

# SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

# Symbiosis International (Deemed University)

(Established under Section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A' grade (3.58/4) | Awarded Category - I by UGC

Founder: Prof. Dr. S. B. Mujumdar, M. Sc., Ph. D. (Awarded Padma Bhushan and Padma Shri by President of India)

#### REPORT - ENTREPRENEURSHIP ACTIVITIES

Entrepreneurship is an increasingly important focus in the SCMC curriculum. The media sector offers a plethora of opportunities for students looking to create their own startups – these range from content creation, digital branding and marketing, online news and information, multi-media production, audio-visual and animation content, e-commerce and social commerce, media relations, advertising and PR consultancy, and much more.

A growing number of our students are aware of these opportunities in the media sector and are keen to capitalize on them. Our long-term goal is to create an ecosystem that fosters and media entrepreneurship by students – with a range of support systems from motivation and encouragement eventually to incubation facilities.

Our BA Mass Communication programme includes an introductory course in Entrepreneurship for students. With this purpose SCMC has constituted an Entrepreneurship Cell. The E-cell includes faculty to oversee the activities and students to pro-actively implement them. The E-cell also works in close coordination with the Symbiosis Centre for Entrepreneurship and Innovation (SCEI). The E-cell has so far organized guest sessions on entrepreneurship, identified and shared upcoming opportunities for students, encouraged interested students to participate in hackathons and summits. We also organized the first ever E-cell conference (themed: Crux of Entrepreneurship) in 2022, bringing together a number of media startup founders for an interaction with our students.

More workshops, competitions and other activities are being planned by the E-cell. We also hope, over the longer term to look at funding and incubation opportunities for student startups.



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SCMC/2019/

2<sup>nd</sup> August, 2019

#### Respectfully submitted to the Director

We are required to reconstitute the Entrepreneurship Cell of our Department due to change of members .The proposed composition of the committee is as follows:

Ms. Liji Ravindran

2. Ms. Snehal Galande

3. Ms. Juhi Rajwani

4. Ms. Kavitha Iyer

Chairperson

- Member

Member

Member

It is requested to approve the above proposed committee.

Submitted for directives.

(Megha Mhaske)

Sr. Superintendent, SCMC

Approved / Not Approved

(Dr. Sreeram Gopalkrishnan)

Director, SOMC



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SCMC/2019/

2nd August, 2019

#### Constitution of Entrepreneurship Cell

This is to notify that the Entrepreneurship Cell of the Department has been constituted. The responsibility of the Cell is to encourage student entrepreneurship at SCMC, facilitate activities towards that objective and provide advice and guidance to the interested students. The term of the Committee is for two years. The committee comprises following members:

Ms. Liji Ravindran
 Assistant Professor, SCMC

- Chairperson

 Ms. Snehal Galande Assistant Professor, SCMC Member

3. Ms. Juhi Rajwani Assistant Professor, SCMC

Member

 Ms. Kavitha Iyer Adjunct Faculty, SCMC Member

(Dr. Sreeram Gopalkrishnan)

Director, SCMC



# **Entrepreneurship Cell Selections Results**

student council <studentcouncil@scmc.edu.in>

Wed, May 5, 2021 at 7:36 PM

To: Batch 2021 <21@scmc.edu.in>, Batch 2022 <22@scmc.edu.in>, Batch 2020-23 <23@scmc.edu.in> Cc: Liji Ravindran <liji.ravindran@scmc.edu.in>, Juhi Rajwani <juhi.rajwani@scmc.edu.in>, Kavitha Iyer <kavitha.iyer@scmc.edu.in>, Director SCMC <director@scmc.edu.in>, Suryansh Tomar <suryansh.tomar@scmc.edu.in>

Hi All,

Hope you guys are doing well.

We finally have the results of the *Entrepreneurship Cell selections* for all three batches. The Entrepreneurship Cell members will be working with our Faculty head for Entrepreneurship Cell @Liji Ravindran Ma'am.

I would also like to thank the faculty members who helped in the selections process by giving us their valuable time for evaluations.

And here we are.

