

BUD INDIA 2022

EVENT REPORT

AMITY SCHOOL OF COMMUNICATION



PREPARED FOR :

AMITY UNIVERSITY

AMITY SCHOOL OF COMMUNICATION
PRESENTS

Bud India

2022 

An In-depth discussion with entrepreneurs

Join us in meeting and discussing the ins and outs of starting your own venture. In the new age of digital, how do startups grow and what are the challenges? Let's ask these young and energetic entrepreneurs.



Ritika Gupta

Cocopots Bakers



Kunal Chandiramani & Mouli Neogi

Sqaure cut



Nikhil Arora

Tummy section



24 August 2022



11:00 Am - 1:00 Pm



Amity University, Noida

Organised By

Dr. Ashima Singh +91 99992 75918
Samiksha jain +91 84471 50453

Coordinators

Monishka Aggarwal +91 98733 56563
Vanshika Kohli +91 88602 25576

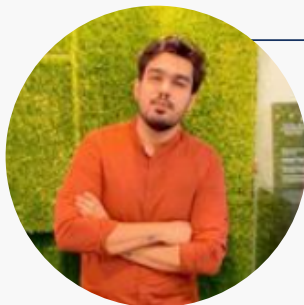
BUD ENTREPRENEURS



MR. NIKHIL ARORA

Founder -Tummy section

Started by three friends Yash Suri, Nikhil Arora and Pankaj Arora, Tummy Section attempts to create cool fusion with the existing traditional stuff. They turned the good old Shawarma to electric Shawario and created a whole new gourmet range tapping on the palate and culinary penchant of Delhiites. The Tummy Section has multiple outlets across Delhi/ NCR.



MR. KUNAL CHANDIRAMANI MS. MOULI NEOGI

Founder- Sq(au)re Cut

Kunal loves to innovate new techniques, remains fully accountable & efficient for his work and desires to change the field of advertising and corporate films and has reached a level by being customer centric. He has worked with brands like Hcl, Who, Under Armour, Century Ply/ Laminates , Micromax, Shiv Nadar University, La Flora Blankets & many more.



MS. RITIKA GUPTA

Founder - Cocopots

One of the most popular names in the cake world in Delhi, Chef Ritika appreciated good food from a very young age. After getting a taste of working in a commercial kitchen in New York, she moved back to Delhi and started her home bakery COCOPOTS from her mother's kitchen.

EVENT SUMMARY

The BUDINDIA-22 event was held on May 25 by the Amity School of Communication's (ASCO) E-CEell to bring together young people, policymakers, academics, and businesses to explore how to unlock India's startup potential and provide more and better employment.

In India, there will be 60,000 startups by the beginning of 2022. This figure demonstrates how quickly entrepreneurship is expanding in our nation. Additionally, the Indian government supports new company owners by granting them seed money to expand their operations. In addition to that, digital media is also promoting entrepreneurship in India.

Over 60 students attended the event, which was organised entirely by ASCO master's students for ASCO students.

Mr. Nikhil Arora, the event's keynote speaker Mr. Kunal Chandiramani, MS. Mouli Neogi, founder of square cut, and MS. Ritika Gupta were present on stage.

Mr. Nikhil spoke about his experience as an entrepreneur. He emphasised the significance of making the initial move toward pursuing an idea that one believes in, encouraging the youth to build their own businesses and step outside of their comfort zones.

Participants in the event had a number of questions during the session. Entrepreneurial intention, job experience, being an employee or an entrepreneur, starting out without any experience, and taking a break when you encounter a barrier were among the subjects covered.

Ms. Mouli Neogi shared her experience of shifting from working in the creative industry to starting her own creative advertising business. The life of an entrepreneur finds you; you don't choose it. While Mr. Kunal made unconventional decisions to live life on his terms since he had a vision and was a self-starter from an early age.



EVENT SUMMARY

Together they started Square Cut in 2021 and currently deal with several well-known businesses. Ms. Neogi and Mr. Kunal addressed several areas of discipline in beginning a new enterprise throughout the session. Before launching any firm, one should be aware of their area of competence. Team management, being a self-starter, being a star offerer, having in-depth knowledge in your profession, and having the enthusiasm to persist even through difficult times were all covered.

