



Aryabhatta College, University of Delhi



REPORT OF ACTIVITIES DONE OVER THE TENURE 2021-22

Principal- Prof. Manoj Sinha

Convener- Prof. J K Singh

Co-coordinator- Dr. Pritika Dua

Co-coordinator- Mr. Sanket Shekhar

SYNDICATE (16TH JULY - 18TH JULY 2021)

Swavalamban The Startup Club organized Syndicate' 22, a 3-day virtual experience in collaboration with SIDBI, the apex regulatory agency of India. The event officially commenced on 16th July and ended on 18th July. Under Syndicate, there were three competitions related to the marketing and finance field that is Cryptovania, Ranneeti, and Hawk-it.



! Problems Faced by Hyphonic

MetFashion not being able to cope up with the increased demand

- **Technical Aspect:** Rapid increase in traffic owing to more businesses getting online, more distributors and more customers crumbled the technical infrastructure of the app
- **Shortage of supply:** Suppliers not being able to produce the required output and hence MetFashion is not able to fulfil the increased demand.



TEAM X-MEN

TARGET AUDIENCE

Our Target Audience

Approximately 95% of the Indian population

- Youngsters and Teenagers (5-19)
- Middle Aged population (20-29)
- Parents, Guardians and Grand Parents (30-no limit)

What does our target audience feel?

- With the incoming of pandemic, there is a need to adopt healthy lifestyle
- 100% ORGANIC** Target audience feels their a need to shift to organic products to improve their health
- Lack of organic and chemical free products in the market.
- High adulteration in products and fake products in the market

TARGET AREAS

Particularly North India; regions adjacent to New Delhi

YELLOW JERSEY INVESTMENT ADVISORS LIVE PROJECT (OCTOBER - NOVEMBER, 2021)

The Startup Club worked with The Yellow Jersey Investment Advisors, a wealth management and investment advisory firm. Our role entailed assisting them in developing their website and establishing their social media presence.



PINKISHE FOUNDATION LIVE PROJECT (OCTOBER - NOVEMBER, 2021)

The Startup Club worked with The Pinkishe Foundation, a non-profit organisation for women that focuses on the well-being, development, and happiness of girls and women. Our role was to develop various short-term and long-term strategies to assist them in meeting their objectives.



BOOT CAMP

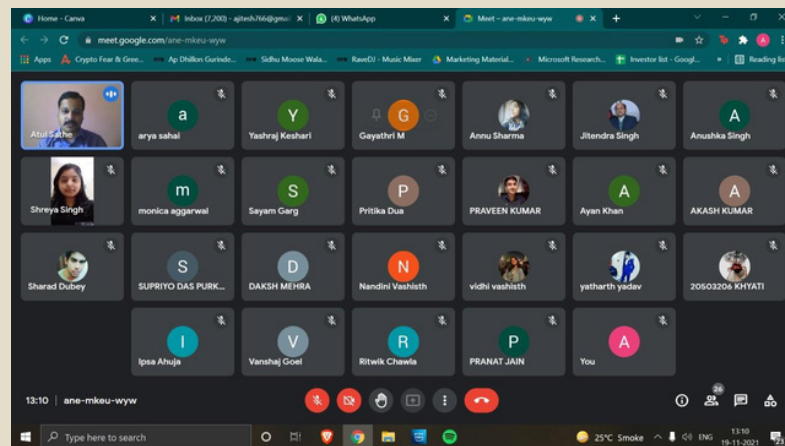
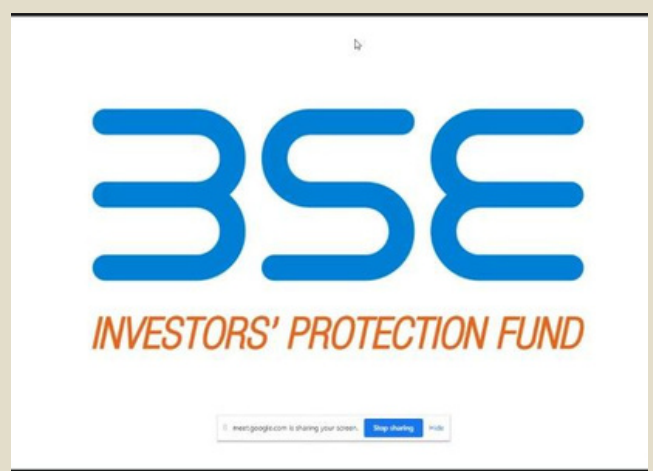
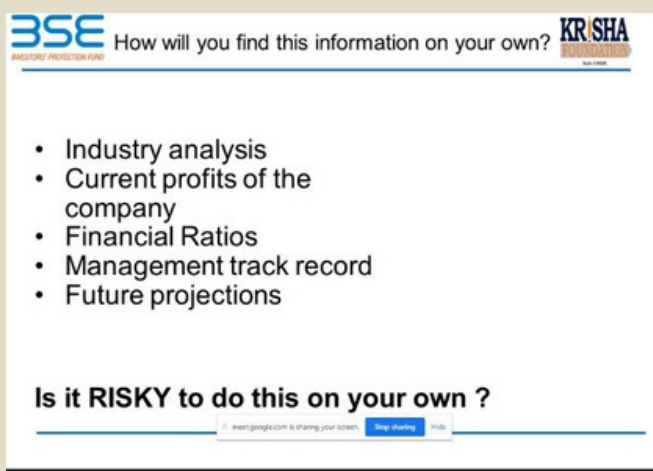
(11th February-13th February , 2022)

Swavalamban The Startup Club organized Bootcamp' 22, a 3-day virtual experience in collaboration with SIDBI, the apex regulatory agency of India. The event officially commenced on 11th February and ended on 13th February. The event included unfiltered interviews, competitions, and speaker sessions with well-renowned personalities from all over the country.



FINANCIAL WELLNESS PROGRAM (19TH NOVEMBER 2021)

Swavalamban-The Startup Club of Aryabhata College organized a webinar on 'Financial Wellness The program brought by BIAP on 19th November 2021. The session headed with a great perspective of streamlining small investors in the investment market. It provided a great perspective on streamlining small investors in the investment market.



YOUTH ENTREPRENEURSHIP DIALOGUE (1ST APRIL 2022)

Swavalamban-The Startup Club organized a seminar on Youth Entrepreneurship Dialogue in association with Udhyam Bharat Manch on 1st April 2022. The seminar provided participants with the opportunity to network with like-minded individuals and business owners while learning new skills from experienced business experts.



INDUSTRIAL VISIT TO PARLE FACTORY (APRIL 26, 2022)

The Startup Club, organized an industrial visit to Parle G Factory in Bahadurgarh, Haryana on April 26, 2022. It provided a detailed explanation of how Parle established its market and expanded its manufacturing.