Presenting you the Entrepreneurship Cell members of SCMC -

Batch '21: Pranali Padwekar

Batch '22: Disha Khandelwal & Swapnil Honamode

Batch '23: Samarth Srivastava, Samika Lala & Aditi Panda

Big congratulations to all of you. Hoping to see more Entrepreneurship activities in the college from now onwards. Enjoy!

Note: One additional FY student is selected to fill the 6 positions we had available in the Cell.

**Best** 

#### **Suryansh Tomar**

Head of Student Council Internship and Placement Co-ordinator; Student (Batch of 2018-'21) Symbiosis Centre for Media & Communication (SCMC) Symbiosis International (Deemed University) Viman Nagar, Pune, 411014, India

Cell: +91 8532028016 | LinkedIn



#### **E-Cell Activities**

Liji Ravindran < liji.ravindran@scmc.edu.in>

Mon, May 10, 2021 at 2:41 PM

To: Pranali Padwekar <pranali.padwekar@scmc.edu.in>, Disha Khandelwal <disha.khandelwal@scmc.edu.in>, swapnil honamode <swapnil.honamode@scmc.edu.in>, Samarth Srivastava <samarth.srivastava@scmc.edu.in>, Samika Lala <samika.lala@scmc.edu.in>, Aditi Panda <aditi.panda@scmc.edu.in>

Cc: Kavitha Iyer <kavitha.iyer@scmc.edu.in>, Juhi Rajwani <juhi.rajwani@scmc.edu.in>, Sreeram Gopalkrishnan <sreeram.gopalkrishnan@scmc.edu.in>

Dear Students,

Congratulations! And welcome to the SCMC Entrepreneurship Cell.

May I add that you are the first formally inducted student members of this E-Cell, and you will be setting the benchmarks for others to come. So, no pressure :)

In alignment with the long-term vision of SCMC, SIU and larger national goals, student entrepreneurship is something we aim to actively promote over the coming years. Unlike streams such as science, engineering, IT and management, the startup ecosystem for the media and communications industry still has a long way to maturity.

What we hope to do with the E-Cell is to create an interest in media entrepreneurship among our students, and provide the best support we can within the current limitations.

As student members, and indeed, some of you as entrepreneurs in your own right, you are welcome to propose ideas, activities and strategies to advance these objectives.

E-Cell has a dedicated email ID entrepreneurshipcell@scmc.edu.in which we may use for our communications in the future.

Since our current semester is drawing to a close, our activities might be limited for now. However, we will have a planned and streamlined calendar of activities for the next academic year. We will aim to include our current students, alumni, industry networks and the SIU support system in our plans.

Please start thinking about what we can do, and any suggestions you may have (including for this semester).

Kavitha ma'am, Juhi ma'am, and I are the faculty members of the E-Cell. Feel free to reach out to us any time you are struck by a brainwave!

#### Best regards,

Liji Ravindran
Assistant Professor
HoD, Public Relations
Symbiosis Centre for Media & Communication (SCMC)
Symbiosis International (Deemed University)
Viman Nagar, Pune, 411 014, India

Tel: +91 20 26634511, 12, 13, 14, 15; Mob: +91 9968622221 | +91 9400783366



# **Entrepreneurship Conference 2019**

Liji Ravindran < liji.ravindran@scmc.edu.in>

Wed, Jun 1, 2022 at 11:09 AM

Dear Students,

Symbiosis Centre for Entrepreneurship and Innovation (SCEI) is hosting an **Entrepreneurship Conference** at SIU Lavale campus on July 25, from 2 pm to 5 pm. The programme details are given below. Students who are interested in attending the conference may submit their names to Ms Pritha Chakrabarti. **(Please respond on this thread)**. You will be given attendance for the same.



