



INTENT - The Entrepreneurship Development Cell of N.M. College

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Mission of Intent

“To promote ‘Start-Up India’ with ‘Make in India’ and to encourage and extend help in every possible way to students to be well-determined entrepreneurs, who will enrich lives of millions of people and make India the Supreme Economic and Leadership Power in the world.”

“Ideas with Intentions” -Book Launch, 27th June 2015

A major highlight of the glorious Golden Jubilee Year of N.M. College was the launch of the book, ‘Ideas with Intentions’ which speaks about the journey of 50 alumni of N.M. College who made it large as entrepreneurs. The book launch, which was a part of the Closing Ceremony of N.M. College’s 50 years, was graced with the presence of esteemed chief guests such as Mr. Nirmal Jain, Mr. Vipul Shah, Mrs. Ashu Suyash, Mr. Vipul Shah, Mr. Sudhir Soni, Shri Shalin Divatia- Joint Secretary of SVKM and Shri Amrishbhai Patel- the President of SVKM. It was a great honour for Team Intent as well as N.M. College, to have Shri Amrishbhai Patel release ‘Ideas with Intentions’ and receive praise for the thought and effort gone into it. Along with the launch of the book, all the entrepreneurs were brought upon stage and felicitated for their achievements. The pride and happiness of being felicitated by your alma mater in front of your friends and family must have been a feeling second to none, we imagine! The appreciation was well deserved and long due to these brilliant minds.

Newsletter Launch, 1st July 2015

On the 1st of July, the first edition of the “2015-16” Newsletter of Intent was launched. It was uploaded officially on the college website. The newsletter, intended to feature regular updates about the activities of Intent. Every Month from July 2015, Intent features its upcoming events in the monthly Newsletter.

Take It Or Leave It! - 29th July 2015

‘TAKE IT OR LEAVE IT’ was an innovative competition organised especially for the Junior College students on the 29th July 2015, in order to develop and educate the entrepreneur within them. It was focused on two major qualities of an entrepreneur- Risk Taking and Management. The event was planned in a student friendly manner which brought about the basics of the commodity market and challenged the participant’s ability to think analytically in order to take risks and strike favourable bargains. Cash prizes were given to the 1st and the 2nd place holders and feedback was taken from the participant about their experience.

Business Plan Competition - 2015

Intent’s Flagship Event, The Business Plan Competition was conducted during July- August in two phases.

The first phase of the Competition included submissions of Business Idea Overviews on the basis of questions related to their Business Plans Idea. In this phase total 45 teams submitted their business idea overview. The results of first Phase was declared on 24th July and the Orientation for the semi-finalists, explaining them the Do’s and Don’ts of Phase 2, was held on 25th July 2015. A Feedback Report by the Judges was given to all the teams about their respective plans were given to all the teams irrespective of winner or not. In Phase I total 15 plans qualified for the Second Phase of the competition.

The second phase was conducted on the 10th and 11th of August 2015. Each team presented their business plan to the judges followed by answering the questions asked by them. The event was judged by Mr. Varruchi Dubey, Mr. Dhaval Doshi and Ms. Sonakshi Pratap along with faculty members Mr. Huzefa Bhagat and Mr. Samir J. Dave. This session helped the participants to think, re-work and develop their ideas further. In the second phase 6 teams were selected for the semifinals.

Intent held a B-Fair on 20th August, 2015 as a part of Business Plan Competition. The B-Fair hosted seven teams to present their business ideas to the students and faculty of NM College. Members of the audience were invited to cast their vote for the business plan they believed had the most to offer and the winning plan received a wild card entry into the Finale of the Business Plan Competition. In B-Fair Raj Doshi (Inspiro- Go Awesome) gained maximum votes and selected as a wild card entry in the Finale.

