-re- cially for those forced firmly believe that if tl improve a situation, w

Having received mu titions, like the Indo-I January, a workshop a more recently at the I Technology transfer c to begin recruiting ne replicate this Entrepr colleges all over India.

As a part of the Entr learnt what it means to petition, to be discour. In just a couple of mor book never tells you w me, as a student, this h lifetime. Whatever knu ways put me a cut abou tant lesson I have lear-



The success stories include:

- Ms. Nandita Pandey - Diet Consultancy Service (*M/s Navya Diets and Nutrition*)
- Ms. Muserat Parven – Herbal Cosmetics (*M/s Parven Herbal Cosmetics*)
- Mr. Naim Wahab – Herbal cosmetics (*M/s Nature Biotech*)
- Dr. Shikha – Herbal cosmetics (*M/s Som Enterprises*)
- Ms. Ranjeet Kaur – Herbal Tea (*M/s Parm Enterprises*)

These are people who were trained in the EDP's and then got the courage to set-up small enterprises.

The EAC's have also been successful – some small attempts have been made by students to start something of their own and actually led to independent students' ventures like *People Media Network*, *Fear Bids Services*, *3 Strings*, *Mile Stone One*, *Ariano Overseas*, *Organiccus.com* and *United Colours of India*.

Through IEDC we have been able to at least raise the curiosity of people towards entrepreneurship, shown that it can be done even in a traditional college set-up, that it is not rocket science to start a small business.

The success that we had with IEDC, the Entrepreneurship laboratory, our college Campus Company has had a cumulative effect – we have been recognized by Ministry of Small and Medium Enterprises and have been awarded a Business Incubator – the first among the colleges of the University of Delhi. We hope to redouble our efforts and contribute in our little own way to solve one of India's major problems – that of unemployment.



ACHARYA NARENDRA DEV COLLEGE

(UNIVERSITY OF DELHI)

Govindpuri, Kalkaji, New Delhi-110019

Telephone: 011-26294542

Fax: 26294540

E-mail: principalandc@gmail.com

Website: <http://andcollege.du.ac.in>

INNOVATION & ENTREPRENEURSHIP DEVELOPMENT CENTRE



Converting Job-seekers to Job-generators...



In an age when jobs are difficult to come by, when even post graduates are jobless and campus placements only help the high scorers, it is imperative that students realize that on graduation, looking for jobs is not the only option. The students have instead to learn that they need not all become job seekers - they could hope to become successful job creators, in other words 'entrepreneurs'. In order to expose students to this option and for them to understand what 'entrepreneurship' really means, we, at ANDC, felt need to set up a system that could take up this responsibility.

The initial steps required some personnel in the college to be trained so that they took on this responsibility. Dr Vibha Gaur and Mr Sanjay Vohra offered themselves for undertaking the task. Once they were trained we applied to the National Science and Technology Entrepreneurship Development Board (NSTEDB) of the Department of Science & Technology (DST), Govt. of India, for setting up an IEDC - 'Innovation and Entrepreneurship Development Centre'. The Centre was approved and we got the ball rolling in 2010. The primary aim of setting up an IEDC was to develop an entrepreneurial culture within academic institutions.

The IEDC followed a two-pronged approach since the DST provided funds for **innovative research projects** and also funds for conducting **Entrepreneurship Awareness Camps and Entrepreneurship Development Programmes**.

The Innovative research projects gave the space where students' ideas were distilled into workable projects that were product-oriented. Each year, IEDC provides funding for conducting about five students' research projects. Each project has teacher mentor(s) and at least three students who work as a team through the year. Students come up with self-driven innovative business-oriented ideas based on their interests. The students identify the mentor, discuss and design the detailed projects in order to develop low cost beneficial products of commercial use. The aim of each project was to result in one marketable innovative product.



Since its inception at ANDC, the IEDC has funded a total of 15 students' projects. The sanctioned projects were from diverse areas ranging from development of an anti-fungal soap ingredient, a mosquito repellent from a local weed, a sophisticated case tool box for computer application, Phototherapy blanket for treatment of jaundice in infants, a paper sensor to determine pesticide residue in food items to formulation of medically important products from silk cocoons waste. Each project is sanctioned an annual grant of Rs 1,00,000/- that includes the stipend money of Rs. 10,000/- p.a. for each student – there are three students per project.

Besides innovative research the IEDC also has a responsibility to train the future entrepreneurs. With that aim the IEDC conducts **Entrepreneurship Awareness Camps (EAC)** and **Entrepreneurship Development Programmes (EDP)** to motivate students and any aspiring entrepreneur on means and methods of converting their novel ideas into business setups. EACs are two to three-day workshops meant for college students while EDPs are typically of 4 – 6 weeks duration and meant for the general public. EAC's are organized through college principals while for EDP we advertise in newspapers.

Entrepreneurship Awareness Camp (EAC) is used to spread awareness through lectures, interaction with entrepreneurs and bankers and factory visits. The students learn about the success/failure stories of practicing entrepreneurs, understand government policies and procedures to promote entrepreneurship. They also are informed about how various R & D institutions and other related NGOs are engaged in promoting small and medium scale industries. Till date IEDC has organized 12 EACs – five at ANDC and six in other colleges of DU - Daulat Ram College, Deen Dayal Upadhyaya College, Bhaskaracharya College of Applied Sciences, Vivekananda College, Deshbandhu College (02), and one at Meera Bai Institute of Technology.

The Entrepreneurship Development Programmes (EDP) has been able to attract a wide range of professionals, retired persons, housewives, and young unemployed people. Since the programme is of longer duration students are unable to attend. That there are takers for the programme show three things – one, there is rampant unemployment (which we know), two, that people are not satisfied by their jobs (probably because of low incomes) and most important, three – that people are really interested in becoming entrepreneurs. We conducted two EDPs' exclusively for women – they attracted women from as far off as Orissa, Andhra and Punjab. These were on food preservation and herbal cosmetics. The third EDP was open to all – and here we got our surprise – several doctors attended this EDP. The response to our curiosity was simple – "I want to start my own business", "Wanted change and wanted to do something for myself" were some of the answers. This EDP was again on herbal cosmetics.



