# Welcome to the Book Launch Ceremony



# YOU CAN ALSO LEAD

Sixth Edition

26th April, 2021



#### CHITKARA BUSINESS SCHOOL

Chitkara Business School is a part of Chitkara University, Punjab. Chitkara Business School started its functioning in 2011. Ranked 75th by NIRF ranking by MHRD and among top 70 B-Schools of India by Business World, India Today, Business Today, Outlook, Academic Insight and several other national level magazines, Chitkara Business School has carved its niche in the business management education category. Chitkara Business School has a student base of more than 2000 with nearly 100 faculty members on board. We offer MBA programs in 15 different specializations namely Marketing, Finance & Banking, Investment Banking, Financial Markets, General Management, HR, Business Analytics, Event, Media and Entertainment Management, Healthcare Management, Healthcare IT, Public Health, Logistics and Supply Chain Management and Sales & Marketing, BFSI and Pharmaceutical management. We offer BBA programs in Fintech, Business Analytics and other specializations such as Retail, SCM and Logistics, Digital Marketing etc. We also offer four years B. Com in association with University of Windsor, Canada, three years B. Com (Hons) programs with specialization in Ca pital Markets, International Finance and Accounting and Cost & Management Accounting in partnership KPMG, ACCA and CMA. Our three-year BBA program offers a variety of choices in fintech, business analytics, supply chain management and Retail management. BA (Economics) is recently added program in the bouquet of undergraduate programs at Chitkara Business School. Chitkara Business School is also offering Ph.D. programs for Industry Executives through its Doctoral Research Center.

#### CHITKARA COLLEGE OF SALES AND MARKETING

In today's competitive world, two of the most dynamic and fast-moving areas in any organization are SALES and MARKETING. Chitkara College of Sales & Retail Marketing is a Chitkara Education initiative to provide students, opportunity to grow vertically & horizontally in their career paths with sales & marketing specialization.

All our programs are offered with 100% placement assistance with partner organisations which ensures a successful career start in various industry domains such as FMCG, Retail, Banking and other related sectors. In the next couple of years, Chitkara College of Sales & Marketing should be synonymous with Sales & Marketing Education of Excellence and we should become the global leaders in that domain.

# YOU CAN ALSO LEAD

Edition -6, April 2021



MBA, Academic Session - 13 MBA Healthcare, Academic Session -12 &

MBA Sales & Retail Marketing, Academic Session - 9

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#### **FOREWORD**

Reeping this objective in mind, this book has been introduced by Chitkara Business School ▶been introduced by Chitkara Business School to keep our young minds motivated to become the best entrepreneurs. An entrepreneur stails an enterprise putting his own capital, including sweat capital and takes hundred per cent risk. So, the idea to publish this book came emerging from this thought itself. Before our young students, the would-be CEO's start their own ventures, they must have a 'DREAM' for themselves and that is what this book is all about. In this book, you will find stories of our 'would-be' entrepreneurs, where they have shared about their 'Dream Companies.' No one has the secret of being a successful entrepreneur and even if a successful entrepreneur tells you his or her secret and you work on it 'faithfully', you may miserably fail. And this often happens. Therefore, this book will act as a guide and a source of motivation for our young entrepreneurs to move ahead with great vigor and positivity to focus on how to step into this big world of 'entrepreneurship'.

We thank the faculty members and students of Chitkara Business School, Chitkara College of Sales and Retail Marketing for contributing their best to this new piece of work. Our sincere gratitude also goes out to the sources from where any kind of material has been derived for this book "Entrepreneurship is defined by results, not by attitudes!! "

## **EVERYDAY GREATNESS**

"A dream without devotion is a fantasy. Not reality."



Honourable Pro-Chancellor Dr. Madhu Chitkara & Honourable Chancellor Dr. Ashok K. Chitkara

Every one of us has so many more choices than we can currently see. You may not know how powerful you are. Remember, we see the world not as it is, but as we are. Most of us see through the eyes of our fears, our limiting beliefs and our false assumptions.

As you begin to walk to your fears, you realize that they were mostly hallucinations - self-created illusions that kept you small. As you think about your limiting beliefs, you'll see that they are not the truth, but the opinions you adopted from the chattering voices around you. And as you question your assumptions, you'll realize that so many of them are borne of fantasy. They are not real.

Greatness comes by doing a few small and smart things each and every day. Comes from taking little steps, consistently. Comes from taking few small steps in your professional and personal life that is ordinary, so that a day eventually arrives when all that's left is 'The Extraordinary.'

The difference between a remarkable life and a mediocre one is not nearly as large as you might imagine. We all pretty much start out with the same raw stuff. We can all be heroes if we choose. And it just isn't that hard.

Today, we share with you the words of James Allen, a great philosophical writer, who wrote a superb little book called **As a Man Thinketh** many years ago. They will help you enormously as you catch your dreams and step up to the enormous possibilities your life is meant to be...

"Of all of the beautiful truths pertaining to the soul which have been restored and brought to light in this age, none is more gladdening and fruitful of divine promise and confidence than this - that you are the master of your thought, the molder of your character, and the maker and shaper of condition, environment and destiny."

The fears we don't face become our limits.

The opportunities we don't seize become our walls...

So, always...

THINK GREAT...

AND LIVE A LIFE FULL OF GREATNESS!!



Dr. Archana Mantri Vice Chancellor Chitkara University, Punjab



Dr. Varinder S Kanwar Vice Chancellor Chitkara University, HP



Dr. Manoj Manuja Pro Vice Chancellor Chitkara University, Punjab



Prof. Cavita Taragi Pro Vice Chancellor Career Advancement Services Chitkara University, Punjab



Prof. Sangeet Jaura Pro Vice Chancellor Office of International Affairs Chitkara University, Punjab



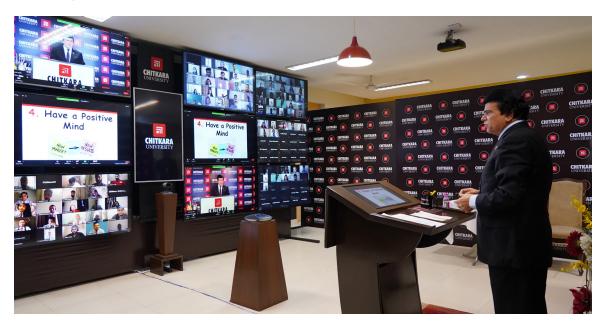
Brig.(Retd) Dr. P.S. Siwach,
Pro Vice Chancellor,
Administration
Chitkara University, Punjab

### Start Strong, Finish Strong...

The students of MBA, Academic Session - 13 MBA Healthcare, Academic Session -12

8

MBA Sales & Retail Marketing, Academic Session - 9 blessed to be taught by none other than Dr. Ashok K. Chitkara. He taught them the module, "Leadership Development – Ethics & Values" for six days.











Before starting the story, tell me what will you prefer among LOVE, WEALTH and SUCCESS?







# The mentor says..



#### Dr. Sandhir Sharma

This is really a momentous occasion for MBA students and faculty of Chitkara Business School on attending a complete module on Business Ethics, Values and Leadership by Hon'ble Chancellor Dr. Ashok K. Chitkara Sir. This year is full of unlimited and uncertain possibilities. Covid 19 changed the way we used to live. But still, we continued with our effort of giving our students the best of teaching-learning and value-based education. This module is testimony to our collective wish to keep learning and growing and Hon'ble Chancellor Sir very kindly consented to deliver the complete module virtually. This is the seventh edition of a remarkable weeklong module full of learning and exciting lessons from Marketing, Finance, HR and several other areas of business by none other than a meritorious leader Dr. Chitkara himself. This is a unique module that fills the participants full of positive energy. This module provides a great set of knowledge, life lessons and learning from leader's real time business experiences. In the past, there are several examples, where students learnt and got to know the ways to realize their dreams. Many students got rid of stage fear due to highly engaged sessions. Many participants learnt the technique of persuasive communication and a lot more. This book is an outcome of this wonderful module which contains your ideas and dreams. This module is all about you and for you.

May god all your dreams come true and you lead a happy and prosperous life!

On behalf of Chitkara Business School faculty and students, I wish to convey my heartfelt gratitude to Hon'ble Chancellor Sir for spending one full week with CBS students and enlightening all of us on important issues such as leadership, ethics and human values.

A big thank you, Sir.

Dr. Sandhir Sharma Dean, Chitkara Business School





As these days each and every individual has been stuck into the unending circle of life and in the never-ending useless lifestyle of obtaining the bread. So life has gotten hurried and overflowing with squeezing element and this further considers self-recovering or for some loosening up. We got our thought during a discussion about the thriving and mental prosperity of individuals in our country. My partners and I found a few solutions concerning business in the blend of Tourism and Hospitality industry, which would offer different kinds of help to the clients.

As a significant parcel of people can't go for events or breaks considering nonattendance of time as traveling eats heaps of period of their fulfillment and besides while throbs extensive stretches of journeying their work in like manner persevere through a ton. So in this undertaking, we will give a Vanity van sort of rooms to our clients outfitted with all of the workplaces to make them feel good so they can make an outing beginning with one spot then onto the following while at the same time experiencing the tendency that they are sitting in their rooms. Also, moreover as Covid times are winning this musing is generally fitting for secured and invigorating trips.

We will provide them with all facilities like Food, Stay in Hotels, Tourist Guider and many more.

#### Aarzoo Aggarwal

**Business Name: Books and Beans** 

Executive Summary: Books and Beans will be a book café for all books and coffee lovers. Our vision is to create a warm, relaxing and friendly space for book and coffee lovers of all ages in and around. And our mission is to build a well-equipped book café that becomes the preferred choice for all people.

<u>Company overview</u>- Books and Beans will be a privately held company owned entirely by the owner who will manage the book café. Start up cost for book café is around rs.5 lakhs which will be spent on rent, renovations and purchasing equipment. Half of the money will be put up by owner and half will be taken as loan from bank.

<u>Marketing Plan</u>- we will market our book café by using social media marketing to target people nearby and will connect with people through social media accounts.

#### Products and Services Offered-

- Wide range of local and foreign books, magazines and newspapers
- Fast and secured internet services
- Document scanning and photocopy services
- All types of coffees- cold coffee, hot coffee, latte, americano, espresso, cold coffee with ice-cream
- Pastries and brownies- Chocolate truffle pastry, hot chocolate brownie with chocolate sauce, brownie with ice-cream, cupcakes

#### **AASHIMA RANA**

"Dreams can become a reality when we possess a vision that is characterized by the willingness to work hard and a desire for excellence."

Dreams, for me are the ultimate goals which can be achieved if divided into small segments and achieving each stage with in the time frame with optimum utilisation of resources. I realised that I need to work for my Dream, follow my passion during the final year of my graduation which working as a trainee in Tech Mahindra. There, I got the first exposure to corporate world as what I am capable of and what I want to do in my life. A leader, a person who is connected with each segment of an organisation "A HUMRAN RESOURCE OFFICER". Working in corporate sector after my graduation was a good opportunity to gather the relevant requirements which I need to fulfil in order to fulfil my dream. So, grabbing the opportunity and achieving the next step I started pursing MBA in Human Resource to gather the relevant theoretical knowledge. I need to be organized and efficient in daily tasks assigned to me, with a focus on my verbal and written communication skills. I have my goals set for which I am working on. Gathering "people-person" skills and professional attitude will develop over the year achieving my ultimate goal of being a creative problem solver when in need and keeping up the level of encouragement of my staff and peers and being a mentor and leading from front is what I desire to achieve.



#### **AAYUSH JAIN**

The Day I realized what a dream is doing something extraordinary in the field of marketing became my dream. In future I want to do my own business. My ultimate goal is to become businessman. I want to start my own company which will sell different products all over india. Around three to four thousand people will work in my Company





"Take Memories, Leave Footprints"

I have been into travelling and exploring new things for a quite long time and it is something that makes me cheerful and happy. And If I have to explain my whole life in one word, this word explains it all that is "TRAVEL".

So my dream is to start a company or a club that will arrange you the best trip at a very minimal cost. And moreover an App will also be created where people easily book their tickets which will accept all modes of payment. Proper management will be done by the staff. And the main purpose of starting my company will be that people can build social relationships, learn and grow and to develop new skills, to discover new cultures and providing them with new experiences and memories. We will travel together and explore the world at a new level. We will have adventures and will capture the beauty of world in our eyes. We will have good connections with the travel world to give you an experience for life.

This will be not be an ordinary vacation; it will be a DREAM TRIP. It's more just than a vacation. "TRAVEL YOUR DREAMS"

#### **Aayushee**

I believe our Human mind is very complex, unique, smart and different from all the other species on this planet. Even when we are asleep our mind keeps running, thinking and processing things which want to be a reality one day in form of "Dreams". Open- Eye dreams are those where we visualize the sce-

nario in our minds, we think, process, put efforts to make this dream a success one-day.

I Aayushee – an engineer, a social worker, a youth leader, an educator, a philanthropist and now soon to be MBA envision myself to be known one day as a SOCIAL ENTRE-PRENEUR. Taking business and society welfare all together. Being born to doctor parents I always have put myself in the place where I could see and feel the pain of poor, patients and the condition of our country's healthcare system. Except a few known hospitals that too costly private ones located at distance places we still lack in reaching more than half of population. Even though there are so many governments launched healthcare schemes still either people don't have much knowledge about it or they still lack the confidence and enthusiasm towards health. We say "Health is Wealth". A strong nation is one where its citizens are healthy. Now, the whole Covid scenario though has brought an attention towards importance of health and sanitization still the poor, tribal, people living in remote villages are yet to be awaken. Since my childhood I have been envisioning to have a semi government private hospital in my city where all the facilities are available at one stop be it any disease. People still rely on PGI or AIIMS but the time span to travel, have an available bed, doctor, comfort to stay, managing food and everything for the accompanies is a big struggle especially for illiterate people or poor ones.



#### Abhishek Bansal

#### My start-up idea

My start-up idea is to teach the kids of India. I want to impart the modern knowledge to the students of the India as they are the future of the country and will lead the nation to new heights. If we ensure that the right skills are developed amongst the youth of the nation, the nation will be soon on a roller coaster ride to become a leading

nation.

My idea is to set up such a teaching and learning place in the online world. It will be a learning place open for all without any restrictions on the subject matter and the fields to be studied. It will be an online teaching ed-tech start-up. Anyone will be able to study anything. The school will focus on the various skills that are essential in today's world like coding, stocks, entrepreneurship and taxing and accounting. Also, the school would be focusing on bringing out the very best talents of the students.

The school would inculcate more practical knowledge and not focus only on the theoretical knowledge. Education would be provided through various online channels like YouTube and school's own website through video lectures provided by industry experts and will be given opportunities to work and experience the dynamics of careers in their life through mentorship and guidance. Using the technology at our hands, I want to build such a school which will help the youth focus on their dreams and help the nation grow.

The school will be a one-of-a-kind and won't be restricted to just the rich kids. It will be a school for all. The main aim of the school will be to provide knowledge that is more modern rather than the traditional style of education. The traditional concept focusses on exams and memorising everything that the student has grasped during the session. But this needs to be changed and rather a new style of education needs to be implemented that focusses on the skills of a person and work to enhance them and put to work through which the student will be able to lead in life.



#### Abhishek Garg

#### "My Dream Venture"

The day when I realized the importance of staying strong and living a healthy life from that day on it became my dream to do something unusual in this field. Today in this very busy life we do not know how important stamina is to our mental and physical health. So this becomes my dream to start a new career in this field that helps people of all nat want to live a healthier life and trained them on the importance of resilience in

ages that want to live a healthier life and trained them on the importance of resilience in our lives. With this work I have to build a platform because the main purpose is to connect with all the people around the region. In this job training program you also need other professional trainers who go directly to their clients and teach them about the job. But only this platform is not my main goal. I want to make room for those who think that fitness is very important for a healthy lifestyle. So I also want to open healthy restaurants that provide healthy food for working people and do not have enough time to prepare clean food for him. So I think that during training sessions that give people healthy food at least the price of a good role in this busy life schedule. People who want food delivery in their offices and homes will also be able to do so on the official website.

Now one of the biggest challenges I face in starting this job will be financial support because this job requires some very expensive professional trainers and the second will be a lack of knowledge on how to handle all this effectively and what major steps to monitor take so that there are no negative feedback from customers.

In the marketing of this business I need a brand ambassador that makes a positive impact on people's minds that yes it looks good. Today there is such a start in the market but I don't think all of these have achieved such success so I have to plan with a lot of different strategies to really attract people. With some live events and awareness camps I think it could work on the positive side.





Every day i prefer to require a while apart from my responsibilities to believe my dreams and every one the goals i would like to realize. My dream is to become a successful businessman. Business are some things that has always intrigued me. As my father may be a businessman, since childhood, I had this keen interest to be a neighborhood of or to steer a business.

Only having a dream won't help, I also got to work towards the achievement of my dream. As doing business isn't as easy because it seems, first i want to know the fundamentals of what business actually is. this may the primary step towards my dream. So after completing my intermediary, I even have enrolled myself during a reputed college to try to to my B.COM. After completing B.com, i will be able to also do my Masters in Business Administration. By then i will be able to have gained the entire knowledge on business and its functioning which can help me reach my dream

Apart from the theoretical part, I can always calculate my father to share with me the sensible experiences and advices which will help me shape my dream. this may take me closer to my dream of becoming a successful businessman. I even have also started reading magazines about successful businessmen and their success stories so as to realize some concept will help me within the long. i will be able to put the simplest of my efforts and exerting towards achieving my dream.



#### **Abhishek Shabi**

#### DREAM VENTURE- WILDLIFE PHOTOGRAPHY

Photography is a popular profession and hobby right now—and that's the problem. As camera gear has become more affordable and consumer-friendly. Sometimes your hobby can make you earn money, you just need to spend some extra time on your hobby to make it a profession and further into a business. Photography is one of those hobbies turned profession. Better the camera will be, enriched the pictures it will capture. Rest all is your precision and skill of taking pictures that will make you a good photographer.

Wildlife photography is a type of photography concerned with capturing various forms of wildlife in their natural habitat. Some animals and birds are difficult to approach and thus knowledge of the animals and birds behavior is needed in order to be able to predict its actions. Photographing some species may require stalking skills. a great wildlife photograph can also be the result of being in the right place at the right time and often involves a good understanding of animal behavior in order to anticipate interesting situations to capture in photography.



#### **Abhishek Singh**

When I talk about any start up, the first thing that came to my mind is problem. Whenever you encounter a problem it means there is a scope or opportunities there. For me solution to such problems can become a great start up and who knows, it might become a dream venture one day.

I find such opportunity in CARDS. When I say cards I mean all types of card your debit cards, credit cards, metro cards, any shopping facility cards etc. Today we use different cards for various purposes and for what not we use them for almost everything. **My idea** is to use only one card for all the purposes. one card which can serve the purpose of all the cards that's in your wallet, weather u want to use it for debit card transactions, credit card transactions, as a big bazar membership card, metro card, etc. For all these purposes just one card.

Everyone uses various types of cards in todays scenario so this idea is very much relevant for everyone as we can see there is a rapid switching towards digitalization. There will be increase in number of cards we are using and everyone will feel the need of one card or they would prefer to use one card for all the purposes . we can see earlier there were different QR codes for on the shops for various UPI transactions app but there is only one QR code for different UPI transaction apps. If this a success then why won't this idea be a success as we can see it has a good social relevance and target audience would be practically everyone. For me it would be my dream venture in which I am believing and it would bring some revolutionary changes in the society in the upcoming time.



#### Adhiyansh Madaan

If I Talk About My Future .I Like Music As Well As Artificial Intelligence. So My Dream Is To Make This Unique Combination Together And Show A New Technology To The People. I Like To Compose My Own Music And With The Help Of Artificial Intelligence We Can Enhance The Quality And Variety Of Music. If My Dream Comes True I Will Think That I Achieve The Biggest Goal Of My Life. That's Why I Took Mba Business Analytics To Get A Deep Idea Of Artificial Intelligence And Machine Learning. Apart Of That I Want My Own Big Musical Instrumental Brand .Again Mba Plays A Crucial Role. As An Mba I Get Some Idea About Start Up And How Business Analysis Help Us To Survive New Business In The Market.





#### Home care service

- A background in care and hospitality can go a long way to support housebound seniors who require inhome care. It's also a service for which demand is only going to grow.
- According to the National Institute on Aging, between 2010 and 2050, the 85-and-over population is projected to increase 351% globally, and the global number of centenarians (those over age 100) is projected to increase tenfold. Many will need care and assistance, oftentimes in their own homes.
- Luckily as a background of healthcare I have the opportunity to help seniors and grow a successful business at the same time, although those skills are certain to be in demand as well.
- Many seniors need help with everything from errands to repairs around the house. With some experience, you could consider growing your business to help seniors transition from their homes to assisted living facilities, offering services such as packing, transporting, setting up, or storing their furniture and possessions.



#### Agrim Mahajan

Being a business background kid I've always been fascinated about dreams and wanting to expand my family business overseas. I've seen how technology is expanding in our Daily life. I always wanted to do so many things but doing so or finding any solution wasn't that easy.

It's because I wanted to do things on my own, without being dependent on others. I had so many ideas but to execute your ideas you need to know your path, from where you're going to begin and where it going to leads you. I write down my ideas and started executing these ideas rather than just thinking. I think this is one of the most important factors to start a new chapter of life & it is called Execution. People nowadays just see and learn but forget to implement things. That is why around 90% of the ideas fail. I love to travel to new places create memories in the form of pictures. So I started a photography page where I post things related to travel like how they can visit that

place, what things they can do what places they should visit etc. which could help people or should I say my viewers to get a better understanding about their searched.

One day I was travelling towards some destination with my friends to Lahaul and I saw a foreigner lady asking native people for saree, suddenly I got some idea of combining my photography and selling saree overseas as we have a clothing shopee.

In order to resolve this problem I'm planning to develop an Application but having no past experience in APP development definitely going to slower down the process. This will be somehow limitation to my dream project but soon I'll get it done as now I'm looking forward to work with system engineers and graphic designers as both the aspects are major for the growth.





As we have a tendency to all apprehend that folks all around have currently understood the necessity and importance of fitness and sports. the growing opportunities in sports have catalyzed the demand for sports businesses. Time is additionally a significant issue influencing the companies in sports field. This undoubtedly insists on the young crowdlooking ahead to vacation to affix sports categories. Here are some profitable business ideas in sports industry:-

#### > Sports Club

This is a sector that attracts most the sections of the society. connection a sports club and enjoying all the various activities and facilities there's the last word need of the general public. Especially, upper bourgeoisie families area unit currently conspicuously noted to relax in clubs. Having this, you'll open a sports club with all indoor and outside games.

Your club ought to have all the required tools and instrumentality which is able to satisfy your members. Having a club can earn you a lot of profits as there'll be variety of members paying subscription for the membership. Subscription will have totally different amounts facilitating members having different money financial gain. a good quantity of revenue are going to be generated either monthly or annually. Thus, the investment you'll create are going to be recovered at the earliest.



#### Akanksha

Introduction — Our aim is to convert fecal matter into briquettes used for barbequing. So the startup would be name as "Trash to Treasure". You will be amazed to know that lump of excrement burn longer than charcoal or firewood and produce less smoke and smell.

**Working** – Step 1 would be to collect human or animal waste near a dumping ground or landfill. Step 2 would be that the sludge is dried for two or three weeks , heat in a kiln and mix with sawdust and molasses for binding . Step 3 would be to eliminate all the volatile material and harmful gases and ensure that sludge doesn't smell and easy to handle . Step 4 would be milling briquette production .

Why Trash to Treasure – It burns two times longer than charcoal , yet release one third of carbon monoxide . Each metric ton of briquettes saves "numerous" trees . It is environment friendly . Proper sanitization is there .

 $\label{lem:applications} \textbf{Applications} - \textbf{Generate} \ \textbf{methane} \ \textbf{fuel} \ \textbf{and} \ \textbf{water} \ \textbf{for} \ \textbf{rocket} \ \textbf{launch} \ , \\ \textbf{barbecuing} \ \textbf{food} \ , \ \textbf{agriculture} \ , \ \textbf{crop} \ \textbf{and} \ \textbf{health} \ \textbf{restoration} \ .$ 

**Market structure** – There is no global competition . It is compatible in dynamic business structure . There is no resistance by the people .

**Feasibility analysis** -1 kg of briquette is equal to rupees 36 only . No issues in procurement of raw material . For poor people , its crapload of cash . Cement container being used has a long life or durability .

# The mentor says..



#### Dr. Renuka Sharma

Te are encouraged to make ethical choices and apply these ethics in the different areas of our lives. Ethics can be pondered as the values that escort our conduct, to tell the truth, keep our promises and toward making the best choices that contribute to the common goal of all. Ethics leads us to build the world improved place through the choices that we make. One cannot negate the importance of ethics in business specifically these days. Business Leaders have an irreplaceable role and a huge responsibility in determining their businesses' ethical culture and herby influence their broader communities. Similarly, leadership is not a special covert. Great leaders have exclusive attributes, and you can engross these. It is rightly said that God has embedded potential for leadership in every human being. A leader must be a leader at three levels, personal level, professional level and social level. In an era of frauds and scandals, leadership need to be replaced with Ethical Leadership, whose path is full of thwarts but stepping the right path makes the journey fulfilling and enjoyable. Dear students, Hon'ble Chancellor Sir is a man of integrity and high moral values.

Attending Sir's module will give you the right direction and help you to excel in your lives. You also learn how passion can help you to accomplish everything in life. So, work hard, follow the right path, dream big and keep them alive too.

Dr Renuka Sharma Professor, Chitkara Business School, Chitkara University, Punjab, India



#### Akash Sharma

#### **DREAM VENTURE**

The day I realized what a "**DREAM**" is doing something extraordinary in the field of the "**Technology**". Now days every one use the smart mobile phone and the smart phone consume more battery as compare to the simple mobile phone. I went to trip and suddenly my mobile phone battery became low and mobile phone became switched off after some time and I didn't connect anyone that I time realize a gadget who charge my mobile without plug-in at particular place.

That time I think about "Motion Charger Arm Band" the uses yours movement to top up your phone without plug in at particular place. The band can easily carry and also used as fashion. The Motion charger band have store the energy you create from walking, cycling and running and similar motion. Nobody can faces the similar problem in future.





#### **Dreams Made from Plastic**

The choices we make in our day-to-day life tend to have an impact on our lives, the society and in fact on the whole planet. These choices decide the fate and affect the living beings. The day I realized what my dream was, it was to do something good for the planet. I was a working professional earlier but after serving for 4 years in a MNC in Chandigarh, I decided to pursue my higher education (MBA) which could help me in fulfilling my dream.

Daily tones of plastic is generated and we are surrounded by it. The use of plastic has become a necessity and integral part of our daily use. There is no way of proper disposal of the plastic and as a result the situation today has become uncontrollable with plastic doing the harm everywhere, be it land or water. Plastic, which is not properly collected is consumed by animals who later die (be it land or marine animals). The people have started awakening now and have started to avoid the use of plastic. Initiative by people individually as well as by forming of organizations, has started for collecting of plastic from land, oceans, sea shores etc. This plastic collected is used in large landfills, but a lot more needs to be done towards the proper disposal or recycling of plastic. Only a fraction of plastic gets recycled. My ultimate dream is to use the waste/ dumped plastic and convert it into a resourceful product. A product that helps the society and the plastic that was earlier not being recycled is now being done. The first stage of the dream is in process and by God grace I will be able to achieve my dream one day.



#### **Akshat Jain**

#### Startup Idea

My idea of startup is that I will open a pizza vending machine

company by purchasing 2 pizza vending machines worth 1500000 each. The 2 pizza vending machine will set up in two different colleges where I have to pay lease rent to the owner, which costs me around 15000 per month. As there is no other machinery cost and building cost in this venture, this startup will require very less initial investment apart from the vending machine. After initial stage of business I will setup my pizza vending machine at tourist spot and at various colleges and universities.

**Market segmentation** = Market Segmentation will be done on the basis on area. I will focus initially in the Punjab and Haryana. After selection of state of Punjab and Haryana . I will focus our market on students basically vending machine setup on the various colleges and universities sites. This for target the university and Colleges youth.

**Production Pizza vending machine** = The vending machine can make 4 pizzas at a one time, with time span of 3 minutes in making the pizzas. Also in this covid-19 times, this vending machine idea has less risk of having corona. The initial funding will be done by me and my other 3 partners, each contribute 625000. Rest 500000 will be funded through long term debt ,with interest rate of 7 % p.a. Initially there are chances we will have less sales as we face competition from another pizza outlets. But because of less making time and less risk of covid-19, revenue will be boost in next years. The initial costs include cost of machinery, lease rental, salary of two employees and license costs only.



# **Akshat Sharma**

#### **Food Truck**

Food trucks have become quite a rage lately in the evolving restaurant space. According to the National Restaurant Association report, by 2017 food trucks will generate about \$2.7 billion in revenue.

The advantage of mobility in the Food Truck format gives owners access to multiple locations at an initial capital that is lower than that needed in opening a restaurant of any other format. Thus, it is no wonder that small restaurant owners are looking to invest in a Food Truck instead of an individual stationary restaurant. This article will tell you why it is a better idea to open a food truck instead of the Standalone restaurant.

#### **How To Start A Food Truck Business In India:**

First of all we should Choose the right Food Truck or Commercial Vehicle for opening a food truck business in India. After purchasing the vehicle get the appropriate equipment which are required in the food truck business like kitchen equipment and raw materials. After purchasing the materials, Apply for licenses and permits needed to start a food truck business in India. After approval by the government one should look for the workforce required to run the food truck smoothly. Installation of the updated technology required in the food truck such as POS software. You may decide staff uniform to attract the customers. After proper installation of the food truck, market your business. For this start-up you need to decide the total investment required to start your business. The average cost of starting a food truck business in India is around 11 Lakhs. It varies mainly according to the type of vehicle you are opting for and the kitchen equipment. Choose a street that doesn't have too many similar food vendors around, has a regular flow of traffic for inviting large footfalls, and has establishments with young professionals and students in the surrounding area.



# **AMANULLAH ZACK**

### **AGAAZ PHARMACY**

As we know that medicine became one of the most important part of our life. Here I decided to set a start up, by which I will be able to help people. Hepling people is the best religion in whole world, then I decided to serve people through pharma sector. Then I set up a pharmacy and also providing home delivery, It will ease the women or old age people's effort. I also added online transaction and online order on my official site- www.agaazpharmacy786.com.

Here any one can shop and by following this I'm also increasing my business and I believe that online mode will create an effect on my business.

## **Amit Kumar**

# My Start-up Idea

My Start-up Idea is to establish an Agriculture Produce Organization. India is a nation with more than 50% of the labour force working under agriculture sector. It is the very foundation of the Indian Economy. Even the mighty Covid was not able to lessen its relevance where any other industry fell on its feet. So for me it seems to be a every growing and a sunshine industry.

My idea is to open up a channel in between the field and the market in a way that the farmers become free-minded even before sowing the seeds or tilling the land. It's all about giving them a solution even before they think of growing a crop for the upcoming season. Farmers often fell into the vicious cycle of demand and supply. I want to provide them the solution for every problem that a farmer faces in turn get their valuable produce to the open market where the prices are high. I will analyse the market according to many factors for example weather, climate, physiography of an area, rainfall patterns, population density, culture and many other variables and predict the demand of certain crop accordingly. This information will be made available to the farmers free of cost. Once the farmers feeds on the given information and apply it into his field, we will sell his produce in the location where there is maximum price is given. This will benefit the farmers and the area where there is shortage of that crop.

Women are the majority workforce in the agricultural sector. They are either landless or working as a waged labourer in someone else's field. Failure of a crop or slashed prices of the produce in the market directly affects their lives. They become debt ridden and stuck in the vicious cycle forever. If we provide them with the solution beforehand and show them the accurate market to sell their produce then we can get success in achieving the government vision of doubling the farmer's income.



## **Amitesh Sharma**

#### **DREAM VENTURE**

I have an interest in Wildlife Photography. So for me my dream venture in future would be related to photography camera. The market of these venture is huge as there are a lot of sellers selling good camera and camera lens within an affordable cost for the buyer but there are very few sellers who are targeting lower section of the market just like apple and Oneplus camera sellers like sony, Nikon and Cannon are more focused on selling good quality camera with the top features at a little higher rate to the people which a normal teenage boy can't buy.

I want to tap this lower segment by providing them good quality camera at lower rate by reducing the profit rate and minimizing the making cost or I can make market for good refurnished camera and camera lens for the amateur photographers. The challenges which I anticipate for my ventures is that there are a lot of big players in the market which are selling the cameras at good price thus competition related to selling product at lower price than them will not be easy. I belive in selling goods at an affordable rate which is for lower or middle segment class but usually when the product is sold at cheap people gain a bad habit of misguiding the product "that it will not work because its not expensive (prestige for example) and quality will not be good as per the lower price" cracking this ideology will be difficult task for any venture.

Thinking of camera, I want to make new innovations also I want to make attaching and de-attaching of lens more smooth and increase the eye window of the camera for better view.



# **Amrit Kumar Singh**

One night I was thinking about something and I felt that there is something which people use every day and of which I could do a business from it. Then I started to look after my house so I started to look at things which were in my house of this kind of things I went to my kitchen there I saw so many things like utensils, a gas stove, etc.

But the thing which strikes my mind was Aluminum foil, the thing I was looking for, and then my mind pops up with an idea that this is that item I was looking for built business as it has an all-months sale. In a calendar year, there are 12 months and out of those 12 months, 7 - 8 months are of wedding seasons and during these wedding seasons their usage becomes approx. 5x more than the other months and it will boost my production as the demand of this Al. the foil will be increased & when usage increases then demand will also be enhanced. To build up this business I have to make a market plan and, in that plan, the major challenge will be in creating the market for my product and another challenge will be the market competitors and I also further thought of covering the rural market also because people living in rural areas are still using newspapers for wrapping the food items, they are not aware of such foil papers thing that's why I think the rural market could be another business gainer.

As the COVID-19 crisis continues to affect daily life around the world, aluminum is helping to protect first responders and save lives. From ventilator parts to the flexible nose strip in N95 masks, aluminum is an integral element in medical devices being used to fight the pandemic.

Al foil used in the health sector Strong, lightweight, corrosion-resistant, and malleable, aluminum was a major material in a variety of medical instruments long before the pandemic arrived. This highly adaptable metal continues to inspire designers and manufacturers who are creating solutions to our healthcare needs, for both today and tomorrow.



## Anahat Kaur

Sitting in one corner of the room in lockdown I realised how important Health has become a fundamental issue. Since childhood we have always come across the quotation "Health is wealth" But that quotation was just used in the speeches until the outbreak of the virus. With the growing cases of corona virus and scientists digging deeper into the cause, everyone realised how mandatory is to stay fit and healthy. Combining these things, I started developing my interest in the food habits and nutritions required in the human body. I was being clairvoyant that in the coming times Nutritionist are going to be in great demand seeing the concerns of the people for their health. Moreover teaching other people about healthy lifesharing on their achievements styles, tivating them, can become business. a great else do we need when are going on the path which we are interested So, i took up different certifications of nutritionists and reading about that I realised the merits to being a nutritionist that you can measure your success through your clients' successes, you can make a positive difference in others' lives which will not only bring a smile on your clients face but yours too. I am working as a freelancer, and will soon get into digital world by making youtube videos.



## Anikait Saini

#### **Health Coaching**

People are always thinking about their health and fitness and would love to pay you for coaching them to keep themselves fit, given that you have good knowledge about healthy food and exercises.

A **health coach** helps you design a **health** and wellness plan that works for you. **These include:** 

- Movement, Exercise, and Rest.
- Nutrition.
- Physical Environment.
- Relationships and Communication.
- Spirituality.
- Personal and Professional Development.
- Mind Body Connection.

#### Reasons

#### 5 Reasons to Hire a Health Coach

- They will help you set realistic goals. A resolution is not a realistic goal.
- They will keep you accountable.
- They will introduce you to **healthy** ways to relieve stress and anxiety.
- They will help you see beyond the scale and improve your confidence.
- They will help you achieve positive change.

## A Health Coaching Program to Rev Up Your Business

Let me make it clear that coaching programs aren't just for boosting your retention



## **ANJALI PUNDIR**

DREAM VENTURE - "THE FOOD GARAGE"

"Good food never fail in bringing people together"

Consumer goods became increasingly personalized, particularly during the last half of the 20th century. Foods and food products have been added a new flavour in this consumer trends with increasingly personalized values of convenience, cost, packaging, and taste.

Bakery products are now also now been going into personalization to make the celebration of people remembrable one and these products are a part of people celebration and I also want to a be part of the celebration of people happiness by opening my dream venture named "The Food Garage" in which I will make personalized cakes, chocolates and cookies.

#### **❖ ORIGINALITY OF IDEA**

As I am a person who loves to eat and make food and this lockdown during corona time gave me ample time to brush up my skills and also gave me confidence to turn my hobby into business. One day during lockdown I was scrolling Instagram and there I found a workshop on bakery products. With no second thought in mind I registered myself for the same and gained new skills.

#### **\* TARGETED AUDIENCE**

My targeted Audience would be general people of all age group who love to eat cakes, cookies and chocolates but at the same time need some different taste and experience.



# **ANKIT GOEL**

"Every great dream begins with a dreamer. To accomplish great things, we must not only act, but also dream. Not only plan, but also believe."

So, to begin my story, I'll start with the person I most admire. Every person's dream revolves around the person they respect, who is the reason for the roles he plays or does.... My father is a strong supporter of mine. I've always seen him working tirelessly for his family, day in and day out, to keep the family's tires running. When I was in tenth grade, I decided that I wanted to be a great businessman like him. As a result, in 11th grade, I chose commerce as my major, and then I chose Bachelors of Business Administration (BBA) as my undergraduate program and Masters of Business Administration as my postgraduate program.

While pursuing my BBA, I used to visit my father's office to oversee everything he does in order to run a successful company. On non-college days, I will arrive at the office at 9:00 a.m. to learn more. I was able to launch my new company in less than two years, but we all know the effects of covid-19. It had a significant impact on people's wellbeing, but it also had a significant impact on my mind. I was all set to start my own company, but due to Covid 19, I had to abandon my plans. At the time of the pandemic, when the Indian economy was in free fall, investing in the stock market was a huge risk for me, so I abandoned my plans.

On the other hand, working under my father provided me with an excellent opportunity to learn new skills. I learned how he kept his company afloat after the Pandemic and the sharp drop in the economy's GDP. I was given the opportunity to work in marketing for my father's business. Marketing became my passion when I was doing marketing, selling goods, and interacting with customers. I have wanted to pursue marketing as a concentration in my MBA.

## **Ankit Kumar**

#### **Dream Venture**

Being a 90's kid I've always been fascinated about dreams. I've seen how technology is expanding in our Daily life. I always wanted to do so many things but what I did? Nothing, it's because I wanted to do things on my own, without being dependent on others.

I had so many ideas but to execute your ideas you need to know your path, from where you're going to begin and where it going to leads you. I write down my ideas and started executing these ideas rather than just thinking. I think this is one of the most important factors to start a new chapter of life & it is called Execution. People nowadays just see and learn but forget to implement things. Which is why around 90% of the ideas failed? I want to create my own story, everything happens in our daily life is a part of our story. We can either learn from it or just ignore it, it all depends on us. I believe in being productive in life, like one should always do something productive rather than doing nothing.