These seven semi-finalists were provided one-on-one mentorship from successful entrepreneurs who are N. M. Alumni and who provided further insights and guidance to these students on their business plans. The mentors were Mr. Jagdeep Kapoor (Chairman, Samsika Marketing Consultants), Mr. Atul Tibrewala (founder, Cartridge Junction), Mr. Ankush Agarwal (Co-Founder, Global sales at PE Front Office Solutions), Mr. Vinit Rughani (Head,Business development at IISA, CS, CFP, CFA(L2)), Mr. Karan Thakkar (Founder, EcoCentric Management Pvt. Ltd.), Mr. Ashutosh Rathi (Director, English Enablers).

The final round of Business Plan Competition was conducted on 28th August 2015. Seven finalists presented their Business Plans before the judges followed by Question and answer session from the judges. Business Plans were evaluated on the basis of Innovation, Feasibility, Financial Analysis, Competitive Advantages and HR Analysis being a few. The Judges and the Mentors proved to be inspirations through their valuable inputs and experiences.

The results of the Finals of BPC are –

First Prize (Rs. 25000/-) won by Shubham Kedia and Pranav Khaneja from FYBcom for 'MyCASA', a simple and easy for all solution of house cleaning and household related work through a service and a mobile app.

Second Prize (Rs. 15000/-) won by Pooja Panniker from TYBFM for 'Design Mint', a solution to creative designs by common people and applying these designs for various product developments. One of the judges Mr. Anil Bhandari proposed to fund the algorithm of her startup.

Third Prize (Rs. 10000/-) won by Viyat Shah, Komal Ranka and Noor Shamji from TYMBS for 'Touch Swachh', an idea to shoot a photo of garbage and sending it on a mobile app to take it away and keep the place clean on the basis of Swachh Bharat Yojna. Their idea was acknowledged by the judge Mr. Rajesh Joshi by announcing to gift them with Rs.1 Lakh for this startup.

PR Campaign 'INTROSPECT', 26th November 2015

INTENT- Narsee Monjee College's Entrepreneurship Development Cell held PR campaign on 26th November, 2015 for spreading awareness about entrepreneurship. The campaign involved interacting with college students in and around our college premises and asking them a few basic questions which help them in introspecting themselves on entrepreneurship qualities and skills. Teachers were approached too, as a part of the campaign and all the pictures were uploaded on Social Media to increase awareness about the Cell. **The mantra of INTENT 'Inspiring Change, Inspiring Innovation and Inspiring leadership'** was duly catered.

Panel Discussion 2015- "Start Up India, Stand Up India", 07th December 2015

The Panel Discussion on '*Start-up India, Stand-up India*' INTENT's first intercollegiate event was organised on 7th December 2015 at the Juhu Jagruti Hall. The objective for conducting the panel discussion was to have an insight of the booming startup ecosystem in India and to move a step further in fulfilling the vision of our Prime Minister of having a startup in every Zila, every Block! The discussion was headed by a panel of true industry standouts like Miss Shveta Raina, a Harvard Business School graduate and the Founder and CEO of Talerang; Mr. Abhishek Agarwal, an IIT Bombay graduate and the Founder of Purple Style Labs; Mr. Rajesh Joshi, Founder of Auriga Logic; Mr. Atul Tibrewal, Proprietor of E-Vision Technologies and Mr. Karan Thakkar, Founder of Ecocentric. The session started with the video of the motivating speech of the Hon'ble Prime Minister. The discussion chaired by Mr. Atul Tibrewala enlightened the young audience with the road-map for Start-ups. The discussion concluded with the question- answers session from the audience.

STAKE WAR, 15th December 2015

A brainstorming event 'Stake War' was held on 15th December 2015. A management game wherein students were divided into three teams, each representing a committee, were given a set of stakes which they had to fulfil. Skills right from team bonding, communication, negotiation and leadership were tested and the team which fulfilled the highest amount of stakes was crowned the winner. Cash prizes and exciting vouchers were distributed at the end to the winning team as well as the latter was given to all the participants.