It should be noted that the real theme of the EDP was immaterial – what was important is the fact that the participants were able to get an exposure to the various steps to be taken for setting up any enterprise. The programme aims at igniting the latent innovation instincts among the participants and making them aware of the novel ideas and diverse ways to make best use of the available resources. It also assists those who own a small business unit/enterprise but are unaware of the newest technology and developments in their respective areas. During these programmes, the participants are exposed to various facets of entrepreneurship including selection of an

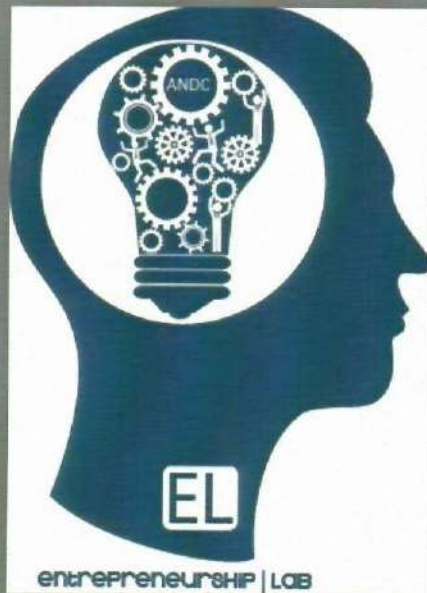
Idea, opportunity identification, various schemes run by Govt. agencies viz. Ministry of Micro, Small and Medium Enterprises (MSME), National Small Scale Corporation (NSIC), Department of Science & Technology (DST) and banks to promote entrepreneurs, the experiences of practicing entrepreneurs, marketing strategies, finance management and business planning, etc.

The success of an IED Centre can only be gauged on the basis of how many ideas were distilled into marketable products and how many people you converted into entrepreneurs, who actually employ people. The first – preparation of a marketable product is slightly long-drawn out – since all products have to go through various stages of testing and certification before anything can to market – we are working on a few exciting products which we hope will be accepted in the market. The latter is more doable – enthuse and convince some people to take the leap and set up some industry.





Entrepreneurship Laboratory



entrepreneurSHIP | LAB

Business

! Innovation

₹ Finance



••• Risk

?

Idea Generation



ANDY – Home Project of Entrepreneurship Laboratory

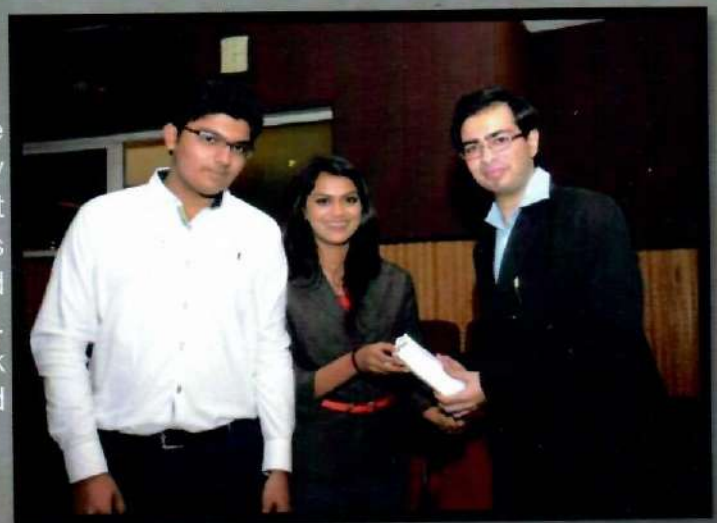
Acharya Narendra Dev College had established an **Innovation & Entrepreneurship Development Centre (IEDC)** in 2010 with an aim to motivate students towards the entrepreneurship and facilitate them with the pre-requisite information for setting up an enterprise. This centre is sponsored by the **National Science and Technology Entrepreneurship Development Board (NSTEDB)** of the **Department of Science & Technology (DST), Govt. of India** to develop an entrepreneurial culture among the academic institutions.



Under IEDC, the College established an **Entrepreneurship Laboratory (EL)** in 2013, a space where students are encouraged to bring their innovative ideas to life. It aims to foster an entrepreneurial mindset in students that results in innovation, initiative and commitment. Teaching students to develop this kind of mindset is invaluable because it is what will ultimately help transform them into successful entrepreneurs inculcating the confidence and skills necessary to embark on a new business venture. It empowers potential entrepreneurs by converting their ideas into products and creating jobs for others.



Through EL, we aim to support the development of new world leaders by harnessing the creativity and talent present around us and connecting this talent with the scientific experts and business leaders in the field nationwide. Here, students and faculty work together on special research and consulting



projects; formulate certain in-demand cost-effective products and develop business plans. We endeavour to support young entrepreneurs by providing them with the education and networks critical to start successful businesses. The Lab promotes commercialization of technology and enables student entrepreneurs to turn their concepts into a working business models.

The home project of ANDC Entrepreneur Lab's is "ANDY" which stands for "Acharya Narendra Dev Youth" – first in-campus students'



run company. Under Andy, cost-effective and eco-friendly herbal soaps, herbal shampoos, hand wash, sanitizers and various other products are manufactured by the students.

It is the first such venture in the University of Delhi, whose aim is not to earn profit but just to give a confidence to the students. Everything - from designing to formulating the market strategies - is done by the students. The venture exposes

and encourages students to face the real-world market with more confidence and experience; and instills the thought of being an entrepreneur as an equally competitive career option for the students. After being a part of ANDY, many students have already started off their own ventures and many are in the process of doing so.



Acharya Narendra Dev College is proud of its Entrepreneurship Lab, the first of its kind in University of Delhi. Now, we are in the process of launching "Business Incubator" which has been sanctioned for funding by Ministry of Micro, Small and Medium Enterprise, Government of India.



Our Student Entrepreneurs' Feedback....

"EL is a platform which has toned up my entrepreneurship skills by dispelling all my apprehensions and enlightened me about nitty-gritty's of setting up a venture."

