

BUD INDIA 2022

WEEK 5

EVENT REPORT

AMITY SCHOOL OF COMMUNICATION



PREPARED FOR :

AMITY UNIVERSITY

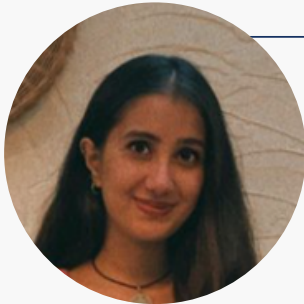
BUD ENTREPRENEURS



MR. PRANAV MEHTA

Founder, Caffena Coffee

Caffend Coffee, founded in 2018, is a bootstrapped startup with the goal of providing people with the "Coffee that is truly theirs," with an emphasis on creating a D2C brand in the expanding area of Specialty Coffee in India, boasting a 400% YoY revenue increase. CEO Insights Magazine named Caffena Coffee one of the "Top 10 brands in the Tea & Coffee Industry in India for 2022."



MS. SIMRAN DHAMIJA,

Co-founder, Aao Chalein

Aao Chalein thrives towards building a community of people unified by passion, curates trips to magical destinations, and delivers hassle-free travel experiences with a pledge to #travelearthfriendly, personifying and casually killing it at road trips with their creative paranoma. They envision connecting with every individual on a personal level taking them beyond the roads to deliver a magical experience.

EVENT SUMMARY

The fifth Bud India 2022 event put together by ASCOs students was attended by over 60 students from across different courses.

Mr. Pranav Mehta, the founder of Caffena Coffee and an alumni of ASCO, kickstarted the session on his start-up journey by mentioning how he loathes the term “Entrepreneur” and believes in breaking stereotypes and not putting a label on himself. His interest in business started developing around the time he observed his father’s coffee business closely, it was then that he decided to dive deeper into studying the business and people’s consumption patterns.

Recalling the very initial stages of his business he mentioned, ***“The paradigm shift from tea to coffee has fascinated me the most. Despite being the top 7 exporters of coffee in the world, the coffee market in India hasn’t been able to reach its actual potential.”*** Pranav’s company started with the learning of the fourth wave of coffee, this wave had to do with sustainability.

It was not only about creating a great cup of coffee but also being mindful of how that great coffee could be consumed while causing the least harm to the environment. Talking about his struggles as an entrepreneur, he shared how the journey of an entrepreneur is as lonely as it gets, the quality of a budding business is determined by how supportive the people around him/her are. He placed great emphasis on how the work culture glorifies the “toxic hustle”, each individual is running their race and what matters at the end of the day is how you creating solutions and adding value to the lives of people.

EVENT SUMMARY

The second guest speaker for the day, Simran Dhamija, co-founder of "Aao Chalein" shared her business journey started as a passion project and how her love for travelling got her interested and invested in her friend's business idea. "Aao chalein" curates trips to the most thrilling and offbeat locations like Spiti Valley, Leh and Ladakh.

Recalling the hurdles faced during the initial stages of the venture, she shared a bone-chilling incident from one of the trips, ***"It was when we took a group of people to Spiti Valley that our car broke down on the way and we caught in a life and death situation as we couldn't arrange the right equipment to fix the broken car. We had no choice but to take a leap of faith, I clearly remember asking and taking lift from a tempo traveller all by myself and arranging for the necessary equipment to get our car fixed. Being the only girl in our team I had no choice but to take responsibility despite the extreme conditions because, for us, our customer's safety is the top priority."***

Ms. Dhamija shared the learnings on how one can start their own start-up journey. Started off by encouraging to dream big, and have a purpose. Importance of clear ideas because the first idea might not always be the final idea. Further on, assessing the skillset. ***"In today's tech-savvy world, it is extremely important to pen down your ideas and plan as it will give you the needed clarity and inspiration,"*** the entrepreneur added. Simran believes that The speaker concluded her session with her company's tagline that says "Chaloge Humare Sath? Banoge Humare Dost?"

CONCLUSION

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”

–Steve Jobs, Co-Founder, Chairman and CEO, Apple–Dave Thomas

The BUDINDIA 1.0 last session for the season ended on a high note! up being jam-packed with revelations and lessons. The students were motivated to think beyond the box and give their start-up ideas fueled by the inspiring stories of aspiring entrepreneurs. A person's vision, passion, and excitement are crucial in helping them achieve the necessary goals. There could be activity going on in the distance.