I'm a traveller not a hard-core but a guy who loves to create his memories in the form of videos. So I started a YouTube channel where I post things related to travel like how People can visit that place, what things they can do what places they should visit etc. which could help people or should I say my viewers to get a better understanding about their searched. One day I got a DM on my Instagram a girl wrote me, she has started her YouTube channel and I was the one who inspired her to do that, that was one of the happiest moment of my life. 2 of my videos got viral, and crossed 100k views & I'm having 1.23K subscribers as of now and I know this journey is just a beginning but I also wanted to achieve many things in life.

One day I was travelling towards some destination with my friends and in the middle of nowhere I found myself stuck with my friends because we had some tyre crises and it took us around 3-4 hours to get a good mechanic. That idea strikes to my mind and guess what? It is just the beginning; I got an idea like I spent thousands of rupees just to get a new tyre/repair etc.



## **Anmol Dhir**

#### **DREAM VENTURE "TECHNO APP"**

"Science is like a Tiger we have caught by tail neither we can leave it nor go with it"

This means Science is like a double edge sword it has both its pros and cons. Though it has made the work of people easier but at the same time people who are aware the technological advancement are exploiting the people who are unaware of it.

So I want to bridge this gap and make everyone stand on the same platform. For this I have thought of building the app which will help the layman people to resolve their technical issues. In this app there will people with different technical backgrounds which will help the people having technical issues, they will assist them in troubleshooting the problem and also if the people call some technician and they are not satisfied their work they can have a video call with the technician of our app to make sure that their technician is not cheating with them and also people can also technicians from our app.

This all started when I had problem in my refrigerator the freezer part of my refrigerator was not cooling. I was out of the town so my parents called some technician. These technicians checked the refrigerator and told my parents that some parts of the refrigerator are worn out and need to be replaced and also the coolant gas need to be filled. As my parents are from non-technical background they trusted those technician and said ok go for it. So after my parent's approval they changed the parts and all filled the coolant gas but after2- 3 days it started giving the same trouble again. By the time I have also arrived the home so this time I called technicians from the Samsung, they also checked the whole refrigerator I was standing nearby to them I asked them some technical questions to make them believe that I also know about the refrigeration system as I had done mechanical engineering and studied about refrigeration and air conditioning system. So this time these Samsung technicians told us that there is a small leakage and also air dryer assembly is not working so it need to be replaced and the part where there is leakage need to be brazed.

# The mentor says..



## Dr. Navreet Kaur

"Losing your head in a crisis is a good way to become a crisis."

- C.J. Redwine

Dear Students,

Like all of us, you have been confronted with unprecedented adverse circumstances in the form of the Covid-19 pandemic. The health crisis has thrown at you some 'sour lemons' in the form of unique challenges related to physical and psychological well-being, education, employment and professional development. The big question is about making sweet lemonade out of the sour lemons and of keeping your dreams and aspirations alive in these unpredictable times. The recipe for sweet lemonade lies in the virtues and character strengths that you have been bestowed with viz. courage, optimism, acceptance, patience, resilience, empathy and forgiveness. Friedrich Nietzsche had said, "That which does not kill us makes us stronger" and in the middle of this catastrophe one can stay strong by learning new skills, networking in virtual ways, introspecting and envisioning, planning for the post- Covid world, and taking care of oneself and others. Remember, we are all in this together and as Caryn Sullivan puts it, "In the face of adversity, we have a choice. We can be bitter, or we can better ..."

Chancellor Sir's enthusiasm at an hour like this is a source of much inspiration for each one of us. I am sure you will find an anchor in his meaningful discourse and in the positivity that his vibrant persona emanates. You will see that proverbial 'silver lining' and eventually a rainbow in the sky. May success be with you, always. Wishing you good luck.

Dr Navreet Kaur Associate Professor Chitkara Business School



# Annu Ghangas

#### Tashan Café

• Convert in restaurant and distribute the network in whole state after 3 years.

#### Mission

- Rules on the heart of people and want when people comes in café they feel free and happy.
- Customer can receive quality in their budget.

#### **Organization team**

#### Goals

- Everyone feel comfortable and happy.
- Community hub for socialization and entertainment.
- When anyone comes in café, then their every desire comes true which one he or she wants.
- Provides good products quality and services.

## **Objectives**

- Unique design of cafe that will be both visually attractive to customer and designed for fast and efficient operation.
- Provides employee training to insure the best coffee preparation techniques.
- Loyal towards their customer.

## **Competitive strategies**

Good quality at less cost.





A start up to build a Wildlife Photographic society.

I planned to become a wildlife photographer in my 11<sup>th</sup> grade, when I developed interest in animals and their habitat. Although I knew that it's a difficult journey to drive on. Coming to 12<sup>th</sup> I started concentrated on my boards. But that dream is still inside of me.

As we know every photo has a meaning, be it anything nature, animals, models, it attracts people a lot, it defines an image. For me wildlife photography is such an adventurous and exciting field to work in. Working between the animals, reptiles and their habitat. Exploring the jungles, the desert, is so fascinating. The journey is master the photography skills with some professional courses, heading forward with working under the professionals. I admire Will Burrard-Lucas, a British wildlife photographer. His techniques, cameras and devices he uses.

The journey is long but I believe that one day will able to build my own start-up. I would like to show some of the glimpse of my photography. The camera I used was kodak digital cam.





# Anudeep

# Private employment exchange firm

I would like to open a Private employment exchange firm and It would be a small start-up within Tricity only. I would contact the main firms in the area to tie up with me. This will reduce their pressure as well as save their precious time. Here I will receive the information from the individuals who want jobs and will provide the same to the firms. I would act as a bridge between the two and would receive a commission from the firms and a little fee from the participants, that would account for my income. This would help in the unemployment crisis in the country and help provide people with work to the individuals coming from HR background.





### **Dream Venture**

Keep your dreams alive. Understand to achieve anything requires faith and belief in yourself, vision, hard work, determination, and dedication. But if one believes in themselves and work hard each day towards the dream, you will surely achieve. I see myself as a very creative thinker and innovator. I always very fond of computer like things. So, being a creative thinker, I tried to learn various tools which helps me in future. Soo being in MBA is my dream come true and therefore I decided to Take Business Analytics my specialization. Till Now It have being a wonderful Experience which have build a lot of skills in this Field.

So that was My past. Future is that we have to explore our potential. Being that Thinker as there is in my mind to open a data science center where there are different types of company which outsource their projects and moreover in todays era there is all AI and machine learning. Which I will try to start up small then timely it will be expanded. I will firstly start to take help through various website which could help the future expansion of company. Till date I have done some of researches about what are various current trends in market of machine algorithms and AI. But You Have to learn every step then you will able to Run Fast.

"Dream Come to Those who Pays the cost of their Hard Work"



## **ARJUN GULATI**

#### EASE PARKING

EASE PARKING is the app that I thought of as a startup of mine. Which will be just like the *normal navigation app* but with an extra feature which will not only benefit the society from the parking problem but will also helps the people to have *some extra earning from their vacant places*.

#### WORKING OF APPLICATION

EASE PARKING will work the help of GPS located in our phones and cars. It will help them to locate the parking places near them with the fare of the place according to the time of parking.

EASE PARKING will help the people who have vacant places near tourist places or any crowded place which have parking problem. These people can add their places to the EASE PARKING app that their place is available for parking and will also mention the fare they are willing to charge from the customer.

EASE PARKING will not only help the tourists to find perfect parking for their vehicle but also protect them from the exploitation of paying unreasonable charges for parking.

#### AROUSAL OF IDEA

The idea of EASE PARKING application strike my mind when I was traveling to the near by place with friends for some fun activity but it took me more time to find parking then to reach that place then I thought that there should be an application which will help us to find perfect parking for our vehicle. As there is already applications to find near by hospitals, hotels, petrol pumps etc. then why not of parking it is not the problem I faced once and many people faces the same problem almost everyday.

# **Arpit Singh Parihar**

LIFE isn't about finding yourself its about CREATING. For me it started with a boarding school located in Kasauli shortly after that gained a Bachelors degree in graphic design and cur-

rently I'm pursuing Masters in Marketing. It has been a long and grateful journey. I always wanted to be a part of marketing industry especially in fashion sector. It has been a tough journey and Fashion marketing is that branch of marketing in which the industry deals with advertising campaigns and promotional events of the items of clothing and accessories to the targeted customers. Thus after the extensive research and, very thoughtful planning, I was able to choose the right segment in the marketing sector. The right kind of fashion marketing plays a key role in the growth and developments of the fashion industry. With the help of fashion marketing, I will be able to create promote and deliver the right type of fashion products and equipment to the world. Plus to make an effective approach to the industry. I as fashion marketer will need to have knowledge of both the company and the market in which I will be competing with other fashion brands. Here's, a little about myself I am a trustworthy hardworking person. I look for positivity in all things. I trust my intuition. I am iron willed and determined to face any opportunities that knock my door. This is only the beginning to a creative future for myself. Thus i would like to conclude by saying The fashion marketing is one of the branches of marketing whose approach to influence the people is quite different and creative.

"The momentum of life goes with the force of time"



# Arshdeep

#### **Dream Venture**

Every day when I roam around, I see beautiful birds flying in the sky and often wonder how they survive this scorching heat, heavy rainfall, winters and droughts. For me these birds are so brave and they always give hope to fly high and never give up. Seeing these birds give me a break from the hustle of everyday and let me observe and thank that how blessed I am to lead this life.

I really admire their courage and strength and want to open such shelters and open grounds for them where they can be fed easily. I want to make such arrangements for them so that during any climatic changes they do not suffer. I want to build shelters for them that would be open so that they do not lose their freedom and come whenever they want. I believe that just like other animals these birds also need care and love. They must feel safe.

I have started practising this from my home. I have placed 3-4 bowls of water on the roof and garden. Birds have also started noticing it and they do come very frequently and consumes it. It gives me immense pleasure seeing them feeding. I have encouraged my relatives and friends to start it and spread this message among others as well.

As it is rightly said "CHARITY BEGINS AT HOME", so I hope everyone going through this might get encouraged and starts practicing the same as a good deed.

# **Arush Kumar Agrawal**

#### "My Dream Venture"

The day when I realized the importance of fitness and lives a healthy life from that day it become my dream to do something

extraordinary in this field. Today in this very busy life lot of us are not aware about how much fitness is important for our mental and physical health. So this become my dream to start a new venture in this field which actually helps the people of all the age group's how want to live a healthy life and trained them for the importance of fitness in our life. For this venture I have to create a platform because the ultimate aim is to connect with all the people around the county. For this training program this venture also required some professional trainers who physically or virtually attend their clients and taught them about this venture. But only this platform is not my ultimate goal. I want to make an environment for those who think yes fitness is very important for a healthy lifestyle. So I also want to open some healthy food outlets which provide good hygienic food for the people who are working and not have an enough time to prepare hygienic food for his /her. So I think with the training sessions providing a healthy diet for the peoples at least price for a positive role in this busy life schedule. The people who want food to be delivered in their offices and homes it will also be possible through the official website.

Now some of the major challenges that I face to start this venture will be the financial support because this venture requires some professional trainers which is costly and the second one will be lack of experience how to handle all this works properly and what are the major precautions to be taken so that it cannot have any negative responses from the clients.

For the advertisement of this venture I require a brand ambassador who create a positive impact in the mindset of the peoples that yes it seems like good venture. Today there are such start-ups are already in the market but I don't think so these all have gain such success



## Arushi Atre

#### "MY DREAM VENTURE"

With the inducement of digitalization, a new way cascaded for StartUps and online platforms which helped young minds to think more innovatively and implement their ideas in real more easily than before.

Seeing a substantial growth in the StartUp sector, I too have a venture in my mind, a fully digital **Interiors Solutions** named as <u>'THE BEEHIVE'</u>. A one stop online platform for all kind of Interiors giving a virtual video experience to the customers and converting their needs into actual purchase.

# $\underline{Implementation}$

Implementing Digital marketing knowledge productively and starting the venture with website development and making social media presence like Facebook/Instagram page and uploading products online while giving the purchase options to the customers.

Initially the venture will be available PAN India and later on it would be available in other countries as well.

A feedback and reviews page setup for collecting feedbacks from the users to improvise the venture and correcting the shortcomings.

**Products/Stock**- with a view to uplift the **local** and **small vendors**, this venture will purchase the products from them and then sell it online with a profit margin not more than 30%.

The website will have its individual presence unlike those ventures which are tied up with foreign e-commerce sites like Amazon to support 'Make in India' initiative and this will be a great help to local and small business.



# Arushi Rastogi

I am very fond of trying new things and to implement it in my life. I want to do something extraordinary in my life and became an example for others. My idea is to open an academy where students have the liberty to open up and try something adventurous, to break the monotony of the society for choosing a career. Students will be encouraged to pursue dance, music, sports, photography and other career paths. For this dream, there is a lot of struggle and hard work required but to help someone to make their future bright and shining this is no price to pay. The main motive of the academy would be that student will be choosing a single subject and they will be studying the same for year and half with practical and real-life examples and given live projects to complete so that they can gain more practical knowledge.

I have no experience of teaching but I have some experience of marketing and sales, by that I can lure the best facility to teach and give a better experience to the students.

# "The future belongs to those who believe in the beauty of their dreams." Eleanor Roosevelt

The main aim is to have some dreams achieving them is another story, without dreams no one can move forward in their future.

Dreams makes a person hopeful, positive, optimistic, confident.



# **Ashish Aggarwal**

My dream venture is to start a food processing plant. Currently I am doing my MBA and I want to get placed in a good reputed company. I want to start venture after doing 3-4 years of job. I want to start a fruit and vegetable pulp processing plant. The pulp is used to make concentrates which is later used by manufacturers. For example, tomato pulp is used by ketchup manufacturers like VEE-BA food inc., HINDUSTAN UNILEVER, DELMONTE and the fruit pulp which is used by companies which manufactures the fruit juices like REAL, PULPY FRESH. In my locality there is a place Baddi, it is home to the tons of industries, there any manufactures which uses the fruit pulp and they have to give orders to the vendors which are located far away from them like tomato pulp from Nashik and mango pulp from Tamil Nadu the cost of ordering from far places makes it difficult and expensive for them so it will be a profitable venture for me to set up a plant near Baddi. The reason for visualizing this type of venture is that food is the basic necessity of people and it never faces recession, the food processing industry is growing very rapidly, another reason is the government is also providing many subsidies and grants to this sector. To save the excess wastage of food the govt has provided many assistances for setting up of the food processing plants. The government is encouraging this to increase the income of farmers. I have researched a lot on this venture and have collected information about total project cost, machinery, working capital, manpower both skilled and unskilled, financing from banks. The total project cost will be around 1.5cr to 2cr. currently I am focusing on my MBA and priority is to get a good job and will start working on my venture on right time.

# Ashish Kumar Thakur

There are plenty Start-up Ideas in the market which a person can exploit and try be successful. My start up Idea is no different than the other ideas. Just one difference is that all the other ideas are more money driven than service oriented.

Doing my MBA in healthcare and the time of pandemic made me realise that our elderly people are at more risk than the younger people, especially the elderly who have their children set abroad, as they don't even have anyone to bank upon in the time of emergency. This made me think and an idea strook me.

Well, the idea is certainly to help the elderly people in need but the twist is to only target elderly who has NRI/PIO children or who have their children stuck abroad due to any fortunate or unfortunate circumstances. Now why only this group? Its because such elderly people who live in these big cities don't have any one who can help them with there day to day doctor's appointment, follow ups arrange for there travel to the hospital and back to their homes, keep a check of their medicines if the dosage they are taking is in right amount or not.

Well, you might think that this can be managed by there close relatives or friends. Not True, I have personally known few of elderly couples who are facing the same exact issue and are wanting some help in the matter.

According to a Ministry of External Affairs report, there are 28 million NRIs and PIOs residing outside India and an estimated 17 million Indians were living abroad in 2017, making India the largest source country for international migrants globally. The Indian students studying abroad statistics of 2019, released by the Indian Ministry of External Affairs is an eye-opener, 753,000 Indian students were studying in universities abroad out of which 40-50% of the students stay abroad for better future prospects.



# **Ashish Singh Singhra**

#### "DREAM VENTURE"

Dream. What is a dream? Is it something comprehensible by a human brain? Or just by that brain who dares to dream? It is said that everyone is unique and special in their own way; but is it?

What makes a person unique? Is it the way they think? Or the way they comprehend? Well, one thing is pretty sure we aren't getting nowhere just sitting, wondering lost in our own thoughts doing nothing, right?

I have had a little experience of pharmaceutical manufacturing (tablets) and now I am doing healthcare IT. Interesting combination right? But there are chances that I might be into liberal arts. That's what my dream venture would have been on if I had taken a different course. Anyways, here being an entrepreneur student and professional my dreams changed or were changed. No complaints. I want to make a better place for different people or what people thinks to be different. The LGBTQ violence survivor, the physically disabled, or domestic violence survivors, depression survivors or any kind of survivors for that matter that didn't lose hope.

Keeping all the above statements in mind I aspire to build a medical digital platform. An app which would provide medical facilities in sponsorship with the hospitals. Just like oyo lets say. In a new city? Not know where to get the medical facility from? Click click click

The app would provide you with the online registration (no more long queues), digital reports, confidentiality, trust and hygiene and oh I almost forgot, ECONOMIC for the pocket. With the concept of telemedicine and professional doctors giving online consultations to the registrations of walk in consultations.



# **ASIF AYOOB**

#### PAPER BAG MANUFACTURING UNIT

To institute a paper bag manufacturing unit of 24-inch size

where in, we can make differently abled people and acid attack survivors engage as workers or staff of manufacturing unit. In present scenario, the world is under a United Nations call of sustainability and we are bound to change plastic carry bags into paper carry bags. We even identified marketing areas in and around our kollam district, Kerala (My Home city) were unit will be established. We only need the help of manual labour in paper folding which we are engaging the differently abled people and acid attack survivors alone. We will be able to give one rupee to each aper fold done by differently abled people and acid

#### Phase I

attack survivors.

We are focussing to distribute the paper bags to the shops in vicinity of villages and later to urban cities. we estimate to make a 1500 paper bags each week.

#### Phase II

Spread this unit in almost all districts of kerala

Detailed breakdown of the finance involved

estimate for the paper bag unit machine - INR 110735.00

estimate for transportation of machine - INR 5000

estimate for buying raw materials for production - INR 10000

other expense including electricity -INR 6000

total expense - INR 131735

I do not have to spend money on land and building as I own both which is suitable for this manufacturing unit

# The mentor says..



## Dr. Kumar Shalender

Tfeel extremely proud and privileged to write the foreword for the book – "You can also lead", Volume 7, penned down by our Honourable Chancellor Sir, Dr. Ashok K Chitkara. The first six volumes of the book have been very well received and now in volume 7, Chancellor Sir has diligently captured the essence of the dreams and aspirations of the MBA students. The book is a hallmark of the multidisciplinary approach that honourable Sir has used in the previous volumes too. On a broader level; the book aptly reflects the aspirations of Young Indians and delve into the evolving discipline of management. The inspirational approach of the book presents readers with an opportunity for self-assessment to achieve greater heights in life. It is my sincere hope that volume 7 of "You can also lead" will prove a lifetime learning experience not only for students but also for corporate, faculty members, and policymakers. I wish this work reach across the millions to help them realize their potential.

> Dr. Kumar Shalender Assistant Professor Chitkara Business School





HELP THE POOR – OUR RESPONSIBILITY AS AN INDIVIDUAL

Back in the year 2020, During the pandemic I realized that thousands of poor people didn't have a money for food and they're helpless at that time because no one stood with them during the pandemic.

It is my DREAM to do something for them, to do something extraordinary for them which nobody else was ever did before. HUMANITY is something which I always respect. I'll do almost every possible thing for them. I'll give them food, clothes, shelter and love.

I'll help them with the support of some NGO's in my city to accomplished this dream. My ultimate goal is to give them happiness which they never experienced before. I'll also take care of their children studies. Because education is very important for a person to learn and experience things in an unexpected ways.

One of the biggest and most obvious ways to help the poor people is to donate to the charity fund. We can also Raise awareness through this campaign with the help of our friends, relatives and colleagues. We can share some relevant information about them with our social media handles as well. And in today's time, this is the easiest way to help them. Me and my team mates can also arrange some events to create awareness about them. In our this campaign we can donate some of the things which makes an impact on their life also...

- 1. Clothes
- 2. Small bottles for bath essentials
- 3. First aid items
- 4. Blankets
- 5. School supplies in the middle of school time
- 6. Used bicycles

If you follow your passion, then it'll become your habit. So do it regularly!



## Atul Sharma

#### My start-up idea

My start-up venture idea is to impart knowledge to the kids of India. I want to impart the modern knowledge to the students of the India as they are the future of the country and will lead the nation to new heights. If we ensure that the right skills are developed amongst the youth of the nation, it will inspire the youth to achieve their goals.

My idea is to set up a school for such a learning place in the online and the offline world that will be greatly applauded for its efficiency. It will be a learning place open for all without any restrictions on the subject matter and the fields to be studied. It will be an online cum offline teaching ed-tech start-up. Anyone will be able to study about any subject and any field. It will be an open learning source for all. The school will focus heavily on the various skills that are essential in today's world that are being ignored in the traditional education system. Also, the school would be reliant on nourishing the education system of the country and to influence people to adopt the new strategies for the schools.

The school will provide more practical and experiential knowledge rather than focusing only on the theoretical part of the knowledge. Education would be provided through various online channels like the official app and school's own website through video lectures provided by industry experts and will be given opportunities to work and experience the dynamics of careers in their life through mentorship and guidance. Using the technology at our hands, I want to build such a school which will help the youth focus on their dreams and help the nation grow.

The school will be a one-of-a-kind as it will provide both offline and online platforms for the kids to study. It will be a school for all. The school will focus mainly on the practical aspects of the students and adopt the modern education system.



## Avani

### My dream venture

These don't just give children and young adults something fun to do after school or when school's out for the summer. They also help them learn valuable skills, develop their creativity, improve their health and further their education in other ways — keeping parents everywhere happy, too. This include various business idea like

Cooking classes: they can learn their way around the kitchen in a safe, creative environment. Along with giving lessons on how to make food, the company's kid-friendly cooking classes teach children everything from menu planning and table setting to etiquette and kitchen safety.

Cartoon Cuts it gives haircuts that can sometimes be a trying experience for anxious or impatient kids, and that's why it tries to make the experience more fun. The hair salon is designed especially for children — the waiting room is filled with art tables, video games and toys; the shampoo station (known as the "trunk wash" station) is shaped like an elephant named and children can choose cartoons and movies to watch or games to play during their haircut.





## **Avtar Kaur**

#### **DREAM VENTURE**

The day I Dream is doing something EX-TRAORDINARY in the field of my passion. I decided to do something better for pet."Your responsibility our passion ". As families want going far away from their homes for few time period so they want that someone is there who take care of their pet as they feed them, play with pet, and walk with their pet. As they feel lonely at their home. I have dog I had faced same problem at our house. As whenever we want to go far from our house my dog is a major issues at there is a no one to feed them and take care of him. So it's an issue for those who have pet at their house as not all Neighbours are helpful to take care of our pet. So here I decided to keep it as through internet from which they get in touch with their pet. We also take a help of app for the same. I kept it as my research project to get know more about it and find a good and most suitable for it.

# **Ayush Dhyani**

Starting up my own business is one of the ways in which

I can achieve my dream venture and become a successful businessman. I am a food lover and always admire all other food lovers arounds me. I wanted to start a food distribution company in future in which a large part of the food products value-chain is distributed. Distribution involves getting the product from the manufacturer to the ultimate consumer. The e-commerce market has experienced strong growth over the past decade, as customers increasingly move online. There are other lots of food aggregator startups rising in India, but they are not concern about the customers health, the quality what several customer needed, they are failed to provide it. Distribution is becoming the key component of food supply chains from producers to consumers. I want to become the part of it and will try to adapt to consumer's need. In the generation of heavy office workload, people don't have time to cook food, so in this case my moto will be to provide fresh and healthy food to the consumers. Persuing MBA from chitkara will surely help me to achieve success. An MBA program in Chitkara business school, is giving me connections to a huge network of alumni that can offer me advice and make introductions. Companies are open of bringing on MBAs as a way to bring in great talent. So, I choose the Business school in which I can learn and get experience before starting my own idea. I am getting a huge boost and confidence which is Improving my personality as well as my leadership skills. written by quotes Winston Churchill inspire "Success is not final; failure is not fatal: it is the courage to continue that counts"

# Ayush Gupta

Being a 90's kid I've always been fascinated about dreams. I've seen how technology is expanding in our Daily life. I always wanted to do so many things but what I did? Nothing,

it's because I wanted to do things on my own, without being dependent on others. I had so many ideas but to execute your ideas you need to know your path, from where you're going to begin and where it going to leads you. I write down my ideas and started executing these ideas rather than just thinking. I think this is one of the most important factors to start a new chapter of life & it is called Execution. People nowadays just see and learn but forget to implement things. Which is why around 90% of the ideas failed? I want to create my own story, everything happens in our daily life is a part of our story. We can either learn from it or just ignore it, it all depends on us. I believe in being productive in life, like one should always do something productive rather than doing nothing.

I'm a traveller not a hard-core but a guy who loves to create his memories in the form of videos. So I started a YouTube channel where I post things related to travel like how they can visit that place, what things they can do what places they should visit etc. which could help people or should I say my viewers to get a better understanding about their searched. One day I got a DM on my Instagram a girl wrote me, she has started her YouTube channel and I was the one who inspired her to do that, that was one of the happiest moment of my life. 2 of my videos got viral, and crossed 100k views & I'm having 1.23K subscribers as of now and I know this journey is just a beginning but I also wanted to achieve many things in life.

One day I was travelling towards some destination with my friends and in the middle of nowhere I found myself stuck with my friends because we had some tyre crises and it took us around 3-4 hours to get a good mechanic.

# **Ayush Narang**

Dreams is not what you see in sleep, is the thing which doesn't let you sleep.

Starting with this wonderful thought, I would like to express how

I visualize about my venture to be. Dreams don't come in a minute; it originates over a period of time. Since my childhood, I have grown up looking my father's determination, hard work and dedication towards his business which push me to do something in this field. It was my dream along with my father to set up wholesale cloth business. Now he is no more to hold my hand to fulfill our dream, but definitely his spark always enlighten me to move ahead. It wouldn't be easy to accomplish this without him, but how a easy thing could be a dream, Every dream is challenging and motivating which requires consistent hard work and determination. In order to turn dream into reality, we have to be practical. There could be a lot of challenges that we would have to face and financial assistance is one of them. In order to set up a business we should have money. Now Government of India is doing a lot and is also providing funds to the young minds, who wish to do something big in the world of entrepreneurship. Along with money, we should have planned idea also; we should not consider only the pros of an idea but cons also. As every business involves risk then we should always keep in mind if result of our idea doesn't come along the way as we thought then what would be our second option. As a commerce student we always studied in Accountancy about the Profitability and Loss account, I would definitely use such knowledge while setting up my venture. It is essential to prepare projected profitability according the market conditions prevailing for particular business. We should consider a lot of factors like completion involved, Suppliers of raw material, Good Place to set up business, Transportation, demand of product, Government regulations.

There is a long way to go, But with consistentncy, determination and with my father's teachings, I am sure one day I would definitely accomplish our dream and he will be proud of me.



### **AYUSHI SAXENA**

I am Ayushi Saxena and I am from Budaun a small city which is near bareilly . I persuade BBA (bachelor of business administration) from Mahatma Jyotiba Phule Rohilkhand University.

The main motive was to choose BBA that it provides or help me to develop the management skills. The subjects in this course are marketing, finance, Hr and so on. In marketing I learned how to interact with people etc. BBA helps me to the development of managerial skills it helps me to gain knowledge about market that how market run? What are the main segments of market? from my point of view all the businesses or institutions can't run without marketing.

And now I am pursuing MBA (healthcare management) from a well reputed university which is Chitkara university . I know it's a total new course to them who are totally non-medical background . I completed my intermediate from Commerce background but apart from it I also having more interest towards the hospital industry . So, I decided to choose MBA (healthcare management) . Which teaches me how to manage the hospital, learning about patient safety ,How to make SOPs etc and the most important is quality management in which I learns how to make quality in a hospital from the entrance to exit of a patient .

### Challenges which I faced

- Because of non-medical background, sometimes I can't understand the medical words but thanks to my faculty members who always support me .
- I was totally unaware about hospital industry but because of my interest and knowing skills I always accept it as challenges.

If I m taking about my 5 years plan so I want to see myself as a hospital administrator in a well reputed hospital and explore myself. I want to develop my skills in project management In 5 years I want to gaining experience in leading projects for major clients. I will be looking my responsibilities within this role to work towards my goal.



# BALWINDER SINGH

"The Biggest adventure you can ever take is to Live the Life of your Dreams".

chanical), I got my first job from an open campus placement from

After I did my graduation in Bachelor of Technology (Me-

Chitkara University, Punjab in a finance company which is located in Navi Mumbai. I took it positively since it gave me a chance to go away from my house and to live independently outside my comfort zone and to have more exposure. But, after working for almost one year, I realized that the work I was doing was not as per my technical qualification since it relates to finance. Secondly, it was my passion to work in a manufacturing company preferably in an automobile manufacturing company because I always had an interest in automobiles. Therefore, I quit that job and got a chance to work in a manufacturing company which manufactures Tractors and Cranes. Since, the work was related to my interest I worked there for 3.5 years and learned about various manufacturing process, how a company works, how key people take critical decisions for the company at the time of crisis and this was the time when I started dreaming of my own automobile manufacturing company to manufacture cars like Lamborghini because I always dreamt of owning it from the day, I first saw it.

The owner of company at which I was working he had a small trading shop, but he was never satisfied with it because he had a dream of owning his own manufacturing company and he did it by himself with just a dream, patience and continuous hard work to attain it, and now he is a successful business man, living the best life he can possibly live because he is living his dream life.

Seeing that kind of satisfaction in a person's life made me realize that I want to live my dream also and after working there for almost 3.5 years I got an offer from another manufacturing company with a more managerial role as a procurement head of the company.



# Bhumika Chaudhary

I don't want to be an entrepreneur but still if this happens then I would like to have a clothing brand.

ZRANG – A FASHION STORE

### "Fashion is like eating, you. Should not stick to the same menu"

Nowadays, the definition of Fashion does not remain restricted to clothing choices only. A person's Fashion is defined by how one carries oneself – this includes clothing sense, etiquette, and personality and how one conducts oneself. However, to narrow it down, the clothing tendency, in general, takes up a significant portion of what Fashion broadly is. So my dream venture will be a brand in clothing industry. Firstly I will be starting with the small store and my target audience will be middle class people because sometimes they compromise with the money because fashionable and branded clothes are out of their reach as their prices are quite high. So I will be starting with a small store where I will plan to sell western wear and ethnics for the women but also there is lot of competition in market for clothing bra

The <u>cost of production</u> is the main point of concern for startups who intends to buy raw materials and assemble them into complete clothes. Additionally, new business start-ups find this cost of production unbearable especially when factors such as the assembling and transportation costs are to be considered.





#### DREAM VENTURE

I want to start a paper mill. Which will make all paper products fully on agro based without any chemicals which should be fully based on rice straw products and will provide job to thousands of people. The products are fully eco-friendly and are made from natural resources and can be recyclable and it will not harm the environment are and like toilet rolls, napkins, Newspaper, Magazines, Cardboards etc. It will give job to many people in the market and it will decrease the dependency of paper on the imports which is imported from foreign market to complete the demand of a paper in our country. And products which are used in the daily uses of our life in our daily routine. For e.g., eating food in restraunt food items and drinking items etc. Are made of plastic products which are very harmful for our environment as they are not recyclable and increasing the global warming. The products should me made agro based which can be recyclable and if they are thrown in the land anywhere, they can demolish them itself by not harming the environment. In this way the plastic products will decrease and demand for paper products which can be recycled will increase.



# **BPS** Thakur

# **MY DREAM VENTURE: 'YOGYATA'**

- 1. <u>Venture</u>. NGO to educate under-privileged children (5-year program).
- 2. <u>Commerce</u>. 10 Lakhs per annum.
- 3. <u>Social Relevance</u>. Education emancipates.
- 4. <u>Challenges</u>. Build trust. Effective and efficient operations. Assured fund flow.
- 5. <u>Limitations</u>. Restricted intake initially. Commitment of the parents.





I want to develop a communication program ..it will be a safe space for people to actually communicate without any fear of judgement and any other form of bullying which is becoming a common phenomenon now a days ..

Communication is the key to express oneself fully ...

A lot of people from different walks of life are not able to communicate openly either fully or atleast partially .. This is driving people to anxiety, depression or even other serious mental illnesses...

Past few years have been hard on a lot of people, even mentally exhaustive driving them crazy especially the last year owning to uncertainity of pandemic that has had taken a toll on mental & emotional health of people across all age groups be it children, adolocents, teens or old people.

This program will be developed keeping in mind individual needs.

As one size fits all is not a phenomenon to be considered.

The program will be marketed over internet across major platforms including facebook, Instagram youtube, twitter and snapchat.

The basic intention behind creating such program was to spread awareness regarding deteriorating mental health of people.

Thank you





# **Chitt Simran**

"Be happy not because everything is good but because you can see the good side of everything."

This quote always inspires me to be happy in every situation but also makes me think that what I can do for the people who cannot help themselves specially the addicted ones who can't stay happy even with everything that they have. For addicted ones I really want to open my addiction rehab centre which will become the best rehab centre and economical to middle class and poor also. For this venture I will pursue psychology after completing MBA Healthcare and gaining experience in hospital as an operational manager as according to me it is the most responsible position as everything that is happening in a hospital is a responsibility of a operation manager to keep check on everything and everyone. It will definitely going to help me in my venture of rehab centre.

In future I see myself running my rehab centres pan India which not only gain profits but also do good for the society.

# The mentor says..



# Dr. Babita Singla

Ifeel extremely proud and privileged to get an opportunity to coordinate Honourable Chancellor Sir's module "Business Ethics and Values". and to write the foreword for the book – "You can also lead".

Dr. Ashok K Chitkara, Chancellor, Chitkara University an innovative leader inspires MBA students to reach higher, dream bigger, and achieve greater through his interactive teaching sessions. In the present times, we require energetic young business leaders with innovative ideas and startups. Sir, is contributing greatly through his endeavor in preparing future business leaders which will enable our country to touch bigger heights. In his unique style, Chancellor Sir mentors students to set a concrete goal, to shed the introversion, identifying their own strengths and weaknesses, and contribute towards the greater good.

Learning leadership from an innovative leader Dr. Ashok K Chitkara, Hon'ble Chancellor Sir, is a proud privilege for faculty and students of Chitkara Business School.

I am sure, the book "You can also lead" Volume 7, penned down by our Honourable Chancellor Sir, Dr. Ashok K Chitkara will prove to be a shot in the arm towards the zealous mission of Dr. Chitkara to develop business leaders for the future.

> Dr. Babita Singla Associate Professor Chitkara Business School

### **DAMAN BANGA**

My hopes and dreams are to find out my purpose in life and find who I really am. Going from the tiny bubble of secondary school into the big world of university is daunting, and it can be

hard to find place, but I hope to find where I truly belong. There was tough situation that I had faced after finishing my Graduation. I got little nervous 'what to do' and I was getting more pressure from my family and colleagues. I took the decision in very quick time due to lot of pressure and prepared for the government exam for around 6 months. But that was not my ultimate goal. When I was doing my graduation in college, then you will be surprised to know that I usually discussed about my future plans and goals with friends and most of the times I discussed with friends that private sector always provides better growth and development and wanted to be part of private sector so that I can set up my own venture in "Fashion". The main concern that I had faced after finishing my Graduation that I was not able to implement the plans accordingly. Here, I wanted to convey the message that "Dreams don't work unless you take action". I understood one thing at that time by having pressure and taking stress on mind is not an appropriate solution to move further. I desperately wanted to say that I was unable to crack the govt. exam and then I thought to carry forward with my earlier plans and wanted to explore myself in the private sector. You will be glad to know that sometimes failure can lead to success and each word of learning will definitely help you somewhere and it happened in case of me, I was not able to clear the govt. exam but it helped in cracking the entrance exam of Chitkara University and successfully took admission in Top B Schools. Now, I am planning to set up my own Dream Venture in Fashion by the name of "Surplus Store" in the upcoming 2-3 years in which we provide various kinds of surplus and Branded Clothes to the customers at a heavy discount with the aim of selling directly from the factory than those sold in retail stores in order to generate more sales mostly from the young age people. Now, this is my ultimate goal that i have to stay focused and fulfil it in the upcoming years. I believe that one Day all our Dreams may come true through Hard-work, patience and intuition. We just need to have faith and believe in our goals.

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





**BIG DREAMS** 

<u>Introduction:</u> My aim is to start a business of printing t-shirts, mugs and cushions with the art done by the poor children. And when the product will be delivered, on package it will have the photo with the smile of the children of whose art is printed on that product for thanking him for buying that product. This business not only will develop the skills of the poor children but also provide them the chance to earn money by just sitting at home.

How we will earn: Suppose the cost of t-shirt for customer is \$10 and for me if it is \$5 then the profit on that t-shirt will be \$5 and 50% of this profit will directly go to that children.

<u>Challenges</u>: First challenge will be of finding the children with such skills and contracting with industry to print that product and ship that product to the customer directly. After that I would be required funding of around 6-7 lakhs to setup a business and contesting challenges in rural area or govt. schools to find the skilled children whose art is very good.

Benefits: It will not only develop the skills among children nut also provide them the employment and increase the standard of living among them. This work can be done by the children part time also so it will not affect their studies as well. Our product will be delivered to every corner of the country and we will organize contests to various rural areas and online also so that every child has equal chance of selection. We will sell not only of high-quality goods but also will provide 24\*7 assistance to customer.

# Deepak Budhiraja

I am Deepak Budhiraja. Being a 90's kid I've always been fascinated about dreams. I've seen how technology is expanding in our Daily life. I always wanted to do so many things but what I did? Nothing, it's because I wanted to do things on my own, without being dependent on others. I had so many ideas but to execute your ideas you need to know your path, from where you're going to begin and where it going to leads you. I write down my ideas and started executing these ideas rather than just thinking. I think this is one of the most important factors to start a new chapter of life & it is called Execution. People nowadays just see and learn but forget to implement things. Which is why around 90% of the ideas failed? I want to create my own story, everything happens in our daily life is a part of our story. We can either learn from it or just ignore it, it all depends on us. I believe in being productive in life, like one should always do something productive rather than doing nothing.

Since I have one of my family relative residing in Canada once visited us and told about their lifestyle and they also told about food they get in restaurants and how badly they miss the Indian jist. Suddenly I came out with the idea of exporting authentic Indian spices directly to the restaurants which provide Indian food. But as we all know there are some limitation overseas. The main limitation was to get approval from the forging ministry and exports department. Thinking about it I would be collaborating with the pre existing exporters so that I could get some experience as well as it become easier to export and get my idea into working.



# Deepak Dutt

#### VISUAL DREAM

The dream that made me focused towards MEDICAL GRUDUATION is to serve my nation, India.

Since childhood I always wanted to serve our nation, at my best.

I belong to Place, where physical health is always at risk. People losse their loved one's due to lack of medical facilities they get in town. I made an oath to work for such thing. In 10th every thing started, I discovered my interest in the field of Medical, keeping thought about my nations health. I decided to choose Bio as a main subject and started preparing for the Aiims. I wasn't so sure that I'll end up in a good college, but I was confident enough to provide my town a better health service. After some year of struggle I ended up in a good college and opted to do pursue MEDICAL GRADUATION....... During this journey of 5 Years I discovered it's not just for poors but most of the Indian society faces the crisis of high hospital charges and due to financial problems they end up loosing people. And doctors are unable to help since the basic expenditure of hospital demands such a hike in every aspects of services they provide.. So I dream to open up a hospital where we as a doctors will serve patients for free.. And will try to minimize as much as bills as we can. With my small clinic running in parallel I started meeting people of free societies around and I requested them to offer help as much as they could. With an effort of this I applied for loan too... I asked my colleagues and my college friends to participate to. I formed a society if Doctors around the city where we discuss things regarding the same. With the little help of the societies and people around we will try to raise funds as much as I could. I'll promote this with the help if my school friends through online too. Will try to. Communicate as much crowd as I could by seeking help from the NGOs around the city. Will raise funds by organizing workshops like basic medical technique.

