

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.