AquilJameel (B.Sc. Life Sciences Sem VI)

"My association with EL has given me ample opportunities to explore my designing abilities. Crafting various innovative pieces as the product logo and labels has enabled me to scale a higher creative altar."

Kashish Madan (B.Sc. (H) Zoology Sem IV)

"Entrepreneurship has given wings to my imagination and enterprising skills by empowering me with experience, knowledge, ability and most importantly confidence to chart out a career path for myself as a self employed person."

Radhika Sharma (B.Com. (H) Sem VI)

"Joining the entrepreneurship lab has briefed me about ways and means to establish my own industrial venture. It has inculcated a sense of self worth and zeal in me by providing exposure about legal frameworks and procedures governing setting up of an independent unit. "

Rahul Verma (B.Sc. Life Sciences Sem VI)

I being a growth seeker always aspired to do something of my own and EL has equipped me with technical and knowledge resources which I shall amalgamate effectively in my future productive ventures. This association has taught me the meaning of endurance and how can we synthesize a strong business opportunity from a single scratch of an idea.

Sameer Goel (B.Com (H) Sem IV)

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(UNIVERSITY OF DELHI)

Govindpuri, Kalkaji, New Delhi-110019

Telephone: 011-26294542

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E-mail: principalandc@gmail.com

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NEW CHALLENGES

DU, a crucible for young entrepreneurs

Ask not what your country can do for you, ask what you can do for your country", this well-known and oft-quoted statement of American President John F Kennedy had its relevance during the past era as well in present times. Unfortunately, many of us often waver between the thought and its implementation. But many a student of Delhi University has taken the lines to heart and empowered it with action. These budding entrepreneurs, right from their first year of graduation, know which way to direct their life.

Take the case of Sameer Goel, a student of Acharya Narendra Dev College who has set up his own business of artificial flowers and is gradually entering the commercial market. Supplying his product to the retailers of Lajpat Nagar and Indrapuram market, Sameer believes in becoming a job-creator instead of a job-seeker.

"Initially it was a hobby, but thanks to my college from where I got the idea to turn it into business," says Sameer, IInd year student of B.Com (Hons). He takes pains to clarify that his basic aim is not to meet the profit but to generate employment. "I have employed few workers and



SMART Students of Acharya Narendra Dev College sell soaps, shampoos and sanitisers produced on campus.

trained them. Now, I am searching for NGOs and old-age homes where people can easily learn the work and earn their livelihood," says he.

Interestingly, he gained confidence after becoming a part of the Entrepreneurship Laboratory started by his college. Established under the aegis of National Science and Technology Entrepreneurship Development Board (NST-EDB), Department of Science and Technology, the lab encourages students to bring their novel ideas to life by helping them to set up small enterprises.

Started in October last year, the undergraduate students of

the college have established an in-campus company called ANDY (Acharya Narendra Dev Youth). Students are producing cost-effective and eco-friendly herbal products including soaps, shampoos, hand wash and sanitisers. Students handle the administrative, marketing and financial aspect of the project by themselves.

"It is a first campus-run company which is run by students. The main idea is not to earn profit but empower students with enough confidence for a start-up," says Sanjay Vohra, co-ordinator, ANDY.



GO-GETTERS Students of Shaheed Bhagat Singh College have set up their own Young Entrepreneurs Society (YES).

PRETTY Customised cards to girls of Kalindi College.

Similarly, Tanya Malik, Satrupa Arora, Heena Jethani, first year B.Com (Hons) students of Kalindi College, are working on their business of customised cards. Their expertise lies in quillin techniques. "We design the cover and make the card interesting inside by making a collage of photographs and writing interesting content," says Heena. Interestingly, for the novel idea they have won the Biz Wiz Competition organised by Jesus and Mary College recently.

Besides, students of Shaheed Bhagat Singh College have set up their own Young Entrepreneurs Society (YES). "The society takes the students' ideas forward through structured process covering all aspects of a business plan," says Siddharth Jerath, III year student B.Com (Hons).

"We are also ready with our magazine *Empresario - The Entrepreneur: A Corner* through which we are trying to influence more students to be entrepreneurs."

Surely a long and inspiring way forward!
Archana Mishra

डीयू छात्रों ने खोली कंपनी, खुद बनाकर बेच रहे हर्बल उत्पाद

नई दिल्ली | रोहित पंगार

दिल्ली विश्वविद्यालय के आचार्य नरेंद्र देव कॉलेज के छात्रों ने इनोवेशन प्रोजेक्ट के तहत विश्वविद्यालय की पहली कंपनी खोली है। इसका नाम 'एनडीवाय' यानी नरेंद्र देव यूथ है। शैंपू, साबुन और हैंड वॉश जैसे 100 हर्बल उत्पाद बेचे जा रहे हैं। खास बात यह है कि कॉलेज की लैब में ही इन उत्पादों को छात्रों द्वारा तैयार किया जा रहा है।

कंपनी कॉलेज की इनोवेशन एंड इंटरप्रेन्योरशिप डेवलपमेंट सेल के तहत खोली गई है। विभिन्न विभागों के कुल 22 छात्र जुड़े हैं। चार शिक्षक बतौर सलाहकार जुड़े हैं। डेवलपमेंट सेल के प्रमुख और मुख्य सलाहकार प्रो. संजय बोहरा कहते हैं, 'उत्पाद कैसे तैयार किया जाए और उसकी मार्केटिंग कैसी की

जाए, इस विषय को प्रोजेक्ट के तौर पर छात्रों ने चुना था। प्रोजेक्ट कामयाब होता देख छात्रों ने कंपनी खोलने का फैसला लिया।' वहीं कंपनी के डायरेक्टर और बीटेक इलेक्ट्रॉनिक्स विभाग के छात्र अक्षत चड्ढा ने बताया कि अक्टूबर में इसकी शुरुआत की गई। शुरुआत में कम छात्र जुड़े थे। इसे खोलने के लिए सभी ने अपने विचार दिए। इसके बाद कंपनी बनाने पर काम किया गया।