Will try to gather the students from all over the medical colleges who seek such interests. Will try to aware by advertising over FM radio and through social media. With a basic structure will first start our hospital with limited fees to be charged by doctors and 60% of the amount will be collected as a fund raise for construction and apparatus required. Will talk to the professors of different colleges who can help me my promoting such cause.





### Startup Idea

My idea of startup is that I will open a pizza vending machine company by purchasing 2 pizza vending machines worth 1500000 each. The 2 pizza vending machine will set up in two different colleges where I have to pay lease rent to the owner, which costs me around 15000 per month. As there is no other machinery cost and building cost in this venture, this startup will require very less initial in-

vestment apart from the vending machine. After initial stage of business I will setup my pizza vending machine at tourist spot and at various colleges and universities.

Market segmentation = Market Segmentation will be done on the basis on area. I will focus initially in the Punjab and Haryana. After selection of state of Punjab and Haryana . I will focus our market on students basically vending machine setup on the various colleges and universities sites. This for target the university and Colleges youth.

Production Pizza vending machine = The vending machine can make 4 pizzas at a one time, with time span of 3 minutes in making the pizzas. Also in this covid-19 times, this vending machine idea has less risk of having corona. The initial funding will be done by me and my other 3 partners, each contribute 625000. Rest 500000 will be funded through long term debt ,with interest rate of 7 % p.a. Initially there are chances we will have less sales as we face competition from another pizza outlets. But because of less making time and less risk of covid-19, revenue will be boost in next years. The initial costs include cost of machinery, lease rental, salary of two employees and license costs only.

### **Marketing Expense**

Marketing expense include various things like advertising, TV promotions etc. the overall cost of marketing Expense is 97000 for first year and later depend on the revenue after the first year.

### **Funding**

Every business requires fund for the business in the initial stage to support for the investment for the business. The fund is based on 5 friends partnership as every business need a good and trustworthy team the total investment by all the 5 members of team is Rs120000.

# Deepak Sharma

# "My Dream Venture"

The day when I realized the importance of staying strong and living a healthy life from that day on it became my dream to do something unusual in this field. Today in this very busy life we do

not know how important stamina is to our mental and physical health. So this becomes my dream to start a new career in this field that helps people of all ages that want to live a healthier life and trained them on the importance of resilience in our lives. With this work I have to build a platform because the main purpose is to connect with all the people around the region. In this job training program you also need other professional trainers who go directly to their clients and teach them about the job. But only this platform is not my main goal. I want to make room for those who think that fitness is very important for a healthy lifestyle. So I also want to open healthy restaurants that provide healthy food for working people and do not have enough time to prepare clean food for him. So I think that during training sessions that give people healthy food at least the price of a good role in this busy life schedule. People who want food delivery in their offices and homes will also be able to do so on the official website.

Now one of the biggest challenges I face in starting this job will be financial support because this job requires some very expensive professional trainers and the second will be a lack of knowledge on how to handle all this effectively and what major steps to monitor take so that there are no negative feedback from customers.

In the marketing of this business I need a brand ambassador that makes a positive impact on people's minds that yes it looks good.

Today there is such a start in the market but I don't think all of these have achieved such success so I have to plan with a lot of different strategies to really attract people. With some live events and awareness camps I think it could work on the positive side.

There are many such companies in the market that actually play with people's health and most young and old people face a lot of health problems at a very young age. The forum can therefore inform people about all of these problems and provide a healthy lifestyle.





# Deepali Thakur

"DREAM" which I understood when I was a child, sometimes to be a Doctor and at times to be a teacher and changed accordingly as I grow up. But as I grew up somehow I was carried towards medical field. As most of us choose medical background because we are bad in maths. But this wasn't with me I liked science so went forward in it. I entered Chitkara for persuing my degree in Nursing and learned alot in my graduation, which I am greatfull for.

As I don't want to end up here, so I thought of doing MBA in Healthcare Management.

Somehow I feel connected to healthcare, so I am looking forward to experience healthcare. Want to start my journey from a manager to CEO and learn and grow.

# Deepali

#### STARTUP IDEA

**Introduction: -**

Our business model will be Blogging which arises with the invention of internet. Blogs are online magazines in a niche that people read for advice, information and resources. Over 4.4 million blog posts are published every day, and this is growing, due to an increase in amateur bloggers and the entire publishing industry shifting towards a purely

online model.

### Working: -

I have decided to work on or the niche we will be specifically covering is Finance (Thoughts on capital market, finance and the capitalist Mentality)

Our main focus will be on -

**Money Excel:** Through Money Excel, we will be educating Indian consumers on the importance of financial planning and helps them excel in managing various financial products that involve personal finance, real estate, insurance, stock market, and more.

Why Money excel????

Money Excel is a dynamic template for Excel that can help you feel more in control of your money. It's the only template where you can securely connect your financial institutions to import and sync account and transaction information into an Excel **spreadsheet**.

### **After Steps: -**

After deciding on the topic we will design our content that will going to be shared in the blogs, after then, I'll purchase my domain name.





Start Up Idea

My idea of startup is that I will open a pizza vending machine company by purchasing 2 pizza vending machines worth 1500000 each. The 2 pizza vending machine will set up in two different colleges where I have to pay lease rent to the owner, which costs me around 15000 per month. As there is no other machinery cost and building cost in this venture, this startup will require very less initial investment apart from the vending machine.

The vending machine can make 4 pizzas at a one time, with time span of 3 minutes in making the pizzas. Also in this covid-19 times, this vending machine idea will require less risk of having corona. The initial funding will be done by me and my other 3 partners, each contribute 750000. Initially we will face the risk of less sales as we face competition from another pizza outlets. But because of less making time and less risk of covid-19, revenue will be boost in next years. The initial costs include cost of machinery, lease rental, salary of two employees and license costs only.



# Deepika Bhola

Most of the childhood was spend with my grandfather. He always used to tell his fascinating journey of life. How the hard work and risk can be a worthwhile investment in the journey of life. His theory of life, "Seed is only the initial stage to grow a tree, so it's our duty to nourish it with time to get fruits in later stages".

"The most potent muse of all is our own inner child". Spending most of my time with him I got to know how health is pivotal for every human being which resulted into clear aim of my life, is to indulge in healthcare industry due to which I chose medical stream to pursue. After exploring my inner potential I get to know about my leadership quality which gave my goal more clearance to grow in management field. For me, "an effective leader is the one whose actions create a legacy that inspires others to dream more, learn more, do more and become more". So I chose to go with the flow of life as everyday is a new learning and life is too short to know everything.

There is allot of achievements I want to accomplish, one of which is to open a "Charitable Hospital" which will provide high quality-care with affordable price. For this I need to put my hands in hospital operations and quality which is my ambition to gain insights on it. Moreover, if the total benefits is more than the total cost then the value of that particular product is maintained.

Despite of presence of charitable hospitals in India, from my point of view quality-care is being neglected here and there in the system. More medical negligence is seen as compared to other profitable hospitals. Lack of motivation and enthusiasm is seen among people. As I belong to a middle-class family it will be very difficult for me to accomplish my dream but not impossible. It needs experience and funds to initiate this idea and if a person work with a good intention, one out of ten is always there to help in that. We only have to unite these people and every dream which seems to be impossible can made possible.

As in other countries healthcare is an important part in everyone's life whether it be a poor or a rich all gets same type of treatment with same quality. If it's possible there, it can be possible in India too. Healthcare Insurance can play a fascinating role in this trip. We only have to step forward and make people accept the change for betterment.



# **Devendra Singh Sidar**

"LEADERSHIP DEVELOPMENT - ETHICS & VALUES"

"YOU CAN ALSO LEAD"

"Leadership is the capacity to translate expectation, thought, vision into reality"

My name is Devendra Singh Sidar. Everyone is free in this world and has their future dreams. They are the right to dream in their own environment, world. Whether they become a doctor, scientist, army, manager, officer and so on and explore new and amazing things, or become a star football player and be the highest paid player in the league, people dream about their future. I have dreams for the future just like everyone else. I have a dreams of the Success, luxurious life, with lots of money, banglow, restaurant, luxury cars.

As we all know that education play a very important role for making our life as complete and fulfilling as possible. While I was in high school there are many goals are setted by myself. These goals are to make my future fulfilled with reward. To achieve my goals I must make important decisions about my education and that decision I make will affect my future dreams.

I love to learn new things, new ideas and I have bright plans for my future. I am going to go college to become a pharmacist. I have always wanted to be in the medical or technical field. I believe that helping others is very important. My desires to achieve, I must work and study hard and long before I graduate. I must try very hard to do my best version in high school and stay focused on what I want out of the life.

I feel that being involved in the medical or technical field will give me the opportunity to give something extraordinary back to my community. I want to let people of my village that high school and college education is very important part of everyone's life.



### DHIRAJ MAHESHWARI

Hey, I'm Dhiraj Maheshwari. I always wonder "who am I?", "What makes me different from others?"

I was born and brought in a family where everyone is in a Management Profession, everyone has their jobs and responsibilities towards their organization. So, I was very much clear to opt for commerce stream and to be a part of management profession in future with a long-term goal of being a CEO in a big MNC. But with every step toward my goal, I realized that I don't want to be Job Seeker I want to be a Job Giver, this thought changed in my goal of being a CEO, now my only core goal is to build my own Group of Industries, which would be named as Lohiya Group of Industries.

To achieve the goal, I started giving equal importance to my academics whether they are my core subjects or specialization. I believe if I want to set up my own industry, I need to be all rounder and must have connection in each and every Index.

As being the finance guy, I would start my journey of Lohiya Group Industries, opening a Finance Consultancy Services, starting from consultancy will enhance the business by covering the different index of the industries, meeting new people and going hand in hand.

THANK YOU.

# The mentor says..



### Dr. Shiyani Inder

"Leadership and learning are indispensable to each other"

↑ quote by John F. Kennedy goes right for the Masterclass on 'Business Ethics, Values & Leadership' by Honerable Chancellor Sir – Dr. Ashok K. Chitkara of Chitkara University, Punjab. This module is a once in lifetime opportunity for the students of MBA of Chitkara University to interact, learn and connect with the pixie dust of magical and charismatic leadership style of Chancellor sir. Learning from the one who has lived the journey enables students to extend their imagination of what can be achieved by an individual who is dedicated, devoted and disciplined towards his dream. The experiences, lessons, stories shared by sir during the module are encapsulating and engaging. With each year passing by, the course is becoming fine and enriching. Spending few days with Sir becomes a nurturing time for the students to polish their thoughts and align their actions. The direction provided during the sessions is enlightening and provides appropriate alignment of the actions with the dreams. The module is a blessing and time to revisit and trace the journey of a great mathematician, a legendary academician and his pursuit to achieve beyond excellence.

> Dr. Shivani Inder Associate Professor Chitkara Business School

### Diksha Chauhan

My name is Diksha Chauhan and I'm a pharmacy graduate. So, in the pharmacy background I want to start-up business in ePharmacy. My company name is Chauhan ePharma.com

It is an expert assistance organization – with an autonomous drug store and direct connects to pharmaceutical suppliers – giving conveyance administrations to people in general for medication and other medical care items. First, we focus in the particular city and if its work than we deliver across the INDIA. Our point is building up a field-tested strategy for web start - up Chauhan ePharma with the primary target of selling drug store merchandise at extremely serious costs. Chauhan ePharma market arrives voluntarily be relied upon to be restricted to the city and steadily it will be spread everywhere on the INDIA uncommonly for country region in light of the fact that our point is to all get medication nobody can get away.

There is hesitance with respect to drug specialists to embrace new plans of action when they can earn enough to pay the rent structure a customary retail drug store where there are huge obstructions to section in the commercial center.

#### SERVICES WE PROVIDE

- Provide a conveyance administration (least request sum applies) across the city for medical care items.
- Provide client care for requesting on the web, through Facebook, Instagram, SMS, and Emails
- Provide an assistance support hotline to guarantee consumer loyalty
- Provide data about drug organizations, medical clinics, specialists, rescue vehicle administrations and 24hours drug store in the city including their name, address and telephone number.
- Provide clinical related news and wellbeing tips in our news segment.



# Diksha Gupta

Food trucks have become quite a rage lately in the evolving

#### **Food Truck**

restaurant space. According to the National Restaurant Association report, by 2017 food trucks will generate about \$2.7 billion in revenue. The advantage of mobility in the Food Truck format gives owners access to multiple locations at an initial capital that is lower than that needed in opening a restaurant of any other format. Thus, it is no wonder that small restaurant owners

ing a restaurant of any other format. Thus, it is no wonder that small restaurant owners are looking to invest in a Food Truck instead of an individual stationary restaurant. This article will tell you why it is a better idea to open a food truck instead of the Standalone restaurant.

#### **How To Start A Food Truck Business In India:**

First of all we should Choose the right Food Truck or Commercial Vehicle for opening a food truck business in India. After purchasing the vehicle get the appropriate equipment which are required in the food truck business like kitchen equipment and raw materials. After purchasing the materials, Apply for licenses and permits needed to start a food truck business in India. After approval by the government one should look for the workforce required to run the food truck smoothly. Installation of the updated technology required in the food truck such as POS software. You may decide staff uniform to attract the customers. After proper installation of the food truck, market your business. For this start-up you need to decide the total investment required to start your business. The average cost of starting a food truck business in India is around 11 Lakhs. It varies mainly according to the type of vehicle you are opting for and the kitchen equipment.

Choose a street that doesn't have too many similar food vendors around, has a regular flow of traffic for inviting large footfalls, and has establishments with young professionals and students in the surrounding area.



# Diksha Rani

BUSINESS ETHICS AND VALUES

Personalize fitness food studio

As today's generation including me thinks about the fitness a lot 50% of the youth is fitness freak in today's time So i dream of having a yenture related to fitness. My sim is to have a studie which would provide per

venture related to fitness. My aim is to have a studio which would provide personalize fitness food.

We should care our health or fitness . we can watch Health and Fitness app online . More fitness apps are available e.g. C25K, Strava Running and Cycling,

Daily Yoga , Nike Training club , Endomondo , Sweat Working etc. . We can easily found related to Food and Nutrition apps e.g. Lifesum, Fooducate, Nourishly , Oh She Glows , waterlogged .

In a future for growing my business I will make my own channel on YouTube for A promotion I can make my own page on Instagram related to Personalize fitness Food studio .I would always prefer to make my orders by my own and never be completely dependent on my workers. And most of all before starting my venture I've decided to complete some short term courses related to fitness so that i myself could good have knowledge regarding the same and give my best out of it.

Limitations/ Obstacles in the Personalize fitness food studio

- 1. It is very difficult to build the trust of people on any new brand in this competitive world but I'll focus on the quality of my products to provide the best.
- 2. More competition.



### Dikshika

### Career Consultancy Service

A young lady attempting to follow her "Dream". In the event that you talk about it, it's a way, on the off chance that you imagine it, it's conceivable, however on the off chance that you plan it, it's genuine.

There are numerous choices before me to begin an organization or an endeavor. I would prefer not to begin a business just to "bring in cash" I need to begin a business to have an effect. I chose to offer redid vocation advising and direction administration to understudies dependent on their particular requirements. I have actually dealt with this issue so I might want to assist understudies with picking their stream carefully who get confounded on account of their folks and friend pressure. I might want to open my own vocation consultancy administration.

Thankyou



# **Dipender Singh**

I am Dipender Singh, pursuing MBA (Finance and Banking) Roll NO. 2020982614 from Chitkara University. I currently live in Mohali. I always want to become an entrepreneur and it is my childhood dream. And to succeed this I have planed to take small steps at a time that will bring me closer to my dream. I want to start this by completing my MBA and then to open a themed restaurant. Themed restaurants always brings different groups at one place. It is a place of leisure and also to increase ones knowledge as one meet with other people of different cultures at such places. As it is very good option as this business is very less likely to suffer by external conditions like recession or boom.

In order to make my restaurant different from others I have many ideas that hopefully people will like. This will be my first step to achieve my dream and I will try to be consistent in life to grow and also to maintain good work and life balance. I will do my work with courage, do it with determination and I believe in myself and I will succeed to reach my goal in life.

Swami Vivekananda once said "Arise, awake and do not stop until the goal is reached"

This Quote has always inspired me and also gives me strengths to work hard no matter what.





# Disha Arora

### **Customized Thakur Ji Dresses**

I want to make a website where one can customize their Thakur Ji's Dress and even upload a design of their own which they want to get printed on the dress and the website will already have jewellery which the customer can choose with the dress to be delivered.

As I searched through the google there were no websites that had customization option available, even though there were some websites including Flipkart and Amazon that have Thakur Ji dresses and accessories but they were too costly over there and still less competition on these grounds.

I can start it by first opening an offline store later taking it online once I hire some staff that could deliver to the expectations of the Customers and have passion for new designs that have not been in the market yet, once it is done, we can come up with a Website and start delivering across the globe, as I think people have Thakur Ji outside India too but there might be lesser number of options available for them where this website would tap in and I would have a potential to tap in.

# **Divjot Singh Chawla**

### **Ethanol as Alternative fuel**

I DIvjot Chawla and Shubham Banwal and currently I'm pursuing MBA Finance and banking first year form Chitkara univer-

sity have had a start-up idea reguarding the problem of air pollution in the area. So, the start-up idea was about the Ethanol production and to be used as an alternative fuel against petrol and diesel. Since we all witnessed during the lockdown last year that the problem of pollution is still a huge risk to our environment and during lockdown we witnessed the change in the environment due to low human intervention, almost all the major polluted cities in India law less pollution and also the majorly polluted rivers like ganga and Yamuna had also seen to be recovered. So, the idea for this start-up came and we thought of providing and alternative for the toxic pollutants that harm our environment. As we witnessed that the government of India is boosting the MSMSE sector a-lot. The minister of MSME which is Mr. Nitin Gadkari has a dream project of making a cleaner and greener India and for this he has been taking about ethanol and biofuel production in India

For this the major raw material for ethanol is molasses which comes from sugarcane and corn. In India we have a great agriculture produce but the major chunk of it goes to waste, so this waste can be converted into biofuel and ethanol for this we have to contact the farmers who produce corn and sugarcane crop and also those other farmers who are willing to do contract farming for these crops so by this we will buy their crops at above MSP price and farmers will be able to sell their major farmed produced which can be used for the ethanol production. Since the country is slowly moving towards alternative for fuels like electric cars and CNG so the idea for the ethanol as the alternative could also be helpful for this revolution that the government is seeking to bring in to the county, Ethanol can also be used as an additive with petrol and diesel and it also extract less of the pollution than the current methods. So through this idea the major problem of the automobile pollution could be tackled by the government.

# Divya Khanduja

Our group of friends were sitting one day discussing how all the

**NATIVE-BLISS** 

How we got this start-up Idea

advertisement of different soaps, creams, shampoos and other various products differ from each other but apart from the advertisement nothing is beautiful that goes into these products. Products available these days are nothing but chemical packed in a beautiful box. So we came with a business idea that why not go back to our roots and make some Ayurveda products along with some DIY products

as more and more people are becoming conscious about their skin, health and well-being.

#### **Objective**

Native bliss has the following objective

- To be the essential all in one resources especially for the skin conscious customers.
- To provide products with Ayurveda benefits along with natural fragrances.
- To treat every skin type as a special and precious one and make products accordingly.

### Mission

Native Bliss is a brand that gives satisfaction for every skin conscious. We trust in giving client care and shopping experience that is loose and pleasurable.

### **Key to Success**

To be successful in business Native Bliss must

- Generate and preserve a reputation of being the one stop shop for products that are used on daily basis and affects the skin.
- Establish a solid reference network among others in the market and customers.
- Provide the healthy services.



# Divya Sharma

Shâmäyã

YOU'VE GOT QUESTIONS?

WE'VE GOT CO-WORKING SPACE WITH ZERO WASTAGE STORES.

### Why this?

With startup, we get a chance to create everything from scratch, think and develop the company's most consistent workflow, transform and adapt it once and again. Working early is a great way to gain experience and continue learning while doing real work in a dynamic environment. But most importantly it also provides "Financial Benefits" as startups will get almost 80% rebate on patent costs, which means that when the patent becomes effective, the government will assist it by funding patent protection.

### "CO-WORKING SPACES & ZERO WASTAGE STORES"

Many companies have their co working spaces in their own organizations but in out coworking space many different businessmen and entrepreneurs can meet each other and it help them to increase these connections and it will specially benefit the new comers those who want to enter the market. And to facilitate this we will installed few systems and also with 5G internet.

We've realized that how much waste happened in the restaurants so we've decide to open a zero waste store along with the co working spaces where people can come for their work along with their jars and we are having containers filled with different beverages and Indian snacks like namkeen and peanuts or wafers kind of stuff and also different food items in reusable lunch boxes which we people tend to eat while working. We will also provide takeaway food items made up of only organic vegetables in paper bags. We also have a huge info graphic on the wall to help the new customer to understand the flow and routine of our store and i.e. also in English and regional languages (city where our outlet will be situated).



# Divyam Gogia

In this digitalised world, where access to internet is mostly now in everyone's hand, online presence of business has become the greatest weapon to reach masses. If a person is good at something, there are chances that someone might be looking to learn that.

In this pandemic like situation, with people spending more time at home, this opened a box for digital learning. My dream is to open such an online platform which would provide crash courses on various subjects through the medium of visual aids and at a very less price.

It would work as an online library of crash courses where people can explore their niche topics and can learn and improve themselves.

Experts from various fields would be invited to make specialised courses and each particular course would be having a small fee as decided. A small percentage of fee per course would be used as a revenue for the company and be further invested in improving the platform as well as for paying the employees who would be handling the online platform.

This way knowledge will spread more easily as well as it would be beneficial for the experts to get incentives for their hardwork.



# **Drishty Bhardwaj**

# DE ADDICT YOURSELF ADDCTION FREE CENTRE

My dream is opening a de-addiction centre. I want to open dead diction centre in all the rural areas of Punjab as the number of drug cases are very high. I would like to give extra services in my centre. I will hire qualified staff and attach fitness hub with that. I will provide best care to patients and all the gym equipments will be placed in my fitness centre. The fitness hub will divert the mind of the patients. Patients can also do stitching, painting, dancing and many more activities. Staff can provide rewards to the patients. Basically the aim is to create diversification and change the thought process of young children and prevent them from various hazards of drug abuse by providing proper rehabilitation and counseling service to them.



### Garima Bansal

Shâmäyã

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# Dr. Amandeep Singh

"Teaching is a very noble profession that shapes the character, caliber, and future of an individual. If the people remember me as a good teacher, that will be the biggest honour for me."

A. P. J. Abdul Kalam

Agood teacher is not that hard to find, but you must know where to look. The good teachers are well-prepared in advance for their education goals. They prepare their plan of action every day to ensure maximum productivity. Teachers have a lot of knowledge about everything, specifically in the subject they specialize in. A good teacher expands their knowledge continues to provide good answers to their students. Similarly, a good teacher is like a friend that helps us in all our troubles. A good teacher creates their individual learning process which is unique and not mainstream. This makes the students learn the subject in a better manner. In other words, a good teacher ensures their students are learning efficiently and scoring good marks.

I feel privileged to part of Chitkara Business School. Last year it was my first time when I attended hon'ble Chancellor Sir's module. The sessions were full of energy and they were life-changing. It also helped me a lot to understand myself as a teacher in a better way and my role as a builder of the Nation. Dear students this module will be a life-changing module and you will find real-life learnings that will transform your life.

Amandeep Singh, Ph.D.
Professor
Chitkara Business School

### **GAZAL JUNEJA**

The Day I realized what a "DREAM" is, doing something extraordinary in the field of CHILD EDUCATION became my dream. There were lot of options infront of me but I decided

to move ahead with my ultimate passion to do something INNO-VATIVE in the field of EDUCATION. Though becoming a Teacher is not my Childhood dream. Infact its never a dream for me. But when I saw my 2 years old nephew doesn't do anything without seeing YouTube videos on Mobile phone or on Smart TV. The day I realized there is need of something which is not harmful to Children health. As watching Television or mobile phones is harmful for children eyes and also has negative impact on health. So to overcome with this almost everyone's problem I decided to make a Mobile phone shaped Gadget free of harmful rays in a reasonable price so that everyone can afford. In that Gadget there will be some recorded educational videos such as RHYMES, ALPHABETICAL SONG, NUMBER SONG, MONTHS OF THE YEAR SONG, DAY OF WEEK and other basic like colours with names, Animals with names etc. All these songs are created with creativity so that children gets attracted. One inbuilt feature to change the background colour so that Child don't get bore of the same background watching everyday. So If anytime Child demand Mobile phone, Parent provide them this Gadget which looks similar to Mobile phone. Another problem with Mobile phone is that in YouTube there are some irritating Channels for kids in which Leading model weep or shout to get their demands full, watching that kind of videos other Children also do the same. So there is great requirement of such kind of Gadget. This is my BUSI-NESS IDEA.

"ENTREPRENEURS ARE GREAT AT DEALING WITH UNCERTAINTY AND ALSO VERY GOOD AT MINIMIZING RISK, SO DON'T THINK MUCH JUST DO HARDWORK AND ACHIEVE SUCCESS"

"ALWAYS OBSERVE AROUND YOU AND SURELY YOU GET SOMETHING INNO-VATIVE"



# Geetisha Randhawa

A vision, a dream and a drive to turn that dream into reality, is all that is required to become successful. But Is it really this easy? Of course, the answer is no; the road to success is never smooth, it is a roller-coaster ride with ups and downs. If you think about what the most common act of folly in today's world is, the answer would be impatience. The moment people feel that things are not going their way

or in a way they expected, they start to lose hope and give up. "THE DAY YOU PLANT THE SEED IS NOT THE DAY YOU EAT THE FRUIT"

Now that we are high on motivation, it is time to work on the dream venture.

The key to creating and beginning the new business venture effectively is to have a look at the window of market opportunity, make and fit the new business technique, and afterward measure the appropriate danger, taking into account whether the chance fits individual goals and necessities. Evaluating suitability requires analyzing a venture's capacity to productively win clients, representatives, and assets, yet in addition to secure financing.

Wondering what motivated me? It is a common quote, I am sure most of you would have heard it or read it once in your life...

#### "EVERYDAY IS A FASHION SHOW AND THE WORLD IS YOUR RUNWAY."

I have always been passionate about the fashion industry and always visualized myself walking the ramp, wearing fancy clothing, with cameras flashing around. But this quote also made me wonder how it would feel like to start my very own modelling agency. Won't It feel rewarding to watch the accomplishments of the models in your agency? Seeing the changes for the good in the people you train and then the positive impact that would have when things went well?



# GITESH BATRA

# MY DREAM VENTURE SWEETY GOLD

"Chase the vision, not the money; the money will end up following you."--Tony Hsieh, CEO of Zappos .as very rightly quoted by tony hsieh that don't chase for money chase for vision so here is my vision of my dream venture "SWEETY GOLD". It is basically a factory of utensils made of steels.

<u>IDEA BEHIND THE NAME</u> – The idea behind the names comes from my ancestors as they were called by the name "sweety "at home and the gold word symbolises that what I produce has lifetime Guarantee as gold also has a life time guarantee.

<u>COMMERCE INVOLVED –</u> B2C (Business to customer) and B2B.(Business to business)

<u>SOCIAL RELEVANCE</u>—It can be of greater social relevance as utensils are needed by everyone in this world and providing those with quality and safe products at affordable rates can help everyone in our society .it will also generate employment opportunities for many.

<u>ORIGANALITY OF MY IDEA</u> – The originality of the idea can be traced from the simple point that I researched the market that where I can start this venture and where there is shortage of utensils .the idea is just to expand the business by setting up a whole new industry in different places.

### <u>CHALLENGES AND LIMITATIONS FORCEE OF THE IDEA – </u>

- Huge investment required.
- Need of investor who can invest money in my idea.



### GOURAV Kakkar

I have planned my dream venture as "All Compliances Under One Roof".

Under this, I plan to collaborate and tie up with some Professionals including Company Secretaries, Chartered Accountants, Advocates, and other Professionals, with the aim to provide all the compliances related services under

one roof to all the entities viz Proprietorship Firms, Partnership Firms, Companies, LLP's, Societies and Trust.

I wants create Compliance System under one roof so that the Entities will not waste their time on managing the Compliances only.

For eg: If a want to run a Company I need to go the Company Secretary for Formation of Company. Chartered Accountant for GST and Income Tax Returns. If I need Registration from the sectoral Regulator or in need MSME Registration I need to go to any other Professionals.

The wastage of time on these Compliances will defeat the purpose of ease of doing business in India. Giving this facility under one roof will help the Entrepreneurs to invest their time on Business in place of wasting time on searching different Professionals for different compliances.

The basic purpose of this dream venture is to provide quality service to customer under one roof, so that client need not no rush here and there for different compliances, he/she can simply get in touch with our firm for the entire services.



# **GOURAV SINGH**

"The path from dreams to success does exist. May you have the vision to find it, the courage to get on to it, and the perseverance to follow it." – Kalpana Chawla

My start up idea is to start my own restaurant – As in today's generation increasing number of consumers want to move out or to dine out or to take prepared food home. So, I think this is the best idea in today's time.

<u>Idea behind the name</u> – My idea is to first invest 3,00,000 in this restaurant business (overall) because firstly I will take a place on a rent, if I get a good profit, I will invest more and will purchase that place instead of paying rent.

**Commerce Involved** – Business to Customers i.e. B2C as it will be a restaurant.

**Social Relevance** – It can be of Social relevance as many family, friends, kitty party members will come for get together. It will help people to sit together and enjoy and also spend some quality time together with their loved ones.

<u>Originality of my idea</u> – For starters it takes a endless amount of creativity. I want to open restaurant because I love food and serving people. It's an opportunity to earn a living doing what we love.

<u>Challenges and limitations</u> – As we know everything has its pros and cons. So, there is limitations too-

- 1) First one is Location Location should be decided where a lot of people get attracted towards the place.
- 2) Second one is Manpower issues Shortage of quality staff as we are starting a business so weed a best staff so that people will like it.
- 3) Managing food safety once can easily handle by keeping restaurant clean and safe(with proper sanitation and techniques).



# Gunjan Bedi

I firmly believe that a person needs dreams to gain a sense of purpose in life. one should feel excited when they wake up in the morning because they have a set of goals to accomplish.

When I grew up, I realised that I am passionate about skincare and makeup as I often found myself indulged in makeup related videos and shows. I dream of having my own make up and skincare studio. It is going to be different from the conventional make up studios as I am including both skincare and make up in one place giving my customers customised skincare and make-up products which suits them the best. A Makeup artist does everything from making Karina Kapoor look completely flawless to turning tony stark into a character of iron man, it is an essential part of the entertainment industry. For which I'm first planning to become a key make-up artist whose job is to become in charge of a makeup department actually designing the make up for each actor or actress and assign individual makeup artists to apply it.

A good makeup artist is creative with their craft but also listens to the directors, actors so that they can achieve the desired result. A good makeup artist possesses certain traits and skills such as creativity, communication time management, detail orientation which I think I have. Nobody can create a successful business in a day. It requires good planning, dedication, and hard work. Believing in myself will be the key to true achievement.

# Gurpreet kaur

While the pandemic forced many businesses to fold, for some entrepreneurs the last year has been a time of opportunity and growth for me . At the beginning of lockdown last year in March I started baking and delivering Cupcakes from my home in Tricity.

From balancing my studies to whipping up a creamy batter, and using lock-down to experiment with launching a business, to earn some extra pocket money. But then several questions arises like How did she manage a business along with her studies? My mother says, "It is important to know how much one can handle; she don't take orders during exams." This words by my mother motivated me a lot and inspired to use my baking skills into a source of income. I started my bakery business with just RS 200/- for which I brought flour, butter, chocolates, whipping cream and 1 packing box. I have faced a lot of challenges while starting this such as shortage of labor ,although my mom also helps me in this but sometime shortage of labor I have been restricted to less orders, attracting customers through online platforms as I have been handling this through social media platforms such as Instagram and Facebook as we have to post good quality pictures therefore it is necessary to have a investment of DSLR, stay updated to the new trends and have to post consistently on every occasions and festivals and for this we should have the latest technology and inventory. These all the were the challenges faced by me during the start of the business at a very low base from online platform.

My dream is to start my own bakery through a store and there I have to do a lot of hard work to face all the challenges and work with my full dedication. My main motivation comes from my past that how I started it from a scratch and learned with my self experiments and with very low investment and earlier taking just 3-4 orders per month and now taking 10-15 orders per month and with a view to take 10-15 orders a day. My main aim is to make my dream come true and I wish that people should be familiar with my brand.

"FROM OUR OVEN TO YOUR DOOR"

"LOVE AT FIRST BITE"



# Gurpreet kaur

**BUSINESS ETHICS AND VALUES** 

Personalize fitness food studio

As today's generation including me thinks about the fitness a lot 50% of the youth is fitness freak in today's time So i dream of having a venture related to fitness. My aim is to have a studio which would provide

personalize fitness food.

We should care our health or fitness . we can watch Health and Fitness app online . More much fitness app is available e.g.  $\rm C25K$ , Strava Running and Cycling ,

Daily Yoga, Nike Training club, Endomondo, Sweat Working etc. .

We can easily found related to Food and Nutrition apps e.g.Lifesum, Fooducate, Nourishly , Oh She Glows , waterlogged .

In a future for growing my business I will make my own channel on YouTube for A promotion I can make my own page on Instagram related to Personalize fitness Food studio .I would always prefer to make my orders by my own and never be completely dependent on my workers . And most of all before starting my venture I've decided to complete some short term courses related to fitness so that i myself could good have knowledge regarding the same and give my best out of it.

Limitations/ Obstacles in the Personalize fitness food studio

- 1. It is very difficult to build the trust of people on any new brand in this competitive world but I'll focus on the quality of my products to provide the best.
- 2. More competition.

# **Gurveen Singh**

Cambio: modify, read, interpret archive

This startup adventure is based on the idea of making an app called Cambio. This application can scan all types of reports, translate record language and convert one organization's document to another format. It also includes an integrated converter.

### Company Design

### Strategic Level Obligations

The governing body will coordinate the entire business plan with management officials. The MO will identify and set the objectives of a particular office to allow the customer to appreciate the best management.

#### **Performance of Business Units**

The finance team will be responsible for the assets of the association and the management will be responsible for the full operation of the premises and the important registration that will take place at the association. The advertising team will focus on development, customer care, product development and value. The programming team will create a code in Java, the programming team will test the code and use it in the Android studio.

### Program management provided by the company

Cambio is a program that provides readings of all types of reports such as pdf, doc, xls, png, jpeg, gif and avi. It likewise translates the vernacular into another language.

# Hanish Garg

### MY DREAM VENTURE

Everything starts with a dream and When I use to think about my dream and my future I see a big reputed company having on-

line application offering the services of delivery of each and every good available near by the customer on the doorstep. My company will help its customers to avail services sitting their home and just order the item from their favorite or required shop and it will be available to them by my company. With the help of my company I will be helping the society by reducing the unnecessary traffic in the market and will also provide various offers to the customers which can help the customers and my company also to attract more customers. The challenges faced to operate my venture could by to have financial assistance for operating my business and for the development of application, other challenge could be faced while partnering with various shops and fulfilling the needs of by customers regarding prices of items and delivery or its delivery time. I have seen many companies like Zomato, Swiggy providing the foods to their customers likewise I will include each and every thing to provide by the particular shops and for more growth for my business I will also contact wholesalers of the products which will help me in acquiring more margin from the sales preformed on my application. I know the same services are currently provided by various companies like Flipkart, Amazon, etc but they don't allow people to select the particular shop (trusted one) which will ensure proper quality of products to the customers and my company will also be different from others as the application will provide food, grocery, medicine, electronic items, salon services, vegetables and fruits and many more things.

Currently, I am pursuing MBA (Marketing) from Chitkara University, Punjab and which will provide me wings to start my business and to gain required skills to operator my company. People near you will always tries to criticize you and stop you but its only depends on your passion that how badly you want to achieve it.





### Harishankar Kumar

I want to be a service provider. This idea came in my mind when I was going somewhere from my bike and accidentally my bike stopped moving, and I was not able to start it again this was a problem just came in the engine of my bike. There was no any nearest mechanic shop to repair my bike. So there I thought that it is necessary to have a service provider like mobile mechanic to repair bike.

From being a high density populated state (Bihar) I have always seen crowd on the mechanic shops and this crowd make the services too much slow. I also want to give a fast service to the customers and gain job opportunities to the person who have knowledge in mechanics. So I want to give a fast service by providing home mechanic service. I will make it happen by: No matter where you are (at home or at work or on road), get the repairs or care you need! We allow you to go through the inconveniences, costs, and common inconveniences of taking your car, bike. Help with your location and take care of everything, right there and then. - NO MORE PASSING! We can only manage a limited number of tasks per day. Book today if your car needs repair!



# **Harpreet Singh**

#### **SWADESHI E-CRAFT**

(GOOD CRAFTS FOR GOOD MOMENTS)

At Swadeshi E-Craft we are going to offer our customers the best possible hand made embroidery gifts to wind up their memories on it and to aspire for fusion of western culture into the Indian culture.

• Our objective is to create finest handmade embroidery personalized cloths for every occasions of unmatch quality, originality and uniqueness.

#### **BUSINESS PLAN**

- Idea of SWADESHI E CRAFT company is to provide a large variety of innovative and handmade embroidered personalized items under one roof.
- Name of the organisation :SWADESHI E-CRAFT COMPANY.( Good Crafts for Good Moments)
- It will be merchandising business to present a wide assortment of handmade items
- Form of business: Partnership
- Mission:

To convert the creativity into reality in hand

• Vision:

To become the creative house of Ist choice in our chosen areas by building beneficial and lasting relationship with customers through a process of continuous improvement.

Tagline :

Good Crafts for Good Moments.

# The mentor says..



# Dr. Sumit Sakhuja

We are witnessing Volume 7 of "You can also lead" which itself proves the path of success that Chitkara University has built for its students and faculty. A dream, a vision, a mission, a team and mind of an entrepreneur is what we have witnessed today in the form of several success stories from Chitkara University.

The seeds were sown way back when our Chancellor, Dr. Ashok Chitkara Sir started the University. Known for his exemplary elegance and bright ideas, with high caliber and right balance of thoughts and beliefs, he is the face of potential youth and equitable education. His perspective and farsightedness in the field of education have rendered promising prospects in the fullness of time. It wouldn't be wrong to say that a conducive environment was built and maintained, which resulted in an 'Umbrella Tree' that is giving education, dreams, employment or in one word a 'way of life' to many of us.

Being associated to this family assures everyone of living a life full of values and ethics. This place brings opportunities in abundance and does everything to support, teach, nurture and grow individuals to help them succeed in their life.

This book is a compilation of thoughts, dreams, lessons and stories that readers can aspire from.

Dr. Sumit Sakhuja Professor Chitkara Business School



### Haseeb Shakeel.

#### MOBILE TOUR GUIDE.

As many of us are keen to explore places within the country and across. So an idea came into my mind, about developing an mobile user friendly application while will help the explorers to visit the place within and across the country without the tourist guild.

