

## **ANNUAL REPORT 2022-23**

### **Creativity, Innovation and Entrepreneurship Cell**

#### **LAKSHMIBAI COLLEGE**

##### **University of Delhi**

Entrepreneurial success requires the ability to develop and offer something unique to the marketplace. Overtime, entrepreneurship has come to be associated with creativity, offering something original, more so in the sense of an idea or its representation.

The **Creativity, Innovation and Entrepreneurship (CIE) Cell, Lakshmibai College** operates under the mandate of the ‘**Atmanirbhar Bharat Abhiyaan**’, the vision of a new India envisaged by the Prime Minister Narendra Modi. The aim of the Atmanirbhar Bharat Abhiyan is to make the country and its citizens independent and self-reliant in all aspects. This will make us self-reliant by creating an ecosystem that will allow Indian enterprises to be highly competitive on the global stage.

The College has registered itself with the Institution Innovation Council (IIC) under the Ministry of Education, for systematically fostering a culture of innovation along with other Higher Educational Institutions (HEIs) registered with the IIC. CIE Cell is also engaged in organizing the various events as per the recommendations of the council along with its core activities. It also aims to create and nurture an incubation centre to mentor budding start-ups which can be established and run as successful businesses.

The three main initiatives of CIE Cell are: Development of the Brand Parampara, Goodwill Store, and Enactus Chapter in the college under social entrepreneurship. The product division of Parampara includes Dhoop Batti, Sambrani Havan Cups, Vermicompost, Pure Honey, Bio-enzymes, Mushroom Cultivation, Millet Cookies, and ‘Red Dot’-reusable sanitary napkins, that are running successfully in the Udyamita Vikas Kendra.

#### **PARAMPARA- CIE CELL**

The Cell has collaborated with various organizations for successful running of various projects. Under the Dhoop Batti and Sambrani Havan Cups projects, the cell collaborated with Aryavart Vedic Chikitsalaya Pvt. Ltd. Various MoUs have been signed with the non-profit organization Sewa Bharti for eco-friendly packaging of the Vermi-compost and to provide training to the women of the weaker section of the society. To achieve the objective of community engagement and women empowerment, the Cell has conducted various training and social awareness sessions for these women.

Raw material used for the production of Dhoopbatti and Sambrani Havan cups is a mixture of various herbs and organic items. The cloth raw material for the packaging of Vermicompost was collected through a Donation Drive organized by the college. Bio-enzymes are prepared with orange peel, jaggery and water in plastic bottles which are collected through donation drives and hence the Cell makes efforts to reduce the carbon footprint too. Millet cookies, another product under the Parampara brand, focuses on healthy food intake. Under the ‘Red Dot’-reusable

sanitary napkins are prepared by the students. Mushroom cultivation and Honey Bee farming are other two projects which are underway.

The CIE Cell has organized a workshop on **Vyarth se Arth- Gaumay Arth**, (29th June,2022) which was more about the cow based industry. To celebrate the Indian Village culture, the Cell has organized **Gokul Gramotsav** in collaboration with Ekal Abhiyaan and Sewa Bharti on 27th July, 2022. A **training session** was conducted in collaboration with Aryavart Vaidic Chikitsalaya Pvt. Ltd for the production of Sambrani cups on 12th Sept. 2022. Various career counseling sessions along with Comspect- The Commerce Society of the college were also organized (**Clever Champ's**- 21st Sept. 2022; **Career Counseling on Chartered Accountancy**- 28th Sept. 2022). The Cell has conducted an awareness session in collaboration with E-Parcus- The Economics Society on **Small-Saving Schemes and its benefits** on 14th October 2022 in Gokul for the women of economically weaker sections. To celebrate the Indian festivity, Cell has organized a diwali mela under the theme of **Anandini Deepawali- Khushiyon ka Diwali Mela** on 19th Oct. 2022. The college has invited Prof. Gangoti, Vice Chancellor, JNU as a chief guest. The main attraction of the mela was the on the spot competitions conducted by UDAAN during the open stage activity.

The CIE Cell with EVS department participated in **“First National conclave on Environment and Happiness”** on 11th November 2022 at Patel Memorial Golden Jubilee Auditorium, VP Chest Institute, University of Delhi. The conclave was filled with various respected guests and influential speakers. The session was enticing and Students of CIE cell were also thrilled to display the eco-friendly products made in Lakshmibai campus itself such as Sambhrani cup, Dhoop, vermicomposting etc , in front of the Vice Chancellor , University of Delhi.

The CIE with Home Science Department of Lakshmibai College have participated in **“Gyanotsav-2079”** which was held on 17 and 18 November 2022. The theme of this year's exhibition was **‘शिक्षा से आत्मनिर्भर भारत’**. In sync with the theme of the exhibition, students displayed various Parampara products which included Hawan cups and Vermicompost made by CIE cell students.

### **STUDENTS ACTIVITIES- CIE CELL**

There are three student units operating under the Cell- Rangreza (Fine Arts Unit), Prarambh (Entrepreneurship Unit) and Markedge (Marketing Unit) for tapping diverse talents of our students and to provide them with ample opportunities to learn about an enterprise.

The students of CIE Cell conducted various workshops, webinars and events to promote different skill sets. Some of the workshops, webinars and events held were: **Rangreza: Artote** (30th Sept. 2022), **Markedge: Seminar on Importance of Harnessing the Power of Marketing** (21st Sept. 2022), Seminar on **"PRODUCT MARKET FIT AND PROBLEM SOLUTION FIT** (15th February, 2023), **“Matka Mural” Competition with “UTKARSH” Fest** on Earth Day Celebration (21st April, 2023), **Markedge: Seminar on “Coping with Stress”** (26th April, 2023).