लैब में उत्पादों को बनाने की विधि पर काम किया गया। इस बाबत संस्थान के शिक्षकों ने सहयोग किया। बता दें कि कंपनी का दफ्तर कॉलेज में बनाया गया है। छात्र कक्षा खत्म होने के बाद इसकी देख-रेख में जुट जाते हैं। हर्बल उत्पादों के अलावा छात्र स्टेशनरी के उत्पाद तैयार कर बेचने की योजना बना रहे हैं।

छात्र बने उद्यमी



- छात्रों द्वारा शैंपू, साबुन और हैंड वॉश जैसे 100 हर्बल उत्पाद बेचे जा रहे हैं
- कंपनी कॉलेज की इनोवेशन एंड इंटरप्रेन्योरशिप डेवलपमेंट सेल के तहत खोली गई है
- विभिन्न विभागों के कुल 22 छात्र जुड़े हैं। चार शिक्षक बतौर सलाहकार जुड़े हैं

छात्रों को देते हैं मार्केटिंग करने के आइडिया

कम निवेश पर कैसे बिजनेस का विस्तार किया जाए और कैसे ग्राहकों को उत्पाद के प्रति खींचा जाए, मार्केटिंग और बाजार के इन तमाम आइडिए पर 'एनडीवाय' कंपनी काम करती है। इसके विषय में कंपनी कॉलेज के अन्य छात्रों को जानकारी देती है। उन्हें उत्पाद तैयार करने की प्रक्रिया और प्रभावी मार्केटिंग के फॉर्मूलों में शामिल किया जाता है। डायरेक्टर अक्षत का कहना है कि हमारे प्रयोग के बाद बाजार के कई डीलर और विश्वविद्यालय के छात्रों ने हमसे संपर्क किया है। फिलहाल आम की योजना बाजार में उत्पादों को जल्द ही लॉन्च करने की है।

30 हजार रुपये के लोन से की शुरुआत

छात्रों ने कंपनी खोलने के लिए कॉलेज से 30 हजार रुपये का लोन लिया। पैसों का इस्तेमाल उत्पाद बनाने और मार्केटिंग में किया गया। जो भी मुनाफा होता है उसे कंपनी के खाते में डाला जाता है। मुनाफे का रकम को दोबारा से निवेश में लगाया जाता है। खास बात यह है कि सभी हर्बल उत्पादों की कीमत बाजार में बिक रहे अन्य ब्रांड के उत्पादों से बेहद कम रखी गई है। इन्हें फिलहाल कॉलेजों और डीयू के कंपन में बेचा जा रहा है। 'अंतरध्वनि' के दौरान कंपनी ने अपना पहला स्टॉक लगाया था।

इनोवेशन सेल लोगों को दे रहा रोजगार

आचार्य नरेंद्र देव कॉलेज का इनोवेशन सेल कंपनी के काम से इतर लोगों को रोजगार उपलब्ध कराने का भी काम कर रहा है। ऐसे लोगों से संपर्क किया जाता है जिनके पास काम नहीं होता या बेरोजगार होते हैं लेकिन काम करना चाहते हैं। उन्हें कॉस्मेटिक्स के उत्पाद बनाने की विधि बताई जाती है। निवेश के लिए पैसा भारत सरकार के विज्ञान एवं प्रौद्योगिकी विभाग के जरिये जुटाया जाता है। कॉलेज का दावा है कि अब तक उन्होंने 80 लोगों को रोजगार उपलब्ध करवाया है। कॉलेज इस दिशा में अग्रसर है।

MAIL TODAY – 23RD FEBRUARY, 2014

**GOOD
NEWS
TODAY**

A BOTTLE of shampoo at just ₹35 is one of the several herbal products that a company started by a group of Delhi University students offers.

The student-run company, in a one-of-its-kind initiative, manufactures a range of self care products, including shampoo and soaps in the college laboratories and sells them to students at reasonable prices in University festivals and through stationary

DU students start herbal products firm

shops at various DU colleges.

Encouraged by their teachers, a group of 22 students, from various courses, established the company in last October with an initial loan of ₹30,000 granted by their college – Acharya Narendra Dev College. “Our teachers persuaded us to start a firm and we came up with the idea to make environment friendly products. Our first product was

a hand sanitiser,” said Akshat Chadha, one of the directors of the company which they have named ‘andy’ that expands as Acharya Narendra Dev Youth.

The products are reasonably priced so that it is not heavy on the pocket of students. A herbal soap, which can cost anywhere from ₹50-100 in the market, is priced at ₹25. “Our prices are cheap as being students, we

know that our friends cannot buy highly priced products. A 100 ml herbal shampoo which we provide for ₹35 is one of our best products,” said Chadha.

Chadha, a first year student of B. Tech Electronics, said the manufactured products are tested several times before being given the approval. “When we create a product, we test it on ourselves and then give suggestions on

possible improvements. We then add fragrance to make them feel better,” said Chadha. The company was started under the college’s Innovation and Entrepreneurship Development Centre which is funded by the Ministry of Science and Technology. Chadha said the company has 10 core committee members, including four teachers.

Heena Bhasin, New Delhi



Entrepreneurship La

ACHARYA NARENDRA DEV COLLEGE **(University of Delhi)** **Innovation & Entrepreneurship Development Centre (IEDC)**

EXECUTIVE SUMMARY

In 2010, Innovation and Entrepreneurship Development Cell (IEDC) was established in Acharya Narendra Dev College by National Science & Technology Development Board (NSTEDB), Department of Science and Technology (DST), Government of India fondly called 'Entrepreneurship Lab'. Now, this question often arises in many minds. Why is it a Lab? It is a virtual lab, where ideas conceive and take forms of concrete plans. Here every idea is considered valuable and since 2010, Entrepreneurship Lab has successfully harbored many entrepreneurs in society.

On any other ordinary day, few students and one of the faculty members visualized a venture which would be exclusively run by students. Hence, came into their contemplation, why not start a company dealing in cosmetics mainly in consumer products. The most integral part of this proposal was the importance of involvement of students. Thus the name 'ANDY' came into play. A name which very effectively conveyed the purpose of the company. Acharya Narendra Dev Youth, meaning the students of Acharya Narendra Dev College is dominating the terms of this company.