The application would help the explorers in two major ways:

1.It will be cheap to explore as foreign tour guides charges decent amount of money

2. It will also eliminate the timing issues between visitor and the tour guide.

#### ABOUT THE APPLICATION:

- 1. The application will assist you though an artificial intelligence pre installed in it, and the AI will come up in various languages according to your convenience.
- 2. The artificial intelligence will be in both the vocals. male, female.
- 3. Application won't only suggest you about the destinations but it will be suggesting Hotels and resorts, restaurants, all kind of transportations available and many more according to the budget.
- 4. Talking about the budget, application will also be have the feature of selecting the budget and will give you the best options according to the budget your have selected for the trip.
- 5. The application will also come up with map which will help your from not getting lost. As most of the tourists don't have internet connection on international trips we can pre-save all the locations in the application.
- 6. It will also have an additional feature of finding you partner for a trip. If you planning a trip and you are alone you can find yourself a partner who is also planning the trip for the same location at the same time.





I am MISS.HIMANI born and bought up in Delhi pursuing MBA Healthcare Management from CHITKARA UNIVERSITY Rajpura Punjab. After passing out class 12<sup>th</sup> I found my interest more into the medical field n so I have profoundly admitted to give it a thought on preparing for NEET exam and I prepared but couldn't succeeded and then that was a turn into my life that I have taken admission in chitkara university and completed BSC MIT(medical imaging technology) in the year 2020. After bachelors I realized that I like me more into the management style and their i opted for MBA in Healthcare so that I can enhance more of managerial skills and to develop and mold the personality as a manager .

I have a startup idea to start with a small diagnostic lab having x-ray machine that can help people to diagnose the disease and to get the treatment done. The challenges I will be facing during this STARTUP is the funding problem, managing the staff and the doctors and appointing them for reports on time

After 5 year I look myself as the manager of a business or the CEO of the company and handling and running the company or the business. Most importantly uniting all the employees n joining them to work for a team and work as a team



# Himanshi Mittal

My dream venture that I have imagined about for few years presently, has begun to unravel before me as I'm working on it with my business partner. The first occasion when I understood this thought was the point at which I heard my friends quibble about their paying guest rooms during my Bachelor's degree. That was the point at which I began to design out my concept of giving quality stays to the students and professionals searching for paying guest rooms in Chandigarh. To provide our prospective customers with their undeniable degree of anticipated stay, we would take properties on lease and redesign them with the most ideal useful conveniences to rent them further. We would likewise give the occupants clean food and a game room so they would feel comfortable from our diligently curated services. The biggest challenge that I feel in this venture is to discover affordable buildings for lease, if not, the capital expense would increase, and making this business a profitable one would get troublesome.

"The future belongs to those who believe in the beauty of their dreams."



# Himanshu Thalyari

### **MY DREAM VENTURE**

1. I wish to start a venture to empower my society especially the poor and weak living in the area. I belong to Himachal Pradesh and in that I am from an area which is not well endowed with any natural resources or opportunities. The area is comparatively less populated with poor infrastructure and lack of opportunities. The place though is well endowed with natural beauty and tough terrain. I wish to use this as an opportunity and develop a hospitality venture at the small scale totally run by the locals and made with minimum capital.

- 2. The idea is to create simple huts in the villages which will be used as residential complex for the people who want to spend time in the villages close to nature, using local resources and artisans which are adequate to accommodate a small family fully furnished with basic amenities where a family can come and spend time and also enjoy local culture and food supplied by local families. This will not only showcase culture of the area but also give opportunities to the local people for earning some income.
- 3. The people especially in the big cities wish to find a place where there is less of hustle bustle and noise. They don't want five star treatment but definitely they wish to explore new places and will love some outdoors in the lap of nature. This idea is to exploit this need.
- 4. Its different from other such commercial ventures as this is not for making profit but its aim is to make the local people self reliant.



### Hiral Kumari Ramubhai

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### **HITESH BHARDWAJ**

#### SIMBA PAW

My Dream venture is to make "Products for Pet". There is a story behind my dream venture. Well, I own a Dog. I used to spend Rs. 7,000/month on Dog treats and for me personally it is a huge amount as a Student. So, I started making dog treats by myself. Its way lot cheaper than the one I used to buy.

I buy ingredients from wholesale seller shop.

I will Create a Social media Account of my Dog and my Brand name. which I'll name "Simba Paw".

I will start by contacting animal day care centers and animal NGO's. I will send them free small samples first.

### Advantages-

- Home-made
- Natural ingredients
- Wholesome
- Robust Flavor
- Cheap
- No- preservatives
- Customized

### Hivani Shrivastava

One fine day I was thinking about my career when I was working in hospital as Tutor and I thought that I will do something extraordinary, with my strength, support and the attitude that I carry with me. It has been said that "you are never too old to set the another goal or dream a new dream". And I realized that I have managerial skill and with a good leader quality also, so I decided to continue my career in management in a very reputed university and looking forward to open a good and affordable hospital in a good city with all the facilities, experienced doctors, trained staff and nurses and will have empanelment with reputed hospital like Fortis, Max, Apollo. Then I got an opportunity to learn and explore myself, explore more managerial skill from the Chitkara University. I can say that with the effort and support of my Parents, my Mentors and my hard work will achieve my goal one day. And my positive attitude always keeps me motivated to always rise and do hard work.

"In everyday, there are 1,440 minutes.

That means we have 1,440 daily

Opportunities to make a

Positive impact".



Why this?

With startup, we get a chance to create everything from scratch, think and develop the company's most consistent workflow, transform and adapt it once and again. Working early is a great way to gain experience and continue learning while doing real work in a dynamic environment. But most importantly it also provides "Financial Benefits" as startups will get almost 80% rebate on patent costs, which means that when the patent becomes effective, the government will assist it by funding patent protection.

"I Can, I will"

#### "CO-WORKING SPACES & ZERO WASTAGE STORES"

Many companies have their co working spaces in their own organizations but in out coworking space many different businessmen and entrepreneurs can meet each other and it help them to increase these connections and it will specially benefit the new comers those who want to enter the market. And to facilitate this we will installed few systems and also with 5G internet

We've realized that how much waste happened in the restaurants so we've decide to open a zero waste store along with the co working spaces where people can come for their work along with their jars and we are having containers filled with different beverages and Indian snacks like namkeen and peanuts or wafers kind of stuff and also different food items in reusable lunch boxes which we people tend to eat while working.



### ISHAN RANA

In the world where people have different mindset what they want to become in the life, what is their passion, what is their goal. But I am a little confused guy in the early stage of my life what I want to become. I choose B. tech from Mechanical Engineering and join a company but after working a while in the company I realised that is not a thing what I want to become. After thinking a lot then I decided I want to learn differentdifferent future demanding skills like Artificial intelligence, Digital Marketing etc. As I want to educate different- different students about these skills who can't afford these courses from different website. So, that more and more students get chances to place in MNC company or start their own start up. This is the ultimate goal of my life. I know there are lots of challenges come in front of me like how can I aware lots of students about these different skills, how can I make them realize that not just going in good colleges give you good job but you can get good job even if you have good skills which is not that much expensive like colleges. But I can conquer these challenges by my digital marketing skills to convince and aware students about my course.



# Ishita Pugla

The dream venture, Thought Factory

The concept of Thought Factory was developed to satisfy the need of quality and budget notebooks and art journals along with giving a new and vibrant direction to the already established advertising and printing business.

Thought Factory would become a harmonious culmination of ideas, emotions and actions, which would not only solve the need for quality writing notebooks, but in the long run, when we connect to the traditional artisans, it would help them to sustain their art and our culture. And the modern India would get a new innovation in the paper diaries and a traditional twist.

The vision is that – we don't just sell notebooks, we support dreams. The Mission is to be simple and elegant, cut out clutter of the world, and deliver the best products to the customers.

The key strengths that Thought Factory has are, the established background in the printing industry – would be providing with a strong groundwork and reducing the cost of product in the very initial stages of the business.

Simplicity in the age when everyone is adding everything to their products, this will help us to create a level of product differentiation in the market.

The threats are that the stationery market is advancing into the maturing stage as people are going digital. And even still a large number of players are coming up in the new notebook space – which make product differentiation in the minds of the consumer tough. And in a maturing market the competition is increasing.

We are planning to bootstrap as we have the ground work, required for the production. The main costs associated with the start-up are foreseen as the Customer Acquisition Cost: in the market where there are so many undistinguished competitors, we need to get our product recognized and be bought and liked

### Ishita

The day I understood what a fantasy is, accomplishing something exceptional the field of "business" become my fantasy. There were a ton of choices before me however I chose to push forward with my definitive enthusiasm, "Business" I definitely realized that I was destined to turn into a financial specialist and that is the means by which this astounding business my life. I arranged so numerous business thoughts like E-trade on Ebay, and snapdeal, buying the items at discount costs to endure the opposi-

molded my life. I arranged so numerous business thoughts like E-trade on Ebay, flipkart, amazon and snapdeal, buying the items at discount costs to endure the opposition and create increasingly more sales.but one I understood that as opposed to selling our own marked items on outsider sites which charge high commission and conveyance charge and installment holding period is additionally enormous. So I intended to make my own site with my sibling which is arranged in Alberta. I included this deep longing inside me to turn into the best money manager and today I can say that I am near my fantasy in light of the fact that my site getting comfortable with individuals and we began accepting requests with a great deal ofclients.

My site is tied in with exchanging of wheel focus covers which is fabricated in Canada of various models like Volkswagen, Ferrari and numerous more. Price goes from 7699 rupee to 14999 rupee for every piece and we are chipping away at SEO devices and Email Marketing.

A hubcap is a beautifying plate on an automobile wheel that covers at least the focal bit of the wheel, called the hub. An vehicle hubcap is utilized to cover the wheel center point and the wheel latches to decrease the amassing of earth and dampness. It likewise has the capacity of enriching the vehicle.



# **Jagpreet Singh**

"Small steps every day", these four words always inspires me to get more closer to my dreams. My dream is to become a successful entrepreneur. But I believe that passion is the driving force behind success and happiness that allows us all to live better lives. I am passionate about cars, so my dream venture is a car customization and modification company. We will offer standard vehicle customization and adjustment benefits that produce a flawless degree of detail; it includes cleaning and reestablishing the outside of the vehicle's completion, chrome trim, windows, wheels, and tires, just as other obvious segments on the exterior and obviously interior of a vehicle.

I believe that never start a business just to make money, start a business to make a difference. A business is simply an idea to make other people's lives better. With this dream venture I want to make a difference in the automobile industry. The only way to do great work is to love what you do. I am very optimistic that the values and quality service offering will help me drive my business to great heights and also help me to attract the quantity of customers that will make the business profoundly beneficial.



# JASKARAN SINGH

"With a Strong Foundation, a Building holds the capability to touch the Sky"

Every Child when he's Pursuing his Secondary school or Grad-

uation studies, has a dream either to get settled in a well Established company at a handsome Package or to continue with his/her family Business. Actually both of these have now became more of Societal norms that every child needs to follow but there are very few who dare to Step up their careers from the Ground root levels by thinking of an Out of the Box Business or an Enterpreneurship Idea just because they've a strong faith on the Foundation of their Business Ideas which would ultimately lead to a Well Established Startup or Business venture.

During my Engineering days, I had a very keen Interest in the Automobile sector which simultaneously drove my interest towards the Industrial Automation sector. The last 6 months of my B.TECH Internship became a Golden opportunity for me for gaining more Knowledge about Industrial Automation in the form of Learning CNC (Computer Numerical Control) Machine Programming Language & thereafter working as a CNC Lathe Machine Operator (Worker) in an Industry which used to manufacture Piston Rings. After all it was just my passion due to which I being a B.TECH engineer did'nt hesitated to work among Labor class people. Hence after gaining a total Experience of 6 months of Programming & operating CNC Machines, I had a Talk with my father that further I want to Run my own business in the same field by setting up a small unit employing 1 CNC machine in the Beginning. My father told me that for now, finance is not an issue but merely an experience of 6 months into this field surely is. Hence, you should gain an adequate experience of Production, CRM & Marketing in the same field in order to understand how the Market actually operates & You're all set to go to begin with your Dream Business Venture.



### Jasleen Kaur

### **Cookies & Cream**

"Cookies are made of butter and love."- Norwegian Proverb

"When You're Down and Feeling Worse, keep a Cookie in Your Purse"

- Anonymous, but whoever they are, I agree with them.

Gooey dough, warm chocolate, and the best smell. EVER! Cookies are so easy to take on the go, this means they are also the perfect dessert to share. Hand over a cookie to someone who looks like they could use a good snack or a little cheering up, and your sure to make a new friend for life. You can also use them as a gift.

The basic idea is to open a small cafe with different types of cookies such as oatmeal, snicker-doodle, Choco chip, Oreo, M&M cookies etc and then franchising it. So, that my little venture is spread across different states, locations and maybe someday the world.

The initial investment includes the cost of ovens, location(store), raw materials, electricity, collaborating with food aggregators (like Zomato, swiggy etc), bakers, cashiers. This could amount to 15-20 lakhs.

#### **SOCIAL RELEVANCE:**

Cafes have always played an essential role in the business, social, intellectual and artistic life of a thriving society. In many cultures, the corner café has served as a community living room, providing an essential setting for social interaction and participation in the art. Like the neighbourhood cafes used by previous generations as meeting places to organize political action and cultivate revolutionary ideology, modern social media has served as a space for people to assemble in pursuit of similar objectives.

#### LIMITATIONS AND CHALLENGES:

The world has been living with Coronavirus through most of 2020, and, unfortunately, the pandemic shows little sign of abating, especially in the early months of 2021.

# The mentor says..



### Dr. Shraddha Awasthi

"YOU DON'T HAVE TO BE GREAT TO START. BUT YOU HAVE TO START TO BE GREAT".

-- ZIG ZIGLER

Innovation and creativity in the workplace have become increasingly important determinants of organizational performance, success, and longer-term survival. As organizations seek to harness the ideas and suggestions of their employees, it is axiomatic that the process of idea generation and implementation has become a source of distinct competitive advantage. The Organization that have thrived over the long haul are those who are the most creative and innovative. These organizations may use innovative ideas from others as a springboard to come up with a unique application, product, or service for themselves. Our esteemed Chancellor Dr. Ashok K Chitkara stressed the importance of innovation in Chitkara University. He would like to

portance of innovation in Chitkara University. He would like to see every stone and leaf of Chitkara University to be truly innovative in its body and soul so that after few years the university emerges as a cradle of innovation and leads the nation in making innovation a revolution.

'You can also LEAD' is definitely a must read as it has lead by a visionary who has walked the path of innovation and creativity in the field of education. The motivation and inspiration of our Chancellor Sir ignited the ethics and values in each and every member of the organization.

With the deep passion and commitment for the cause of education I am overwhelmed to Chitkara University for providing us the platform to share our feelings.

Be the Exception!!

Dr.Shraddha Awasthi Associate Professor Chitkara Business School

### Jasnoor Kaur

Being from an educational background, I've always won-

dered how it would be to start my own educational institute.

Now, writing this article may lead to a dream come true .starting an educational institute is one thing but making it much more than just learning is what I strive for. World over, the education industry generates \$5.6 trillion in revenue. There are lot of changes that have occurred in educational world from just providing bookish knowledge to coordinating it with practicality, from starting online courses to providing short term training programs.

But it does take innovative ideas in the edutech field to disrupt the market and present new arenas of growth. starting an educational institute which could provide guidance and develop and form a children's brain in a particular direction that will help them to achieve their goal. Providing training to children and to make them learn about the technical aspects of the work they will be performing in near future. To implement this, collaboration with different industry and online experts will be done or subject specific education should be provided by enlisting teachers and students from a similar field. Further, they enhance the learning experiences with the state of the art technology. Education startups with ideas AI, Machine Learning, and AR/VR may see great success. These technologies enhance the way students learn and interact. Using Live Classroom with Robotic Camera Where a teacher or an instructor stands in a studio room that has a robotic camera with motion sensing. The teachers are in front of a big screen. It broadcasts students from different locations who can learn and attend classes. Although live class ideas are already prevalent

and established education business. But, this is something new as it is a more immersive, dynamic, and real classroom experience. However, running a school or college has become a challenge in itself. There should be ample infrastructure and other facilities that should be

provided by an institution to ensure quality and value-based education.

Similarly, the ideas related to education would surely improve the student's experience

### Jatin Verma

My dream venture is to open a financial services firm through which I would strive to provide a range of product of financial markets like a loan, insurance, stocks, credit card, etc. I have always been intrigued by how these forms facilitates financial transactions in an economy. My aim for this venture is to contribute to eco-

nomic growth by bringing together the one who needs funds and those who can supply funds, in order to asist my clients in in raising their standards of living. My venture is going to be customer centric where the services are designed and provided to the customers by financial institutions as per their needs. along with elements like cost, liquidity and maturity periods of these services being decided in accordance with the suitability of customers. I strongly understand that I will have to enhance their brand image of my business by improving their service quality, which is also dependent on services which are produced and supplied as and when required by peoples. So, there will also be a need for thriving employees-customer relationship through the use of progressive management and consistent employee satisfaction I will operate my financial services The initial and primary focus of my venture would be to act as fund intermediaries between the borrowers and investors in the market in order to bring together the one having an excess of funds and one who is in need of funds. with the help of digital solutions like loans and credit facilities channelizes the funds of savers to borrowers. I want to ensure a proper supply of funds among the residents, small businesses and unorganized businesses in my region so that they are easily able to grow and expand their operations. With the help of my venture, I would strive to work for people who are not economically strong and not in a position to acquire necessaries with funds in hand, by providing access to credit facilities for meeting needs like education, healthcare and business expansion. When people progressing in their daily life, their living



## **JAVIN GUPTA**

The problem which we are trying to put forward is the changing of outlook of retail shopping. Over the years, we haven't come across an evolution which has made our lives easy and comfortable. So, our startup 'Mini Market' aims to come forward with an idea which can help domestic society in retail shopping and supply them with

Target audience – Our target audience would be each and every member of society who just wish for door-step service. The main focus will be on the high and middle class societies for their comfort.

Working — We will remain on your finger tips . You can reach us via a call or the app . The delivery of the products shall take place within an hour . There would be replacement facility available for the defected product . The delivery cost shall remain as low as Rs 20 . There can also be free home delivery provided you pay Rs 300 per month . Free home delivery on orders above Rs 500 . No orders shall be entertained below Rs 100 . The night delivery charges would remain extra .

Customer segment – Apt for customers who aspire for comfortable and online shopping preferably for The age group below 15 who have psychological demands at any time . Guardians of such group could have an help . Quick door step service for a segment of people who got least comfortable facilities – Old aged people and physically challenged segment . A segment of people who actually don't want to waste/ have no time for routine shopping such as business class .

Positioning strategy – At the initial stages , to try out the plan , we will just setup 3 hubs at distinct and populated areas . Promote and advertise our services and will have a regular feedback to refine our plan . With the increase in demand , we will establish new hubs in new localities .



# JAYTTI Goyal

### **CAPTURE A MEMORIE**

As I always was very passionate about travelling. It has always

been my dream to visit different places and experience the beauty of them. Every place has a story to tell and thousands of memories to make by visiting there. If you observe the mother nature you will find peace in it. I just love to travel as it reminds me that there is so much to admire on this earth. It has also given me chance to explore new places and different cultures other than mine with

So I thought of giving this same experience to other people and also wanted them to have a break from there busy lives and make them see what they were missing on so I dream of building a tourism company which gives people the best memories of their life.

reminds me of the uniqueness of every person yet everyone is beautiful in their own way.

This would be company which will provide affordable travelling packages, customized packages like if someone wish to travel other than the set packages, the different thing about this company would be that it will give travelers a personalized photographer as to capture their memories and to cherish them forever. As capturing nice photographs has become a very important these days as it effects our social life.

As it is digital era, it would be easy for people to choose their experiences as there would be a online site which will contain all the information regarding the stay, visiting sites, mode of transpiration and etc. it will be a very easy process to book the experience online without any challenges.

I hope that I get to full fill this dream in future and get to travel more around the world as travelling has not only been something that I do, but it has been something that has become a part of me.

### Kanika Gaur

## **DREAM VENTURE**

"DREAMS are the one that do not let you sleep." Since, a very young age, I was fascinated to become up a teacher and to teach students, became my hobby. As I grew up, my grandfather was hospitalized due to severe heart problem. He was my very dear and near one after my Parents. That was turning point for me when I decided to be a put that too a heart surgeon. Unfortunately it did not end up like that I was asked

doctor but that too a heart surgeon. Unfortunately it did not end up like that, I was asked to get graduated from a well-renowned university as B.D.S. Despite all this, I still used to teach kids part-time with any subject because I believe, "Knowledge polishes as much as you spread". Looking towards this pandemic situation now. To support self and become a bit independent, I started doing part-time job. It is during this time I realized, that how becoming a Teacher can make my dream come true.

I saw many online classes starting up as a new business online. Byjus, Unacademy, Vedantu, WhiteHat. All covered the subject classes or the coding classes. What made me think ot start the business pursuing my hobby and passion is, 'Academy for Languages'. Many students or elders tends to learn languages. So we can collaborate with all the teachers world-wide for teaching the languages.

Difficulties were that it becomes, hard to teach the seniors as they are not willing to learn from their juniors, so thought to hire people of the same age group as they communicate well. This can give the chance to teach to the entire world, different languages of their choice along with the certifications too.

The other major problem that it caused was the "Internet". It will be stable worldwide but there are certain countries too not having electricity or proper stable internet connection. It also makes them difficult to understand the same. But what's the point of setting goals without hurdle. Hence, will never lose faith and will definitely achieve my goals. I have learnt a very wise saying;

"IDEAS are like bus, they come and go. It is the courage you need to setup and think work towards your GOALS!!!"



#### KARAN BHANDARI

# My Startup

After this beautiful journey and precious time I spent in chitkara I have made my mind and clear in one direction of starting off my own startup regarding tour and travelling

I have made my photography page on instagram on which I have been approached by many people across the all the states of India and even some foreigners too.

I shared my these talks of mine with followers of my page who were approaching me regarding guiding them and booking of camps and hotels too

I had earned some money along with my friends who own this business of camping hotels and guides. So I had my clear and straight that I will start my own business, but I will stand different and unique to others in my competition.

I have very creative ideas and schemes to attract people and with the experience of management skills that will learn here in this esteemed university "chitkara".

And in coming 4 to 5 years I will stand tall in my business and will make my parents and university proud.



# Kaushik Sen

## **Cheese Business (Startups)**

Cheese is more or less popular in all the states of India. Cheese is very tasty food. The demand was there before, still is. It and the pair match in taste and nutrition. It doesn't take much effort and capital to make cheese. So a low-income cheese business can be a good venture. You can easily sell cheese in hotels, restaurants, and food shops. The demand

for cheese in India is increasing by about 15% -20% every year.

Location Selection – In this business, you have to choose a specific place. Along with the processing of cheese making, you need to ensure a specific place for its storeroom, packing material store, storage and washing of all the ingredients, as well as water and electricity.

Capital Required – Some tools and equipment at the beginning of the business (stainless steel tank, deep freezer, filter press manual, weighing machine, stainless steel container) Need. In the first case, you can start this business with 30 to 50 thousand rupees.

Amount of income – The main ingredients for making cheeses are milk and sodium hypochlorite. It is possible to make 35 to 40 kg of cheese from 200 liters of milk. Cheese can be sold at 750 to 800 rupees per kg. In other words, 40 kg of cheese can be sold for about 30 thousand rupees.

Training – It is possible to get good results if you can run a business with training. So talk to someone who knows how to make cheese. In addition, many organizations provide training. From there, you can start a business with training, in which case the business results are guaranteed to be as you expect.

Packeting – The role of packeting is important to prolong the usability of the cheese or to extend the life of the cheese itself. You can usually pack it in polythene pouches, but make sure that it is heat insulated and stored in the refrigerator. You can also pack the vacuum packet-coated coating. This prolongs the life of the cheese.

<u>Caution/Limitation</u> – Cheese tends to spoil quickly. If kept in the refrigerator, it stays fresh for up to 3 days. But it is lost in just 1 day at room temperature. Therefore, production process, addition, and quality packaging are needed to increase the freshness of cheese.

# **KESHAV Garg**

The day I realized that if I wanted to achieve financial freedom it would only be when I am the owner of a business or a company. Working hard 9-5 will make someone else rich and not myself. I have been admired by all the recent startups like UBER, AIRBNB, OYO and many other who are raised at their own without any financial support from their parents or friends. I started pursu-

ing medical stream in my school time because I knew that doctors and surgeons are the most highly paid officials in job income, Even after being eligible for MBBS in NEET I changed my mind because it striked me that to become financially free I need to learn about finance and business so that I could make up my own venture because My ultimate aim was to achieve financial freedom and become the owner of a startup from which many people are being benefitted. So here I am, I cannot say that I have achieved my dream but I have successfully planned my startup in which many of the consumers who send money from foreign countries or receive them would incur no exchange cost. This dream can be accomplished by connecting people around the globe on 1 platform who incur lot of exchange cost every month when they send money to their home or request money from home. The way OLX works by connecting buyers and sellers in the same city or nearby area we can have a know which people want to exchange the currency so that the money travels withing the country and no transactions will be made outside the country. For Example on a small scale there are 2 persons(A,b) in Canada and 2 persons(C,D) in India. A wants to send money to C(CAD to INR) and B requests money from D(INR to CAD). On my platform I'll help that D gives money to C in INR on guarantee that the same amount A will send it to B. and on large scale there will be chances that the amount can be matched to same. This way many people will save their money and incur no exchange cost. I can truly say that after my MBA I will gain sufficient knowledge to start working on my dream.

Consistency on working on your dreams is much better than hardworking on your dreams. Dreams aren't achieved on day 1, but they are achieved one day – KESHAV GARG



#### Keshav Thakral

#### WRITE UP

Hello I am Keshav Thakral I am 22 years old, born and brought

up at Hisar in Haryana. Having done my basic schooling from Dig Vijay Memorial School, Hisar. During my school days itself I had interest in commerce stream. Being from a business family as well I further decided to do my graduation in bachelors of commerce from Chitkara University and now to add to my knowledge and skills i am currently pursuing my post-graduation in MBA with specialization in Marketing from Chitkara Business School.

I chose this field as It has been my long -term goal to learn market and sales . I want to learn sales and want to be entreprenerd . see myself accomplishing it in next 5 years. I am confident and see that leadership potential with in me which I inherited by leading the groups successfully during my graduation as well. During group projects and activities, I further realized my quality of adaptability, presentation skills and time management by working even before deadlines.

My idea was As around us we can see that there are lot of a lot of cases in trending that patient died in Ambulance . or that ambulance went late to the patient so patient died or there was not proper equipment in the ambulance to save patient . I realize this when my neighbor was so serious condition but ambulance come after 2 hours of calling and that uncle died . so I complaint about it and there I come to know that there are many cases like this .

So after getting a lot of knowledge about it then I decide to do something for it . I was thinking that we should made an app and connect to all the ambulance drivers in the city and stay connected with them . and when the patient is in need he will come to that app and the nearest ambulance will come as soon as possible and take him to the nearest hospital with the professional doctors .

# **KOMAL**

#### DREAM VENTURE

The day I realized what a "DREAM "is doing something extraordinary in the field of "Bakery "in my father business. As when I saw him working so hard for us I make my mind to help him in his business and fulfil his dream to become famous in the city. From that time his dream become my dream to start up a business in different field named as "Bread & Basket "but related to his business so that he feel proud as his daughter had fulfilled his dream and never feel absence of his son. As There are a lot of options in front of me to carry forward our business But I thought to carry forward by compiling the three things at a time fresh cookies, cupcakes, customized cakes and starting online grocery provisions from (A to Z of grocery items)within 30 minutes time period at your own places within city.

To maintaining all the things in the better manner, and accomplishing the dream and fulfilling the customer demands we hire some labour's to increase the efficiency of our business. And I said pursuing MBA so that I get the more knowledge about the managerial things that how to maintain it properly and take our business to the next reach and become popular across the country.

"Dream become reality when you don't even feel it but work hard to fulfil

#### Kritika

Write-Up

MBA-HR, my interest in this field grew up in 2019 when I was pursuing my graduation in computer applications and I real-

ized that 'I am not made for what I am doing at that moment.' This thought came to my mind when I was leading a small event organized by the Department of Computer Science and Applications of my college. I was in 2<sup>nd</sup> Year of my graduation when our department's "Annual Intercollege IT Fest" came and I was supposed to lead one Task assigned by the HOD of our department which included handling the participants from different colleges, my classmates, juniors as well as seniors. This was for the first time that I was not only communicating to some unknown people but also guiding and helping them. One of my teachers noticed this thing that how I was handing all the things alone with a smile on my face and she handed over another task to me and after that day whenever there was any intercollege event in our department my name was always suggested as the member of organizing team of that event. After the successful completion of the one of the event my teacher said "Kritika I like the way you handle your team members and guide them how to handle the new faces." That day flashback from my past came in front of my eyes that how I used to be the CR of my class every year, how I worked as house captain for continuous two years in my school life and I decided to move intentionally in the direction towards which I was moving unintentionally from my childhood. I was good at managing people from my childhood and was always interested in the same. This became the reason that I choose MBA-HR as my career.

Talking about how I'll change my interest into my career: - I would like to start a staffing agency which will consist of only female physically challenged candidates. The reason behind the same is that being an Indian we all know that how unsafe the environment is for the female population of the country and its more challenging for such women to work, they prefer to bound themselves into the boundaries. So I would like to build a safe working environment for such women who confine themselves in the boundaries of their houses only.



# KRITIKA AGGARWAL

#### LIVE FOR PASSION

A dream about dancing is a happy dream. As I am always being passionate for dancing. It has always been my dream to learn different style of dance form and experience the different challenges in this. Dreaming of yourself dancing means that you need to take into consideration a specific rhythm of your life. It is a favorable symbol and can signify happiness, feeling of contentment with your surrounding and more importantly with yourself.

So, I want to use this opportunity for all those people who always wanted to dance but they didn't get the opportunity. I always wanted to open a dance academy for every person who love dancing and have the passion to learn new dancing style. This academy will teach every dance style whichever an individual wants to learn. We all know that dancing is a stress buster for many people so I just want to help everyone in any way possible, so that we can be part of each other journey.

In the digital era, it would be easy for people to learn dance through online classes which will have proper dance teacher of each and every style. People can choose to learn according to their time and schedule. There will be no time boundation. We can have live session on weekends.

I hope that this dream is going to be fulfilled one day and along with people, it is going to be a new learning for me to learn some new form of dancing as this is something which I always wanted.





#### **MY DREAM VENTURE**

**FAM-HEALTH** 

Families are an integral part of one's life. My family is my life. So, my dream is to create a software that will keep a check on overall health and diet of the family.

Through this application a person will be able to monitor the dietary and health needs of the family. The complete report will be available on single window. The person will be able to keep a check on body vitals of the family members from outside the city or country.

This will be beneficial for the people who want to keep a check on the health of their family members and are not able to due to their jobs or some other reasons.

Through this app you will always feel connected to your family. This will also release the stress of the person and he / she will be able to work more effectively thus becoming an asset to a company.

#### CHALLENGES:

- **1.** Development of an integral application.
- 2. Cost factor
- **3.** Making people literate about the technology.
- **4.** Easy and handy web-based application
- 5. Building people's trust on applications

After overcoming all these challenges I hope that this application will do wonders.

#### Kritika Sharma

#### DREAM VENTURE OF CHAIN OF CLINICS

Aspire as a student and grateful for CHITKARA UNIVERSITY I am learning here and part of this amazing institution.

As a child, I always dreamt of cherishing little moments and always desire to become someone who could help peoples. I belong to hilly area where people have to walk miles to get treatment done. I visit a govt hospital but I see waiting lines and people have some hope that person sitting inside could cured them. Patient when going inside the room they completely rely and have faith in that doctor. One department and asked how one should be able to become that, and whole day I keep on thinking to become a one. That small incident of visiting a hospital change my idea of perception. Whether patient is poor or rich a doctor is seeking all of them with equal care. I returning to home have several questions that how should I will be become a one like that. And serve a lot of peoples who comes up with array of hope despite rich or poor and have deep faith in this system. As a student I studied a lot for my preliminary exam and finally crack it and got selected in dental science in college days I have always participative and do a lot of camps and extracurricular activities. College itself taught us so many hand on experience of patient care and quality care.

In my internship days I have plans to open my clinic in a village where patients have no access to treatment. I learn everything when I am passed out and worked in a CHC and learn important things that doctors can saves numerous lives but a good doctor like a dentist can prevent so many diseases like heart diseases. Our country with huge population and doctor to patient ratio is very less, have to wait for hours in long queues to get the treatment done. So, after taking experience from government hospital, I decided to open a clinic and I am grateful for god for giving me courage and run my own clinic despite so many hurdles. Awareness of disease and prevention of disease will solve a lot of problems than treating. I have interest of learning as a practitioner and always learn new small things from whether

# The mentor says..



# Dr. Payal Bassi

This foreword is my gratitude to the author of this book "You can also Lead". Growth and transformations in the world full of challenges, risks and dynamic environment is what businesses have witnessed in past years. Being prepared for the change is what companies work for and they look for the young minds that will help businesses to sustain.

Chitkara University under the leadership of our honourable Chancellor, Dr. Ashok Chitkara has driven the process of preparedness building a team of great minds holding them together with the pillars of value and ethics. He has relentlessly worked towards developing and providing an environment which offers the best of teaching & learning pedagogies for the students. His perspective and farsightedness in the field of education have rendered promising prospects in the fullness of time.

The amazing experience that each individual (student or faculty) cherish at Chitkara University is the module taught by the visionary leader himself on "Business Ethics and Values". The learning that will stay with each one of us throughout our lives. The book titled "You can also win" is a gallery that showcases the dreams and ideas of budding entrepreneurs and Visionary leader.

Dr. Payal Bassi Associate Professor Chitkara Business School

#### **KUMARI NISHA**

Cosmetics Manufacturing Business Plan; 'Glow Away'

The cosmetics industry is in a state of flux. Traditional brands

(Revlon, L'Oreal, Lancôme etc.) are viewed as old. The consumer is looking for more holistic and healing benefits from her skin care products. Skin crème needs to protect her from the suns damaging rays, moisturize her skin and reduce the effects of aging. The Body Shop brought her an awareness of cruelty

skin and reduce the effects of aging. The Body Shop brought her an awareness of cruelty free and natural products.

'Glow Away' is a multi-channel concept, combining a wholesale distribution network with a retail strategy, e-commerce, and a consumer catalogue. The face of retailing is changing.

'Glow Away' will occupy a unique market position. No other brand offers a specialty line that includes skin care, cosmetics, fitness apparel and accessories. However, within each category significant brands do exist. Quality and price vary widely within each group. Glow Away will be positioned as a quality brand.

Traditionally the dynamics of the industry have favored large houses because they can fund the major advertising and marketing campaigns associated with this industry. Today an underground marketing effort can be more effective in gaining credibility with this market segment.

'Glow Away' represents quality in skin care, fitness apparel and accessories. We will accomplish this using high quality manufacturing and research, a creative marketing program, and a comprehensive distribution network using both brick and mortar retail outlets, internet presence, and a consumer catalogue.



#### KUSHAGRA Arora

Hello I am Kushagra Arora I am 22 years old, born and brought up at Saharanpur in Uttar Pradesh. I did my schooling from PINEWOOD SCHOOL. During my school days itself I had interest in commerce stream. Being from a business family as well I further decided to do my graduation in bachelors of commerce from CHITKARA UNI-VERSITY and now to add to my knowledge and skills I am currently pursuing my post-graduation in MBA with specialization in financial and banking from Chitkara Business School.

I chose this field as it has been my long -term goal to work and excel in business and see myself accomplishing it in next 5 years. I am confident and see that leadership potential with in me which I inherited by leading the groups successfully during my graduation as well. During group projects and activities, I further realized my quality of adaptability, presentation skills and time management by working even before deadlines. I have actively participated in all my school functions and many sports activities.



# Lakshya Gupta

#### **BUSINESS ETHICS AND VALUES**

Personalize fitness food studio

As today's generation including me thinks about the fitness a lot 50% of the youth is fitness freak in today's time So i dream of having a venture related to fitness. My aim is to have a studio which would provide personalize fitness food.

We should care our health or fitness. we can watch Health and Fitness app online.

More fitness apps are available e.g., C25K, Strava Running and Cycling,

Daily Yoga, Nike Training club, Endomondo, Sweat Working etc. .

We can easily found related to Food and Nutrition apps e.g. Life sum, Fooducate, Nourishly, Oh She Glows, waterlogged.

In a future for growing my business I will make my own channel on YouTube for A promotion I can make my own page on Instagram related to Personalize fitness Food studio .I would always prefer to make my orders by my own and never be completely dependent on my workers .

And most of all before starting my venture I've decided to complete some short term courses related to fitness so that i myself could good have knowledge regarding the same and give my best out of it.

Limitations/ Obstacles in the Personalize fitness food studio

- 1. It is very difficult to build the trust of people on any new brand in this competitive world but I'll focus on the quality of my products to provide the best.
- 2. More competition.



# Lalit Yadav

#### Desh Ka Bazaar

This is the name (Bazaar Bhadao) I opted for my business.
This is an idea on which I want to work on where I will connect with all the local manufacturers of different product from different districts of different states.

India is famous for its rich culture & tradition. India is a country where we can find lot of different resources which people use in their local areas but unable to find proper platform through which they can increase their reach to bigger markets. Different districts are famous for different businesses such as: -

- 1. Firozabad(Uttar Pradesh) Glass work
- 2. Meerut(Uttar Pradesh) Cricket bats
- 3. Bhadohi(Uttar Pradesh) Hand-Knotted carpet
- 4. Many more from other states too

#### Offerings for Customers

People from different states want to buy these things from their respective places but unable to but because they find difficult as India is a huge country.

From my idea I will finish the barrier of distance for the potential customers and they will be able to see different products from our platform.

So my idea is to provide them a platform where only Made in Indian goods will be offered.

In India, we celebrate nationalism and government of India is also promoting Make in India.

# Lavish Malhotra

#### Startup Write up on Healthcare Learning Platform

It is rightly said to wait for the right time and hit the target at that particular right time this opportunity lies similar to the words.

For each one of us, it is a crucial and a one time opportunity for us to showcase the business idea that we dare not to discuss or we do discussion but never go beyond that due to lack of team, finance or any other reason so in order utilize this opportunity I Lavish Malhotra student of MBA- Healthcare Information Technology Administration Department is going to put forward my idea that I found a crucial one to have for those who are going through the course of healthcare management or are related to the field. Besides learning various subjects during the course some other specialized courses made individuals stand out in the industry to achieve that specialization we go for a search for the courses at Udemy, Course-era, NEPTL, etc kind of learning platforms even though they have been in the Ed-tech industry from years but these have not been able to provide a complete package of courses which an individual desire and talking about courses related to healthcare people either they are not providing or if providing the cost of the course are elevated that very much which hurt the pocket of a student as well as there parents so to solve such problem I decided to make a digital platform to make learning more affordable as well as helping in giving the edge to their respective career.

Talking about the platform it provides the courses and certifications at a reasonable rate i.e. if the other market leaders are providing the courses @ Rs. 2500 my vision is to provide @ Rs.455 so that everybody can learn without any hurdle of cost or not getting credibility of the learning. To make the certificates credible we can approach the leading universities or college which are dealing with such courses either local or foreign so that credibility remains at top-notch priority and be an industry acceptable.



# LEKHIKA Sharma

I want to start up my new business venture of financial consultancy firm "LS financial consultancy" which will help people to know where to invest their money wisely and it will help in giving the idea from where they will invest their savings and get some good return on it as well.