# Entrepreneurship Conference 2019

# Fire up the entrepreneur in you, Come prosper with SCEI!

Date: Jul 25, 2019 Timing: 2:00 - 5:00 PM

Venue: SIU Auditorium, Symbiosis Hill Top Campus, Lavale, Pune Google maps link: https://goo.gl/maps/UVfhUAo4L7yuuy1W8

Time	Topic	3	Speaker	
2:00 - 2:15 PM	Inauguration			
2:15 - 2:45 PM	Entrepreneurship & MSME Schemes	Mrs. Dolly Dhamodiwala	CEO, Business Beacon Management Consultants	
2:45 - 3:15 PM	Industry 4.0	Dr. Abhay Kumar Kuthe	Professor, VNIT, Nagpur	
3:15 – 3:45 PM	Design For Manufacturing & Assembly (DFMA)	Mr. Bharat Dhimate	Manager, d.Espat Pvt. Ltd.	
3:45 - 4:15 PM	Why Entrepreneurship?	Mr. Vishwas Mahajan	Serial Entrepreneur	
4:15 - 4:30 PM	Symbiosis Center for Entrepreneurship and Innovation (SCEI)	Dr. Ketan Kotecha	CEO, SCEI & Director, SIT	
4:30 - 4:45 PM	Symbiosis Bio-Medical Hackathon	Dr. Nishant Tikekar	Head Health Tech, SCEI	

Organizans: Symbiosis Center for Entrepreneurship and Innovation (SCB) & Symbiosis International University (SIU)



# **Business Plan Competition, SCEI**

Entrepreneurship Cell <entrepreneurshipcell@scmc.edu.in> Thu, Jan 13, 2022 at 1:46 PM To: Batch 2022 <22@scmc.edu.in>, Batch 2020-23 <23@scmc.edu.in>, Batch 2021-24 <24@scmc.edu.in>, Juhi Rajwani <juhi.rajwani@scmc.edu.in>, Kavitha Iyer <kavitha.iyer@scmc.edu.in>, Liji Ravindran <liji.ravindran@scmc.edu.in>

#### Hello all

Greetings from the e-cell. Symbiosis Centre for Entrepreneurship and Innovation (SCEI) has sent a registration form for students who are keen on entrepreneurship and seek support from them. Also, there is a Business Plan Competition coming up. Pls check the below mail for details on both.

<u>Following are the OPPORTUNITIES available for Startups, Student Entrepreneurs, Alumni Entrepreneurs from your Institute.</u>

1. **Business Plan Competition by TiE GLOBAL** - University Round, TiE Pune Round and Global Round: Registration and participation in this competition is absolutely free for students and your college and university will actively support you in this. <u>TiE Pune is also offering mentoring support to the participants. This competition is open for current students as well as recent alumni (2019, 2020 and 2021 passouts as well).</u>

Here is the registration link: https://tieuniversity.org/pc/#TiE-U-P-C ( All Campus Students across India can apply for this- Not limited to Pune)

Last date for registration is **15th Jan 2022.** (Posters attached for reference)

#### 2. SCEI Mentoring support to Student Startups at SIU Institutes:

Form for Student/ Alumni Entrepreneurs to approach SCEI for Support- https://forms.gle/czzCra9pHCwfRc4L7

Request you to kindly share this with respective E-Cell Faculty, Student Councils/ All students so that they can take their Startup Ideas ahead with Mentoring support by SCEI, TiE Pune and also compete in prestigious B-Plan competition.

Thanks & regards,
Warm regards.

#### Yogesh D. Brahmankar

CEO, SCEI

#### SYMBIOSIS CENTRE FOR ENTREPRENEURSHIP AND INNOVATION,

Technology Business Incubator supported by DST, Govt of India.

scei.org.in | +91 20 61926302 | Mob.: +91 8805639680



# Fwd: SCEI Launches Certificate in Entrepreneurship with Design Thinking (Batch-3)

Entrepreneurship Cell <entrepreneurshipcell@scmc.edu.in>

Wed, Aug 25, 2021 at 1:30 PM

Cc: Batch 2020-23 <23@scmc.edu.in>, Batch 2019-22 CM <22cm@scmc.edu.in>, Batch 2019-22 MC <22mc@scmc.edu.in>, Faculty SCMC <faculty@scmc.edu.in>, SCMC Staff <staff@scmc.edu.in>

Dear all,

Please see email below from Symbiosis Centre for Entrepreneurship & Innovation (SCEI) regarding **Certificate Programme in Entrepreneurship with Design Thinking (CEDT)**.