The current scenario of our country only focuses more on theory than on practical learning. The need of the hour is a paradigm shift in the mindsets of students. Entrepreneurship Lab aims to inculcate the thought of being an entrepreneur as an equally competitive career option for the students. One of the long term objectives clearly happens to be this.

Despite of many hindrances, Entrepreneurship Lab members faced everything to bring





Entrepreneurship Lab

ANDY to a position where it can compete with any brand of consumable and herbal skin and hair care products.

ANDY right now aims to produce all those things which cater to campus demand apart from herbal cosmetics. ANDY currently deals in Glycerin Herbal Soaps, Tea Tree Oil Sanitizers, Silk Enriched Shampoos and Herbal Hand Wash. To many people's surprise, all these products are herbal.

MARKET ANALYSIS

The key to the success of any business does not lie on the scale of the market, but on how well the business captures whatever market it has. For this, a careful market analysis should be done to figure out how to enter a customer's psyche and make them feel that they are in need of this product. In other words, develop its USP (Unique Selling Proposition). ANDY's USP is that it is a student venture. The students and faculty of the campus get a sense of pride in using these products; they feel they are contributing to the future of this student company. This ensured one time sales just on the pretext of making the customers feel that any new product on the block deserves a chance. What we had to work towards was guaranteeing repeated sales just to ensure a stable demand for the products.

If we look at it 2000 students and 200 teaching and non teaching staff proves to be a pretty challenging market itself. What we are next targeting on is the whole University of Delhi, which are more than 60000 students and 2000 teaching and non teaching staff.

Apart from this, ANDY also takes up bulk orders. We offer attractive deals just to lure in the extra customers. We began with the "10+2" deal i.e., anyone who buys 10 of any product like the Shampoo, Hand Wash, Soap or Sanitizer gets 2 of those products free. This deal could only be availed by contacting the Corporate Head of ANDY. This deal received a positive response.

COMPETITIVE ANALYSIS

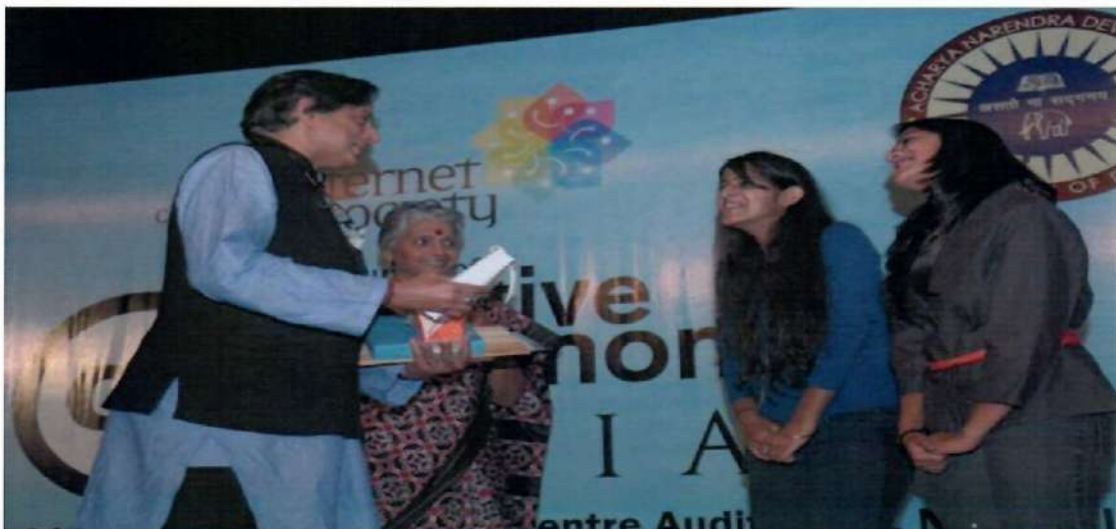




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The best part about the Indian market is the expected rise in demand due to seasonality. We wanted to chance upon every opportunity. Hence, in the Diwali fever we came up with 'ANDY Hampers' which was nothing but few ANDY products in a fancy handmade bags. One such bag contained two soaps and one sanitizer, while the other contained One Shampoo, One Soap and One Sanitizer. Special attention was paid to the price of the hamper so that each and every customer and prospective customer thinks of it as an attractive deal.

Because of this idea, we came into notice of people and started seeking more and more bulk orders. The electronics department ordered some 100 packages for their alumni meet, teachers bought them as Diwali presents, and students took it as Diwali presents and many more. Each package which was sent was priced very economically which would be discussed later.



(Presenting ANDY products to honorable Minister of State for Human Resource Development Mr. Shashi Tharoor)

OPERATIONS AND MANAGEMENT PLAN

The production of these herbal cosmetics take place in a NGO which aims to encourage women entrepreneurship. We work on a cash basis with the NGO, which is run by a faculty member of the college itself. We soon aim to get a business incubator





in the college, so we can shift the production process in the college itself. The initial inception of the products regarding the formulation and other necessary details is done by the students under the guidance of the Coordinator of IEDC. The head of the Productions Department along with the Head of Accounts keep a check on the stock and take care of any discrepancies.



We claim ourselves to be a fast growing company. The only reason we can achieve so much in such a less time is because of the zealous nature of the members. Each and every member is eager to learn and work and effectively handles the domain given to them. The committee consists of 22 members out of which the core committee has 10 members i.e., 6 executive members and 4 faculty members. These members have a veto power in the decision making incase of any inconclusive matters. The final conclusion remains in the hands of students as it's underlying foundation is being a student company. ANDY like any other company has a democratic system and





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decisions are taken after much discussion and contemplation. We have different heads for different operations to ensure that the work load is balanced and work is carried out efficiently. There is the Marketing Head, Finance Head, Share Head, Corporate Head, Advertising Head, Public Relations Officer, Head of Designing etc. Though involvement of every member is considered detrimental in marketing, as it is the most important part of success for any business. Next semester, Entrepreneurship Lab would be conducting interviews and checking the zeal of the students to learn about entrepreneurship. After the subsequent interviews only a few students will be selected.