My financial consulting company helps individuals and small businesses manage and grow their wealth. we will love to worked for individuals and for large companies as well. Customers will look to my firm for detailed financial information, informed financial forecasts, and investment strategies to achieve their short-term and long-term goals.

My target market for my initial phase of business will be youngsters, such as college graduates and / or newcomers, may be curious about financial planning for the first time. They are more likely to be open-minded about the advice you give and, if they like the results you bring, they can actually become lifelong customers.

The mission of my business is to establish the strong relationship with my clients by telling them where to invest their money. To building relationship in this kind of business is not that enough but along with it I'll require to form an overall investment strategy by carefully listening to my clients and placing his or her needs first, we work to apply a comprehensive, need driven investment approach to their portfolios.

Our company will make a commitment to studying all clients' needs including long term financial planning. For there, we need with each other's individual clients to custom-design a complete investment programme.

'Think globally act locally" this is well known and concise mantra simply suggest everyone's should do their parts.



# Lokesh Dahiya

#### **Dream venture**

Being born in a business family I too had a keen interest in business, but I want to make something of my own first rather than directly joining the family business. I want people to know me for whom I am and what I have done? But the real question was how to make

this a reality? There were so many ideas crossing my mind but what I did was to just to think about them and was not putting any effort in making them a reality? Reason being they seems impossible as I had no idea how to know that weather the path, I am choosing is the right one.

Since I wanted to start something of my own and the one thing which I like the most is trying out new dishes, so opening a restaurant was the perfect dream venture for me. I like to travel, not a lot, just a guy who love to create memories. And in that process, I have tasted different kinds of food in different states Which, made me realize that I am a foodie. I am always looking to find out new dishes and their recipes.

So, my dream venture is to build a nice restaurant or a café which will remain open 24x7 in Delhi or Chandigarh targeting the student areas and youth since they always crave for new food. And with the success of this I would like to open more of its chain in different states. This is just a dream I have thought of making into a reality. As of now I am just at my prototyping stage and looking forward to make my dream into a reality

- "Think big, make your dreams into reality."
- -Lokesh Dahiya (MBA banking and finance)





#### Loveena Vashisht

#### ROLLAND ROLL CLUB

# "IT'S NERVER TOO LATE TO FOCUS ON YO DREM

The day when i started thinking about my courier a strange thing pooped up in to my mind that was to become an Self stand women so i thought to open a club named "Rock AND ROLL CLUB" as being a part business family every business need some expantion and innovation so i thought lets have a change in the business and also there is more demand for the clubs for this generation as every one likes this culture so i found lets give rise to this culture it is sought of entertainment venue and bar that usually operaters late into the night . the club is generally distingused from regular bars, pubs by the inclusion of a stage for live music, one or more dance floor areas and di both the up markets nature of clubs can be seen in the inclusion of vip areas in some clubs for celebrations and their guest so club focus on a particular genre or sound for branding effects.

#### MAHIMA RAHUJA

Every person in today's generation has a dream that they want to pursue in the future. Every parent has a vision for their child and what they want them to achieve. As a result, a student rushes to pursue their dreams and passions. I was also interested in painting, crafts, and the arts. But it's not only about making art,

but also about organizing competitions for society's students. For two years, I was the art director at school. So, I sparked curiosity in people management.

I decided at that time that I wanted to be an HR MANAGER and learn all of the necessary HR skills, such as performance management, employee relations, talent management, and so on. As a result, I earned my bachelor's degree in business administration. After that, I began my HR MANAGEMENT career at Chitkara Business School.

I am eager to enter an organization where I can excel and accomplish all of my objectives.

I will be in a position of power, with the opportunity to improve lives and the satisfaction that comes from solving problems. Each work day will be different has to face new opportunities.

In order to advance my career, I would like to inspire more people in the future and I will be able to assist others in their growth. This gives us the satisfying ability to strengthen not only the company as a whole, but also the individual workers with whom we collaborate.

As a form of marketing, I would create a website and a YouTube channel where people could learn a variety of new skills.

So, before I begin my career, I must finish my HR courses so that I am well-versed in the field and can provide my best effort.



#### **MANBIR SINGH**

#### A PROJECT WRITE UP ON

MARKETING CONSULTANCY – SIMPLIFYING THE WAY TO ORGANIC ORGANIZATIONAL GROWTH

#### CHITKARA BUSINESS SCHOOL

In partial fulfilment of the requirement for the award of degree of

#### MASTER OF BUSINESS ADMINSTRATION

Marketing Consultancy - Simplifying the way to Organic Organizational Growth

My dream venture would be to start up a Marketing Consultancy Firm, which will provide a range of solutions to the clients including Business to Customers and Business to Business Organizations.

#### Structure of the Firm

The firm will have multiple functional levels with a Strategic Level at the top and Managerial Level at the middle which controls the multiple business units within the organization. The various business units would include the Marketing Department, Financial Department, the Human Resource Department and the Operational Department at the beginning. These departments can be diversified and expanded as the firm achieves growth in the future, along with the addition of new departments as per requirements. The business units of the firm will be operating in co-ordination with each other.

Responsibilities of the Strategic Level



# Mandeep Kaur

#### **NATIVE-BLISS**

#### How we got this start-up Idea

Our group of friends were sitting one day discussing how all the advertisement of different soaps, creams, shampoos and other various products differ from each other but apart from the advertisement nothing is beautiful that goes into these products. Products available these days are nothing but chemical packed in a beautiful box. So we came with a business idea that why not go back to our roots and make some Ayurveda products along with some DIY products as more and more people are becoming conscious about their skin, health and well-being.

#### **Objective**

Native bliss has the following objective

- To be the essential all in one resources especially for the skin conscious customers.
- To provide products with Ayurveda benefits along with natural fragrances.
- To treat every skin type as a special and precious one and make products accordingly.

#### Mission

Native Bliss is a brand that gives satisfaction for every skin conscious. We trust in giving client care and shopping experience that is loose and pleasurable.

#### Key to Success

To be successful in business Native Bliss must





#### MY DREAM VENTURE

The day I realised my 'Dream', doing something extra ordiniary in life. As I passed my 12th standard. I thought to be a psychatrist, a lawyer and an entrepreneur. I had all the above options and

dream to gain in my life.

But as I started in search of the options what could be beneficial in my life to achieve and what path I could go with. I found that with my commerce background I could not go with psychology and for lawyer also I was not fit.

So, I finally choose BBA and wanted to be an entrepreneur with my BBA, I had business skills with teaching. So, I started my own institute with my studies and taught kids for 5years and side after BBA completed by M.Com, PGDCA, with my certified course of Web Designing and Animation.

And then my final dream of MBA was on my way that will be completed by Chitkara University in the field of computer. And I will be an entrepreneur one day I will complete this dream after experience. I recently started training kids in computers.

I wanted to see my company on a successful path. I don't know what will happen but I want that whenever I start my own company It provides people with what they wants and always meet the supply of market and also pay for illetracy and unemployment.

If I would e able like to open School to educate students and help them in achieving their dreams.



# Manjot Kaur

## **MedWellTrips.com**

Why we selected this startup?

Arranging a startup needs a remarkable thought on which we can work upon. Thoughts give us the way to construct a street on. We got our thought during a discussion about the wellbeing and medicines in our country. My colleagues & I found out about business in the clinical industry, which would offer types of assistance to the client which he could bear.

Each daily routine matters and everybody has the right to experience their life. Without medical services, individuals are in danger of their lives. Subsequent to understanding the significance of clinical medicines and medical services we chose to design devote our chance to design a source to give great therapies to individuals, which would improve the personal satisfaction for individuals.

#### **Business Model:**

MedWell Trips is a tourist-based industry Business, we aim at providing Medical tourism services. Being medical tourism categorizing in the niche business to the industry and which is flourishing in the Indian market. Our vision is to connect different people from different nations to get themselves cured in India or owing to cheaper medication services and of better quality than their respected nations.

- ❖ Countries we plan to provide our services − Nigeria, South Africa, Bangladesh
- ❖ Office Delhi
- Hospital Tie-ups in cities- Mumbai, Delhi, Banglore, Chennai



# Manli H Konyak

Growing up, like most parents, my Mum and Dad had different views of who I should be in life. My Dad wanted me to be a Doctor, my Mum a Theologian and I an Army Officer. I realized that I wasn't physically qualified for it. So, I had to find a goal that I could look forward to, something that I was equally passionate about. Without much thought I decided to take up Science since it was the path my father favored. I attempted NEET but couldn't get through. I still wanted to be in the medical field so I decided to take up Radiology. After my major in Radiology. I wasn't really keen on pursuing it since I couldn't cope with the extreme gore. But during this pursue, I fell in love with the process of helping people. I decided to take up MBA in Healthcare, a field that would allow me to still be in the medical background and not have to deal with the gore. Given that the Healthcare system back in my Hometown was weak. I decided to accomplish this vision to build a Healthcare institute in my hometown and furthermore improve the healthcare system.

I truly believe that with commitment and will. I or anyone for this matter can achieve what he or she truly desires. For if you fully give it your all to the one thing that you wish to achieve, the universe cannot ignore the power of it, it is inevitable.

# Some Beautiful Pictures of Chitkara Campuses



Chitkara University, Punjab



Chitkara University, Himachal Pradesh



Chitkara International School, Chandigarh



Chitkara International School, Panchkula

# The mentor says..



#### Dr. Devesh Bathla

It is indeed with great pleasure, that I write the foreword to seventh volume of book, 'You Can Also Lead'. The most respected author, our Hon'ble Chancellor Sir, a proud teacher who has done things differently but possibly at the price of that sense of immediacy, involvement and intense personal interest which characterises this book.

For a book that is written soberly, modestly and with a strict purpose of sharing the life facts, this one has turned out unintentionally to be a story of outstanding achievement, past, present and future. There is no self-glorification here. The facts speak louder than could any paean of praise. Through educational, cultural and athletic programming, Chitkara University has made a significant impact across the globe.

My tip for the readers, 'Listen to advice and accept discipline, and at the end you will be counted among the wise'.

Happy Reading!

Devesh Bathla, Ph.D Business Analytics Chitkara Business School

#### Mannu

A dream is a progression of pictures, thoughts, feelings, and vibes that typically happen automatically in the brain. So

May Dream Venture is open a store which is available for 24 hour. The organizations right now overall are humming around a solitary authentic point, accessibility 24 hours of a day! Times are a distant memory, where in individuals didn't expect doorstep administrations of administrations, aside from simply the milkman directly in the first part of the day. The players like Big Basket, Grofers, and other day by day staple goods are presently changing the game and how! The tipping point in reality actually stays, the time, the hour of these conveyances is by all accounts actually fixed and the business modules of these associations confine them to really go past the idea of "Whenever Delivery Of Groceries". Despite the fact that the occasions are changing in that field as well, the accessibility of these vital food supplies 24×7 has been all around acknowledged by many, from 24×7 to In&Out, and now one the latest player being AMPM Store! The end of agents in retail business has been a fantasy many have been seeing since ages, yet the entire reason for "Comfort" is the thing that goes down the channels when we attempt and take the retailers/MTOs out from the entire inventory network. The purchasing that happens when we take out the MTOs/ Retailers from the inventory network is just "Need-Based Buying" and the entire imprudent purchasing turns out to be emotional. Subsequently, the MTOs/Convenience Stores to leave the production network is by all accounts a fantasy unrealistic until further notice.

The Convenience Stores not just give a definitive answer for the end buyers, however it likewise helps up the economy in an extremely adjusted eco-framework. The majority of the 24 Seven Convenience stores work on an establishment based module, henceforth present a very rewarding business freedom to an enormous number of masses



## Mansimran Kaur

"Accessing The Most Powerful Version of You"

Being a top scorer in school led me to believe that studying and reading were the only ways to achieve achievement. However, as time passed, I realized that there is another word, experience, that also plays an equally important role. Since finishing my graduation, I had a strong desire to do something new, to learn as much experience as possible and then use it to support those around me. For the first time in late 2019, I learned the word "data science." I started exploring it and discovered that it was a whole different world. That was the first time I considered engaging in the data universe. I started my post-graduation and learned about E&Y. After conducting analysis and collecting knowledge on the firm, I discovered how they aided other businesses by analyzing data and providing insights. Normally, this was achieved by large corporations. I continued searching at different small countries and how they have a lot of data that can be studied and the findings can make them flourish even further. This is when I decided to start my own company to assist rising businesses in making the most of their most valuable asset, data.

"Think big, think fast, think ahead. Ideas are no one's monopoly"

-Dhirubhai H. Ambani



# **MANUPREET KAUR**

Dream venture

STREAM – MBA HEALTHCARE MANAGEMENT

Some business ideas come from a long held dream to turn a hobby or passion into a profitable life's work. However, most of these businesses require significant time, energy and initial investment to begin.

Now, I visualize my daring journey or venture I can say as an HR MANAGER initially. Being a healthcare student, I want to start my journey by being a HR of the hospital. I feel this role is the best starting place for me to learn. HR is the binding component of any organization.

Not only do they have a strong understanding of an organization's priorities and challenges, but they also have the ability to influence the future of the company based on the employment decisions they make.

With respect to social relevance, HR plays a major role. In the pandemic, many had gone through trying situations, anixieties and fears, it is very important to engage employees of the company. I think that creating safe spaces where people can come together within the organization are really effective.

Now, after I have gained hands on experience in HR department. I would embark on my entrepreneurial journey as in NEW INDEPENDENT HR CONSULTANCY BUSINESS.

There are some limitations that I forsee in the implementation of my ideas.

-Already existing top HR consultancies, so coming up with my own new consultancy business and to rise and shine in that would require lot of efforts, engagement of other people as well.



# Megha Chatrath

MBA healthcare management

The idea of having a venture of <u>TRAIN HOTELS</u> in India popped up my mind while once I was travelling in USA and had a great experience and thereby it became a dream for me to open such thing and give a leisure experience to people of India not only to higher class but also the middle and lower class people of India.

<u>Target Audience</u>: our target audience would be to reach each and every member of the society and have a leisure experience so that they are not left behind in accomplishing their dreams to enjoy the experience of hotels.

<u>Working</u>: We will be aiming at customer satisfaction of all classes and which each and every member would be able to enjoy themselves and which would be affordable by all people and now customer satisfaction would be provided by giving them services like:

- Great peaceful ambience
- Comfortable cushioning on beds
- ➤ Kids play zone
- Indoor Gyms for fitness freaks
- ➤ Light music for peaceful vacation
- And few Indoor Games

<u>Customer Segment</u>: The segment would be considering all age groups as we would be having kids zone separately as well so that everyone enjoys and have a great and enjoyable experience.



#### Mehak

#### **Business idea**

As the population boosting day by day so the use of automobile is, this gives an opportunity to start a business model providing

the overall service solution to customer for their vehicles. As we are witnessing people are always in a hurry and don't get much time to take their vehicles to auto station, so here we are providing a digital platform where one can register and get all repair and maintenance including overall service of the vehicle at their respective places. So now they don't need to take their vehicles to the auto stations, standing hours to get their vehicles get repaired. They just need to install an application through which they can register and apply for the service time slot available and on the given slot our team will be responsible to take the vehicle whether it is a two wheeler or a four wheeler from their homes and the further service would be done by our team at our service station and once the service is done, the vehicle will be delivered to their respective places safely by our team only.

Challenges: There are lot of challenges that would be coming in our way and the competition from the already running business model like GoMechanic would be the major one. The other challenges would be the transparency of the business among our customers. There will be huge costing include while we setup our business model as it needs to be promoted and there should be maximum reach to the customers and we need to aware the people around about our business which include huge advertisement cost.

Opportunity: The already running platforms are focusing on the major metro cities and limiting their services to some places whether we will cover the tier 3 zones including all the semi urban and towns.



# **MEHAK DOLAKA**

Entrepreneurs give mentors to support and guide for their business journey. It is said that a good mentor explains, a superior mentor demonstrates, however, the greatest mentor inspires and every great achiever is inspired by a great mentor.

- 1. Find your 'Why' Determine your preferred style of Business.
- 2. Create a learn start up HR consultancy business plan and decide on the legal structure.
- 3. Plan your cashflow
- 4. Start building a network now
- 5. Develop a learn startup sales and marketing plan for your HR consulting business.
- 6. Start building your online presence now.



# **MEHUL SEHGAL**

Myself MEHUL SEHGAL I am from a business background so I started working and involvement in my business from 9 standard. My father owns a sweets shop business in Himachal Pradesh. I stared working and till now working.

I have done BBA in management so to make my business more upgraded and efficient . My father have old minds so have some issues in upgrading but I with my new throughts and fation trends in the public want to make my business more developed and upgraded

I am being working from more than 5 years in my business so have so me idea to how customer dealing and satisfying and in future I want to make it more developed with new skills while learning new things t

I want to make an idea to expand it too because my shops are more than 50 years old with the same work no upgrades

So while learning new tends and making study in field I want to make it a name in the market and expand it franchises

So while studying MBA I got to know more skills to make my business develop and upgraded

My shop naming Krishna sweets in Himachal Pradesh



#### **MITALI**

#### **Dream Venture**

"What you were born into does not determine what is in you."

While working on a project in a village, we met people of different ages with amazing talents. But all they lack was a proper path and education to showcase and nurture their inner talents in the best manner. So there we decided to open an "ALL IN ONE" school for people of every age in the village so that the ideas and experience of old people and talents of youth when brought together bring out the best future for their kids and youth of the country. Along with this, the other activities like yoga clubs, laughter clubs, dancing and singing classes would also be there in order to enhance the creativity of the people in the village. And once we succeed in this idea, we would open franchise of this "ALL IN ONE" schools in all villages of India.



## Mohan Kumar

Starting from scratch of my write up story, when I was thinking about my results in 10<sup>th</sup> board that time my guardian had taken my test that you have talent of teaching or not. In that period I went for teaching in a well known school of Lakhisarai (Bihar). I had taught there for several months but my guardian did not

talked about any features that I had because they only want to knew that I have the capability of standing on his foot or not.

After that I went for higher study in the capital of Bihar. I completed my higher education and done my bachelor's degree. In the immune time, I went for teaching the students, tried several business but it failed. I aslo started my own institution where we have seen our success then I realized that if you have courage, passionate towards your goal, faith in yourself, keep motivated and necessary resources then no one disturbing elements will let you down. I Gained 7 years of teaching experience along with my study period and I worked in several companies like as sap man power, edu tech for one and half years. After that I am pursuing MBA in Chitkara university Punjab. And then I realized that this is not my goal, as you know everybody wants a handsome job but nobody think about the people that they have no any job in their family. In India there are 130 crore people according to census 2010 and ratio of job holders is very less. I devoted towards my goals and know there are many areas were many works have to do and many works in pending where in future I have good team and we will get success or not that I don't know but god knows well.

Something towards my life and career goals I want be a professor under renowned organization before it I have must completed my MBA and then after PHD. In simple sentence I want grade A job and I have two hands to Go In For. Eagerly to work in the field of E H



# **Mohit Shrivastava**

#### "Dream venture"

My name is Mohit Shrivastava I want to tell you about my dream venture so let's start it. Every day of my life I think that one day all my efforts and hard work will make my career. The day I took MBA as a career option I have made my mind that I'll work hard for It and achieve It.

I'll start my own business as today in the world there are many unemployed people, I want people to be employee. I want to help NGO's, old age homes and many more reforms with the profit of my work.

Further I have decided also I want to open a company or online store in which I want to sell Design and sell print-on-demand t-shirts

Another drop shipping model, print-on-demand puts inventory, shipping, and fulfilment in the hands of a third-party supplier. But unlike the drop shipping idea above, the focus here is on customizing these products with your own designs to create something original.

T-shirts, hats, phone cases, hoodies, skirts, tote bags, and more become canvases for your creativity. You can think up witty slogans for developers or references that resonate with cat owners—if there's passion and pride within a community, there's a potential t-shirt business you can start. I also started YouTube channel related to travel and technology in which I have got around 23k views in just 3 weeks. I want to promote my business on online platform so I can make connection with young generation and fulfil their needs by my products.

When I was in 10, I was an average student who wants to help his father in his business but now I wanted to have my own business so that I can help people with all my heart and soul





# **MOHIT VIG**

Travel!!! Isn't sound amazing hearing this, mind mapping starts by listening this word like will get to travel, will get to eat, will get to watch, will get to make memories and many more. While thinking many thoughts came like why can't promoting this tourism industry with inclusive of industries. Talked to many people, but the response was not positive. Few asked how, what is your objective? your moto? Like Explaining with help of example, consider a state so like Maharashtra, as we know Maharashtra is famous for cultivation of onion so why not coming with idea of building up more of technology with the help of tourism so that it will be beneficial for the state and for investors too. Same goes with state of Rajasthan which is especially famous for arts and culture.

Many Problems arrived like how to make it start, would it be successful or not? So thought of giving start to it and came with a site called as Vigus Travel, which consist of a platform where you get complete guide with daily updates and blogs of happing around the world and would be also coming up with industries partner soon.

I never dreamed about success, I worked for it.



# Mokshi Raina

#### **ONLINE PHARMACY STORE**

Now a days everybody is frightened of leaving home because of infection. Individuals are eager to arrange things via telephone and hoping to convey things at home straightforwardly.

This is an expansion of the normal retail drug store.

We would make site for web-based booking office in your city or area.

One of the evergreen medical services business today Is drug store.

We can also consider franchise opportunities like Med Plus etc.



#### **Monica Dhiman**

1. Step 1: Know what you want. ...

2. Step 2 : Describe your vision in detail. ...

3. Step 3: Start visualizing and create the emotions. ...

4. Step 4: Take daily actions. ...

5. Step 5: Have grit and persevere.

"Dreaming smart" is what I like to call the process of methodically identifying and developing ideas so that they become profitable, realistic businesses that manifest into what you truly dreamed them to be. It's like creating your own luck. By simply visualizing the right dream to pursue, all the clutter and lack of focus go away, and you find yourself one step closer to success. That "right dream" is something that you are passionate about -- it may be as simple as following up on an business article on a market trend, creating another social platform to improve the world, or discovering a special problem you want to solve. The dream must tell an story that you're passionate about sharing with others and making them excited about it. If your dreams can bring value to your audience, it will turn into your next business opportunity.

Look at your board daily for inspiration, and stay focused on finding new opportunities. Determine how to work smart and not just hard. For example, don't focus on getting 100,000 website users if your own local community doesn't know who you are! Work on things that are meaningful and generate value now, not something that might reap results a few months down the line. Without mastering the present, you won't be able to grasp the future.



#### Mukta Arora

I am Mukta Arora, 21 year old, born and brought up in Ambala cant, Haryana. I have done my schooling from Cecil Convent School, Ambala Cantt. I have always been interested in finance and the way businesses earn profits, so I took up bachelor of commerce for my graduation and currently I am pursuing Masters of Business Administration in finance and banking from Chitkara Business School, Chitkara University.

My future plan is to set up Fintech company which combines the human knowledge of financial concepts along with the technology that are ruling the world nowadays including artificial intelligence, machine learning so as to deliver financial services to organizations in a better and effective way. As time is money so the most important factor to save is time and I believe such up to date knowledge will be of immense importance to the organizations and will enhance their profitability.

In order to achieve this objective I am enthusiastic enough to learn and acquire skills and knowledge that will help me to accomplish my goal. A couple of years I will devote in gaining experience by working in multinational company so as to properly understand what actually is the right approach that needs to be followed and what an organization actually needs in order to be more profitable.

#### **THANKYOU**

# The mentor says..



## Dr. Jasleen Kaur

6 6 You can also lead" is not an ordinary piece of text; instead it is compilation of some extraordinary text. The thing that makes it extra ordinary is that it brings the ideas of the future leaders. Ideas that were once only dreams and with each passing day has shaped into purpose of life. As a faculty and mentor of our MBA students, we have the responsibility to help/support our students to live their dreams, work on their ideas and achieve their goals.

Unlike other Universities, Chitkara University under the leadership of our Honourable Chancellor, Dr. Ashok Chitkara sir has focussed on the importance of Values and Ethics in the overall learning and development. This has been the backbone of Chitkara University which is strengthened by our Chancellor every year through his lecture series on "Business Ethics and Values".

His dedication to improve the quality of the underprivileged and neglected is not hidden. He believes in total commitment to society as his focus is to continually make the lives of people better by uplifting them in every possible way.

I am confident that the readers of this book "You can also lead" will understand and acknowledge the story behind the tagline "Explore your potential".

Dr. Jasleen Kaur Assistant Professor Chitkara Business School

# Muskan Bhardwaj

For years I had always wondered what is my dream venture and when time went by and as I was completing my educa-

tion, I realized that my dream venture is to manage and form my own 'Institute for Mental Health' in India and spread awareness about mental health since here physical health is given more importance than mental health not knowing that how both affect each other equally. I have gained a keen interest in this area from the time I was studying in high school to doing a bachelor's in psychology and helping people around with their mental health issues.

**1.** Target audience- first stage is to spread the word about the initiative that we will be taking through word of mouth, door to door promotion and social media (the hub where it is likely to be heard and seen more), the focus will start from the adolescent teens and eventually people in their middle age and above.

The way I would put forward the course of action would be in the following stages-

- 2. Working on the project- Second would be forming a team of psychologists and psychiatrists who would give their sole time in raising this venture and an area where we could build offices for people to visit and talk. The ambience would be made in such way (cushiony chairs, hot and cold beverages, light snacks, centrally air-conditioned) that the person feels in a comfortable environment to share their thoughts
- **3.** Customer Satisfaction- To ensure this weekly reviews and feedbacks will be taken and doctor-patient confidentiality will be promised and delivered.

The motto that will definitely help me get through and achieve this dream is

"The future belongs to those who believe in the beauty of their dreams"

Muskan Bhardwaj (MBA Healthcare Management)





# Mba Healthcare(2020-2022)

Dreams are one of the most fascinating aspects of our sleep state. They at least let us be aware of what we wish to achieve in life. I, too, have a dream just like everybody else has. I have been influenced by a top business man, Narya Murthy who established his business at just rupees 6000 with only 6 people and achieved so much in life. I have done my graduation in Cardiovascular Technology from Ansal University, Gurgaon. After graduation, I worked in a hospital as a Cardiac Technician and then I realized that heart problems are increasing day by day. Especially for the people below the poverty line, wherein chances of congenital heart defects are more due to malnutrition. They are not able to get a helping hand or a proper treatment as they don't have enough money. And if they seek help from government hospitals, they have to wait for a long time and that sometimes leads to deaths. This made me realize the need to set up something in this field and so, I decided to do an MBA in Healthcare as it will help me fulfill my dream of being a helping hand to people in need. After MBA I want to open a hospital in which people would be treated for free or at least at a very low cost like Naryana hospital, Bangalore.



# Naman Jain

#### **My Venture**

The company produces and edits sizzle reels, which are three-to-five-minute promotional videos that combine video, graphics, photos, audio, and messaging for fast-paced, stylized product overviews. A team of freelance editors edits together media materials submitted by its clients.

Customers will use our product or service as it exists right now as customers use to offer their clients overviews of products, services or brands.

Business will generate immediate revenue by charging these clients flat fees for editorial services. The primary clients are boutique public-relations firms.

I will market my start-up to prospective clients with the resources currently at my disposal and marketing efforts includes cold calls, search engine optimization and networking at public-relations industry events.

We are different than our competitors right now unlike diversified competitors that offer large service rosters, the company will focus only on producing sizzle reels.

I will target the secondary and tertiary client bases once I've achieved success with my primary base as the company will expand its client roster to include advertising agencies and small businesses.

In view of the data assembled while executing my agendas, decide if my unique presumptions in the draft plan are valid, bogus, or inadequate. My unique thought regarding how my business would function was deficient. In addition to the fact that I missed a whole customer class, however, I likewise neglected to investigate the correct leaders.





#### **Dream Venture**

In the world full of sufferings, I want to become an "Overcoming" to many. Accepting that the world is full of ambiguity does not and should not stop people from being pretty sure about a lot of things.

And there am I, being pretty sure about my dream of opening an institution/NGO for Kids, Teenagers, Adults and Old aged people (open for all) as well where I'll be having a team full of positive and generous people/psychiatrist who would listen to the problems of Teenagers, adults, old aged people and give them solutions along with laughter classes. Because my ultimate goal in this world is full of "Problems" is to become a happy "solution" to all people. Nowadays all we lack in our lives is having a "Good Listener" to many who are suffering depression, mental issues, personal life issues, etc. and provide them with the solutions and classes for their betterment.

"People don't always need advice, sometimes all they need is a hand to hold, an ear to listen and a heart to understand them."





#### **BUSINESS PLAN STRATEGY**

OBJECTIVE: Providing specialisedmsocial media services to brands and celebrities.

Main plan: Today's generation is involved in online platforms whether it is in terms of games or social media. Growing up I've identified my interest in different social media platforms and various aspects related to them.

I did an internship in a web development company where I learned not only about the websites but also about social media marketing. I also learned that in today's world social media is very important for each and every business whether it's small or large.

I want to come up with an idea that I've in my mind from so long. I want to work on a startup where my company provides social media handlers to various companies.

Through social media we can help those companies promote their products and charge some commission after we make their sales.

In addition we will also provide the brands and celebrities a trustworthy social media handler who'll interact with the followers, customers or fans. This will unburden the need for interacting with people online.



# Nandita Gupta

#### **Dream Venture**

"What you were born into does not determine what is in you."

While working on a project in a village, we met people of different ages with amazing talents. But all they lack was a proper path and education to showcase and nurture their inner talents in the best manner. So there we decided to open an "ALL IN ONE" school for people of every age in the village so that the ideas and experience of old people and talents of youth when brought together bring out the best future for their kids and youth of the country. Along with this, the other activities like yoga clubs, laughter clubs, dancing and singing classes would also be there in order to enhance the creativity of the people in the village. And once we succeed in this idea, we would open franchise of this "ALL IN ONE" schools in all villages of India.



# Navdeep

I always wondered that one day I will start something on my own according to my ideas and beliefs. As a Finance student, I wants to start my own business of reselling text books. Because in this business cost is less comparatively to new books. I always wants to start a business which helps every one especially my target audience is financially weak people. As I saw many times there are many people who have lot of books with no use. Because they already read that book. So, when I was thinking about this business I also thought about the environment, by this idea we can save tree and the student who are not able to purchase the book due to the high cost they also can purchase it. I know that I will face many challenges in starting this and to become successful in it. Because for this idea I have to contact to lot of people of different fields and I also have to reach to those person who will purchase these books. Bringing good things in life is my motive.



## Neelam

# **BUSINESS ETHICS AND VALUES**

**ASSIGNMENT-1** 

Personalize fitness food studio

As today's generation including me thinks about the fitness a lot 50% of the youth is fitness freak in today's time So i dream of having a venture related to fitness. My aim is to have a studio which would provide personalize fitness food.

We should care our health or fitness . we can watch Health and Fitness app online .

More much fitness app is available e.g. C25K, Strava Running and Cycling,

Daily Yoga, Nike Training club, Endomondo, Sweat Working etc. .

We can easily found related to Food and Nutrition apps e.g. Lifesum, Fooducate,

Nourishly, Oh She Glows, waterlogged.

In a future for growing my business I will make my own channel on YouTube for

A promotion I can make my own page on Instagram related to Personalize fitness

Food studio . I would always prefer to make my orders by my own and never be completely dependent on my workers .

And most of all before starting my venture I've decided to complete some short term courses related to fitness so that i myself could good have knowledge regarding the same and give my best out of it.

Limitations/ Obstacles in the Personalize fitness food studio

# Neha Goel

Being a 90's kid I've always been fascinated about dreams. I've seen how technology is expanding in our Daily life. I always wanted to do so many things but what I did? Nothing,

it's because I wanted to do things on my own, without being dependent on others. I had so many ideas but to execute your ideas you need to know your path, from where you're going to begin and where it going to leads you. I write down my ideas and started executing these ideas rather than just thinking. I think this is one of the most important factors to start a new chapter of life & it is called Execution. People nowadays just see and learn but forget to implement things. Which is why around 90% of the ideas failed? I want to create my own story, everything happens in our daily life is a part of our story. We can either learn from it or just ignore it, it all depends on us. I believe in being productive in life, like one should always do something productive rather than doing nothing.

I'm a traveller not a hard-core but a guy who loves to create his memories in the form of videos. So I started a YouTube channel where I post things related to travel like how they can visit that place, what things they can do what places they should visit etc. which could help people or should I say my viewers to get a better understanding about their searched. One day I got a DM on my Instagram a girl wrote me, she has started her YouTube channel and I was the one who inspired her to do that, that was one of the happiest moment of my life. 2 of my videos got viral, and crossed 100k views & I'm having 1.23K subscribers as of now and I know this journey is just a beginning but I also wanted to achieve many things in life.

One day I was travelling towards some destination with my friends and in the middle of nowhere I found myself stuck with my friends because we had some tyre crises and it took us around 3-4 hours to get a good mechanic.



# **Nicky Dalal**

As a pharmacist, we always revolve around the medicines and components, but we never focused on the business side of the pharmaceuticals. As the laboratories schedules do not allow all pharmacists to go beyond the 9-5 job profile.

I can do the same which 90% of the pharmacist do i.e. just get into a small chemist shop or work with any pharmaceutical lab.

But I choose to get deep into the business so I choose MBA healthcare as the pharmaceutical is not only the sector who driven the healthcare. There are other players also and subject matter departments who purely based upon the healthcare business.

So I create a niche for myself and get into the management of the health-care.

The first job I want in the supply chain management so I can understand the flow of material as well as the cash and marketing of the products.

This first job should be my experience job which makes me strong and knowledgeable for upcoming future.

As being a girl I wish to recognize as the leader who create a niche and did the out of leak work. The challenges in this effort is only the lack of knowledge which I will definitely acquire in coming one year.

In next 5-6 years I want to setup an organization for pharmacist managers who invest genuinely in the growth of small scale industry like a syndicate of chemist. One experience for all pharmacy in country is a vision for me.

# The mentor says..



# Dr. Dilpreet Singh

Lead, follow or get out of the way. This phrase that I heard a long time back started making a lot of sense as I progressed in my life. In the race to get ahead amidst cutthroat competition, ethics become a scapegoat. Compromise on ethics is a common practice in the corporate world. For the students, the understanding of ethical, unethical practices and grey areas is very critical. This understanding can barely be ensured by just reading textbooks. Sensitising the young minds at the right time is crucial. That's where Honourable Chancellor sir's life changing lessons are extremely important not only for the students but faculty and staff as well.

For a couple of years, I have had an opportunity to witness Chancellor sir's module on ethics. He has been instrumental in changing the perspective and understanding of hundreds of students. I am very sure the students would have thoroughly enjoyed his engaging sessions this year too. The lessons would definitely enable the students to face the tough challenges posed by the corporate world and be successful.

Best Regards
Dilpreet Singh, Ph.D.
Assistant Dean-BBA Programmes
Chitkara Business School



#### Nikhil Kumar Sharma

My Dream Venture: Sports & Fitness Entrepreneur

"Health is Wealth. If you're not healthy and fit, even billions in your bank account are meaningless."

"If you think fitness is expensive, you've never tried illness."

These two simple but meaningful quotes have shaped my mind and life a lot. After realizing the unmatched importance of health and considering the misconception that staying fit is an expensive matter, I want to make staying fit and healthy affordable and easy for everyone.

I am an enthusiast for sports and fitness, and through my hard work in this field, I have changed my life up to a great extent. I've been into sports since my childhood, but in today's gadget-driven world, I hardly find kids playing outdoors. And, adults are forced to a sedentary lifestyle due to their hectic jobs.

What's more disappointing is that people think that they have to buy expensive supplements, nuts, and more, to stay fit.

My dream is not just to open a gym or become a dietician. Instead, my entrepreneur idea surrounds more around educating, supporting, and coaching people to stay fit, healthy, and happy.



# NIKHIL KUMAR

#### **Business plan**

This plan is based on go green environment. In ongoing scenario in every function people use the thermocol plate for serving food and eating food. After that people will throw these plate and this plate in very harmful for environment. Thermocol plate will not

digest in our soil it will be as it is after many years and it make soil polluted and barren. So I setup a business of making paper plate this will project the environment and make our soil clean. This plate will digests in soil easily and not make any harm to environment. It comes under the MSMEs so government will give the loan easily without any collateral. We can start working in this plan from a small level we can start from own house we don't need to setup any big factory and other big machines.

- 1. We can easily get raw material this is most important thing for our business.
- 2. We influence people to buy paper plate.
- 3. We can make more designer and colorful plate that will attract people to buy.
- 4. In these types of mouth to mouth marketing is play important role to grow business.
- 5. We need less amount of man power.
- 6. There are two types of machine automatic and semi-automatic I prefer semi-automatic machine because this is low in cost and low maintains.

Cost of machine is between 50,000 to 5 lakh

Monthly cost of electricity approx. 5000. To 8000 it depend on productions.

Monthly cost of man power approx. 50,000 if we setup more than two machine the the



# NIKHIL MODGIL

ReadON: convert, read, translate document

This startup venture is based on an idea of creating an applica-

tion named as readON. This app can read all kind of document, translate the language of the document and convert the file of one format to other format. It also features an integrated convertor.

#### Structure of the Firm

Board of directors > management officers > administration department, software creators, marketing team

Admin department>assistant, finance, HR

Software creators > software developer, R&D, software tester, software designers

Marketing team >marketing strategy, sales team, R&D team, customer support, public relation

Responsibilities of the Strategic Level

Board of directors will direct the whole plan of the business to the management officers. MO will describe and set the goals of the particular department to let consumer enjoy the best services.

Functioning of the Business Units

Finance team will take care of the funds of the organization and admin department will take care of the general functioning of the office locations and basic recruitment which will there for the organization. Marketing team will take care of the promotion, customer retention, brand development and equity.



# **NIKHIL MODGIL**

Q) Having adopted the 'showroom concept' as the cornerstone of its channel strategy. Titan went on to embrace multimode retailing. Do you think it was wrong? Should Titan have stuck to the 'showroom concept in full Second one answer desk adapter? What would have been the right option for Titan on the 'balance of advantages?

Ans- No, we don't think that embracing multi-mode retailing was wrong

- 1)Titan as it required vast reach and extensive penetration into market so it needed to change its strategy.
- 2)Titan was only able to target the upper end of society with showroom concept so to meet the expanding needs of titan voted for multi-mode retailing to effectively cover the market.
- 3) brand awareness

Should Titan have stuck to the 'showroom concept in full Second one answer desk adapter?

- 1)Titan should not have to stuck to showroom concept in full measure as they were not sufficient for capturing the full market.
- 2) Showroom concept only targeted premium buyer group.
- 3) Multi-mode concept lead Titan to spread everywhere, even in small neighbourhoods.
- 4) Consumer reach for Titan increased through multi-mode.





#### **NIKHIL**

OBJECTIVE: Providing specialisedmsocial media services to brands and celebrities.

Main plan: Today's generation is involved in online platforms whether it is in terms of games or social media. Growing up I've identified my interest in different social media platforms and various aspects related to them.

I did an internship in a web development company where I learned not only about the websites but also about social media marketing. I also learned that in today's world social media is very important for each and every business whether it's small or large.

I want to come up with an idea that I've in my mind from so long. I want to work on a startup where my company provides social media handlers to various companies.

Through social media we can help those companies promote their products and charge some commission after we make their sales.

In addition we will also provide the brands and celebrities a trustworthy social media handler who'll interact with the followers, customers or fans. This will unburden the need for interacting with people online.