In concluding the session Mr. Pranav said, “In order to create something valuable it is extremely important to stay on the same level as your consumer and the pressure that comes with a business is a privilege that comes to only those who earn it.” He further said, “If a business invests smartly in R&D and sets the foundation properly, it is sure to get success.”

The session shed light on the importance of sustainable lifestyle. In order to build a sustainable brand its is very important to carry out a thorough market research and build a team of driven, reliable people. Because the entrepreneur believes that it is more challenging to market a service when compared to a product, it is very important to believe in ones idea and bring in innovation to make it unique.

The fourth week of the ASCO E-BudIndia Cell event provided insights into how important it is to have young minds working with bud entrepreneurs, as it brings fresh ideas and perspectives to the brand.

OVERVIEW

NAME OF THE EVENT: BUD INIDA-22

DATE OF EVENT: 22 SEP, 2022

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

TIMING: 12 A.M-2:00 P.M

ORGANISED BY: ASCO E-CELL

GUEST SPEAKERS: MR. PRANAV MEHTA
MS. SIMRAN DHAMIJA

FELICITATION BY: MS. SAMIKSHA JAIN
DR. ASHIMA SINGH

PARTICIPANTS: MAMM(2), MJMC(1), BJMC(3)

FACULTY COORDINATOR: DR. ASHIMA SINGH

STUDENT COORDINATOR(S): MS. MONISHKA
AGGARWAL
MS. VANSHIKA KOHLI

ORGANISING TEAM

COORDINATORS: MONISHKA AGGARWAL &
VANISHKA KOHLI

ANCHORS: RIA SHARMA & SRISHTI AGGARWAL

FINANCE: AGRANK KUMAR AND AKSHITA KUNWAR

PHOTOGRAPHERS: KAMYA AND SHIVIKA

GUEST ESCORT: MONISHKA AGGARWAL, MUSKAN
GURNANI AND NISHTHA SACHDEV

GRAPHICS: NUPUR GUPTA, SRISHTI SHARMA AND
DISHITA SHARMA

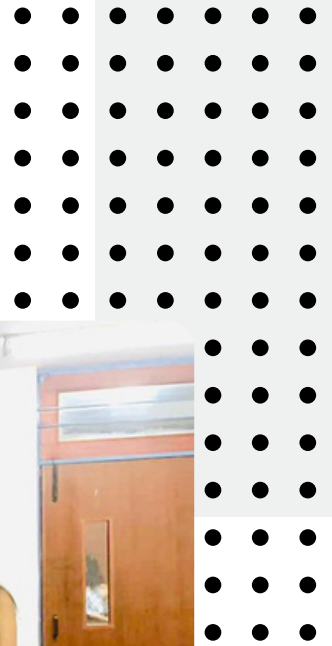
SOCIAL MEDIA: KANIKA GAMBHIR, MONIKA THAKUR
SRISHTI AGGARWAL, AND TWINKLE AGGARWAL

HOSPITALITY: MUSKAN GURNANI AND NISHTHA
SACHDEVA

DOCUMENTATION: R.SHRAVANI, MONIKA THAKUR,
ANURAG KUMAR AND ARUSHI TANDON

FCAULTY COORDINATOR: DR. ASHIMA SINGH

IMAGES





BUDINDIA. BADHEGA INDIA.

PRANAV MEHTA
Founder Caffena Coffee



BUDINDIA. BADHEGA INDIA.

MS. SIMRAN DHAMIJA,
Co-founder, Aao Chalein



ABOUT BUDINDIA



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

**23RD SEP
2022**

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- 12:00 noon Welcome note and introduction to the session
 - 12:10 pm Felicitation of guest speakers with tulsi sapling
 - 12:30 pm Talk by Mr. Vaibhav Goyal
Co-Founder Blokchi
Open discussion
 - 1:15 pm Talk by Ms. MS. Simran Dhamija,
Co-founder, Aao Chalein
Open discussion
 - 2:00 pm Thank you note by Monishka Aggarwal and Vanshika Kohli (Student Coordinators, E Cell ASCO)
 - 2:15 pm E-Cell newsletter and core team launch

THANK YOU

WE LOOK FORWARD TO HAVING YOU
AT OUR CAMPUS



Bud India
2022

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

DR. ASHIMA SINGH
FACULTY COORDINATOR
E-CELL, ASCO

MONISHKA AGGARWAL
VANSHIKA KOHLI
STUDENT COORDINATORS