Regards,
Liji Ravindran
Assistant Professor
HoD, Public Relations
Symbiosis Centre for Media & Communication (SCMC)
Symbiosis International (Deemed University)
Viman Nagar, Pune, 411 014, India

Tel: +91 20 26634511, 12, 13, 14, 15; Mob: +91 9968622221 | +91 9400783366

#### Dear Sir/Madam,

#### **Greetings from SCEI - Symbiosis Centre for Entrepreneurship & Innovation!**

As you are aware, our university is focussed on inculcating entrepreneurial skills and promoting innovation among students as well as faculty. To contribute towards this mission, SCEI is launching **Batch-3** of its well-received experiential **Certificate Programme in Entrepreneurship with Design Thinking (CEDT).** 

SCEI launched CEDT in Sept. 2020 and in the first two batches we have had 130+ participants from across the country. The participants included a grade-12 student, a retired Navy Captain, a Sr. Innovation manager in an MNC, working professionals, graphic designers, freelancers, entrepreneurs, students and academicians! We are happy to have received amazing reviews from all the participants.

**CEDT-3**, in a revamped form, is a **10 weekends and 60+ hrs online instructor-led training-mentoring programme** that focuses not only on building entrepreneurial skills but also on developing entrepreneurial mindset and innovation quotient to empower those working in Corporates or even Social ventures.

Live sessions will be conducted on Saturdays (6 PM - 9 PM) and Sundays (10 AM - 1 PM) for 10 weekends, starting 28th August 2021.

Details are mentioned in the attached brochure. Enrollment fee is Rs 5999/-. However, we have **discounted fees for SIU students (Rs. 3499/-) and SIU Alumni (Rs. 4999/-).** We'll close enrollments on 26th August or before that if we reach the maximum batch capacity of 40 participants.

Interested STUDENTS/ ALUMNI/ FACULTY/ STAFF of SIU institutes are requested to fill the interest form at the link below and we'll share further details as well as the enrollment process with them via email. This is just a basic interest form and no payment is required for the same.

# https://forms.gle/kDwPTVUfy4o5DSsa8

Queries, if any, can be addressed to Ms. Snehal Jadhav, Incubation Assistant - SCEI on training@scei.org.in or 9356629375 (Whatsapp only)

Thanks and regards, Ismail

\_

#### Ismail Akbani

Head - Innovation & Linkages

Symbiosis Center for Entrepreneurship & Innovation (SCEI)

(Technology Business Incubator Catalyzed & Supported by Dept. of Science & Tech., Govt. of India) Symbiosis Knowledge Village,

Lavale, PUNE-412115 (MS)

E: headinnovation@scei.org.in

O: (020) 61936380 W: www.scei.org.in

#### 2 attachments



CEDT S3 V2.1.jpg.jfif 280K

CEDT S3 Brochure1.0.pdf



# Fwd: ([Opportunity] International Entrepreneurship Competition for Students at Symbiosis International (Deemed University)

Entrepreneurship Cell <entrepreneurshipcell@scmc.edu.in>

Mon, May 10, 2021 at 3:22 PM

To: Batch 2018-21 <21jr@scmc.edu.in>, Batch 2018-21 AD <21ad@scmc.edu.in>, Batch 2018-21-AV <21av@scmc.edu.in>, Batch 2018-21 PR <21pr@scmc.edu.in>, Batch 2019-22 CM <22cm@scmc.edu.in>, Batch 2019-22 MC

<22mc@scmc.edu.in>, Batch 2020-23 <23@scmc.edu.in>

Cc: Sreeram Gopalkrishnan <sreeram.gopalkrishnan@scmc.edu.in>, Juhi Rajwani <juhi.rajwani@scmc.edu.in>, Kavitha lyer <kavitha.iyer@scmc.edu.in>, Liji Ravindran liji.ravindran@scmc.edu.in>

Dear all,

Please see trail mail from Student Affairs on a tech-based social entrepreneurship challenge open to students.