# Nikhileshwar Singh Bhadwal

As far as I can remember I always wanted to be a mountaineer, so after I completed my graduation, I joined AVBIMAS Mountaineering School and did Basic Mountaineering Course, where I learned technical skills and in addition to its physical demands, I learned mountaineering requires a broad range of specific skills that are designed to complement training classes taught by the experienced mountaineers.

At present I am a Certified Professional mountaineer, and I summit the peaks like Deo Tibba and Kinnaur Kailash that are over 6000 meters height, and in year 2018 I got a chance to visit the base camp of Mt. Everest, Unfortunately I was unable to grab that opportunity because of some financial issues. And then came the time when I turned the page but I didn't close the book. At present I am pursuing MBA because I need a job so I can earn to invest further in my own business of trekking, mountaineering and climbing. I believe one day I will summit the one of my favorite peaks, and will become a legendary mountaineer and this world will get to know the blood of heroes.

You may say I'm a dreamer, but I'm not the only one

## NISHTHA SOOD

In the world which is moving at fast pace and where the sur-

roundings are flooded with information where human is losing its relevance to robots there is an extreme need to declutter
our minds and there comes the best practices from the ancient India
whose relevance have been recognized and appreciated by the western
nations as well and very much appreciated by the honorable Prime Minister shri Narendera

Damodardas Modi

Yoga which led people to live a healthy and peace full life as soon as the world made us learn to speed up, we are learning again to stabilize and there is a need to bring this stability so I want to take a step to start with a team who would educate the public at large through a platform so as to bring awareness among the public at large so that the younger generation adopts it as early as possible. In the long run to collaborate and hire arcticians and help farmer to grow and produce organically which will help the root economy of the country to grow

The platform will address the people and public at large with different needs and the programs and diet plan to specifically address those needs. The challenge here in so far is to bring and initiate the change in people moving at fast pace and under such a dynamic environment. Owing to greater awareness about fitness the industry have already started growing rapidly but still there is a lot to be done to bring yoga and its practices to reach each home and each individual so this market holds a lot of potential today and is relevance will increase every single day



# **NITIN RAJ**

#### DREAM VENTURE - 'PINK LADIES'

In partial fulfillment of the requirements for the award of degree of

Master of Business Administration

My dream venture idea may be a domestic cleaning service which I will be plan to be providing in Bangalore. My service is to be called 'Pink Ladies' and could be a business which cleans offices and houses around the city at its starting phase. The cleaning services which I will be providing are:

Domestic cleaning around home and offices

Spring cleaning packages

Packages with different aspect of cleaning

Window cleaning

Regular and one off cleans

Daily/ weekly/ monthly

Ironing and washing

Emergency cleaning

Moving in/moving out cleaning

Carpet cleaning

My service will be providing trusted, trained and friendly staff.

My service is for people who do not have time to clean, older people who cannot manage to clean, offices and busy working people.

# Nitish Thakur

# My Visualization to My Venture

I want to open a travelling agency, Name as exploreunseen which includes different packages like for bike rides, travel trough car, off

roading events etc. We'll provide 3 times food, 2 times tea, and stay. We'll also provide ambulance service along and stay is further divided like if we travel to cities such as Jaipur, Goa, Jaisalmer we will provide the stay in 3 and 5 star hotels. And if we will travel to the places like Ladak, Spiti we will arrangement to stay with in the villages in camp sites where people can enjoy the nature and explore the culture of that village, we will provide all the information of that village and their culture and also explore the unseen places of that village. The minimum people that we are going to organise are 50. In off roading events we'll organise the trip in the presence of experts and also teach the

Your target customer are mostly belong to the foreign countries who want to travel in India and along with that we will also attract the domestic customers. For booking or contact with us we will give our website to the customers which we will rank in SEO and also run the social media campaigns for ours Trips.

#### **Limitations:**

- 1) Initial cost is high.
- 2) Responsibilities of many people.

people how to drive in bad road conditions.

- 3) Few players dominating the market.
- 4) Competition of new entrance.





# Pankaj Sharma

#### **Business Model**

MeSooHungry is a pizza administration business, in this, I am wanting to open shops that will give pizza made in a pizza vending machine, all the way toward making pizza will be finished by the machine. Pizza can be served on request every minute of every day. Incredible for clients, and more productive for you.

For this, we are to make a new pizza on which we will attract customers through various costs or price offers to meet their solicitations.

I'm intending to begin this business in Chandigarh as there is no much pizza vending machine around there. In the present age interest in pizza is high so it's advantageous for additionally as a productive business.

# Paras MY DREAM VENTURE TRAVEL DESTINATIONS whenever we travel to any place, we explore something different and new there and also creates lots of memories. As the name suggest our company will plan trips

B2B (Business to business) and B2C (Business to customer) commerce is involved

to various destinations nationally or internationally.

<u>SOCIAL RELEVANCE</u> – People who are travelling with us belongs to different regions that gives an opportunity to learn about different customs and time to relive from worries and woes. the shared experience of traveling brings people together, so a family get together, long weekend with the friends can strengthen important bonds.

I have a keen interest in traveling and I have noticed that more individuals are feel attracted towards it because they feel that they are stuck in a rut in daily life and wanted to do something exiting that is why I consider it as a best option to start travelling business.

#### **LIMITATIONS OF THE IDEA:**

- If we are planning to open a business at large scale we have to buy busses and travellers then huge investment is required.
- Need to create website to provide complete information and attracting customers.
- Competition in the selected area of business origin.
- To provide good quality services at minimum cost.
- It is quite difficult to satisfy all the customers in terms of customization at the same time.

# Paras Aggarwal

Findananswer.com

The education industry will never comes to an end. Instead of this it is growing and now it is started on digital platforms mainly in covid19 situation. Every parents are confused with this industry that what should they choose which will have more scope for their child.

Remember every work, every education, every job has its own scope but the child will grow in which work is difficult task to identify. Somewhere students himself don't know what qualities they have, what is their passion, what they like and what options they have in their life to become successful person. To remove this problem market has educational counselors and they are helpful also but the main problem is that educational counselors is not able to reach to its end users and those students who want to use this service will not able to receive it properly.

#### How we can remove this problem?

To remove it there is need of intermediary in the market and here we will come with our digital platform in which one side is educational counselors and on the other side is students or parents. We will interact them on our platform and student can easily find best educational counselor for him. One most important and unique thing of her platform will be that the counseling provided will be free of cost as well as paid.

If we talk about Job counseling there are very few counselors in the market so for job counseling we will also do same thing. Now question arises when there are few job counselors in the market then how we will provide efficient job counseling, so for this we allow any experience person to come on our platform and share his experience of any industry on which he thinks that yes I can suggest good options to other people those who are in great trouble that what should they do to get more good job in same industry.

# The mentor says..



# Dr. Rashmi Aggarwal

"Positive thinking is powerful thinking. If you want happiness, fulfilment, success, and inner peace, start thinking you have the power to achieve those things. Focus on the bright side of life and expect positive results.

- Germany Kent

I am privileged to share the foreword for the book 'You Can Also Lead' which is generously written by our esteemed Chancellor Dr Ashok K Chitkara. He always strives to unleash the potential of the students from Chitkara Business School through his sessions. He exemplifies to the students how ethics can be integrated into the business decisions which in turn can be applied into their careers. The module on Business Ethics, Values & Leadership emphasized on strengthening of theoretical skills and their applications through ethical leadership.

In the current scenario it has become essential for the young minds to behave ethically and develop a positive and supportive environment which can change perception and human behavior. Being ethical and having high moral values can make them understand what is right, what is wrong, what is just, what is unjust, what is good, and what is bad to reshape their future and transform lives.

We are sincerely thankful to Dr Ashok K Chitkara who has provided great learning experience to the students and made them Explore their Potential.

Best Regards
Dr. Rashmi Aggarwal
Assistant Dean-B.Com. Programmes
Chitkara Business School



# Paras Mittal

**APNI GADI** 

Why we selected this startup?

As nowadays every single individual has been stuck into the endless loop of life and in the perpetual futile way of life of procuring the bread. So, life has gotten rushed and brimming with pressing factors and this further

allows for self-recuperating or some unwinding. We got our idea during a conversation about the prosperity and psychological well-being of the people in our country. My associates and I got some answers concerning business in the mix of Tourism and Hospitality industry, which would offer various sorts of help to the customers.

People across the India travel to explore places they have never been before, but for the most adventurous explores, I want to develop thrilling itineraries and design them on a turn-key basis, enhancing the journey with genuine culture exchange and real exploitation experience.

As a considerable lot of individuals can't go for occasions or breaks in light of the absence of time as voyaging eats loads of season of their satisfaction and while aches long periods of voyaging their work likewise endure a ton. So, in this endeavor, we will give a Vanity van kind of office to our customers furnished with every one of the offices to cause them to feel comfortable so they can make a trip starting with one spot then onto the next while encountering the inclination that they are sitting in their rooms and heading out consequently attempting to make a sensation of "Anyway DOOR". Furthermore, as Covid times are winning this thought is most appropriate for protected and energizing excursions.



# Pardeep Saini

Testing Grounds Clinical Laboratory

(TGCL)

Vision

Starting from a laboratory and growing into a diagnostics franchise firm within 2 to 3 year.

#### Mission

- To rule over the market and when people come to us they should feel this is the only place where they can get the best of clinical diagnostics results
- Patients can receive quality in their budget.

### Organization team

### Goals

- Providing the best and accurate diagnostics results.
- Community hub for clinical testing where people can trust
- Providing good quality and services through experienced hands.

### Objectives

- Proving the best infrastructure with the latest technology in equipments for fast and efficient operation.
- Provides employee training to insure the accuracy of parameters.





### Parth Chandna

The day I realized what a 'DREAM' is, doing something extraordinary in the field of 'FINANCE' is my dream. There are a lot of options in front of me but I have decided to move ahead with my ultimate passion, 'INVESTING'. As soon as I came to know about stock markets, I knew that I was born to be an investor that is how I am shaping my career now. I am doing everything possible from doing internships at a broking firm to doing MBA in Finance. I have this burning desire within me to become one of the best stock market investor in the world. I wish if one day I could say that I have accomplished my dream.

I come from a small city and there is no one in my family who is into Finance sector. But still I want to go against all odds to achieve my ultimate goal. Since my graduation time only, I left everything that other people of my age do and whole heartedly I started working towards accomplishing my dream. I initially started trading through virtual money and after getting enough experience I started trading with real money. At first I started to earn enough money so that I can meet my daily expenses. And now by the grace of God, I am becoming good day by day in trading and investing in the stock market.





### DREAM VENTURE

My dream venture is that I will open a stationary and Xerox company. I will set up in nearby college where I will have to pay rent to the owner. This startup will require very less initial investment apart from the machine. After initial stage of business I will setup start up at various colleges and universities.

I will focus Punjab initially. I will target university and Colleges youth.

The initial funding will be done by me and my other 3 partners, each contribute 625000. Rest 500000 will be funded through long term debt, with interest rate of 7 % p.a. Initially there are chances we will have less sales as we face competition from another outlets. But because of less making time and less risk of covid-19, revenue will be boost in next years. The initial costs include cost of machinery, lease rental

### Marketing Expenses

Marketing expense include various things like advertising, TV promotions etc. the overall cost of marketing Expense is 97000 for first year and later depend on the revenue after the first year.

### Funding

Every business requires fund for the business in the initial stage to support for the investment for the business. The fund is based on 5 friends partnership as every business need a good and trustworthy team the total investment by all the 5 members of team is Rs120000.



# **Payal Sharma**

"Dreaming Smart" is what I like to call the process to identifying and developing ideas so that they become profitable, realistic businesses that manifest into what truly dreamed them to be. That "right dream" is something that you are passionate about – how to solve the problems. I strongly believe in the power of visualization. My ultimate of passion was "To serve or to help the peoples in a best

possible way"

I passed my plus two in medical and non-medical both. Now a lot of carrier options are waiting. But I really don't know what I really want in my life. Then I choose to pursue bachelors in cardiovascular technology. But after that I found that it is not that platform where I can achieve my ultimate goal. Then finally I can pursue MBA (healthcare management) from chitkara university.

In future I want to make a platform to give fitness engagement coaching and delivery through a combination of online and offline channels. A best fitness centre is also good place. It helps the people about awareness of their health. As we see today there is lack of knowledge in the people about the diseases as well as about their health. So, we can help the people by educating them. We also educate the rural peoples as there were less educated about these things.

As a business opportunity it is always better to start with business that is popular and trending. In today's world, each one of us has become a fitness conscious. Fitness and work out are the latest buzzwords and people across all age groups are looking for gymnasiums or fitness centres. A popular fitness chain or can start your own brand.

# Payina Preet Kaur

Being the Elder one in my Family, its my Responsibility to do something Big for My Family and Siblings.

The day when I Got my Class 10<sup>th</sup> Result, my Uncle asked me about my Future Plan and the Stream which I am going to Choose in Class 11<sup>th</sup>. I gave him the Answer as "I want to be an Interior Designer." As I have seen him and my Cousins doing the same Type of Work and got Interested

from it. But He said, No!! Do Something which we have not done. As I was Impressed from them. So that Day he with one of his Friend had a Long Discussion with me and we decided that I should go in with Commerce.

Yes he was Right, as he said that, If you go in for Interior Designing or Architecture, You can't change your Line in Future but if You go in for Commerce, we have a Big World Open to Us.

That Day I got Convinced with his Words and Understood the Thing he wanted to Explain me. That was First Aim of Your Life should be to Earn Your Living and make yourself capable of Doing something Big in your Life. Then all your Dreams comes Second in your life, as once You have Achieved something Big in Your Life, then everything can be Achieved.

So from that Day, I did Commerce in my Class 11<sup>th</sup> and 12<sup>th</sup>, then did Graduation in Commerce and now Pursuing my MBA in Human Resources.

The Initial Main Aim of my Life is be an HR Manager in an MNC and Earn that much Amount so that I can Stand on my feet and be a Helping Hand for my Family and then Plan for the Start – Up. Then I with my Cousins my Plan to have a Start – Up in the Field of Architecture and Interior Designers. As HR is required everywhere, So my Study goes Good in All the Fields.

The Plan for the Start – Up would be Initially for the Local Areas and would then Expand it to State and National Level. Once the Aim is complete, my Life's Dream stands fulfilled.

### **PIYUSH BHOGAL**

The best teacher in a person's life is life itself. This what my life story has been till date - acquiring knowledge, observing things and people, analyzing them and then analyzing my own habits, making changes to become better day after day. In every person's

life, there comes certain events, individuals, situations that moulid them in a better mindset for progress. I will be discussing a few from my life in this essay. During my primary schooling, I used to be a very quiet and shy child. I hardly talked to anybody. Soon I realized that the students who were more vocal, friendly and cheerful used to get more opportunities at everthing. Whether it was being the class monitor ,cultural programs, team leader, they were the ones chosen. Therefore, I started communicating with nearly everyone and it helped me in many ways such as working in teams, coordinating and learning from others experiences. The scenario changed when I started my college. I was pursuing my Bachelors of Technology degree in Civil Engineering. Except a few, the target most of the students had was to just pass the semester examinations. They lacked ambition. I had learned in the past that we become like the people we surround ourselves with. There I had the task of working in teams, coordinating with them without letting them affect my own dreams and targets. I learnt a lot about human behavior, their thinking process and getting work done from team mates during this time. During this time, I used to be little over-weight. This affected my overall performance and confidence. To change this, I joined a Gym and started working hard to achieve my fitness goals. I did loose a lot of weight and improved my personality but these were not the only things I got from my fitness experience, it gave me my dream- the business idea I am determined to pursue in near future. The fitness industry is growing leaps and bounds and with it the demand for supplements is

increasing continously. But most of the products available in the market are either import-

ed, of low quality or adultered.



# Piyush Rana

### **MY DREAM VENTURE:**

As I am pursuing MBA in Marketing, I always have been in love with the technology and when marketing fused with technology, digital marketing was evolved. I have keen interest in digital marketing and in the coming years I would like to setup a digital marketing company/agency, providing solutions to the others.

As we know world is moving towards digitalisation and there is and there will be huge requirement of such companies providing digital solutions and optimizations.

As a company I would be providing SEO, online digital marketing services and also the online marketing solutions to our clients.

Also I am preparing myself for this by taking online trainings of digital marketing, and gaining more and more knowledge about the same.

But as we know it is easy to visualize than to implement, and I would face many problems while achieving this. There will be a challenge regarding the capital as for setting up a company, I will be needing a good capital amount, also hiring good employees is a challenge. Other than that I have to see the competition in the market and also the cyber security as it is very important to have a good cyber security to prevent cyber-attacks as my company is related with digital world so, it is very necessary to have better cyber security.





# Pooja Chowdhary

# Personal shopper

This idea came up to my mind long back when my friends and cousins always used to praie me up for my good fashion sense.

Personal shopping can be a business that builds on those skills.

Personal shoppers basically find clothing items for their customers who are struggling to find their personal styles. In this one needs to evaluate clients wardrobe, visiting stores and websites and choosing items that will suit the client.

There are various products on all kinds of online websites or boutiques , so one don't need to shop offline as well .

# Poojita Yadavalli

### **Startup Idea Writeup**

Insurance sector had always fascinated me as it is profitable from

both the user end and from the payer's end, hence I have always put more thought in this area. If I were to start a startup one day in the near future, I would want to start a healthcare insurance company but unlike the regular insurance companies offering insurance on diseases and ailments I would like to focus on providing insurance for people wanting to go for the cosmetic surgeries or for the cosmetic purposes. I observed with insurance companies that they do not provide any insurance for cosmetic surgeries or surgeries considered as not a medical emergency which also include various dental treatments. My belief in this idea of providing insurance for the cosmetic treatment sector comes from the observation that majority of the population in India is youth who are beginning to be very body & beauty conscious especially influenced by the social media stars and of course the Bollywood. Surgeries or treatments like artificial hair transplant, rhinoplasty, permanent hair removal or skin grafting and wound healing surgeries for the acid attack victims or in any severe accident cases where face is affected if covered with at least 50%-60% by the insurance money many people will avail these services. My target audience for now is upper middle-class people and middle-class people as they form the bulk of our Indian population. If this gets accepted and gets popularized amongst these people it would eventually get normalized in other economic sections too. The product I would be launching initially would be a package where I would be offering handful of the most popular treatments which can be covered by the insurance company but to avail them there would be a waiting period of 1-2 years after which 50% of the amount would be covered in insurance for big surgeries and more can be given for minor surgeries.

Challenges: The biggest problem with this idea is that there is 100% encashing of the insurance money by all the customers hence to make profits is a bit difficult. If we can create a product that can make profits on cosmetic surgeries then we will be able target huge market.

### Prachi Mittal

PROJECT WRITE-UP ON FOOD RESTAURANT

Introduction

Food is the most required product since human kind came into existence. Modern era looks for quality food products. Therefore demand for food in the market is perennial. So, our restaurant decide to sell our food on all poor as well as rich people because poor people cannot afford high price foods on other restaurants. We mainly focus on poor people who can eat our foods.

Market Potential

Location:-Near college campus. Presumptions:-

- Working hours:-12 hours
- No. of shift/Day:-2 shifts
- Working Days:-300
- Labour charges:- As per State Government's Minimum Wages Act.
- Rate of interest:-15%
- Value of Raw MATERIAL:- As per local market packing material/others rate
- Land:-owned
- Building Construction charge:- @Rs. 2000/sq.ft



# Pranay Chhabra

Greetings,

I am Pranav Chhabra from Sonipat, Haryana . I have done my schooling from sonipat itself from Jankidas Kapur Public School Sonipat . I am graduated in B pharma from Hindu College of Pharmacy Affiliated from PGI Rohtak. Now I'm pursuing MBA , Healthcare in Hospital Administration.

"All humans are entrepreneurs not because they should start companies but because the will to create is encoded in human DNA."

As now a days everyone needs medicines and hospitals become another home for livelihood due to bad eating habits and lifestyle.

And from childhood I have seen my grandparents , neighbors and relatives taking daily medicines and hospital services . So, my vision is to establish a multifunctional hospital services with IPD , OPD, RADIOLOGY department with online services of doctors and supplying of medicines at doorstep.

So , I wanna have an NEMT (NON-EMERGENCY MEDICAL TRANSPORTATION) . As due to transportation barriers , about 3.6million adults delay or miss non-emergency medical care yearely. Each year, for healthy system, the result of these patients no-shows have severe consequences.

For those that find it hard to transport themselves to healthcare facilities or medical appointments, they enjoy the much-needed services of non-emergency medical transportation companies. Especially as the population of the United States gets progressively older, the need for non-emergency medical transportation will be on the rise.



### Pranshu Sharma

# LIFE WORTH LIVING (STARTUP- HEALTH WELLNESS AND HEALING CENTRE)

Now a days many people are facing mental issues like changes in mood, changes in the way you perceive things, obsessions, fears, feelings of anxiety, depression, stress, monophobia, etc. since so long I was also suffering from the same issue due to some family problems so at that time I thought that many people are like me because I started conversating about my issues and surprisingly everyone were suffering from somewhat same issue.

At that time, I realised that there should be someone who could deal with these problems and yeah, in India we have many of them like psychiatrists, psychologist, etc. Some are professionally certified and claims that they can make person fit and fine as they were earlier but I don't think that really worked because still there are many patients suffering from the same issue. As a friend and volunteer, I helped many and I was able be results as well, they were staying happy and were considering their life worthwhile. So, at that time I realised that I can form a start-up from which I will be able to generate income and will be able to contribute towards society.

So, my start-up plan is like, first of all I will have a proper centre where I could create positive environment and after that I'll start that at a smaller scale and with demand, I'll increase the same. At that place I will make sure that availability of all mentors and guides those who can help by giving them learning about major domains like meditation, understanding spiritual life, freely dancing, singing (music therapy), personal attention, mind involvement, connecting souls (in this we will connect to them and will try to make them to conversate from heart) and many more will be introduced.



### **Prashant Gautam**

### **BRIDAL BLISS**

This startup idea is two of us my (princy) and my friend prashant gautam we both are students of MBA in chitkara university punjab.

### **Executive Summary**

Bridal bliss is a wedding clothing shop like no other. While most retail marriage shops center around selling wedding outfits, our center is all the other things. We will oblige the moms of the lady of the hour and husband to be, bridesmaids, and bloom young ladies. Moreover, we will give a variety of accomplices to every one of the female individuals from the wedding party.

Bridal bliss is enlisted as a solitary part in punjab, and the owner of the company is prashant gautam and princy. The motivation behind this marketable strategy is to get fire up financing. We project that the organization will arrive at the make back the initial investment point in its fourth month of tasks.

### Objectives

Bridal bliss has the following objective:-

1. To be the essential all in one resource for the female individuals from a wedding party once the lady of the hour has bought her outfit (for example mother of the lady, mother of the lucky man, bridesmaids, bloom young ladies, footwear, and adornments).





### Prerak Sharma

#### **Dream Venture**

"What you were born into does not determine what is in you."

While working on a project in a village, we met people of different ages with amazing talents. But all they lack was a proper path and education to showcase and nurture their inner talents in the best manner. So there we decided to open an "ALL IN ONE" school for people of every age in the village so that the ideas and experience of old people and talents of youth when brought together bring out the best future for their kids and youth of the country. Along with this, the other activities like yoga clubs, laughter clubs, dancing and singing classes would also be there in order to enhance the creativity of the people in the village. And once we succeed in this idea, we would open franchise of this "ALL IN ONE" schools in all villages of India.

# PRINCEPAL KAUR

Dream is series of thoughts, images, and sensations in a person's mind. Today, one of the greatest developments in technology is the invention of mobile applications or website.it is a good platform for business sector, banking sector, education sector, reading sector, automobile sector etc. According to my research

Legal system plays important role in our lives but in the digital technologies Era, legal system requires new products and services that are meant to make system more efficient and user centred. So my dream venture is to Create an app "Lawrato" So I can improving Management through Better Communication. Law assumes a significant aberrant part concerning social change by molding an immediate effect on society. For instance: A law setting up a mandatory instructive framework. There are many reason to make this app like Backlogs of Pending case , Can't easily contact with lawyer ,Long queue in court , Appointment problem. Law firm's application can assist you with everyday tasks such as creating client intake forms and sending that information to the appropriate parties in your firm.

### Features of "Lawrato"

- This app provide all detail of Cyber and privacy law and people can chat for any issue without hesitation. Expertise can resolve all issues.
- If a person get in trouble he/she can contact the lawyer for solving the problem
- Person can easily save the evidence.
- All scheduled meeting shows and reminder will set
- You can check the status of your case and check the online status as well

# The mentor says..



### Mr. Munish Kumar

"On matters of style, swim with the current, on matters of principle, stands like a rock."

-Thomas Jefferson

This book "You can also lead" really is a "Blend of thoughts" of faculties and students, and shall provide great insight about Business Ethics and Values to the students. Definitely, this module will be an inspiring and learning, module for the students..

Every student must study and understand Business ethics and values. Because of this, there always will be a large number of differences in what people perceive as ethical or unethical behavior. Studying business ethics and values changes outlooks and influences behavior. Ethics provides a set of terminology and a conceptual framework with which you can think and talk about ethical issues.

I can say that when we live our lives according to moral values and ethics that are based on honesty, compassion, courage, modesty, and forgiveness, then we can also form positive bonds with other people.

Dr. Ashok K Chitkara Sir is really a role model for students and Faculties. I personally thanks to Dr. Ashok .K Chitkara Sir for imparting and inculcating the knowledge of Ethical Norms and Values to the young and dynamic future CEO's and Entrepreneurs.

Thanks....Thanks

Thanks and Regards!

Munish Kumar

Head of Department
Chitkara College of Sales and Marketing



# **PRINCY**

### **BRIDAL BLISS**

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### **Executive Summary**

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### Objectives

Bridal bliss has the following objective:-

1. To be the essential all in one resource for the female individuals from a wedding party once the lady of the hour has bought her outfit (for example mother of the lady, mother of the lucky man, bridesmaids, bloom young ladies, footwear, and adornments).

Priya

My dream is to open up my own venture in the field of "beautician". I realized my interest in this makeup field during the pandemic time. During this pandemic time, social media was influencing our life's up to a great extent and also, I learnt many things in this field with the help of online platform. I did courses on-

line and offline too. I didn't know about my interests earlier. I did not have any particular hobby as well. I did everything with flow but when I explored myself and realized that I can start up this venture and will surely succeed in long run. I am currently pursuing my Masters in the field of finance. Learning abundance of new things will surely help me later too to run my venture properly. Beauty has numerous ways to deal with social life. This venture will help persons to groom themselves professionally or will prepare them into the societal trends. Youth are running into trends so rapidly which will help my venture grow. Customer dealings remain on top in any kind of venture. I will promote my venture through social platforms. I will write my cosmetology books for the same. Because I think we as a youth can easily foresee the differences between the old trends and the current trends and could easily detect what is actually required or necessitated in this modern world.

Challenges I foresee will surely be the

Digitalization and sustainability

Yet this desire to look good is not as superficial as one might think—the maintenance of demand for cosmetic and personal care products during the COVID-19 crisis has a lot to do with the physical and psychological well-being of a society in quarantine. Even while fashion has taken a back seat, consumers are still conscientiously keeping up with their body. So, I guess I will cope with every challenge to sustain my venture.

Huge upfront costs and risks involved are the biggest challenges to my venture.



# Priyanka

A <u>DREAM</u> written down with a date becomes a <u>GOAL</u>. A goal broken down into steps becomes a <u>PLAN</u>. A plan backed by <u>ACTION</u> becomes <u>REALITY</u>.

Discovering myself, when I thought of me generally answering the question of Where Do I see myself in next five years?, my conscience hit me and made me realized that the answer eventually lies with me and I can be where I want and not where someone wants me to be.

So I started chasing my dreams and broke it into goals and my plans for the future and is still working with my actions to make them realistic.

Chasing the same I came up with a dream of a coming up with a company much more focused towards a connection between Strategic, Operational and Compliance branches of Financial Assistance to The MSMEs- to be shining stars of the upcoming era.

This company will be focused towards helping the MSMEs with the strategic planning, commercial finance, treasury functions, Taxations, and Raising Credits and help them with a present scenario of future outlook before they get into real business so that they know and could answer Well to the question of Where Do you see Yourself in Next Five Years?

Say it be an individual of an individual setting up a company a future view to the dream is always the one that adds up to the growth and contributions to the REALITY.

From, fulfilling all the desires from our parents money. To, just getting the needs accomplished from our own salary, and making our parents desires come true is what is the base behind a dream





# Priyanka Ranout

"Miracles happen when you give your dreams as much energy as you give to your fears". As student dream to get good marks, be good friends, take support from family and make it big in life.

Like others, I too have cherished a career from an early age. I aspire to be a doctor. During my coaching for NEET I learnt that it was just not my cup of tea. The passion to work in hospital did not go away from my mind, so I decided to join B.sc in Radiology. But still after completing graduation, I was not very happy. Thinking about what to do next, I joined MBA as a career. In this nearly one year of MBA Healthcare, I learnt that I wanted to continue in radiology (since I have enough knowledge of this field) but this time not as radiologic technologist but as a radiology manager. This time I am firm to my decision unlike the two decisions I have made above. Yes, of course because of the heavy competitors it won't e easy but this time I will not give up and continue to strive for my dream until and unless I make it.

### Puirnima

Everyone has a DREAM of doing something at a later stage of life and for realizing that people start working on it. Since childhood I have been into sports and showed a great interest and put in full efforts to perform better than others whatever the game maybe. I played cricket at school level and badminton after

school. During school time I started learning cooking from my parents. I was always fascinated by the ingredients she put in that made the food so delicious that everyone in school praised that . Slowly steady I learned everything and starting trying new things with the same things. After passing out from 12th Standard, I always dreamt of starting out my own venture which would be in partnership in which we would divide our roles between me and my two brothers. Since my parents have been in Govt. sector they have always encouraged me to prepare for the Govt. jobs, telling about the benefits and the life long security that it gives to you apart from the monetary benefits. But now a days Competition has increased in every field, wherever you go. You have to work hard to achieve something. Even if we talk about starting a venture, firstly you have to spend a hefty amount at an initial stage and even after that for maintenance you have to spend and after that you may have to face losses if your expenses exceed the revenues. So starting a venture involves a good amount of risk. A detailed market research has to be conducted before you think of starting your own venture. In the beginning you have so many options open to you to choose for you career path, but due to the circumstances and parents influence, you have to filter out some of the options and choose the one which suits you best at that particular stage. So Once you get a decent job and from savings even then you can think of starting you own venture by channelizing funds in a planned way.

Currently I am pursuing MBA from the Chitkara University. So I am progressing on that path and maybe some day I earn that much and start my own venture (still a dream) which may come true some day.

And yes, ITS NEVER TOO LATE!



### Pulkit Khurana

# Why we selected this startup?

As nowadays every single individual has been stuck into the endless loop of life and in the perpetual futile way of life of procuring the bread. So life has gotten rushed and brimming with pressing factor and this further allows for self-recuperating or for some unwinding. We got our idea during a conversation about the prosperity and psychological well-being of the people in our country. My associates and I got some answers concerning business in the mix of Tourism and Hospitality industry, which would offer various sorts of help to the customers.

As a considerable lot of individuals can't go for occasions or breaks in light of absence of time as voyaging eats loads of season of their satisfaction and furthermore while aches long periods of voyaging their work likewise endure a ton. So in this endeavor, we will give a Vanity van kind of office to our customers furnished with every one of the offices to cause them to feel comfortable so they can make a trip starting with one spot then onto the next while encountering the inclination that they are sitting in their rooms and heading out consequently attempting to make a sensation of "Anyway DOOR". And furthermore as Covid times are winning this thought is most appropriate for protected and energizing excursions.

### **PUNEET PAHUJA**

The day I set my dream to have a startup to have a Billion \$ IT company majorly involved into Finalytics cum Marketing one was around a year ago. I have also started making drafts of Roadmap which involves the planning phase, the developing phase and the the launch too. Taking into consideration the changing technology, I am planning some strategies and Unique Selling Proposition to enter into an ocean with a

lot many big fishes already present. By starting from introducing a SAAS(Software as an Application) based product in the market in which a user can manage all their banking activity(Debit Cards, Credit Cards, Net Banking, UPI transactions) and later on introducing on Demand Services(Grocery Delivery, Plumbers, Carpenters, etc.) in the same app only is what I have in mind. Along with that, to add more segments like Market Research, Financial Advisory and Digital Marketing Services to make a mixmatch of both Product oriented as well as Process oriented Company. I started investing in stocks my funds also which I earn from Freelancing to fund my startup in form of Capital. I have a burning desire in which I add the fuel on a daily basis to achieve the ultimate goal of becoming one of the Strongest CEO's in the world. To give my family a life full of happiness and luxury is what motivates me the most.

My passion to bring this type of creativity to reality is what I am dreaming of. This Dream Venture will be registered on the name of "Dray Tech Solutions" and the amount of capital required to setup and make things on place is required somewhere around 25 lakhs at the initial stage.

In an era full of startups and new players entering into the market very frequently, there is always a risk to do something of your own. The Returns are somehow directly proportional to Risks. Being optimistic about my Dream of creating a company with a Net Worth of \$5 Billion in next 5-7 years, I believe I will be involved in a continuous learning process and on the right track.

"Whatever your mind can conceive and believe, it can achieve"



# Radha Ghorpade

A GIRL CAN NEVER HAVE ENOUGH JEWELLERY!!!!

The dream as a idea for projects provides something valuable to the notion of imaginative and prescient. That's because a dream is not only full of pictures of in which I want to go and what I need to achieve it consists of what motivates me to achieve this. My dream mis-

sion is to start up my personal jewellery application

It can be competitive enterprise however jewellery remains an exceedingly popular marketplace to begin a commercial enterprise. Searching closer to the nowadays era's situation everyone is busy with their work so they don't have enough time for touring a shop and attempt exceptional jewellery after which they can select one. The jewellery application which I mentioned would provide valuable solutions to people questions.

I would like to mention some of the features about the application –

(the strive it on option)- I am able to upload a alternative of trying the jewellery at your own (live photograph) so that you can get an concept of either it suits you or not and saves your money and time too.

(massive range at one portal ) — a woman can never have sufficient jewellery so we might offer a huge style of jewellery via this application like- kundan , hand-crafted, pearls, gold, boho, and diamond jewellery. They would be able to select consistent with their own choices. I would help the ladies who've the expertise of making home made jewellery with the aid of supplying them an platform to sell it.

Making continuous analysis of the modern-day trends of jewellery consistent with the necessities of various age groups and their affordability. Framing my return policies so customer won't feel any hassle.



# Radhika Garg

"Shoot for the moon. Even if a person misses, he will land among the stars"

In reality, we have many dreams, but we may not achieve all our goals because of certain constraints. So, it is important to dream big so that even if we don't achieve our goal, we will fall somewhere near our goal. When one dreams big, he does not put any restriction on himself. There are no limits to one's dreams. Dreams are what differentiate great people from ordinary people. Ordinary people only dream about what they can achieve. Hence, they can never carry out extraordinary tasks.

My dream is to build a luxurious resort which is surrounded by the beauty of a giant grape garden. When we look outside, it is just a traditional one, yet everything will be opposite when we got into the garden. The shape and other everything in it will be designed with the beauty of grape, but also keep the modern style. Moreover, my business idea is not only play the role as a resort, but grapes are also the raw materials to manufacture many things such as wine, grape juice and so on. I want to build factory for manufacturing this grape. I can supply of raw material by the grape store department to the manufacturing department. So, it will be easier than buying from others. If i can produce them with a good quality thus I will be able to control the local market ,so do the world wide one . In order to make it happen, I'm starting by my good education.



# Raghav Tangri

Hello I am Raghav Tangri I am 22 years old, born at ludhiana now brought up at panch-kula. I did my schooling from PINEGROVE SCHOOL, KASUALI. During my school days itself I had interest in commerce stream. I further decided to do my graduation in bachelors of commerce from CHITKARA UNIVERSITY and now to add to my knowledge and skills I am currently pursuing my post-graduation in MBA with specialization in finance and banking from Chitkara Business School.

I chose this field as it has been my long -term goal to work and excel in business and see myself accomplishing it in next 5 years. I am confident and see that leadership potential with in me which I inherited by leading the groups successfully during my graduation as well. During group projects and activities, I further realized my quality of adaptability, presentation skills and time management by working even before deadlines. I have actively participated in all my school functions and many sports activities.





### Rahul Batra

Happiness is the only thing that multiplies when you share it. This quote is one of my favourite. During school time I am good in drawing. This quote always pushes me up. As a school student I have participated in various inter-state drawing competion. I am a well disciplined boy in school and have a good team spirit. I am also house captain of my school .I have participated in various cultural activities in my graduation like dance, nukkad natak, rangoli, cartooning, etc. I have received Award for Cartooning organized by Kurushetra University in Youth festival. I my graduation I have organized farewell.During my graduation I have done industrial training in Quality Assurance. During Covid-19 I have taken admission for MBA Marketing .

Because of my interest in Marketing . I start learning new things about how to deal with consumer behaviour, what were the business tactics you need to follow to run your business successfully. In MBA Marketing now I am start learning new things and I have love to do this as this will finally help me out to became a good marketing leader that will help other fellow members to grasp new things with open hands and create a bond that leader and staff both share their happiness, knowledge and problems with each other and they live like a family.

# Rahul Goyal

My fantasy adventure is beginning an advanced advertising firm. The significance of the web develops as time passes, making it harder all the ideal opportunity for organizations to

slice through the messiness and appropriately market themselves. Advanced promoting administrations are consistently popular, and numerous little and medium size organizations would prefer to re-appropriate it than set up an expensive in-house group. In the event that you have slashes in SEO, content advertising, pay-per-click, web advancement or web-based media the executives, you could have a business opportunity that permits you the opportunity to telecommute. These days, clients approach data any time and any spot they need or need it. On account of the web and globalization. The vast majority on the globe can get to the data by means of PCs, tablets or mobiles. What entrepreneurs ought to recollect is that everybody can impact the picture of their organizations through ex web-based media and you can be certain that your client input will be more reliable for others to peruse than your own one. It is a term where you can undoubtedly distribute your item or administration in the huge developing trade industry, electronic business with electronic media and spreading the advancement to enormous crowds. Presently the majority of the crowd or clients are available in the generally developing serious market. On the off chance that you can advance your item or business, you can make an opportunity of progressing nicely. Frankly, the term computerized advertising is presently being supplanted by promoting computerization. On account of the monstrous rivalry and fluctuated scope of choices, on the off chance that you are not computerizing your showcasing endeavors, odds are high that your image will become mixed up in the group before your intended interest group even comes to think about you. Advanced advertising is a significant piece of a brand, so it's basic for you to react to improvements in your customers' showcasing methodologies. Online media the executives

involves looking for remarks and messages nonstop, not simply booking posts in a "set-

### **RAHUL TALWAR**

"Dreams don't work unless you do", this is just a line but

explains a very good lesson. The day I realized that my 'DREAM' to become a successful business man will remain a dream unless I start working on it from today. I want my grow my business form wholesaler of automotive parts to the manufacturer of them. The desire to capture maximum reach as a manufacturer is the ultimate goal in life. To Convert this dream to reality a long path full of difficulties has to be travelled. The foundation of this dream has to be laid down today and the upcoming difficulties has to be managed. To give my DREAM a kick start I decided to purse Masters of Business Administration in the field of marketing and as this course will provide me a knowledge and I will be able to acquire skill set to reach the ultimate goal of becoming a manumacturer.