Ms. Ritika Gupta recounted her path from enjoying nice employment in her family's business to experiencing unfortunate life circumstances to moving to New York and then beginning a business from home. She is the current owner and founder of Cocopots Bakery, which was started as a niche market bakery in competitive areas of Delhi. It takes skill to deal with life's curveballs.

Participants discussed a range of subjects during the session and improved their comprehension. Cloud kitchen, sustainability during COVID-19, bakery licence, educational background, and how to find a niche for a start-up were some of the subjects covered.

The guests had a unified front on their outlook on entrepreneurship. The budding generation should take the plunge and work on the crazy idea that others said it will not be profitable. No journey is the same, our budding entrepreneurs came from diverse fields and enlighten us with their rich knowledge. Every business person has to face challenges be it in a corporate job or their own business. Turning away from starting your venture just because of the challenges is not good. Coming out of the comfort zone and going beyond the limitations will give satisfaction and motivation to keep on going in life.

Participants in the seminars then received understanding of the prerequisites before beginning a company and the attitude necessary, and they addressed entrepreneurship-related challenges and solutions following a systematic process of brainstorming and information sharing.

No day is the same as the previous day. No enterprise is the same as the other. Every idea is unique it's just the approach to the problem!



CONCLUSION

Once you start working on something, don't be afraid of failure and don't abandon it. People who work sincerely are the happiest.

– Chanakya

The BUDINDIA-22 workshop was informative and interesting. Only three things will count in the entrepreneurial journey: your vision, your passion, and your zeal to realise your dreams. Other activity may continue in the background.

The following are some key lessons for people in all fields, but notably for aspiring entrepreneurs: The most important component in how entrepreneurs work is their ideas presented in creative ways. offering a solution to an issue that the client hasn't yet recognised The customer is the most important factor; if you can keep them happy, your firm will survive.

The ASCO E-Cell team's inaugural event may be summed up as the foundation of the trip, the major findings, and lessons learned through obstacles and constraints.

Focus on establishing the business; everything else will fall into place, as it was stated in the session:

"Starting is not the challenge, making it sustainable is."

OVERVIEW

EVENT OF THE NAME: BUD INIDA-22

DATE OF EVENT: 24 AUG, 2022

VENUE: J-1 BLOCK, 3RD FLOOR, PROJECTION ROOM

TIMING: 11 A.M-2:00 P.M

ORGANISED BY: ASCO E-CELL

GUEST SPEAKERS: MR. NIKHIL ARORA
MR. KUNAL CHANDIRAMANI
MS. MOULI NEOGI
MS. RITIKA GUPTA

FELICITATION BY: DR. JOLLY JOSE
DR. ASHIMA SINGH
MS. NIPUNIKA SHAHID

PARTICIPANTS: MA-AMM, MA-PR&EM AND BJMC

FACULTY COORDINATOR: DR. ASHIMA SINGH

STUDENT COORDINATOR(S): MONISHKA AGGARWAL
VANSHIKA KOHLI

MOVING AHEAD

Even a successful event requires a village to put on. Each work is done with lessons learned and takeaways for the future.

The ASCO E-Cell handled the budIndia-22 event organization extremely effectively and moved through with coordinated efforts despite it not being the easiest process. Some of the challenges that the team over came during the organization:



COMMUNICATION

Asking questions is the only method to find the answer to an issue and the only way to fix a problem is via dialogue. Planning and relationships can go more smoothly when you have effective communication skills since they make it easier to comprehend and be understood by others.



MANAGEMENT

In order to accomplish goals, management is crucial because it arranges the variables, gathers and organises the resources, and effectively integrates them. It focuses collective efforts on achieving predetermined objectives.



TIME MANAGEMENT

Without effective time management, both work and well-being may suffer, which may result in producing subpar work. ignoring due dates. To prevent any conflicts of interest or resource wasting, proactive and timely resource management is essential.