PRODUCTS

The thinking of an average consumer is changing. There is a new found concern on the use of excessive chemicals in cosmetics which have many seen and unseen harmful effects. There is a widespread demand of herbal cosmetics and ANDY has effectively stepped in to cater to that demand. We firstly launched the soap and sanitizer.





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The soap came in 4 variants: Aloe Vera, Rose, Lemon and Pears formulation. The shape was decided to be round, as there are more square shapes in the market so we could add a dimension of differentiation to the product. The soaps are glycerin based which make the skin soft and supple. An attractive transparent packaging was chosen to make the vibrant colors of the soaps visible which would add youthfulness to the soap. An average soap in the market costs anywhere between Rs.30-40 depending on the brand. We chose the price to be Rs.25, which as compared to its competitors is very reasonable. It continues to be our most sold product as of now.

The next product which was launched was the Hand Sanitizer. Only few FMCG products make hand sanitizers as somehow the usage is less in our country. We aimed to inculcate a sense of hygiene and a convenient mode to keep your hands clean in the minds of the consumers. The sanitizers are Tea Tree Oil based. The sanitizers come in 4 variants: Rose, Lemon, Jasmine, and Aloe Vera. An average hand sanitizer in the market costs ₹60-65 while the ANDY sanitizer is priced at ₹35. Now we can find an ANDY sanitizer in the bags of every student and teacher.

Then we came up with the silk enriched protein shampoo. Coming in a very hand small bottle which was very decently priced. ANDY shampoo has surely gotten some heads turned. The shampoo is blackish in color and makes a lot of foam. A lot of people have seen improvement in their hair after using the shampoo. So to have silky, shiny and nourished hair, you have to try the ANDY Shampoo.

The latest product we have launched is the handwash. It comes in a push to dispense bottle which is transparent and brings out the eccentric color of the handwash. It contains glycerin which has moisturizing properties and also has a long lasting smell. It is guaranteed that your hands will feel refreshed after using this wash. The handwash and the shampoo are priced at ₹35 each with the 10+2 bulk scheme too.

The products which are on the line are Sweatshirts and Spiral notebooks. In another 2





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months, both of these products will be launched in the campus market. The main motive is to cater to the demand of students of colleges.

FINANCE FACTORS

For the first two years, the finance of any business proves to be very pivotal. This project was funded by funded National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India and also received an interest free loan from the college itself. These funds helped to ignite the business. But now we stand at this threshold, where we want to expand and involve more and more people, the idea of issuing shares was put in place. Soon, we would be launching share certificates in denominations of ₹100. The authorized capital would be ₹1,00,000. This share certificates will be available to the students and staff. All the profits made the company (After Savings) will be given to the shareholders in the form of dividends. First time in the history of University of Delhi, a college has attempted to do so. The share certificate has been designed and related matters have also been discussed. The certificates would be launched in July.

Acharya Narendra Dev College (University of Delhi) INNOVATION & ENTREPRENEURSHIP DEVELOPMENT CELL (IEDC)	
<small>THIS IS TO CERTIFY that the person named in this Certificate is the Registered Holder of the within-mentioned Share(s) bearing the distinctive number(s) herein specified in the above Company subject to the Memorandum and Articles of Association of the Company and that the amount endorsed hereon has been paid up on each such share.</small>	
SHARES EACH OF RUPEES 100/-	AMOUNT PAID UP PER SHARE RUPEES 100/-
Certificate No. : Name of Holder : No. of Share(s) held Distinctive No(s).	
<small>GIVEN under the Common Seal of the Company this</small>	
Director	Authorized Signatory





Entrepreneurship Lab

RISK FACTORS AND DISADVANTAGES

Of course we face a huge risk in the form of social stigma, as everyone ends up expecting a lot. But there is a cushion of security for us as the motto is not to earn profits but just to learn. The proximity of the customers adds to the pressure. Consumers have now become smarter and they know what they want. Like any other competitive business, if we fail to fulfill that we will definitely lose our market share. Our shampoos are SLES (Sodium Laurel Ethyl Sulphate) based like every other reasonable shampoo in the market. Because of the vast Research Development going on Delhi University, we are soon aiming to make shampoos without sulphate. This would be a table turning invention. Also, that we are a relatively new brand, we have yet to struggle. We also have only four products as of yet, so there is lack of variety. All the raw materials are purchased in small quantities which makes them very expensive. We want to increase our production so that we can achieve economies of scale

FUTURE GOALS

In a country like India, where for every legal work one has to face many difficulties, we soon aim to get a license so we can move out of the University market and compete with established products. After the incubator is set up by Medium Small and Micro Enterprises (MSME), we will shift the production in the college campus itself. Because of the incubator the limited space issue will be dealt with. Right now, we are operating just without a legal status of a company. Soon we will be tagged a producer company.

ANDY soon wants to completely shift their domain from herbal products to organic products. We are tirelessly working to change the attitude of the students from being a 'Job Seeker' to a 'Job Creator'. We want each and every college of the University to set up an Entrepreneurship Lab, which would enable them to get firsthand experience like the members of Entrepreneurship Lab of Acharya Narendra Dev College do.





Entrepreneurship La

IMPACT

Because of the work done by Entrepreneurship Lab and the opinions propagated by it, many people have come to terms with adopting entrepreneurship as a career. Parents and society have opened their minds on seeing what sort of work is carried on by students at this level. This project has grabbed eyes from all over the University and people have been inspired by it. But the section that has been most widely and positively influenced is the members of Entrepreneurship Lab. They have widened their horizons and aim bigger things after their graduation. Students are learning how to design certificates, how to get a trademark etc which people don't learn in their whole lives and are very useful.