The students of CIE Cell made a **visit to National Cooperative Union Of India (NCUI)**, Hauz Khas on 17th of November 2022. Students also got the opportunity to attend an insightful session

with the director of NCUI, Mr. Rajeev Sharma who took to educating students about how a cooperative works and integrated approach towards the development of rural and urban areas. He also highlighted how the government is providing excellent opportunities to the future generation of India- US, the Youth of India. The session focused on appreciating the significant role played by them in the development of the Indian Economy.

Along with these activities, The Students of CIE Cell successfully displayed Parampara Products in Deshbandhu College, DU on its Diwali Mela which was held on 18th October, 2022.

### **GOODWILL STORE: The will to do good**

**AIM:** Environment conservation through 3R's : Reduce, Reuse, Recycle.

Our objective is to augment the spirit of kindness and empathy through the act of donation for a good cause. We provide dignified affordable shopping in the campus for the needy ones and thereby contributing to environmental sustainability. The Goodwill store being aware of the pollutants created by waste clothes aims to reuse and reduce them, keeping them out of landfill and help in decreasing the landfill wastes. The Goodwill store inspires others to thrift which is good for your wallet and also for the environment.

**Donation Drive** (1<sup>st</sup> September to 5th September) **on the occasion of World Charity Day** has gained much attention and we have received donations from more than 30 people.

**Webinar: Overconsumption- the New Sin** (24th September) presented by Ms. Poorna Khanna

The store has also put up a stall (Diwali Mela; 19th Oct. 2022) to sell the donated goods which were in good condition. **Neki ki deewar (Wall of Kindness)** organized on 14<sup>th</sup> November 2022 to celebrate the World Kindness Day.

### **ENACTUS CHAPTER**

Enactus believes investing in students who take stands for ENTrepreneurial ACTion for others creates a better world for US all. It basically focuses on taking up projects to empower the underprivileged by starting a business for/ with them so as to open a new stream of income, helping them earn a livelihood and be better off. Being a part of it at Lakshmibai, we have undertaken the project 'Stitching the Change' wherein we have sketched out and gotten approved a business idea for these Basti Women who reside very close to college. The idea aims to get cloth bags stitched by them, and henceforth selling the bags ahead. As of now we have created a good sum of funds from the sales we made during Diwali Mhttps://lakshmibaicollege.in/Secure-admin/webroot/upload/customfiles/12062023061445CIE%20ANNUAL%20REPORT%202021-2022.pdfela and other college fests.

















**CREATIVITY, INNOVATION & ENTREPRENEURSHIP CELL**  
**LAKSHMIBAI COLLEGE**  
 PARAMPURA

**BIO-ENZYME**  
**INGREDIENTS**

- Cow dung
- Sugar
- Molasses
- Water

**BENEFITS**

- Eco friendly
- Sustainable product

**PRICES**

250ml	₹ 25
500ml	₹ 30
1L	₹ 40

**CREATIVITY, INNOVATION & ENTREPRENEURSHIP CELL**  
**LAKSHMIBAI COLLEGE**  
 PARAMPURA

**VERMICOMPOST**

**Ingredients**

- Cow dung
- Kitchen waste

**Purpose**

- Soil enrichment
- Eco friendly
- Sustainable
- Reduces the use of chemical fertilizers
- Improves the soil structure
- Increases the water holding capacity

**Prices**

1 Kg	₹ 10
2 Kg	₹ 18
5 Kg	₹ 35
10 Kg	₹ 60

**CREATIVITY, INNOVATION & ENTREPRENEURSHIP CELL**  
**LAKSHMIBAI COLLEGE**  
 PARAMPURA

**SAMBRANI CUPS**

**INGREDIENTS**

- Dates
- Raisins
- Sugar
- Ghee

**BENEFITS**

- Eco friendly
- Sustainable
- Reduces the use of plastic

**PRICES**

₹ 20	(₹ 5 per cup)
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È-PARCUS- THE ECONOMICS SOCIETY



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CREATIVITY, INNOVATION & ENTREPRENEURSHIP CELL

Lakshmibai College, University of Delhi

*An awareness session on*

# लघु बचत योजनाएं और उनके लाभ

(Small-Saving Schemes and its Benefits)

*for the women of economically weaker section*



**KEYNOTE SPEAKER -  
DR. GUNJAN AGARWAL**



October 14, 2022



11:40 am - 12:40 am



Gokul, LBC

Principal  
Prof. Pratyush Vatsala

Convenor: CIE  
Prof. Gayatri

Convenor: È-Parcus  
Dr. Ritu Suri

Teacher Coordinators  
Dr. Kamal Kishore  
Mr. Naveen Chaudhary  
Dr. Geeta Chauhan

Student Coordinators  
Ananya (È-Parcus)  
Muskan Choraria(CIE)





# Creativity, Innovation and Entrepreneurship Cell



MarkEdge, The Marketing Unit of CIE Cell,  
Lakshmi Bai College, University of Delhi

presents a seminar on

## IMPORTANCE OF HARNESSING THE POWER OF MARKETING



**Shravya Goyal**

Pre - Sales Consultant at Wipro Ltd



**WEDNESDAY, 21ST SEPTEMBER, 2022**



**TIMING - 11:40 AM {ECA PERIOD}**

**VENUE - LT 1**

**Principal**  
Prof. Pratyush  
Vatsala

**Convenor**  
Prof. Gayatri

**Teachers Coordinators**  
Dr. Gunjan Agarwal  
Dr. Geeta Chauhan  
Dr. Kripa Bhaskar

**President**  
Muskan Choraria