Promoting the Culture of Innovation & Creativity to Develop Budding Entrepreneurs

PARAMPARA means a custom or belief that has existed for a long time and that has been passed on from one generation to the next. It represents uninterrupted series of faith, succession, continuation and traditions which are the soul of Indian culture .

Development of the Brand 'PARAMPARA'

Keeping in mind the Indian Traditions and Values, PARAMPARA fits as a brand for our products.

CIE CELL,LBC

CREATIVITY, INNOVATION AND ENTREPRENEURSHIP CELL

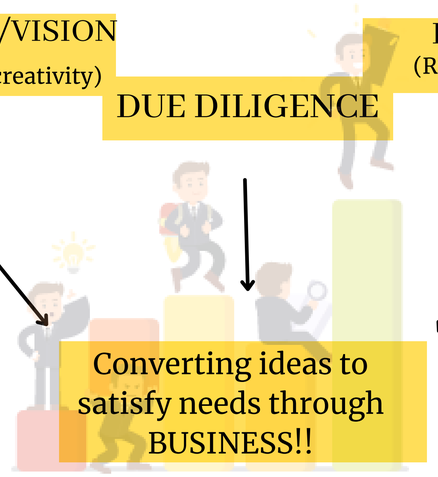
LAKSHMIBAI COLLEGE

ENTREPRENEURSHIP PILLARS

INNOVATION/VISION
(Unique idea and creativity)

DUE DILIGENCE

RESILIENCE
(Risk Taking Ability)



Converting ideas to satisfy needs through BUSINESS!!

OPERATIONAL MANAGEMENT Administration of project involving Planning, Production, Control, Strategy and Organization

PRODUCT INNOVATION Inclusive of Standardization and maintaining Product Groups & Ranges.

HUMAN CAPITAL Managing workforce through delegation of authorities.

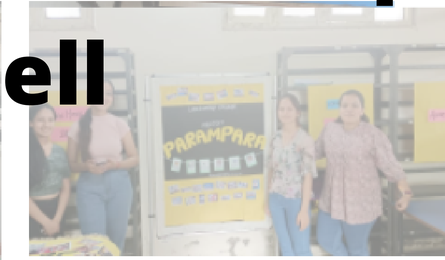
MARKETING Price determination of goods, spreading the product throughout target market and advertising the products in the best possible way.

FINANCE Procurement and deployment of funds .

Contact us on:
parampara@lb.du.ac.in

Follow us on:
Insta- ciecell_lbc
Fb- Cie-Cell, LBC
Linkedin- CIE CEL, Lakshmibai College

Creativity, Innovation and Entrepreneurship Cell



LAKSHMIBAI COLLEGE, UNIVERSITY OF DELHI

Journey of CIE with the development of Brand 'PARAMPARA'

CIE CELL

The ability to make or produce new ideas using skill or imagination.

A person's mind revolves around new ideas and opportunities for innovation.

Entrepreneurship is the result of a disciplined, systematic process of applying creativity and innovation to needs and opportunities in the marketplace.

OUR VISION

An entrepreneur's vision is the roadmap that determines where one goes with one's entrepreneurial efforts. At Lakshmibai College, we are committed to create and nurture an incubation centre to mentor budding Start-ups which can be established and run as successful businesses. Our purpose is not only to empower our students but also to empower the women from marginalized sections of the society from the neighboring areas

OUR UNITS

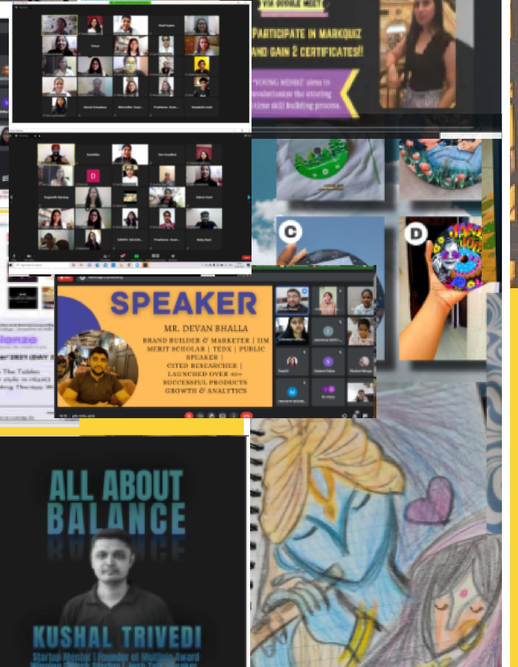
- RANGREZA - THE FINE ARTS Unit
- PRARAMBH - THE ENTREPRENEURSHIP Unit
- MARKEDGE - THE MARKETING Unit

PARAMPARA BRAND INFORMATION

- PARAMPARA PANCHGAVYA DHOOPBATTI
- PARAMPARA VERMI-COMPOST BAGS
- PARAMPARA SAMBRANI CUPS
- PARAMPARA COOKIES
- PARAMPARA HONEY
- PARAMPARA MUSHROOM

CIE CELL Activities

- National webinar on ËNTREPRENEURSHIP and its operations.
- How to become seller on Amazon – webinar
- ALANZA- conclave
- EDGE ON BRAND
- MANDALA WORKSHOP
- Esummit



LEARNING WITH EXPERIENCE

Students are being provided a platform where they can learn about production, packaging, marketing, record keeping etc. We believe the experiential learning is the best way to learn.