The major challenges that I have to face to change form a wholesaler to a manufacturer will be finances, a place for opening a manufacturing unit, skilling of the labor for manufacturing, creating a reach to the market, products to be manufactured and more over which segment of the market to be targeted. Currently being a wholesaler, I have been targeting the segment of Two-Wheeler and Three-Wheeler. So, choosing which part to be manufactured will be difficult question. One of the difficulties that I have to manage will be reducing the transportation cost of the raw material and the finished goods. Right now, I have been dealing just in my own city increasing the reach of business will be a task. This dream will help me to provide employment to the people and help my employees to grow.

# RAHULRAI

LEADERSHIP DEVELOPMENT – ETHICS & VALUES "DREAM VENTURE"

Everyone has a dream. People dream about their future, whether it is to become a scientist and discover new and exciting stuff, or to become a professional basketball player and become the highest paid player in the league. Like everyone else, I also hope for the future.

My Dreams was too successful in the life, I belong to middle class family and my dreams is to give every happiness of the world to my Family. My 'DREAM' is doing something extraordinary in the field of the Logistics and I Wish to make my Own Import and Export company with my own Logistics which cover all over the world. I am currently in the MBA in Logistics and supply chain Management and firstly my short-term goal is to place in the good company of the SCM and grab every opportunity in My university.

For any Successful Person or Company, the main thing is knowledge and the Experience. After Taking Some Experience in the Field of Supply Chain and Logistics management I would like to work with some International Brands to Gain Some Experience with international Trading and Import and Export. I want to Trade in every Type of Product for this I need very good knowledge and experience in this field and good connections in the Market.

Reasons for Choosing the Import and Export Business. In today's World Every Country is Somewhere Depend on other Countries Products.

There are many uncertainties in the Life. Risk is Involved in every Situation. The Risk in this 'DREAM' is the Finance and Good Connections in the Market. Risky Which Involve in Import and Export Business is loss of or damage to goods in transit, On-payment for your goods or services, the cost of returning to your premises any goods that a buyer abroad refuses to accept, political or economic instability in the buyer's country any More.

# The mentor says..



# Ms. Shefali Saluja

ife is full of opportunities and at Chitkara University one Lalways explores the potential. "Always have the courage to achieve the dreams" and this was rightly said to me by our very own Chancellor sir. The module on "Leadership, Values and Ethics" will help you to adjust in Corporate life. The module by our respected Chancellor sir will give you real time examples of Ethics and Leadership. The students will be able to develop presentation skills, analytical skills and most importantly the students will enjoy the module to the fullest. I have also been associated with CBS since 2012 being the Alumni and then working as Assistant Professor. It is of great privilege and pride to attend this module and learn so many good things. The unique feature of this module is this Seventh Edition of the book "You can also Lead". The book gives the students the opportunity to pen down their dreams and develop entrepreneurial skills. I sincerely thank Dr Ashok Chitkara to interact and bless his knowledge to each one of us. I vision myself to continue working for this great organisation. This place is truly blessed by a noble vision of Chancellor, Dr Ashok Chitkara and Vice Chancellor, Dr Madhu Chitkara.

> Regards Shefali Saluja Assistant Professor Chitkara Business School

# RAHUUL CHAWLA

### **Dream Venture**

Imagine a retailer running a retail outlet for which he has to assemble a lot of things under one roof according to the customer needs for that he has to visit wholesale market to stock-up his store and even his weekends are spent for purchasing goods not available in the nearby wholesale market for that he has to visit somewhere far away for purchasing those things.

Now my dream venture is to facilitate these retailers delivered everything they need at their door step for this I will tie-up with the wholesalers & will deliver goods on commission basis to retailers.

Our venture will be B2B e-commerce that collects and brings all the manufacturers, traders, wholesalers, and retailers under a common platform. This simplifies the whole B2B procedure in the nation. This will allow the manufacturers to showcase or display their products on our app and will allow the retailers to choose product of their choice from the given set of choices.

The platform will feature a variety of categories such as electronics, toys, kitchen appliances, fruits and vegetables, groceries, and other household items.

The app will be restricted to the shop owners only not for households.

In the starting for pickup and delivery we have a set of choices rather we can go for a tie-up with the agency on contract basis or can purchase our own vehicle depending on the availability of funds. As hiring transports is a cheaper source than purchasing our own vehicle.

Business Model of My venture will be browsing and shop -> Order Received -> Enroot -> Pickup and Delivery -> delivered -> payment settlement.



# Rajat Kinger

Learning is a Treasure, that will follow its owner everywhere.

That's what indulge us into doing new things, doing something Unique, doing something Worthy. Today, we're living a life of automation and digitization. The world is not only limited to our own language;

we need to grow ourselves; we need to explore ourselves with different world, with different people, that's what demonstrates the meaning of "World: The global Village".

So, for that we're planning to be the one, who perceives their targets and nurture them with our services without any difficulties. Rather than the perspective of business, we work in quite a sustainable way by taking clients from all age group.

What we do is what we believe in.

This Venture is all about being familiar to distinct languages spoken around the world. There are times when you're ambivalent about the decision of learning a foreign language. There could be bunch of reasons behind that. I don't believe to teach students for the sake of cracking some tests or Olympiads but for the sake of interest in the language. I will try my best to provide the certification, Diploma and Adv. Diploma for the most spoken languages around the world which consists of mandarin Chinese, French, Spanish, English, German. Persian, counting for others too.

Whether it's a 12-year-old boy or a 60-year-old person, both of them can be part of the same program which edifies that learning is irrespective of age. The Special teaching procedure will let candidates focus on all aspects of learning a language which comprise of Listening, Reading, Writing and Speaking.



# Rajat Kumar

When I do not selected for NEET 2015, I am totally broken up but then I start my fight back.

Now after Bsc in Operation Theater Technology (CUPB) I want to get the business point of view for the healthcare.

I want to start my career with a good reputed health care firm where I can get much of experience and knowledge about the ground reality of health care industry.

This job basically a 2 year plans as I want to start up with my own idea.

I would like to do a startup of single specialty unit which offers the qualitative dialysis to the renal patients. This dialysis unit is also being the part of organ donation awareness and encourage population to do the same for the sake of renal patients.

The major challenge that I would face in this process is the funds. I had gone through a 2 machines unit which cost around 20 lac capital investments. The HR is also contributing in the cost as it will have a budget of 15 Lac/Annum.

This initial plan is for short term (2-3 Years) only then I would like to invest in development in the sector. Collaboration with one of the major companies like Rankare etc.

In next 10 years I will see myself on a job giver status and creating the jobs for our much unsung heroes of healthcare i.e. paramedical technologists.

This plans needs more specifications which can be discussed once I get opportunity or a break, because I just want to short the time period and engaging more young talent to work hard and smart to achieve our common goal.

## Rajat Sareen

Being brought up in a joint family I was always been fascinated about dreams. I've seen how technology is expanding in our Daily life. I always wanted to do so many things but what I did? Nothing, it's because I wanted to do things on my own, without being dependent on others. I had so many ideas but to execute your ideas you need to know your path, from where you're going to begin and where it going to leads you. I write down my ideas and started executing these ideas rather than just thinking. I think this is one of the most important factors to start a new chapter of life & it is called Execution. People nowadays just see and learn but forget to implement things. Which is why around 90% of the ideas failed? I want to create my own story; everything happens in our daily life is a part of my story. We can either learn from it or just ignore it, it all depends on us. I believe in being productive in life, like one should always do something productive rather than doing nothing. I am a student with many dreams and now I have an idea of working on mobile accessories because it has a huge scope in the market this idea can be both offline and online. I want to make it exclusively on mobile accessories. Now a days there is a lot of duplicacy in the accessory market but I want to make it totally original. In this I would like to tie up with the major accessory brands and with the mobile companies which provide accessory in the market. In this I want to get certified from them so that my products get trusted in the market and make a good hold in the market and succeed towards my dream.

Accessory market In India is a huge market in which I see a lot of potential and would love to work on it and try to end duplicacy in accessory market and help people to find trusted and verified products.



## Rajesh Kumar

I strongly believe in the power of visualization. We must "see that image" in our mind before we ever venture forth to manifest it.

How to Finally Start-up Our Dream Venture: -

IDEA IN PLACE: Before going to start any business, we must think about ideas and what's trend going in the market related to our ideas, so that we can analyse our idea before starting the business. We should always research our market competitor and go to the market and ask about your ideas after that we get feedback from people then we decide the idea of business is good or not.

BUSINESS PLAN: A business plan is not that sheet of document which you copy from internet, it is that document that is our vision document of our idea. Take help from net, entrepreneurs and from wise people BUT a business plan is essentially a document which will help you plan your business for long term and short-term objectives.

CROWDFUND: Don't waste timing in hunting for a VC on an Angel Investor. We have Go talk to our friends, family. Get the basic funds to start up your venture. Keep in our mind this is business and there is a ROI that we need to promise even if that is for borrowed money.

BUSINESS INCUBATOR: We don't waste time in hunting for rentals or starting from your home, Search and Find the nearest business incubator around, so that we are in an ecosystem which has benefits of incubating and supporting our business. Many of companies are eager to interest to invest money in the company whose has good idea of business and government launches many schemes to support start up.



## Rajesh Prasher

As a small child, I was always attracted towards defence forces. It might be due to my association with Rajput family coupled with my grandfather and father both served the great Indian Army. To materialise this dream, my father motivated me to join sainik School which I did in year 1987 in class six.

The school itself was such an institution which transformed the outlook of my life. It was an institution which taught to be self reliant and independent with respect to the activities of daily learning and societal needs.

Alongwith studies, the school focussed on overall development of personality through sports, managing responsibilities and seeking opportunities.

By class twelth, I raelised that the army is a passion, not a profession for they never lower their guard, in peace or war. And that explains why it is written on their graves, "When you go home tell them of us, we gave our today for your tomorrow". A grateful nation never ignores the sacrifices made by them and their families.

On getting selected for joining Army,it gave me a sense of pride and achievement. The training taught to deal with any unforeseen and uncongenial situation. The training transformed a boy into a man.

I still have ten years to superannuate from the service and ay endeavour is to serve Indian to my utter satisfaction.

JAI HIND



## Rakesh Kumar

When I completed my matriculation, I moved to Delhi for my further study. There I faced a lot of problems related to finding a good institution, living room, mess. Then I thought about to bring these things on one platform for the student where they can easily search for the services available in their location based on the user experience and services served.

Problem-problems in finding services in nearby location for new comers(students) in the city.

Solution- To list all those services on a single platform, with user experiences and review. All the local rooms and institutions and mess facility on the website where user can come and get the details about the service and quality served to the people.

The listed services will be based on review and it will be open ended for every one where user can give review about institutions, room owners, and food they availed.

It will serve the society in a profitable manner student can easily avail services, and institutions will also get more students by providing better quality to the student. It will also save students time as well as money.

For feasibility study –

I started it at very small level and found good results and also realised that there is a huge potential of growth in this.

But due to financial issue and lack of team I could not make it for long time.

"A big business start with very small idea that can transform our society and living"





Hello I am Ramita I am 22 years old, born and brought up at Chandigarh. I have done my basic schooling from St. Solider's Divine Public School, Panchkula. During my school days itself I had interest in commerce stream so I decided to do my graduation in bachelors of commerce from Government college for girls Sec 14, Panchkula and now to add to my knowledge and skills i am currently pursuing my post-graduation in MBA with specialization in financial and banking from Chitkara Business School.

I chose this field as It has been my long -term goal to work and excel in financial sector and see myself accomplishing it in next 5 years. I am confident and see that leadership potential within me which I inherited by leading the groups successfully during my graduation as well. During group projects and activities, I further realized my quality of adaptability, presentation skills and time management by working even before deadlines.

I have actively participated in all my school and college functions and showcased my dancing talent on stage as well. Dancing is something that taught me a lot from synchronization, to have patience, timing and finding happiness in small steps. I also do part time fashion blogging and make fashion videos because this is my hobby and I love to do it. I get collaborations from small brand companies right now and I am looking forward to do more good in fashion blogging.



### **RASHIKA**

Hello I am Rashika I am 22 years old, born and brought up at Fatehabad in Haryana. Having done my basic schooling from DAV PUBLIC SCHOOL. During my school days itself I had interest in commerce stream. Being from a business family as well I further decided to do my graduation in bachelors of commerce from Khalsa college at mohali and now to add to my knowledge and skills i am currently pursuing my post-graduation in MBA with specialisation in financial and banking from Chitkara Business School.

I chose this field as It has been my long -term goal to work and excel in financial sector and see myself accomplishing it in next 5 years. I am confident and see that leadership potential with in me which I inherited by leading the groups successfully during my graduation as well. During group projects and activities, I further realised my quality of adaptability, presentation skills and time management by working even before deadlines.

I have actively participated in all my school and college functions and showcased my dancing talent on stage as well. Dancing is something that taught me a lot from synchronization, to have patience, timing and finding happiness in small steps.

THANK YOU





"Dreams don't work unless you do", we have been taught this quote since our childhood. Each one of us is passionate about something. Like I have always been passionate in crafting new things. Watching other crafters videos over social media always fascinated me. After I finished my school, I was free for about 2-3 months. So, I decided to convert this leisure time into something productive. Me along with my sister started a home-based business of handmade and customized products named as "GIFTED BY HEART". We started it through social media and later on, expanded it locally. It's been 4 years that we have been working for our passion.

We have always believed in "Don't deliver a product. Deliver an experience". Because you don't build a business, you build people, and the people build the business. My dream is to grow that small home-based business into a big venture. In the last 4 years we have been taking small steps to reach our goal and grow slowly. No matter if the pace of the growth is slow or fast, but growth is growth. Starting from nowhere, today we have been able to reach to people all over the country and has been able to expand our business nationwide, and slowly will be able to accomplish our goals and fulfill our dreams.



### RENU

## **Book Write up Assignment**

I am not sure about startup at this point in my life. But if someday later, I want to have my own startup; I'd probably go with market research.

Market Research is basic to business and that is the reason organizations do it in normal time stretch. It's in Market Research they get some answers concerning how their clients feel about their item, their administrations, testing an item, the estimating of an item, etc.

Since this process is time burning-through and may make an interruption to organizations, they have gone to Market Research organizations to do it for them.

So, my organization will provide them recommendations on the basis of market research done by us on behalf of them.

So, for starting my organization, I'll identify my target market means the group of people I will promote, advertise, and eventually sell my services to.

Then, I'll analyze the Market means If my idea has demand for it in the market or not.

So, that's all I've thought till now.



## Ridhima Khurana

### EXTRACURRICULAR ACTIVITIES FOR KIDS

We are heading to a progressive society where women are at par with men in all respects. Women today are more career-minded, competent and intelligent. However, the rise in women entrepreneurs in India has been slow as compared to other countries, but the change seems inevitable.

The entrepreneurial abilities of women in the country have begun to impact the economic standing in society. Women entrepreneurs in India are making their mark in various domains of business-like interior designing, fashion, journalism and many more.

There are many options in front of me to start a new venture or a company. But I don't want to start a business just to make money I want to start start a business to make a difference. So, I decided to offer extra-curricular activities to the kids. No, we are not talking about regular tuition classes for kids. The new generation of parents are working and do not get time to do some form of activities with their children. They are always on a lookout for extracurricular activities for their kids, which is beyond the school curriculum, like storytelling, DIY crafts, creative writing and spiritual classes.

Thank You



### **RIMI**

### **BUSINESS PLAN STRATEGY**

OBJECTIVE: Providing specialisedmsocial media services to brands and celebrities.

Main plan: Today's generation is involved in online platforms whether it is in terms of games or social media. Growing up I've identified my interest in different social media platforms and various aspects related to them.

I did an internship in a web development company where I learned not only about the websites but also about social media marketing. I also learned that in today's world social media is very important for each and every business whether it's small or large.

I want to come up with an idea that I've in my mind from so long. I want to work on a startup where my company provides social media handlers to various companies.

Through social media we can help those compromote their and panies products charge commission after we make their sales. some

In addition we will also provide the brands and celebrities a trustworthy social media handler who'll interact with the followers, customers or fans. This will unburden the need for interacting with people online.



## Rishika Chadha

## **Career Consultancy Service**

A girl trying to follow her "DREAM". If you talk about it, it's a dream, if you envision it, its possible, but if you schedule it, it's real.

There are many options in front of me to start a company or a venture. I don't want to start a business just to "make money" I want to start a business to make a difference. I decided to offer customized career counselling and guidance service to students based on their specific needs. I have personally faced this problem so I would like to help students to choose their stream wisely who get confused because of their parents and peer pressure. I would like to open my own career consultancy service.

Thankyou

# The mentor says..



### Prof. KDS Bedi

The Book - You Can Also Lead Vol. 6 by none other than a true and most inspirational academician and practitioner - Dr. Ashok K. Chitkara who wears multiple hats as an Author, Distinguished Mathematician, World Class Academician and the most successful Edu-Entrepreneur has indeed created a masterpiece for all our MBA Students. It is indeed the most brilliant style and a unique initiative for capturing in this amazing book, young management students' inputs for their future dreams and imaginative goals. The views expressed by all the MBA Students of Chitkara University, while visualizing their dreams and ventures, in this classic book are simply awesome.

The idea at the heart of this book is to provide an opportunity to all these MBA students to explore their true potential and write down the same for better expression. Expressing one's dream, goal or passion in writing, that too in a book, requires a lot of confidence and leaves a lasting impression to focus on the same in the future.

The book is constructed in such a way that it can also be easily used as a reference book for all to get inspired by looking into the visionary goals and dreams of others, particularly in the same peer group.

Thank you very much Respected Chancellor Sir, for bestowing this amazing honour and privilege to me to express my thoughts and appreciation through my Foreword to your awesome work for writing this brilliant book. We look forward to seeing it's great grand success through amazing readership!!!.

Best wishes!
Prof. KDS Bedi
Director-Principal
Chitkara College of Sales & Marketing
Chitkara University



# Riya Aggarwal

## Business Ideas for HR Management

Entrepreneurs give mentors to support and guide for their business journey. It is said that a good mentor explains, a superior mentor demonstrates, however, the greatest mentor inspires and every great achiever is inspired by a great mentor.

How do you set up an HR Consulting Business?

- 1. Find your 'Why' Determine your preferred Style of Business
- 2. Create a learn start up HR consultancy business plan and decide on the legal structure
- 3. Plan your cashflow
- 4. Start building a network now
- 5. Develop a learn startup sales & marketing plan for your HR consulting business.
- 6. Start building your online presence now.

### **RIYA PASSI**

### **BUSINESS ETHICS AND VALUES**

As I was working at Uber Indian Systems, there was this lady who was my leader and was working as an HR at Uber Indian Systems. One day, she offered me to work with her for 1 hour extra after my shift, so that I can observe and see what kind of work she does,

how she handles the work environment at the workplace, how she handles the grievances happening at the workplace.

After my internship, I realized that she became my idol, I was so fascinated and inspired by her work as an HR, that I decided that I wanted to land up in the same place as hers.

So I aspire to be an HR professional and if someone asks me, that where do I see myself in next 10 years, then my answer would be that, "I see myself working as an HR Professional and handling a team of 15-20 people.

I know it would take time and lot of hard work from my end but I think it is worth the time and effort.

I know it won't be easy as it will require a lot of experience and expertise in that particular area, but yes it is worth the shot. Being an HR professional requires sensitivity and roughness both at the same time, as because you're in a position to solve someone's problems by empathising with them and the same time you want someone to resign because it is management's decision and you need to tell that person to resign.

Opportunity given by Chitkara Business School for working in TIAA as an HR intern is very appreciated. This would be the first step towards my aspiration. I thank Chitkara Business School for giving me this golden opportunity to prove myself.



### **RIYA WADHWA**

I always had this dream of opening a COFFEE SHOP where you will be provided an ambience of enjoy your readings or go for me time and exploring yourself. For the same following points need to be kept in mind.

#### 1.TARGET AUDIENCE:-

I will target firstly the teenage for this because they are more socializing. Statistics show that coffee shops are the most popular spot for individuals looking to pass the time reading a book ,magazine or surfing.

### 2.WORKING ON PROJECT:-

Surveys have shown that most people believe atmosphere is one of the biggest attractions for a café. On the top of its service model, starbucks relaxing ,cozy and comfortable atmosphere is one of major contributors to its success.

#### 3.CUSTOMER SATISFACTION:-

For this continues feedbacks can be taken and have look on the improvements sides for the betterment in successful running of the café. And to provide better ambience and availability of novels and books too.

"You have to work on the business first before it works for you".



### Ruchi Kaushik

Hello, I am Ruchi Kaushik from Jind, Haryana. I am 24 years old. I am pursuing my MBA with Marketing stream from Chitkara Business School, Rajpura. I have done my graduation from GGDSD college, Chandigarh in BSC. I have done my basic schooling from Indus Public School, Jind. Talking about my skills so i am very good in communication and presentation. I love to meet new people and love to serve society.

I chose the marketing field in my masters because I wanted to start a venture in which I have a mission to help BPL people. The mission and vision of my venture would be to provide the necessary amenities to the people in rural areas or who can't come outside from their homes due to some personal disabilities.

As BPL people have to stand in a long queue to get the rashans, some documentation works and they have to pay bribes only for the basic formalities. So, my venture would be in the way to resolve this issue by providing them home delivery option. Rashans to their basic documentation (License, Adhar card, Pan card) public distribution it will generate employment in rural areas as well.

The Financial aspect of my venture is in progress. That means I am working on my financials from publishing my rough ideas and checking the feasibility of the idea by extracting the in depth knowledge from the society itself. After all these things and specifically after the completion of my masters, I am planning to share my idea.

It's all about my dream project or my dream that I am seeing with my open eyes.

Thank you





# DREAM VENTURE "DADWAL GALLOP SERVICES"

As technology is increasing and improving day after day in the same way the company's culture, management, strategies and trends are changing. Industrial people are aware of these things but the problem comes with the students, they too are aware of these things but not that much. As I can take my example when I was in 10+2, I took BBA and decided to choose HR as my career. At that time, I wasn't that much aware of HR department that it has so many sub departments that deals with

Nowadays, same things are happening with other students. They are at the edge of their school life and some are confused about their career so I was. It's just a matter of lack of awareness among students. Teachers at school level (not all but many) just give subjective knowledge or only text back knowledge. However, choosing right career is very crucial. For this matter, I being in HR wants to start a company for training, learning and development where I can provide guest sessions in schools and colleges to make students. I want to provide knowledge to students which is not given in text books.

How to know yourself? What career suits the student? How to increase efficiency? What are the career options students have if they choose science, commerce and arts as their subjects? How to make follow your career path?

The name is "Dadwal Gallop Services"

The vision is "Let's grow together".

different aspects of the business.

The mission is "to give guidance to every student to select the right path after knowing themselves".

"If you have the spark and the energy in yourself you can change the world as you want"



### **RUSHALI GUPTA**

Every person in today's generation has a dream that they want to pursue in the future. Every parent has a vision for their child and what they want them to achieve. As a result, a student rushes to pursue their dreams and passions. As I love interacting with new people, knowing about them so I wanted to pursue my career in the field of HR.

I decided at that time that I wanted to be an HR MANAGER and learn all of the necessary HR skills, such as performance management, employee relations, talent management, and so on. As a result, I earned my bachelor's degree in business administration. After that, I began my HR MANAGEMENT at Chitkara Business School.

I am seeking an innovative and responsible position wherein my technical prowess can be utilized appropriately with exposure to new areas to enable me to make useful contributions for the benefit of the company.

In order to advance my career, I would like to inspire more people in the future and I will be able to assist others in their growth. This gives us the satisfying ability to strengthen not only the company as a whole, but also the individual workers with whom we collaborate.

I will conclude with a quote:

"Choose a job you love, and you will never have to work a day in your life."

### Saavi Dutta

### MY DREAM VENTURE

Initially, while pursuing my Bachelor's, MBA was never a part of my plan but with by the end I was so intrigued by businesses and people who used to perform the digital marketing jobs and that's when I decided to go for MBA. I have always had a dream of having a business of my own and for that I always knew that I will definitely need some kind of practice as well as knowledge. The business therefore I dreamt during my Bachelor's was to have my own digital marketing/ social media marketing company. I decided to finally go for my dream and took admission in Chitkara University. This is just the first step of me moving towards my ultimate goal i.e.

To own my DREAM VENTURE. So, according to the plan I will train myself by working for atleast 4-5 years or more in a digital marketing firm so attain as much as knowledge as I can. After that I'd start with tying up with some client of my own and setting up the firm slowly and steadily. Hiring people in my firm would also require them training and that would be the next step after I start freelancing because it not that feasible to afford everything at once, so one thing at a time.

This idea of having my own firm striked in my head when I used to work with a friend of mine who did social media engagement as well as digital marketing. Also, in times like these no option could be better than having your own company where basically everything is done online. So, this would be my Dream Venture and I'm really looking forward to work on this dream.



# Sagarika Kohli

Making the world more beautiful by using waste material

It's never too late to focus on your dreams and Dreams don't work unless you take action.

From childhood my passion was always towards dance. I always loved to dance and even from dance I had learned many things like cooperation, leadership, teamwork, initiative etc. It helped me build confidence. Not only dance but I was also inclined towards drawing and painting. I use to go drawing and dance classes and these were the only things that make me happiest. But as I grew there was no

Then an unexpected pandemic (Covid-19) arised which again helped me in brushing up my skills and gave me a bunch full of happiness. So, I came to know where my passion was.

Then we started making handmade and home decor items from waste material which we are purchasing from ragman or from somewhere else. We have made things like:

1) A sofa set with oil containers

time left for these activities.

- 2) Stool sets that are made with tyres and a rope table that also is up of tyre
- 3) Hanging lights with bamboos
- 4) Planters
- 5) Hanging planters with plastic bottles etc.

and many more things.

I would definitely like to teach dance side by side with this handmade business.



## Saharsh Narang

"Shoot for the moon. Even if you miss it you will land among the stars."
—Les Brown

The above quote makes me realize to hit for the achievement

of the dream once imagined off to be in real. The day I set my dream to exist in reality, I started drafting the models for the same. The dream is to introduce a product to a product, a combination of technology and manufacturing that will be installed in the upcoming cars to make Indian cars quite heavy in the weight which Indian cars fail at, and install the same with security software (GPRS) and auto-locking software for the Accelerator peddles.

I have been working on the same idea for the last three years and over all these years of my education, I tried to implement what all I have been studying the idea and gaining some ground insights about the manufacturing machines to be brought in, the software (i.e. the source codes, protocol files & their costing), the upcoming technology of the cars, the government calls for the same, the licensing, the approvals, and many more aspects.

As, with time I have been gaining the areas of concern, I am here building a Financial Models for the expected Idea making the valuations realistic for future scope of the survival, taking into consideration the finance costs, funding arrangements, assets to be realized, the expected liabilities to come up as challenges, the expected YoY earnings in comparison to the expense and many other areas in this regard.

All these insights, the hard work, and majorly what I have been learning for all these years is what made me confident for making the Dream to exist in reality, where even Government of India is coming up with strategies and bold decisions of – "Make in India", saying "No" to the strongest, US in regard to the minimum corporate tax of 28% for G20 countries and rather providing a minimum tax of around 15% for MSMEs as per the new amendments, sanctioning the loans at around 7.56% for MSMEs with maximum benefits to come up.



# Sahil Gupta

MedWellTrips.com
Why we selected this startup?

Arranging a startup needs a remarkable thought on which we can work upon. Thoughts give us the way to construct a street on. We got our thought during a discussion about the wellbeing and medicines in our country. My colleagues & I found out about business in the clinical industry, which would offer types of assistance to the client which he could bear.

Each daily routine matters and everybody has the right to experience their life. Without medical services, individuals are in danger of their lives. Subsequent to understanding the significance of clinical medicines and medical services we chose to design devote our chance to design a source to give great therapies to individuals, which would improve the personal satisfaction for individuals.

### **Business Model:**

MedWell Trips is a tourist-based industry Business, we aim at providing Medical tourism services. Being medical tourism categorizing in the niche business to the industry and which is flourishing in the Indian market. Our vision is to connect different people from different nations to get themselves cured in India or owing to cheaper medication services and of better quality than their respected nations.

- ❖ Countries we plan to provide our services Nigeria, South Africa, Bangladesh
- ❖ Office Delhi
- \* Hospital Tie-ups in cities- Mumbai, Delhi, Banglore, Chennai



## SAHIL KUMRA

"Each day, we have two options: keep on laying down with your dreams or wake up to pursue your dreams."

Many folks are targeted on following a passion, now no longer happy selecting a profession for the only sake of earning money. I also belong to the current sort of group.

Life is too short to be trapped in a position (or cubicle) that most of us will eventually dislike over a period of time. So, I began on a journey to seek out relief. Prior to my MBA, I was working in a Technical role in Pune and needed to prepare for my next significant profession move by seeking after a career in business consulting. My previous experience convinced me that, in order to work as a Management Consultant, I needed to obtain a business and management education, especially in an international context.

I have acquired excellent quantitative and analytical skills as an engineer, and an MBA will undoubtedly help me to expand and apply these skills through various business functions.

As entrepreneurs and small business owners seek to develop their businesses and increase profits in the face of a disruptive environment, the demand for high-quality consulting has increased significantly. Increasingly competitive markets and changing industry strategies requires the procurement of a wider range of consulting services. Management consultants assist businesses in resolving problems, creating value, maximizing growth, and improving overall efficiency. I want to apply my business knowledge to provide insightful guidance and experience, as well as to assist a company in developing any specialist skills it might lack.

Smaller enterprises and family businesses, which are the inspiration of the economy, are spending extra money on consultants than ever before .Micro, Small & Medium Enterprises will, for example, want to develop and focus on their customer service in order to have a better customer experience.

## Sakshi Khapra

My dream venture is starting a bakery business in India, For this you would need to decide where you are planning to

open your bakery; whether you would like it to be convenient for people to come by or whether you would like people to actually care for it enough to drive to it regardless of its location. This factor comes to play more after your reputation precedes itself . You would also need to decide whether to lease the area or buy it entirely. If you decide to buy it, you would have to account for it appropriately in your initial investment and forecasts so you know where your break-even point is. Quality of product :Regardless of the volume of business you may tend to achieve, there should be no compromise on the quality of your product. You have to set standards of your brand and Operating Procedures for your staff to follow, in due consent of your Head Baker, to ensure the quality sustenance. Innovation: There should be a factor that sets your bakery apart from the others. There are countless local bakeries that are doing their business properly. Why should people choose you? Seating area: I've made this point above. The seating area gives a nice touch to many bakeries but you have to account for the additional investment of putting in a seating area - tables, chairs, floors, display areas, air conditioning etc. Profit margin per product may not be all too high for you to be able to easily account for the seating area expense, which will also include real estate investment. Types of bakery in India are :- 1. Online Bakeries :- Bakers have found a way to provide baked goods at a lesser cost. They do away with having a storefront and just do business through the Internet. What they do is obtain the necessary licenses that one usually gets when putting up a bakery, then they create a website where they can post pictures of their products and add a shopping cart service onto the website.2. Counter Service Bakeries:-These are the traditional kind of bakeries wherein the staff would tend to their customers as they approach the counter.



## Samridhi Puniani

NATIVE- BLISS

How we got this start-up Idea

Our group of friends were sitting one day discussing how all the advertisement of different soaps, creams, shampoos and other various products differ from each other but apart from the advertisement nothing is beautiful that goes into these products. Products available these days are nothing but chemical packed in a beautiful box. So we came with a business idea that why not go back to our roots and make some Ayurveda products along with some DIY products as more and more people are becoming conscious about their skin, health and well-being.

### <u>Objective</u>

Native bliss has the following objective

- To be the essential all in one resources especially for the skin conscious customers.
- To provide products with Ayurveda benefits along with natural fragrances.
- To treat every skin type as a special and precious one and make products accordingly.

### **Mission**

Native Bliss is a brand that gives satisfaction for every skin conscious. We trust in giving client care and shopping experience that is loose and pleasurable.



## Sanchit Thakral

Every Dream starts from thinking, believing & observing things around us.

People often ask children, what they want to be in life. I hope everyone reading this, must have experienced it at least once in their lifetime. So as I.

And, like a normal kid can answer, I spoke of being a Doctor but that was not my dream. As, Dreams are those, that doesn't let you sleep, and I haven't felt till then, what my dream was. However, the present scenario is totally changed. By observing life and some of the experiences, I thought of doing business.

Now, the term Business is too wide to explain to anyone, because I was not having the exact answer of what type of business I want to do. Even after scratching my skills and hobbies, I didn't came to any conclusion, whether to do business with my skills or by doing something different from it.

And there I came up with an idea, I started taking video shots of different occasions, edited it and I start putting it on my own social media. From there, I got many work projects, regarding video editing, and also it was nourishing my skill set, so I was happy doing it. I also uploaded poetic stories, travel vlogs on my YouTube channel.

So, was it my dream? Or I was seeing my dream becoming true?

No. Not at all. These were the small steps through which I could earn money. And that's what I do. Worked day and night, not slept many times for 2-3 nights, just to complete my work on time, to collect the amount required for doing my main business. And that's what I do even now. With that money, I started a small business of Bedsheets.

# The mentor says..



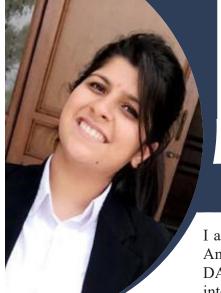
## Dr. Amit Mittal

It's a privilege to be a part of Chitkara University. As a university we follow a twelve point charter wherein "instilling discipline, integrity and honesty in our students" is a key mandate. There are several initiatives we take to help our students imbibe these traits but the one platform that stands out and towers above the others is when our mentor-in-chief and Hon'ble Chancellor Dr Ashok K Chitkara teaches our MBA students the mandatory course on "Leadership Development – Ethics & Values". This course is taught in a very practical manner with real world anecdotes and caselets. The course is highly engaging and practical. Now in its 6th edition, this book is a compilation of the key learning outcomes of this course.

From a student's perspective, the best part is that learning never stops at Chitkara University and this holds true even during the current pandemic that we are currently experiencing. I am sure this course shall help sensitize our students and help them become highly sought after corporate citizens. In fact, discipline, integrity, honesty, ethics and values are key characteristics that shall help differentiate them when they join the industry or when they create their own start-ups.

I wish all the authors and the editorial and publications team great success in the production of this edition of "You can also lead".

Sincerely,
Amit Mittal, PhD (Management Science)
Dean and Professor (Doctoral Research Centre)
Chitkara Business School



## SANJNA GULATI

I am SANJNA I am 21 years old, born and brought up at Ambala in Haryana. Having done my basic schooling from DAV PUBLIC SCHOOL. During my school days itself I had interest in commerce stream. Being from a business family as well I further decided to do my graduation in bachelors of commerce from SD College at Ambala and now to add to my knowledge and skills, I am currently pursuing my post-graduation in MBA with specialisation in financial and banking from CHITKARA Business School.

I chose this field as it has been my long -term goal to work and excel in financial sector and to work in corporate sector and see myself accomplishing it in next 5 years. I am confident and see that leadership potential with in me which I inherited by leading the groups successfully during my graduation as well. During group projects and activities, I further realised my quality of adaptability, presentation skills and time management by working even before deadlines.

I have actively participated in all my school and college functions and showcased my dancing talent on stage as well. Dancing is something that taught me a lot from synchronization, to have patience, timing and finding happiness in small steps. And if I would ever wanted to start a start-up then I would follow my passion for dance and start a dance academy.



## SATYAM MUNJAL

Hello I am Satyam I am 21 years old, born and brought up at Fatehabad in Haryana. Having done my basic schooling from DAV PUBLIC SCHOOL. During my school days itself I had interest in commerce stream. Being from a business family as well I further decided to do my graduation in bachelors of business Administration from Chitkara Business school and now to add to my knowledge and skills i am currently pursuing my post-graduation in MBA with specialisation in financial and banking from Chitkara Business School.

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I have actively participated in all my school and college functions and showcased my talent on the stage.

THANK YOU

## SAURABH KUMAR

"Life is empty without goal". With this quote, I keep one thing to myself that I'll start business in a sports field and will succeed in future. I observe that there is potential in growing sports near my hometown and there is no proper market for sports for a long period of time. I know that, start a business is not about just invest a money and sit on a shop. There are various factors

that affect the business and play a major role in its profitability. I was also a sportsperson at the time of my graduation but one serious injury forced me to quit playing for my rest of my life. I don't want others to also suffer like that. I want to make sure that every child and adults who is going to play outdoor games should play safely with wearing all equipment that can prevent serious injury. Like I said before, that there is no proper market and guidance for people for sports, so I'll try to create awareness about why outdoor games is very important. In the generation of smart phones and laptop, when every youth is stick to them and staying at home, I can make awareness of how outdoor games is very important for their health. I'm sure that parents of their children are also concern about this.

Why MBA? I think MBA will help me to turn my vision into reality. To run a business everyone needs skills. I can even able to run my business digitally and can advertise my products through digital platforms. With the proper planning of a business and organizing stuff is very important for any business to sustain in the market. I'll able the gain the skill of crucial decision making for deciding any P's (Price, Product, Place, Promotion) of the market. I came to learn various analysis that is also help in establishing of a business-like S.W.O.T, STP analysis etc.

These are the things that gave me a huge boost or confidence to run my business and take risk. These factors can help me to improve my personality as a person or also help to develop leadership skills so that I can run that business smoothly.

I always remember the quote of Muhammad Ali-

"The man who has no imagination has no wings"





# MY DREAM VENTURE TRAVEL DESTINATIONS

whenever we travel to any place, we explore something different and new there and also creates lots of memories. As the name suggest our company will plan trips to various destinations nationally or internationally.

B2B (Business to business) and B2C (Business to customer) commerce is involved

<u>SOCIAL RELEVANCE</u>—People who are travelling with us belongs to different regions that gives an opportunity to learn about different customs and time to relive from worries and woes. the shared experience of traveling brings people together, so a family get together, long weekend with the friends can strengthen important bonds.

I have a keen interest in traveling and I have noticed that more individuals are feel attracted towards it because they feel that they are stuck in a rut in daily life and wanted to do something exiting that is why I consider it as a best option to start travelling business.

#### LIMITATIONS OF THE IDEA:

- If we are planning to open a business at large scale we have to buy busses and travellers then huge investment is required.
- Need to create website to provide complete information and attracting customers.
- Competition in the selected area of business origin.
- To provide good quality services at minimum cost.
- It is quite difficult to satisfy all the customers in terms of customization at the same time.

## SHASHANK KATHURIA

Everyone has a DREAM of doing something at a later stage of life and for realizing that people start working on it. Since childhood I have been into sports and showed a great interest and put in full efforts to perform better than others whatever the game maybe. I played cricket at school level and badminton after school. During school time I started learning cooking from my parents. I

was always fascinated by the ingredients she put in that made the food so delicious that everyone in school praised that . Slowly steady I learned everything and starting trying new things with the same things. After passing out from 12th Standard, I always dreamt of starting out my own venture which would be in partnership in which we would divide our roles between me and my two brothers. Since my parents have been in Govt. sector they have always encouraged me to prepare for the Govt. jobs, telling about the benefits and the life long security that it gives to you apart from the monetary benefits. But now a days Competition has increased in every field, wherever you go. You have to work hard to achieve something. Even if we talk about starting a venture, firstly you have to spend a hefty amount at an initial stage and even after that for maintenance you have to spend and after that you may have to face losses if your expenses exceed the revenues. So starting a venture involves a good amount of risk. A detailed market research has to be conducted before you think of starting your own venture. In the beginning you have so many options open to you to choose for you career path, but due to the circumstances and parents influence, you have to filter out some of the options and choose the one which suits you best at that particular stage. So Once you get a decent job and from savings even then you can think of starting you own venture by channelizing funds in a planned way.

Currently I am pursuing MBA from the Chitkara University. So I am progressing on that path and maybe some day I earn that much and start my own venture (still a dream) which may come true some day.