TEAM BUILDING

People and teams become more trusted when a group is held responsible for carrying out its obligations. It enables individuals to depend on one another, whether it be to meet deadlines, complete tasks, or feel at ease enough to ask a coworker or management for assistance.

ORGANISING TEAM

COORDINATORS: MONISHKA AGGARWAL AND
VANSHIKA KOHLI

ANCHORS: AKAAMSH SIMON, R. SHRAVANI, RISHIKA

FINANCE: ABNER TONY MARTIN AND AGRANK

CHAPERONE: ARZOO SHARMA AND PRAGYA JAIN

PHOTOGRAPHERS: KAMYA, SHAHID AND SHIVIKA

GUEST ESCORT: MUSKAN GURNANI, NISHTHA AND
TWINKLE AGGARWAL

GRAPHICS: AKAAMSH SIMON, NUPUR GUPTA, SRISHTI
SHARMA AND DISHITA SHARMA

SOCIAL MEDIA: KANIKA GAMBHIR, MONIKA THAKUR
TWINKLE AGGARWAL AND RIA SHARMA

HOSPITALITY: AKSHITA KUNWAR, AGRANK, ISHITA
SINGH, URUBA HASAN ANSARI AND UTKARSH MALIK

DOCUMENTATION: ESHAANA SHRIVASTAVA,
R.SHRAVANI AND SHREYA PRASAD

FCAULTY COORDINATOR: DR. ASHIMA SINGH

IMAGES





BUDINDIA. BADHEGA INDIA.

NIKHIL ARORA
Founder -Tummy section



BUDINDIA. BADHEGA INDIA.

MOULI NEGI
Founder- Sq(au)re Cut



BUDINDIA. BADHEGA INDIA.

KUNAL CHANDIRAMANI
Founder- Sq(au)re Cut



BUDINDIA. BADHEGA INDIA.

RITIKA GUPTA
Founder - Cocopots Bakers





BUDINDIA. BADHEGA INDIA.



BUDINDIA. BADHEGA INDIA.

ABOUT BUDINDIA



START-UP

STRATEGY

BudIndia is a summit that is organized by ASCO (Amity School of Communication) students, and Amity University. BudIndia provides a medium to share innovations, experiences and the best practices for start up and development within the local and the global entrepreneurship ecosystem. BudIndia connects business people, scholars, civil society representatives and policymakers along with young people to discuss how to unlock the start-up potential in India and create more and better jobs.

BudIndia 2022 is the flagship annual event of E-cell (Spandan) of Amity University.

OBJECTIVES

- BudIndia 2022 promotes the goal for this year, a fresh beginning, and a new hope for business owners all over the world under the tagline "**BudIndia Badhega India.**" BudIndia offers a chance for key people in the ecosystem to come together and share information and experience on many startup-related issues.
- Encourage a sense of independence in young people and aid in their future development by exposing them to new age entrepreneurship
- Give participants a stage on which to showcase their most recent efforts and accomplishments in the area of new-age entrepreneurship.

EVENT TIMELINE

**24TH AUG
2022**

- 
- 11:00 am Welcome note and introduction to the session
 - 11:15 am Felicitation of guest speakers with tulsi sapling
-Dr. Jolly Jose, Dr. Ashima Singh, Ms. Nipunika Sahid
 - 11:30 am Session by Mr Nikhil Arora
Founder - Tummy section
Open discussion
 - 12:15 pm Session by Mr Kunal Chandiramani and Ms. Mouli Negi
Founder- Sq(au)re Cut
Open discussion
 - 1:00 pm Session by Ms. Ritika Gupta
Founder - Cocopots Bakers
Open discussion
 - 1:45 pm Thank you note by Dr. Ashima Singh
(Faculty Coordinator, E Cell ASCO)

THANK YOU

WE LOOK FORWARD TO HAVING YOU
AT OUR CAMPUS



TEAM E-CELL AMITY SCHOOL OF COMMUNICATION

DR. ASHIMA SINGH
FACULTY COORDINATOR
E-CELL, ASCO

MONISHKA AGGARWAL
VANSHIKA KOHLI
STUDENT COORDINATORS