

# BUD INDIA 2022

## EVENT REPORT

AMITY SCHOOL OF COMMUNICATION



PREPARED FOR :

**AMITY UNIVERSITY**

AMITY SCHOOL OF COMMUNICATION  
PRESENTS

# Bud India

2022 

## Employability 101: Build an Entrepreneurial Mindset

Join us in learning what employability means in the 21st century and what it takes to build an entrepreneurial mindset, which is considered a super skill to stay relevant in the job market today. Be ready to be challenged on your beliefs, collaborate with your peers, and build value!



**Apoorv Bamba**  
Belong | Ingenious Faces



**Vidushi Malhotra**  
Belong | Ingenious Faces



31 August 2022



11 am - 1 pm



Amity University, Noida

Organized by  
Dr. Ashima Singh  
+91-9999275918

Coordinated by  
Arushi Tandon  
+91-9999164443

# BUD ENTREPRENEURS



**MS. VIDUSHI MALHOTRA**

Co-founder and chief strategist at Ingenious Faces and Belong. She is responsible for curating and executing strategic initiatives to disrupt the perception of success through travel based learning. She has led global programs for entrepreneurs and students across various countries.



**MR. APOORV BAMBA**

Apoorv is the Co-Founder & CEO of Ingenious Faces and is currently busy disrupting the perception of success through transformative learning frameworks across emerging economies. He is also a Community Council Member at Silicon Cape and Co-founder at Mashauri.



# EVENT SUMMARY

The BUDINDIA-22 event was held on August 31st, 2022 by the Amity School of Communication's E-Cell, Spandan, to bring together young people, policymakers, academics, and businesses to explore how to unlock India's startup potential and provide more and better employment. It is a flagship annual event of Spandan, that aims to develop entrepreneurial mindsets.

More than 70 students attended the event, which was organized by the students of Journalism and Mass Communication (MJMC'23). The event commenced with the felicitation ceremony, where our faculty coordinator Dr. Ashima Singh along with Professor Debjani Roy Chowdhury presented saplings to welcome our guest speakers, Ms Vidushi Malhotra and Mr. Apoorv Bamba.

The hosts of the event Arushi Tandon and Rasleen Kaur welcomed Mr. Apoorv Bamba and Ms. Vidushi Malhotra on stage. Vidushi provided insights on her educational background along with her short stint as a budding filmmaker. During her entrepreneurial journey, she worked for a foundation on various sustainable projects in Bhutan for a year. She even taught in 15 countries and worked with grassroot communities. Further she gave a brief introduction about her first venture, "Startup Safari", which she founded side Apoorv.

After Vidushi, Apoorv took over the stage and began describing his journey. He quoted, " I have learnt the least in classrooms." He emphasized on the Power of Why and encouraged the audience to think out of the box. He has taught in 18 countries worldwide and is credited for designing courses for Master's in entrepreneurs for African Universities.

## EVENT SUMMARY

Vidushi enlightened the audience with the novel concept of Travel and Error, an idea that she followed in her journey, and encouraged the audience to embrace their failures as they always teach a lesson. Further, she conducted an interactive activity where the audience members were instructed to rank five basic life necessities in order of their priority. This was followed by another activity where the audience members paired up and interacted. This activity was focused on learning something new and getting to know each other.

Apoorv conducted an open discussion on the difference between being an entrepreneur and having an entrepreneur mindset. The discussion proceeded with Apoorv asking the audience members about their objectives. Next, he defined the link between employability and an entrepreneurial mindset with the help of a Powerpoint Presentation. He emphasized keeping oneself relevant and evolving creative skills rather than just focusing on obtaining a degree. He quoted,

**"Belief creates the actual fact."**

The guests conducted another activity which required the audience to team up in groups of 15 and build a sturdy bridge with the help of limited resources—newspapers, tape, and a pair of scissors. The motive behind conducting the said activity was to provide an experience of working under pressure with a huge group of people. He concluded the activity by quoting,

**"Order comes from chaos."**

In order to enforce the notion of thinking out of the box, another activity was conducted, which required the audience to solve a riddle, that was presented through a TedX video. The activity helped the audience in understanding the importance of creativity which in turn will lead to the constant evolution of the mind.

They introduced the audience members to their platform, Belong, which works with start-ups globally, and encouraged them to apply for the same.

The event concluded with a vote of thanks given by the hosts for the day.