Presented By-
Akshat Chadha
Aishwarya Munjal



Entrepreneurship @ ANDC [IEDC, EL, ANDY]



With changing social traditions, creation of self-employment opportunities and acquiring entrepreneurship skills have become de-rigueur. To encourage students to explore the possibility of becoming job-creators instead of job seekers, Acharya Narendra Dev College has established an **Innovation & Entrepreneurship Development Centre** (IEDC) in 2010 under the auspices of National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology (DST), Govt. of India. The centre envisions motivating students to take up entrepreneurship in a proactive manner by providing them with the pre-requisite information about establishing a start-up. IEDC has twin initiatives of training - Entrepreneurship Awareness Camps (EAC) and Entrepreneurship Development Programmes (EDP), and of innovation (student-projects). Over the years the college has conducted three EDP's of 4 - 6 weeks duration and 13 EAC's of three days each besides completing 15 innovative student-projects. The excellence of the IEDC centre, led the Ministry of Micro, Small and Medium Enterprise (MSME), Govt. of India to recognize ANDC, the only college in University of Delhi for the award of prestigious **Business Incubator (BI)** – to support commercialization of innovative ideas. The BI will support ten innovative ideas towards maturing into successful business enterprises.

Under **IEDC**, ANDC has pioneered a new idea by establishing **Entrepreneurship Laboratory (EL)** in 2013. EL seeks to foster an entrepreneurial mindset amongst students and provides a conducive environment that promotes their innovations, initiatives and commitment. This is a space where students are encouraged to

bring their novel ideas to life by being helped to set up a small enterprise. Teaching students to develop this kind of mindset is invaluable and progressive because in future it is what ultimately helps transform them into successful entrepreneurs. A healthy amount of self-confidence and managerial skills necessary to embark on a new business venture indoctrinated through guidance and hand-holding techniques under the aegis of EL is expected to go a long way in metamorphosing students into successful entrepreneurs. EL envisages empowering potential entrepreneurs by converting their ideas into products while simultaneously creating jobs for others.

Furthering the cause of EL, undergraduate students of the college have established an in-campus company, called **ANDY** that depicts the spirit of AND Youth. Even rudimentary exposure under EL has empowered the undergraduate students to shoulder responsibilities regarding management of **ANDY's** day-to-day affairs including administrative, marketing and financial. The yeoman efforts put in by motivated students has resulted in the development of cost-effective and eco-friendly (herbal) products including soaps, shampoos, hand-wash and sanitizers in the first instance. **ANDY** is one of the nascent initiatives and the first in any undergraduate college under University of Delhi. It is a technology demonstrator whose main idea is not to earn profit but empower students with enough confidence for a start-up. The company is planning the launch of Campus merchandize soon.





Innovation & Entrepreneurship Development Centre

From Job-seekers to Job-generators...

STUDENTS' INNOVATIVE PROJECTS

Acharya Narendra Dev College established an Innovation & Entrepreneurship Development Centre (IEDC) in 2010 to motivate students towards entrepreneurship and educate them about the pre-requisites for setting up any enterprise. This centre is sponsored by the National Science and Technology Entrepreneurship Development Board (NSTEDB) of the Department of Science & Technology (DST), Govt. of India to promote an entrepreneurial culture within academic institutions.

IEDC also provides for projects that give space for innovative ideas of students to be distilled into workable projects that are product-oriented. Each year, IEDC provides funding for five to six students' research projects in various disciplines to inculcate the culture of innovation amongst students. Each project aims to create one marketable innovative product. Since its inception in 2010, the IEDC at ANDC has provided Rs. 19 Lakhs for a total of 21 students' projects.

PHOTOTHERAPY BLANKET



Phototherapy is the most common treatment for jaundice in newborns. In India, neonates are at high risk of developing undetected hyper-bilirubinemia. We have developed a blanket which has fibre optic cables carrying blue LEDs with a control unit. The cloth/blanket can easily be wrapped around the infant for phototherapy treatment. Thus, there is no need to separate a neonate from its mother and it also saves nursery expenditure.

TAMARIND-BASED ION EXCHANGER



Tamarind-based Ion Exchanger can be used to remove toxic and hazardous metal ions like copper, lead, zinc, cadmium, mercury etc from the waste water of industries. This ion-exchanger is simple to use and much cheaper than the commercial products in the market.

BIO-ACTIVE SENSOR FOR PESTICIDE RESIDUES



Pesticide residues on food items and water is the bane of modern society. In this project a sensitive, rapid, inexpensive and eco-friendly paper strip sensor has been developed for detection of pesticide residues in ground water and assorted food samples.

LOW COST GLUCOMETER



India has one of the highest incidence of diabetes in the world which poses an enormous health problem. Basic glucometers of various brands range from Rs. 1000 to Rs. 5000. Recurring expenditure of the strips further adds to the cost of regular checkups. We have developed a low cost glucometer costing only about Rs. 315 at current prices.

CASE TOOL BOX



CASE is an abbreviation for Computer Aided Software Engineering. The prototype developed assists the project manager to estimate size, cost, schedule, risks and many other parameters of any project along with graphs and report generation facility that are required for the effective project management.

SENSOR MODULE FOR GAS SENSING



A system has been developed wherein the CO₂ gas sensor module detects gas and sends quantitative data to a digital multimeter (DMM). The DMM then sends data wirelessly to an Android app enabled mobile phone using a Bluetooth dongle. The data generated is also logged into a laptop using RS – 232C interface.

BULK CENTRIFUGE MACHINE



Bulk Centrifuge machine is a low-cost equipment developed under this project of IEDC. It has been designed for centrifuging large volumes up to 2L of suspension at one time. The equipment has an adaptable flexible neck for holding the flasks of variable neck sizes thus reducing the requirement for only specified glass apparatus for centrifugation.

ANTI-FUNGAL SOAP



Fungi are the cause of various kinds of skin infections in human beings. In this project various plant-extracts were evaluated for their fungicidal properties. An anti-fungal compound has been isolated from plant extracts that can be used as a constituent in soaps against common fungal skin infections.

HERBAL COSMETICS AND SHOE-SHINE



Personal care products - skin creams and hair shampoos, have been formulated using proteins extracted from the waste water of silk industry and other natural compounds. These products are eco-friendly, biodegradable and have been tested under Government-approved laboratories for safe use. A Shoe-shine developed from banana-peel wastes was found to provide long-lasting shine and increase the life of leather.