#### Best regards,

Liji Ravindran
Assistant Professor
Symbiosis Centre for Media & Communication (SCMC)
Symbiosis International (Deemed University)
Viman Nagar, Pune, 411 014, India
Tel: +91 20 26634511, 12, 13, 14, 15;
Mob: +91 9968622221 | +91 9400783366

----- Forwarded message -----

From: Ariyike Adetimenhin <info@fishbowlchallenge.com>

Date: Thu, May 6, 2021 at 8:37 PM

Subject: ([Opportunity] International Entrepreneurship Competition for Students at Symbiosis International (Deemed

University)

To: Symbiosis International (Deemed University) <head\_studentaffairs@siu.edu.in>

Can't see this message? View in a browser



#### THE FISHBOWL CHALLENGE

International Entrepreneurship Competition for Students at Symbiosis
International (Deemed University)

Hello,

My name is Ariyike Adetimehin and I am a Program Manager at the Fishbowl Challenge - a venture building program for young entrepreneurs driving tech-powered social change around the world. This year, the Fishbowl Challenge will bring together a select international group of 150 innovative students to tackle some of the world's biggest problems. Symbiosis International (Deemed University) is known for its bright, creative and entrepreneurial students and I would like to extend an invitation to Symbiosis International (Deemed University) students to apply for the 2021/2022 Fishbowl Challenge.

Here is a brief summary of the Fishbowl Challenge that can be shared with your student body:

The Fishbowl Challenge is a 6-month intensive venture-building program for young college entrepreneurs. Participants work in international teams with students across the globe to build tech-based social ventures that combat issues in these 5 critical areas: Agriculture, Economic Empowerment, Education Technology, Healthcare, and Renewable Energy & Sustainability.

Teams will receive the direct support and mentorship of world-class senior-level industry leaders all through the program. Up to \$50,000 in seed funding will be allocated across the winning ventures to work on their ideas.

Applications are open and close on the **1st of July, 2021**. More details can be found here: **fishbowlchallenge.com**.

We would love to have your students apply and would greatly appreciate it if you could share this opportunity with them as well as your colleagues at the Symbiosis International (Deemed University).

Please click here to access our program overview and an informational flyer with our application timeline. If you have any questions or concerns, please do not hesitate to reach out. Fishbowl Challenge is delighted to connect with and support exceptional social entrepreneurs from Symbiosis International (Deemed University)

Best regards,

Ariyike Adetimehin

Program Manager | The Fishbowl Challenge

https://www.fishbowlchallenge.com

info@fishbowlchallenge.com

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#### 103.247% FREE NON-TRAINING ON INNOVATION & ENTREPRENEURSHIP

**Entrepreneurship Cell** <entrepreneurshipcell@scmc.edu.in> Sat, Aug 21, 2021 at 7:35 PM To: Batch 2020-23 <23@scmc.edu.in>, Batch 2019-22 CM <22cm@scmc.edu.in>, Batch 2019-22 MC <22mc@scmc.edu.in>, Faculty SCMC <faculty@scmc.edu.in>

Dear all,

Symbiosis Centre for Entrepreneurship & Innovation (SCEI) is conducting a **free 2.5 hours training session** tomorrow (Sunday 22 August) from 2:00 to 4:30 PM towards empowering working professionals, students, and faculty with the right entrepreneurial mindset and skill-set. The details of the event are mentioned below. Those interested can register at: <a href="https://tinyurl.com/nonwebinar">https://tinyurl.com/nonwebinar</a>

Hello All,			
Assistant Professor			
₋iji Ravindran			
Regards,			

Greetings from SCEI!

Symbiosis Centre for Entrepreneurship and Innovation (Technology Business Incubator catalysed & supported by DST, Govt of India) is happy to extend a special invite to you to attend a FREE 2.5 hours NON- WEBINAR on Entrepreneurship & Innovation this Sunday, 22nd August from 2:00 to 4:30 PM

#### NON-WEBINAR HIGHLIGHTS:

The SPOS model for Startups

Sneak peek into the Sherlock Way for innovation

🦠 6 keys to develop Entrepreneurial Mindset within corporates & MNCs

9 3 Non-Musketeers that drive any innovation

A Million \$ Secret that you already know!

And a lot more!!!!!!!