# CONCLUSION

*There is only one thing that makes a dream impossible to achieve: the fear of failure.*

*– Paulo Coelho*

The BUDINDIA-22 workshop was a highly interactive platform focused on providing entrepreneurial insights to students, particularly budding entrepreneurs. The speakers enlightened the audience with their vast industrial experience by discussing their journeys and embracing failures while pursuing their objectives.

The key lessons for students were to focus on thinking creatively and building an entrepreneurial mindset. The most important component in how entrepreneurs work is their ideas being presented in creative ways. Creative problem solving and the ability to think out of the box is an essential skill required for modern day entrepreneurs.

The event conducted by ASCO's E-Cell was a step forward in developing entrepreneurial mindsets of the students.

# OVERVIEW

NAME OF THE EVENT: BUD INDIA-22

DATE OF EVENT: 31 AUG, 2022

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

TIMING: 11 A.M-1:00 P.M

ORGANISED BY: ASCO E-CELL

GUEST SPEAKERS: MS. VIDUSHI MALHOTRA  
MR. APOORV BAMBA

FELICITATION BY: DR. ASHIMA SINGH  
DR. DEBJANI ROY CHOWDHARY

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

FACULTY COORDINATOR: DR. ASHIMA SINGH

STUDENT COORDINATOR: ARUSHI TANDON

# 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

COORDINATOR: ARUSHI TANDON

ANCHORS: ARUSHI TANDON & RASLEEN KAUR

CHAPERONE: SHABEEB ZAFAR

PHOTOGRAPHERS: STELLA NISHA GOGOI & FARHEEN  
CHOUDHARY

GUEST ESCORT: ARUSHI TANDON

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

SOCIAL MEDIA: KANIKA GAMBHIR, MONIKA THAKUR  
TWINKLE AGGARWAL, RIA SHARMA, KRITIKA SEHRA,  
NUPUR GUPTA, SRISHTI SHARMA, DISHTI SHARMA

HOSPITALITY: DUA KHAN, SHRADDHA SOOD, GARGI  
SHARMA, SHABEEB ZAFAR, MANAN MITRA

DOCUMENTATION: KAAVYA SUNDRIYAL AND KRATI  
AGARWAL

FACULTY COORDINATOR: DR. ASHIMA SINGH

# IMAGES





BUDINDIA. BADHEGA INDIA.



Bridge making activity



BUDINDIA. BADHEGA INDIA.



Ms. Vidushi Malhotra  
Co-founder  
Ingenious Faces



Apoorv Bamba  
Co-founder  
Ingenious Faces



BUDINDIA. BADHEGA INDIA.



# ABOUT BUDINDIA

START-UP

*Canva* 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

**31ST AUG  
2022**

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- 11:00 am Welcome note and introduction to the session
  - 11:15 am Felicitation of guest speakers with tulsi sapling  
*-Dr. Ashima Singh, Dr. Debjani Roy Chowdhury*
  - 11:30 am Session conducted by Ms. Vidushi Malhotra and Mr. Apoorv Bamba
  - 11:55 am *Bridge building activity*
  - 12:20 pm *Riddle solving activity*
  - 12:45 pm *Vote of thanks by hosts*

# TESTIMONIALS



*"Engaging in activities for this session was very interesting and really broke the mundane environment of usual speaker sessions because we got to make something on our own. Truly an unforgettable experience."*

*-Muskan Gurnani  
MA(Marketing and Advertising)*



*"Learning about how we can upskill ourselves to become more employable through the session with Apoorv Bamba and Vidushi Malhotra was very fruitful to me as a second-year masters student due to the competition in the job market today."*

*- Rishika Sinha  
MA(PR &Event Mangement)*

# TESTIMONIALS



*“Learning from industry experts about how developing certain skills can make us more job-ready and then getting to work on actual activities was very interesting. I enjoyed working with my peers for the activities as it helped us bond personally and professionally too.”*

*-Krishanu Sarma  
MA(Journalism and Mass  
Communication)*



*“Apoorv Bamba and Vidushi Malhotra’s session helped us make strong connections and develop learnings on startups and building our own ventures. The session consisted of fun and learning through lots of activities for skilling-up organised by the experienced entrepreneurs. Very grateful to ASCO’s E-Cell for arranging such a session for us.”*

*-Yash Agarwal  
MA(Journalism and Mass Communication)*

# THANK YOU



## **TEAM E-CELL AMITY SCHOOL OF COMMUNICATION**

DR. ASHIMA SINGH  
FACULTY COORDINATOR  
E-CELL, ASCO

ARUSHI TANDON  
STUDENT COORDINATOR