LABORATORY GLASSWARE CLEANSING AGENT



Laboratories across educational and research institutions as well in the industry use cleansing agents for cleaning glassware that results in use of huge quantities of scarce water. The cleansing agent developed by us is eco-friendly & biodegradable, soft on skin and with a beautiful fragrance. It is effective in cleaning the glassware with minimum washings and leaves no traces of its own. It has been tested in several laboratories.

NATURAL ANTI-MOSQUITO PRODUCTS



Natural plant extracts were screened for developing a 100% natural, biodegradable and eco-safe product against mosquitoes. The products were formulated as liquids and tablets which can be used for killing *Aedes aegypti* larvae breeding in puddles, water pools and home coolers. A mosquito repellent cream has also been developed which can be applied on human skin to prevent mosquito bites.

ACHARYA NARENDRA DEV COLLEGE

(University of Delhi)

Govindpuri, Kalkaji, New Delhi-110019

Telephone: +91-11-26294542

Fax: +91-11-26294540

E-mail: principal@andc.du.ac.in

<http://andcollege.du.ac.in>

AN ENTERPRISING LOT, THEY CHOSE THE UNTRODDEN
SOME PRESSING ISSUES IN SOCIETY, WHETHER FOR BE
AND CAREER DEVELOPMENT

OUTH FOR CHANGE



BY SAACHI SINGH
BCom, Acharya Narendra
Dev College, DU, and
head, marketing, ANDY



In 2010, an Innovation and Entrepreneurship Development Cell (IEDC) was started in Acharya Narendra Dev College by the National Science & Technology Entrepreneurship Development Board, department of science and technology, government

of India. It came into being not just because students needed jobs but to create them. Fondly called the Entrepreneurship Lab, it helps students learn how to run a company, select raw material, package a product, design its labels and finally, market it, while keeping in mind the social impact of their actions.

Acharya Narendra Dev Youth, or ANDY, is a small organisation of 22 undergraduates working under the guidance of an official, Sanjay Vohra, who helps students mould their ideas into something profitable. Started on October 4, 2013, ANDY is a fully functioning, profit-making company. It consists of a core committee of six students and four teachers, thereby giving the students the final decision-making power, and making them responsible for their actions and its impact on the company. Started with the help of a Rs 30,000 loan from the college — now paid back — its current profit of Rs 10,000 is being ploughed back into the organisation for product development and to increase product variety.

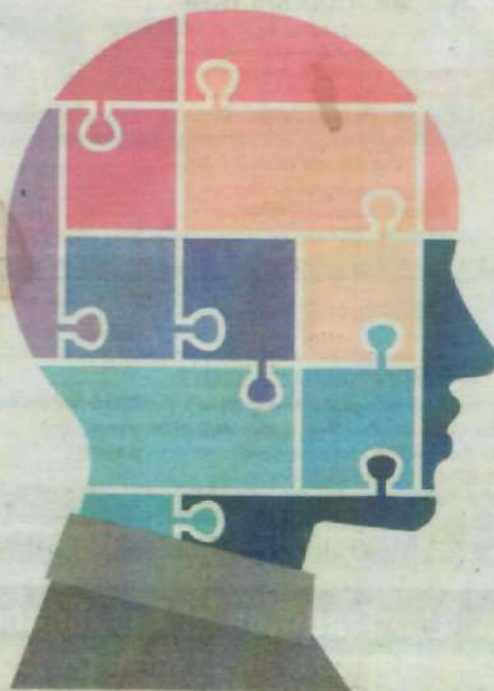
This eclectic group comprises students from different backgrounds and courses. While I am from BCom (hons), Aishwarya Munjal, another BCom (hons) student, handles the shares. Kashish Madan from zoology takes care of designing; Sameer Goel, from BCom, is in-charge of finance and book-keeping; Akshat Chadha from electronics helps in overall co-ordination; Aurobindo Sengupta, a student of zo-

ology, helps with photography and Parul Gulati, a commerce student, takes care of corporate orders. They are learning how to successfully run a company while trying to make a difference to the society.

The products, ranging from sanitisers and hand-made glycerine soaps to herbal shampoos, were decided upon after much deliberation. What makes these products different from others is their cost. Take the sanitiser. Priced at Rs 35, a 50ml bottle is half the price of the competition in the market.

The aim is to not only make these available to college students, but with time at even lower prices, to labourers. Labourers are often forced to make do with dirty water, or no water, thus increasing the chances of infection among them at mealtime. Our sanitiser will come into play here. This is an easily remediable situation, about which students feel strongly.

With a current average sale of 1,000 soaps, 600



A CLEAN SWEEP

AS PART OF THE
ENTREPRENEURSHIP
LAB, WE HAVE
LEARNT WHAT IT
MEANS TO RUN A
COMPANY, TO FACE
COMPETITION, TO
BE DISCOURAGED,
BUT TO NEVER
LOSE HOPE



sanitisers and 400 hand washes in just two months and new orders coming in every day, we are on our way to building a solid organisation. Currently, the products are sold at the college stationery shop, but as soon as we register ourselves as a producer company, they will be supplied to various tier-two cities.

ANDY is now bringing out spiralbound registers made by the underprivileged, who will be trained by our volunteers. Also in the pipeline are products like an anti-fungal and a mosquito-repellent soap. These will have far-reaching consequences, especially for those forced to sleep under the sky. We firmly believe that if there is something we can do to improve a situation, we must.

Having received much acclaim in various competitions, like the Indo-Korea meet in Bangalore in January, a workshop at an institute in Delhi, and more recently at the India-Iran Innovation and Technology transfer camp in Delhi, ANDY is all set to begin recruiting new members. We also hope to replicate this Entrepreneurship Lab model in other colleges all over India.

As a part of the Entrepreneurship Lab, we have learnt what it means to run a company, to face competition, to be discouraged, but to never lose hope. In just a couple of months one realises that a textbook never tells you what the real deal is like. For me, as a student, this has been the experience of a lifetime. Whatever knowledge I have gained will always put me a cut above the rest. The most important lesson I have learnt is that all I need is an idea, and the determination to see it through. The rest will work itself out.

ANDY is the first-campus company in
University of Delhi launched in October 2013