Register for the FREE NON-WEBINAR AT: https://tinyurl.com/nonwebinar

**SUNDAY, 22 AUGUST 2021** 

**2:00 - 4:30 PM** 

We also encourage you to share this with your friends and peers!



Feel free to write back to us for any further details.

PS: There are two surprise speakers joining us !!

**Team SCEI** 



# All Things Media - Volunteers Reqd - ECell

Entrepreneurship Cell <entrepreneurshipcell@scmc.edu.in>

Thu, May 5, 2022 at 11:14 AM

To: Batch 2022 <22@scmc.edu.in>, Batch 2020-23 <23@scmc.edu.in>, Batch 2021-24 <24@scmc.edu.in>

Dear students,

SCMC is hosting its first-ever annual Entrepreneurship Event, in the month of May and we are looking for volunteers to help make it a success.

Please refer to the details below for each of the departments and openings.

1. Creative (1 no.)

Role - Content creation

Requirements - Someone who is proficient in writing and should be able to ideate and execute concepts.

2. Design (2 no.s)

Role - Design various elements for the events.

Requirements - Someone who is capable of visualizing ideas and familiar with InDesign, Illustrator, and Photoshop along with Canva.

3. Social Media Coordinators (2 no.s)

Role- Curating Ideas, Posting and Promoting the event throughout the digital space

Requirements- Someone who is capable of engaging, and coming up with new ideas to promote the event on social media

4. Emcee for the event (2 no.s)

Requirements- Someone who can take up the mic and speak confidently on the stage as well as interact with the audience if required.

If you'd like to be part of the team, please fill the google form with your SOPs

Link: https://forms.gle/wEMAnVev9EiYvBZQ9

Deadline: 5th May 2022, 11:59 pm



The E- Cell invites you to this exhilarating gathering

# CRUX OF ENTREPRENEURSHIP

10:45am Onwards May 15th, 2022 SVC Auditorium





SCMC's E - Cell assists students in developing an entrepreneurial attitude. It aspires to be a hub for networking and ideation with likeminded individuals who are poised to be tomorrow's leaders. The Cell aims to be at an intersection of business innovation and academia through workshops, panel discussions & lectures, as it truly is For the Innovators!





Vandana Saxena Poria
The Chief Alarmist and Founder,
Human Alarm Clock

Vandana Vijay
Founder and Cheif Alarmist,
OffBeat Tracks

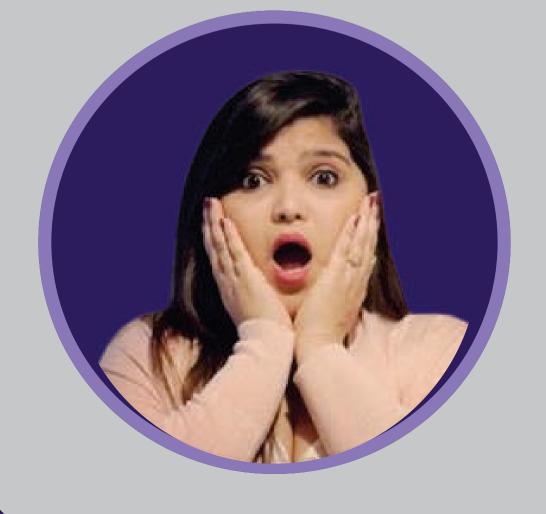




Samyadeep De Founder, Tricycle

Anurag Kokitkar Founder, Paytaan





**Srishti Das**Content Creator



10:45 AM- 11:00 AM	Event Opening and Introduction
11:00 AM – 11:15 AM	Welcome Address by Liji Ravindran Deputy Director, SCMC
11:20 AM- 12:00 PM	Keynote Address Ms Vandana Saxena Poria CEO, Human Alarm Clock
12:15 PM – 1:15 PM	Fireside Chat Moderator: Ms Vandana Saxena Poria  Panel Members: Vandana Vijay CEO and Founder at Offbeat Tracks Samyadeep De Founder at Tricycle Brand Solutions Anurag Kokitkar Founder at Paytaan Srishti Das Content Creator
1:15 PM – 1:30 PM	Q & A Session
1:30 PM – 1:45 PM	Vote of Thanks