And yes, ITS NEVER TOO LATE!





## SHASWAT KUMAR PANDA

I myself have big plans for my future dreams, I always use to learn from failures because failures are the most important thing in life because success doesn't teach as much, it boosts our ego. My ultimate goal is to make my parents proud by my own deeds.

In my life I always focus on Hardwork, because without hardwork or dedication no one can achieve success in life. To become successful keep on moving your best work don't go through the money because one day you will get your name and fame and ultimately money will be yours. Keep on doing, have faith in yourself don't focus on results, you will achieve your success I am not from a rich family but my parents never make me feel that I m from middle class family they always gave me their best to become a most successful person in my life, my parents always gave their best by giving admission in best schools and best colleges which acknowledge my tallent and built my life better, so always think you are the best gift to your parents and make them proud by making your life awesome and bring a changes to the world by your positivity.

"Hardwork is like a cup of milk and success is like a spoon of sugar, God gives spoon of sugar those who are having cup of milk."



## Sheenu

This will provide me a lot of knowledge about the finance field and give required experience for becoming a professional, so that, according to my plan, after 5 to 10 years, I will be fully prepared to start my own financial services company.

For my dream start-up, I have decided to get good exposure to the finance industry first. I will gain more experience and knowledge by working in other firms for few years. There are many different kinds of services that come under financial services, I have made a plan to get at least practical knowledge about every service, if not the experience in that particular field. Also, I believe that by working under other big firms I can also learn to minimize or avoid mistakes and risks while working on my start-up, as by then I would be very familiar with the trends, market, and uncertainties that may occur. With that, I would already be in contact with many of the clients in the market, who can rely on me for future work because of my past experiences.

About the customers' type, as a start-up, I believe our best clients would be other start-ups, by which we can also create good relations, as this will be beneficial for both the parties.

For an aspirant with a low budget, it will be quite easy and quick to install business from as it would not requires a large investment in infrastructure, but we can invest in financial software more which are the most important component in the financial services.



# Shefali Singla

# SWADESHI E-CRAFT (GOOD CRAFTS FOR GOOD MOMENTS)

At Swadeshi E-Craft we are going to offer our customers the best possible hand made embroidery gifts to wind up their memories on it and to aspire for fusion of western culture into the Indian culture.

Our objective is to create finest handmade embroidery personalized cloths for every occasions of unmatch quality, originality and uniqueness.

#### BUSINESS PLAN

- Idea of SWADESHI E CRAFT company is to provide a large variety of innovative and handmade embroidered personalized items under one roof.
- Name of the organisation :SWADESHI E-CRAFT COMPANY.( Good Crafts for Good Moments)
- It will be merchandising business to present a wide assortment of handmade items
- Form of business : Partnership
- Mission:

To convert the creativity into reality in hand

• Vision:

To become the creative house of Ist choice in our chosen areas by building beneficial and lasting relationship with customers through a process of continuous improvement.



# Shefali Gupta

#### **ANHAD**

(Online Clothing Business which brings a class and elegance of Rajasthan to your doorsteps

When was the last time you purchased something online? Yesterday? This morning? Ok, cool. So when do you think you'll next purchase something online? Tomorrow? Tonight? No shame—me too. For many of us, online shopping has become a routine part of daily life, with huge impact on a global scale. Global ecommerce sales have skyrocketed over the last four years.

Girl's love for Ethnic Clothes is something that is not hidden, one day three of us decided to turn our love for Ethnic clothes into a Business Idea, where we bring class and elegance of Rajasthan to the doorsteps of our customers.

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#### What is "Anhad"?

A dream of three friends, walking on the path of Vocal for Local, "Anhad" is an online portal where we try to connect you with the cores of Rajasthan by bringing the elegance and class of Rajasthani clothes to your doorstep. We procure our clothes from the local crafts persons of Rajasthan and deliver the same to our clients.

With the aim of highlighting the hard work of local craftsmen and bringing them into limelight by providing our customers with original hand-weaven goods and promoting the idea of "Aatma Nirbhar Bharat".

# Shelly (Mittal)

#### JOGO's Cafe

• Jogo's Café will be a trendy alternative to current coffee shops and healthy restaurant as well as a unique way for people to spend their leisure time. It will be having all the regular trappings of a Café with a wide selection of board games to play. The store will be a comfortable place where people can meet with friends, play a game, share a drink and connect face to face.

• We believe games inspire, motivate, entertain and help us grow. In this positive space, we seek to provide all people the challenge, art, and fun unique to the world of board games.

# "CREATING A BETTER FUTURE, REQUIRES CREATIVITY IN THE PRESENT." — MATTHEW GOLDFINGER

Jogo's Café segment is mostly kids and youth. Jogo's Café will be positioned as a family restaurant. Extra care will be taken to make the restaurant children-friendly. Jogo's Café will target both Sec 'A' & 'B', because our company want to target kids quit persistently. Our strategy is obviously to make the eating-out function the focus of these outings. Accuracy in order taking and quality food. Focused on price penetration. Service, hygiene, products, knowing needs etc. Experiential aspects at our store. Aimed at 100% customer satisfaction for every customer, on every visit. We will also provide hostesses who would keep on circulating in the lobby by providing. Napkins, Soufflé cups, helping children, Tissue papers, Assistance require



# Shiikha Nijhawan

#### MY DREAM VENTURE

#### TRAVEL MEMORIES

"Life is either a daring adventure, or nothing at all" – Helen Keller. As very rightly quoted by Helen keller that life is a daring adventure or nothing so just live your life and travel and enjoy different places of world. This venture is also thrives you to travel and do adventure in different places of world and create memories for the lifetime. we will provide cheap and enjoyable packages in this venture as it is a tour and travel venture.

<u>IDEA BEHIND THE NAME</u> – The idea behind the name come from my love for travel I love travelling, exploring new places and adventure and create memories as my name suggests travel memories that travel and create memories for the lifetime.

<u>COMMERCE INVOLVED – B2C</u> (Business to customer) and B2B.(Business to business)

<u>SOCIAL RELEVANCE</u> — It can be of greater social relevance to the society as people can spend some quality time with their love ones, family and friends by sparing time from there busy lifestyle. They can create new memories and can relive the memories .we also have some recreational trips which can also help in maintain their fitness.

<u>ORIGANALITY OF MY IDEA</u>—The originality of the idea can be traced from the simple point that I researched the market that many people want some time to enjoy their lives and have fun to take a break from their busy schedule and also they want to explore new places which are untouched.





## Shikha Sharma

Start-up ideas:

Local area guide

Whether you consider yourself to be a local expert or not, becoming local guides can familiarize us with our surroundings and help visitors enjoy a scenic road experience in our area. Create theme guides, highlight attractions, and partner with local businesses on marketing opportunities.

Meal prep business

we are busier now than ever before, most of the people order food. starting a food preparation service to make people's lives easier and to deal with special diets (keto, vegan,etc) to enjoy different lifestyles and may result in higher profits.



# SHIRSHEK KUMAR

MY DREAM VENTURE EDUCATION TECHNOLOGY (ED-TECH)

So due to pandemic everything moved online. When everything moved online then people realized the potential of technology .Whether its poetry,music, dance, languages, physical fitness. Here in my startup which is basically education technology we will not focus on schools or colleges because it is technical and there is lot of competition involved in this.

#### MAIN FOCUS WILL BE ON SKILLING

#### 1. JOB SKILLING

- English speaking courses
- Personality development courses
- Sales courses
- Marketing courses
- How to speak confidently

#### 2. PERSONALITY DEVELOPMENT AND SOFT SKILLS

- Confidence management
- Leadership skills
- Conflict management



# **Shiv Gupta**

#### **MedWellTrips.com**

Why we selected this startup?

Arranging a startup needs a remarkable thought on which we can work upon. Thoughts give us the way to construct a street on. We got our thought during a discussion about the wellbeing and medicines in our country. My colleagues & I found out about business in the clinical industry, which would offer types of assistance to the client which he could bear.

Each daily routine matters and everybody has the right to experience their life. Without medical services, individuals are in danger of their lives. Subsequent to understanding the significance of clinical medicines and medical services we chose to design devote our chance to design a source to give great therapies to individuals, which would improve the personal satisfaction for individuals.

#### **Business Model:**

MedWell Trips is a tourist-based industry Business, we aim at providing Medical tourism services. Being medical tourism categorizing in the niche business to the industry and which is flourishing in the Indian market. Our vision is to connect different people from different nations to get themselves cured in India or owing to cheaper medication services and of better quality than their respected nations.

- ❖ Countries we plan to provide our services Nigeria, South Africa, Bangladesh
- Office Delhi
- \* Hospital Tie-ups in cities- Mumbai, Delhi, Banglore, Chennai

# The mentor says..



# Dr. Deepak Sood

You've met people who seem to walk aimlessly through life. I They actually welcome whatever comes their way. Few thrive by chance, but the majority endures a lifetime of frustration and unhappiness. This is not the book for them. They lack the desire to succeed as well as the ability to put in the time and effort required to succeed. This is a book for you. This book shows that you want a better, more satisfying life than the one you currently have. This book will assist you in doing so. This book is a construction manual in one way. It explains the resources you'll need to succeed and provides blueprints for creating a happy and fulfilling life. In another way, it's a recipe book. It includes a list of ingredients as well as the guidelines you'll need to follow. To achieve success, as well as the formula for combining them in the proper proportions. Above all, this is a how-to guidebook that will take you from daydreaming about success to realizing the full potential for success. This book will assist you in setting new goals, gaining a new sense of intent, and generating new perspectives on yourself and your future. It will allow you to ensure your own success for the rest of your life, as the title implies.

Best Regards,
Dr. Deepak Sood
Associate Professor
Chitkara College of Sales & Marketing

## Shivam Beri

App Development company, My dream venture

I love finding out about others' fantasies. "Dreams," as in: "this

is how I generally needed to manage my life." Tell me about your fantasy, and like Pavlov's canines, I start to salivate. I nearly can't resist — empowering individuals and their fantasies fulfills me, and I am acceptable at it. Indeed, an individual dream I have been seeking after for quite a long while is to put resources into the fantasies of others, not just through my words, my mastery, my associations, yet in addition my capital. Since the world, today, has gone to a point where a large number of organizations spring out like mushrooms each year, while thousands break up like grains of salt in a glass of water. As indicated by Small Business Association, 627000 new companies open every year. It is difficult to create something that will be unique and needful enough that a sustainable market is established through my organization.

I plan on opening up my very own App development company. With a nag of technology and essence of science as my educational background, I wish to start something in the healthcare industry. With the pandemic hitting the world, I realised that every cloud has a silver lining to it, and here is my chance to develop my skills to fulfil what I am aiming for.

All types of organizations can profit by a versatile application. A few benefits of building an application remember contacting a more extensive crowd for the gadgets where they invest the vast majority of their energy; offering more benefit to existing clients by gamifying your items through faithfulness programs; offering more available client assistance, and opening extra approaches to adapt your items and administrations. Practically all award winning application advancement organizations depict themselves as in excess of a clear improvement arrangement. Their groups address portable item trained professionals, comprised of individuals from a wide range of foundations, who are put resources into the ventures they're associated with rejuvenating.

# **Shivam Goyal**

#### **WRITE-UP**

The day I understood what a fantasy is, accomplishing something exceptional the field of "business" become my fantasy.

There were a ton of choices before me however I chose to push forward with my definitive enthusiasm, "Business" I definitely realized that I was destined to turn into a financial specialist and that is the means by which this astounding business molded my life. I arranged so numerous business thoughts like E-trade on flipkart, amazon and snapdeal, buying the items at discount costs to endure the opposition and create increasingly more sales.but one I understood that as opposed to selling our own marked items on outsider sites which charge high commission and conveyance charge and installment holding period is additionally enormous. so I intended to make my own site with my sibling which is arranged in Vancouver.i included this deep longing inside me to turn into the best money manager and today I can say that I am near my fantasy in light of the fact that my site getting comfortable with individuals and we began accepting requests with a great deal of clients.

My site is tied in with exchanging of wheel focus covers which is fabricated in canada of various models like Porsche, Ferrari and numerous more. Price goes from 7500 rupee to 30000 rupee for every piece and we are chipping away at SEO devices and Email Marketing.

A hubcap is a beautifying plate on an automobile wheel that covers at least the focal bit of the wheel, called the hub. An vehicle hubcap is utilized to cover the wheel center point and the wheel latches to decrease the amassing of earth and dampness. It likewise has the capacity of enriching the vehicle.

# Shivam Gupta

"FIN- PRO"

My "Dream Company is —"Fin-Pro.", I visualized about creating a platform in the field of financial education. There are lot more options available to work upon but this is something which will help me

in future to reach my ultimate goal. Financial Education and performing application is untapped area as theoretical and practicability of applications is been taught in the classroom, and concepts like time-value remain unknown to the learners as they have no real-time experience. Performing applications in the real market at early stage with full-fledge understanding of the workings with suffice information about the aspects and defining the risk associated with the particular course of action is the main aim of my application. Furthermore, my platform will provide a base for the writers, bloggers to write and earn from the platform. This will help platform to attract new people on the information

This platform will help learners to learn from scratch about financial concepts and techniques like investment in alternatives with defining the amount of risk involved. Pre-assessment of risk-taking capabilities and then training will be conducted on the same profile. Commercial of my venture will include website, virtual application, counsellors for guidance and by providing a easily accessible course in the institutes based on the convenience and target market will be college scholars and professionals who're are willing to learn. Considering Relevance to the learners, this will make earners financially capable that by considering the alternatives available, best possible investment avenue is been selected based upon their risk taking capability. The idea will include lot of efforts as target market are youth who are financially dependent on their family, creating awareness among those market is not going to be ease for the team. The main challenge will be the investment at initial phase for marketing purposes, and for the same various investment proposals will be made for the funders explaining the revenue growth model and associated costs. The Venture's ultimate vision is to "create a place where one can learn without any limits".

"Let Invest In Things That Will Matter To You

available at my application interface.

A Decision Taken Now Can Make Your Future Brighter"

#### Shivani

#### **Books4All**

There is no friend more loyal than books. We love reading and learning from books. We unfriend our many academic's and

other books every year. I saw my mother was selling my academics book to ragman. At that time, I always think that my old books can be new to someone else. But to find someone needy was always a struggle. I always want to resell or donate my old books if possible to some needy. I saw many NGO and online site doing that for charity purpose, but many times the needy don't able to get the books form those NGO or website because they are only working on local area and those books just kept in some corner to get spoiled and wasted. I want to create an app so that every person that wants to donate or sell their old books online across the India and every needy can get their book for free or at a very less price. I want to create a system that not only helps to find the needy, but also deliver those books for free to that person. So that every needy get benefited and this way we aren't even able to find needy nearby us, but also to find needy across India. In this app, a seller, donator or any person who needs books, can create a room and sell or demand books. When the needy find the books they want, they can simply order those books in their home. The donator can see to whom their books were donated and the receiver can see who donated those books to them. This will create a bond between donator and receiver and culture to spread more happiness across the country. I want to create a community in India where every person can donate their books easily, and any needy from anywhere can find their valuable source of knowledge, i.e. books in less time and get benefited from them. And if a person doesn't have books to donate then they can donate money to some needy so that they can buy books if they are not able to get them for free. I think sharing knowledge is the only way to share happiness around us. And giving a reason to smile to someone is a pleasant thing for me. I want to develop a culture of reading and share. The more we share the more we spread happiness.

# Shivani Prabhakar

#### Follow your passion

After completing Bachelors in dental surgery in 2020, I realized that I need to follow my passion and not just simply move

ahead in my current profession. I researched a lot ,even asked various friends of mine about the job prospects I could have. Then I got this idea of entering business administration. But, since I am from a medical background, this proved to be a major challenge because people usually say that MBA and BDS are two very different fields and that I should continue with my masters in dental surgery only. And then even if I choose MBA then what stream should I pick? Will it be finance, HR or may be marketing?? Everything was chaotic and messy. But somewhere I was very clear from the very beginning that I do not want to pursue dentistry any further and that I want to go on with business only.

And the search for my future career options ended at MBA healthcare because it was a perfect blend of healthcare and business administration. Considering my future plans, I aspire to work in the operations department in a reputed hospital in the initial years and later on, I hope to start up a new venture, that would be a hospital which will be providing world class healthcare facilities .The staff will be well qualified and also all the modern equipments and technology will be available. The purpose is to provide affordable services to all. I would not say that this is just to serve patients entirely. But I would rather say that this is my passion. This way I will start an organization which will provide employment to various people and also serve humanity.

"You can do anything as long as you have the passion, the drive, the focus, and the support."





# Shiwani Aggarwal

I always wondered that one day I will start something on my own according to my ideas and beliefs. As a marketing student, I wanted to start my own advertising company. I always wondered that how the companies chose such ads which are not promoting the product at all and sometimes they are not understandable also and consumers generally avoid it. So, when I will be taking any contract of advertising any product, I will ensure that the ads should be meaningful and promoting the product. I know that I will face many challenges in starting this and to become successful in it. Because there are many companies who are doing this and each business has its own marketing and advertising department but I will do realize my potential to the other companies. Starting from small scale and reaching to greater heights is my motto.



## SHREYA Sharma

#### **ANHAD**

(Online Clothing Business which brings a class and elegance of Rajasthan to your doorsteps)

When was the last time you purchased something online? Yesterday? This morning? Ok, cool. So when do you think you'll next purchase something online? Tomorrow? Tonight? No shame—me too. For many of us, online shopping has become a routine part of daily life, with huge impact on a global scale. Global ecommerce sales have skyrocketed over the last four years.

Girl's love for Ethnic Clothes is something that is not hidden, one day three of us decided to turn our love for Ethnic clothes into a Business Idea, where we bring class and elegance of Rajasthan to the doorsteps of our customers.

The fashion and lifestyle industry in India, which is a \$100 billion industry is witnessing a surge, and growing at a CAGR of 8-10% offline, the segment gradually seems to be embracing online as the channel of the future, evident from a projected penetration of 15-20% over the next 5 years, from the current 4%. The textiles and apparel industry in India is the second-largest employer in the country providing direct employment to 45 million people and 60 million people in allied industries.

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#### **DREAM VENTURE:**

#### START A BAKERY BUSINESS IN INDIA:

The demand for baked things has seen a consistent expansion over the most recent few years. Baked merchandise offer clients comfort and moderateness, and the developing demand has prompted a ton of

home-dough punchers and gourmet specialists wandering into the bread kitchen business.

Here I have referenced the set-up cost of opening a bread kitchen that will reveal the amount it expenses to begin a pastry shop business in India. The absolute surmised cost of opening a pastry shop in India is around Rs 15 lakhs. In any case, the expense of hardware and area can prompt impressive difference in the assessed cost.

#### Make A Bakery Business Plan

Synopsis of the Bakery Business Plan – The Summary of bread kitchen business plan goes about as an overview of the pastry shop. This comprise of statement of purpose, a survey of your eatery lawful construction and possession, a short history of the café if it's a current café and plans of your eatery business.

Business Overview – The Business Overview of a bread shop business plan should discuss the idea of pastry kitchen business, and the sort of administration will give. It ought to incorporate the format of bread shop and the assistance type, an example menu, and the subtleties of the supervisory group.

#### Shruti Wadhwa

My dream venture is starting a digital marketing firm. The importance of the internet grows with every passing day, making it harder all the time for businesses to cut through the clutter and properly market themselves. Digital marketing services

are always in demand, and many small and midsize companies would rather outsource it than establish a costly in-house team. If you've got chops in SEO, content marketing, pay-per-click, web development or social media management, you could have a business opportunity that allows you the freedom to work from home. Nowadays, customers have access to information any time and any place they want or need it. Thanks to the internet and globalization. Most people on the globe are able to access the information via computers, tablets or mobiles. What business owners should remember is that everyone can influence the image of their companies via ex social media and you can be sure that your customer feedback will be more trustworthy for others to read than your own one. It is a term where you can easily publish your product or service in the large growing commerce industry, electronic commerce with electronic media and spreading the promotion to large audiences. Now most of the audience or customers are present in the largely growing competitive market. If you can promote your product or business, you can make a chance of doing well. To be honest, the term digital marketing is now being replaced by marketing automation. Thanks to the immense competition and varied range of options, if you are not automating your marketing efforts, chances are high that your brand will get lost in the crowd before your target audience even comes to know about you. Digital marketing is an important part of a brand, so it's critical for you to respond to developments in your clients' marketing strategies. Social media management entails watching for comments and messages around the clock, not just scheduling posts in a "setit-and-forget-it" mindset. If you enjoy strategizing and implementing plans meticulously, digital marketing could be the right business for you.

## Shubham Banwal

#### ETHANOL PRODUCTION

I Shubham Banwal and Divjot Singh Chawla, currently pursu-

ing MBA Finance and banking first year form Chitkara university have had a start-up idea regarding the problem of air pollution in the area. So, the start-up idea was about the Ethanol production and to be used as an alternative fuel against petrol and diesel. Since we all witnessed during the lockdown last year that the problem of pollution is still a huge risk to r environment and during lockdown, we witnessed the change in the environment due

our environment and during lockdown, we witnessed the change in the environment due to low human intervention, almost all the major polluted cities in India law less pollution and also the majorly polluted rivers like ganga and Yamuna had also seen to be recovered. So, the idea for this start-up came and we thought of providing and alternative for the toxic pollutants that harm our environment.

As we witnessed that the government of India is boosting the MSMSE sector a-lot. The minister of MSME which is Mr. Nitin Gadkari has a dream project of making a cleaner and greener India and for this he has been taking about ethanol and biofuel production in India

For this the major raw material for ethanol is molasses which comes from sugarcane and corn. In India we have a great agriculture produce but the major chunk of it goes to waste, so this waste can be converted into biofuel and ethanol for this we have to contact the farmers who produce corn and sugarcane crop and also those other farmers who are willing to do contract farming for these crops so by this we will buy their crops at above MSP price and farmers will be able to sell their major farmed produced which can be used for the ethanol production. Since the country is slowly moving towards alternative for fuels like electric cars and CNG so the idea for the ethanol as the alternative could also be helpful for this revolution that the government is seeking to bring in to the county, Ethanol can also be used as an additive with petrol and diesel and it also extract less of the pollution than the current methods. So, through this idea the major problem of the automobile pollution could be tackled by the government.





# Shubham Kohli

If I want to become in 5 years best and good business not a very rich people, I want to become early but I will have my own business and good start-up. Now a day The bakery shops and the bakery work is it too much good and it's a very low investment business not more than in start-up we want to spend 3to5 lakh and I start my business in my home and if I had my home like big home not an issue I will start my business in my home and my business name is "Home Castel Bakery" it's my dream I will do my business and do my own job.

Because my Grandmother had a best shop in Jalandhar its name is kapania bakery its very popular in Jalandhar. So I had some of the help my grandmother and 4 employers in the business it was 18-year-old workers. When I will start-up my business firstly guide myself get the best experience of our workers and I will start my own bakery in another location like I will made in my bakery is cakes and chocolate cookies and I will best one thing is puff cookie and I will start-up my own business in small amount but I will start like as a blast business then I will made my business expand easily because then I will have a best funds I want to invest in my business and then I will make my good and build big business it's all about my small and startup business.



# **SHUBHAM KUMAR**

Thank you so much chancellor sir for explaining the things with Industry realted examples

And giving example of business world people, these all make your sessions very much interactive and we never feel exhausted by sitting for hours and hours.

So again thank you soo much sir.





Today's shoppers are looking for more than just what's available on a website. As I belong to a business family having a chain of store but lacking behind expansion of business. My dream is to open a chain of not just a typical store but a store with some futuristic approach. As India is adopting digital India concept, a cash less India, with cash less malls and stores like developing a new kind of cards which you can recharge and ready to shop in our stores, so shopping is become cash less. A kind of mall having a picnic spot where people not just come for buying some stuff but they come for enjoy there day, a mega mall where you can enjoy being with nature as well as you fell the future of technology like served by robots, search products on tabs. As a proud student of CHITKARA UNIVERSITY my dream is just started in MBA. By grabbing managerial skills I can try to understand how business expand and how I can do something which can differentiate my business from others.



# Shubhangi Sharma

I have planned my dream venture as "All Compliances Under One Roof"

I strongly believe in the power of visualize we must "see the image" in your mind. I gave me the chance to actually see my goals.

Under this, I plan to collaborate with some professionals including Accountant, Job securities and other professional job with the aim to provide all the companies related services under the roof to all the entities.

The basic purpose of this dream venture is to provide better quality service to consumers under one roof, so that client need not be rush here and there is no different compliances.

# The mentor says..



#### **Dr. Dinesh Tandon**

This book is for the person who wants to reach the realms of perfection in their life. Those who want to have a daunting spirit of "Never say die". This book is going to play the role of a hand holder for the person who is on struggling odyssey of journey of life. It contains the right ingredients and flavors' to uplift your mood in the pall of gloom. In short it can be said that it a powerful tool which can turn pessimism into optimism. It shows the way to the people lost in the maze of life, the blueprint of creating a happy and complete life. It also co

This book is a construction manual in one way. It explains the resources you'll need to succeed and provides blueprints for creating a happy and fulfilling life. In another way, it's a recipe book. It contains a list of ingredients as well as instructions for achieving the success, to be efficient, as well as the formula for putting them together in the right proportions. Above all, this is a how-to manual that will lead you from daydreaming about success to achieving your full potential. It is a torchbearer for all the soul looking for success and excellence in the dark alleys of life.

Sincerely,
Dr. Dinesh Tandon
Assistant Professor
Chitkara College of Sales & Marketing

# Shyna Garg

MY DREAM VENTURE - HYDROPONICS FARMING

Ever since I watched a TV program Satyamev Jayate – "Poison in your plate" hosted by Amir Khan, I have been dreaming of having our food free of toxic chemicals. After doing much research I found Hydroponics can be the feasible solution.

Hydroponics is the type of farming where crops are grown in water without soil under controlled environment. This type of farming is very useful as it increases the efficiency of water use up to 90% and helps in increasing the production. Moreover, the best thing about this farming is that the vegetables grown are organic as no pesticides or fertilizers are being used. With the help of this food production will increase so the problem of food shortage can also be resolved.

#### Commerce Involved: -

The cost during the setup is quite high nearly Rs. 105 lakhs to Rs. 120 lakhs, for one acre of land. This is the cost for one acre of land but the same will be quite minimal if practiced at small spaces available at home. So, it involves huge cost initially but at the and profits gained are also quite high.

#### Social Relevance: -

This farming is very easy and people will be able to grow vegetables in their houses at places such as terraces, balconies or even inside a room. People will like this as they will be able to grow vegetables of their own choices even if those are out of season. The vegetables will be pest free which will not harm the health of anyone. This will also save time of the people as all the crops will be available at their places itself and with best nutritional value.

# "I Can, I will" Siddhant Lamba Article on my start-up idea 1. Understand the Industry

A film academy is simply an educational institution that teaches willing individuals the various aspects of filmmaking, including such subjects as film production, film theory, digital media production, and screenwriting. These educational courses and hands-on technical training are usually incorporated into most film academy curricula. The technical training may include instruction in the use and operation of cameras, lighting equipment, film or video editing equipment and software, and other relevant equipment.

These educational institutions may also include courses and training in such subjects as television production, broadcasting, audio engineering and animation. History has it that formal teaching of film started as theory while practical technical training started soon after the development of the filmmaking process in the 1890s.

It was stated that early film theorists were more interested in writing essays on film theory than in teaching students in a classroom environment. Most people who learnt the technical craft of filmmaking in the early days of cinema were largely self-taught engineers or still photographers who experimented with new film technology.

But with the rapid growth and acceptance of commercial filmmaking in the 1920s, most notably the Hollywood studio system, those seeking to learn the technical skills of filmmaking most often started at the bottom of a hierarchical system and apprenticed under a more experienced person to learn the trade.

# Siddhant Singh

"You will always find great strength in your weakness", my family always said to me so I would learn from my failure. I

always wanted to be entrepreneur. This idea for start-up came in my head back in 2019. One day I was with my cousin's. My sister told us how she loved eating certain item while she was still in her school days. Back then it came to me that there are more people not only my sister, who loved eating that item so I thought there should be some eatable product like it, I searched the market but I couldn't find anything like it. I think something like this will be great to have in market but it should be eatable, something that can be good to have with a cup of coffee. I will like to make it using chocolate and this will be great with various other flavors too. I think chocolate made in certain shape that reminded people of certain item in there earlier days would be nice.

Today mondelez, Ferrero, nestle are some major players in India chocolate industry. Firstly To make a good eatable product you should have knowledge about taste people prefer in that region. Making something delicious is not easy, need's good skills but also good knowledge about all types of ingredients to be used in it. Secondly price can be a great deal, homemade chocolate can be pricy in comparison to mass production. Why I am talking about homemade chocolate? , because mass production without survey's will not be good idea in my view. First I want to do certain experiments and survey's before going into production and opening my own food company. Doing survey in various campus's would be nice and tying up with small Business (club, restaurants, grocery shop) that specializes or are known for good food and services would be great for starting with this start-up. Moreover I think this product would mainly target young people who are between 13 to 25 age. Surveys will require small amount of funds but it will help you to get good idea about your product quality and will tell you where you will stand in the market.



#### Silvi Jain

NATIVE- BLISS

Our group of friends were sitting one day discussing how all the

How we got this start-up Idea

advertisement of different soaps, creams, shampoos and other various products differ from each other but apart from the advertisement nothing is beautiful that goes into these products. Products available these days are nothing but chemical packed in a beautiful box. So we came with a business idea that why not go back to our roots and make some Ayurveda products along with some DIY products as more and more people are becoming conscious about their skin, health and well-being.

#### <u>Objective</u>

Native bliss has the following objective

- To be the essential all in one resources especially for the skin conscious customers.
- To provide products with Ayurveda benefits along with natural fragrances.
- To treat every skin type as a special and precious one and make products accordingly.

#### **Mission**

Native Bliss is a brand that gives satisfaction for every skin conscious. We trust in giving client care and shopping experience that is loose and pleasurable.

#### Key to Success

To be successful in business Native Bliss must



# Simarjeet Kaur

#### **Dream Venture**

People say dreams never get achieved. But if one believes in themselves and work hard each day towards the dream, you will surely achieve. I see myself as a very creative thinker. I always been fond of stocking designers and their designs on various social media platforms. So, being a creative thinker, I tried compiling various designs and make one unique design of my own. So, seeing my interest in fashion designing I decided to pursue Advanced Diploma Course in Fashion Designing along with my Graduation (i.e., B.COM). During the course, I leant a lot of theoretical and practical knowledge of designing.

So that was a short back story of my interest in fashion designing. For me my dream venture is opening a design studio of my own and name it "Twirls & Bloom". In this beginning of this venture the foremost and the most important challenge I will face is of investment – be it for the place, raw material, equipment's, tailor etc. But I want to achieve all of it on my own. So, I will begin my career in corporate world and will save every bit of my earnings for my dream venture. Firstly, I would love to open the studio in physical place in my hometown – Ludhiana. Later on, I would expand it on E-commerce platforms. If it reaches my expectations then will open some branches in nearby cities also. Till the date I have designed some outfits for myself and those outfits turned out to be really good.

"Never Settle for less,& Work hard for what you dreamt of."



#### **SIMRAN**

STARTUP IDEA - HOMEMADE FOOD DELIEVERY APP

Homemade food delivery app mainly focus on the people who

are living in other cities for their work, studies or any other work. This app will provide them the options to have variety of food options which is mainly the home made food. Normally, people have their tiffin system in locality, which provides them same kind of food everyday without making any subsequent change. This make me think to have any food delivery app that make it easy for the people to have the homemade food with variety of options.

What makes my idea different from other apps?

There are many food delivery options available in the market, but that apps provide restaurant based food to the people. My idea of introducing this App is to provide home based food.

#### **BUSINESS PLAN**

In the initial stage of introduction ,we cover that localities which have more universities , colleges and have young professionals who worked in the office. Setting up for these areas will make easy business expansion.

The in the second stage, we will focus more on the promotional activities so that more people get to know about it. Then according to the response from the people we will expand in those cities which have more demand. And we will continue to expand further according to the plan.

#### ORIGIN OF IDEA

This idea originates in my mind when I observe that people find it difficult to make food because they don't have enough time and sometimes they don't have cooking skills. This is more common in the case of the college students and jobers who lived outside.

# Simranjeet Singh

"Life without a goal is like a race without a finish line you are running nowhere". Life without a goal is nothing, hav-

ing no special ambitions is what makes life worthless. So, to achieve my goal I took some baby steps by enrolling in BSc. MRIT from Chitkara university Punjab. As I was keen help others and bring the positive change in their life. I decided to choose this programme as it provides me opportunity to serve the people. While working in the hospital I came across many flaws which can be delt efficiently only by the management level so to correct this flaw I opted for MBA Healthcare in Chitkara university Punjab to enhance my management skills.

My ultimate goal is to open a multispeciality hospital. These management skills will help me to attain better understanding of the essentials which are required for it. I visualize my venture to be the best in patient care with best in quality. So to convert my vision into reality I will dive deep into this carrier by working as an operation manager in some renowned hospital for minimum 5 years this will help me to building my network. I know opening a hospital is a not everyone's cup of tea As It requires lots of capital and certifications. So, my work experience will help me to reach my goal.

The challenges which can come in the way are

- 1.capital issues as it requires proper management of finance.
- 2. Fullflilling the requirements for certifications and licensing.
- 3.building a team of highly qualified and trained professionals.
- 4.market competition
- 5.building a brand value initially



#### Sonal

#### **Business Idea**

I've generally been entranced about dreams. I've perceived how innovation is growing in our Daily life. I generally needed to do such countless things however what I did?

Nothing, this is on the grounds that I needed to get things done all alone, without being reliant on others. I had so numerous thoughts yet to execute your thoughts you need to know your way, from where you will start also, where it going to drives you. I record my thoughts and began executing these thoughts instead of simply thinking. I think this is perhaps the main elements to begin another section of life and it is called Execution. Individuals these days simply see and adapt however neglect to carry out things. Which is the reason around 90% of the thoughts fizzled? I need to make my own story, everything occurs in our day by day life is a piece of our story. We can either gain from it or simply overlook it, everything relies upon us. I have confidence in being profitable throughout everyday life, similar to one ought to consistently accomplish something beneficial instead of sitting idle. I'm a voyager not a no-nonsense but rather a person who loves to make his recollections as recordings. So I begun a YouTube channel where I present things related on movement like how they can visit that place, what things they can do what places they should visit and so forth which could help individuals or should I say my watchers to improve understanding about their looked. One day I got a DM on my Instagram a young lady kept in touch with me, she has begun her YouTube channel and I was the person who roused her, that was one of the most joyful snapshot of my life. 2 of my recordings got viral, and crossed 100k perspectives and I'm having 1.23K endorsers as of now and I realize this excursion is only a start however I additionally needed to accomplish numerous things throughout everyday life. One day I was going towards some objective with my companions and in no place I wound up stayed with my companions since we had some tire emergencies and it took us around 3-4 hours to get a decent repairman. That thought strikes to my psyche and learn to expect the unexpected. It is only the start.

#### Sonali Dania

"Entrepreneur is someone who has a vision of something and a want to create" once said by David Karp, Tumblr founder and CEO. Since childhood, I have been surrounded by people who are solely into business and start-ups. The trait of being an entrepreneur is like running through my blood. Adding to this genetic pedigree,

I acquired another skillset and developed keen interest in Biology. Now, with interest in Science and a soft corner for commerce, the decision to take was pretty difficult. So, after a long conflict with my inner concise I decided to take up Science and pursue my passion in Medicine first.

I want to be my own boss. Make my own rules. Not just to be successful but to be content. Today I hold the dream of doing something unique and creative with the skills that i have and the qualifications I hold. The dream is to work in the healthcare sector, with an idea so unique and much needed for the development of my career, my alma mater and my country.

Tony Hsieh the CEO of Zappos once said "Chase the vision, not the money, the money will end up following you." I have a dream of having my own Group Purchase Organization (GPO). A Group Purchase Organization principally exist for one basic, yet convincing explanation: to help organizations keen on purchasing comparable items acquire influence through joined buying power. An investigation by The Hackett Group characterizes a GPO as "an element that is made to use the buying force of a gathering of organizations to acquire limits from providers dependent on the aggregate purchasing force of its individuals."

For organizations that utilization Group Purchasing Organization administrations or GPO contracts (i.e., GPO individuals), that influence at last produces ideal costs and agreement terms, saves time and opens up inward acquisition assets. We allude to this as 'Speed to Savings.'



#### **SONU KUMAR PANDEY**

#### IN HEALTHCARE IT

if you start a research, you may find good list of business ideas to start a business. But it is really hard to say which one of these ideas makes the best business to start unless you make a decent investment in setting up it and see how it works. So, what can be the best business idea to start with little money or low investment? I believe I have an IDEATrading in Stock markets offers a very unique business opportunity. The beauty of stock trading business is that it does not require any major investments in the form of cash and time unlike other business establishment your query.

Aictully, I am studemt so I get only pocket money from parents. Whatever money I save which I invest in stock market, but before you invest in any stock you have to research about the companies and many starateies about company and also about promoter, future plans, previous history about.

Intraday, Future & options, delivery, investing in gold are the options for investing.

Many cources are available for leaning stock market but people are not awaire and known about this. So if our university start a course about leaning about stock market with certification then it would be good for student and als0 who wants to hand holding in this field . they can easily learn and implement .in our country percentage of people is very low , if we compare it from developed countries.



# **Sony Dang**

"The path from dreams to success does exist. May you have the vision to find it, the courage to get on to it, and the perseverance to follow it." – Kalpana Chawla

"A girl is trying to follow her dreams."

My start up idea is to start my own restaurant – As in today's generation increasing number of consumers want to move out or to dine out or to take prepared food home. So, I think this is the best idea in today's time.

<u>Idea behind the name</u> – My idea is to first invest 3,00,000 in this restaurant business (overall) because firstly I will take a place on a rent, if I get a good profit, I will invest more and will purchase that place instead of paying rent.

Commerce Involved – Business to Customers i.e. B2C as it will be a restaurant.

<u>Social Relevance</u> – It can be of Social relevance as many family, friends, kitty party members will come for get together. It will help people to sit together and enjoy and also spend some quality time together with their loved ones.

<u>Originality of my idea</u> – For starters it takes a endless amount of creativity. I want to open restaurant because I love food and serving people. It's an opportunity to earn a living doing what we love.

<u>Challenges and limitations</u> – As we know everything has its pros and cons. So, there is limitations too-

- 1) First one is Location Location should be decided where a lot of people get attracted towards the place.
- 2) Second one is Manpower issues Shortage of quality staff as we are starting a business so weed a best staff so that people will like it.
- 3) Managing food safety once can easily handle by keeping restaurant clean.



#### **SOURAV SHARMA**

You don't find the happy life you make it. This quote always pushes me to do something different from others. During school time was good player. Played badminton and football at state level but unfortunately because of injuries can't make it big, dropped that plan to become a footballer. Started participating in cultural activities during graduation got many awards in Modelling, best actor award in Youthfest , mimicry artist, singing, dancing and tried little bit hands in baking. Represented Chandigarh in national youth fest . Was planning to go abroad and go into artistic field started taking coaching for ilets after 10 days lockdown imposed parents denied for going abroad dropped another plan of becoming an artist. Started feeling demotivated during corona times all my hardword was of not use. After that now started pursuing MBA. MBA(masters in business administration)

Because of interest in baking. Now wanted to open my own cafe and the main thing in cafe would be dumplings. Want to pursue my business in food industry. Doing MBA to learn the art of management, do's and Dont's in business, when to start when not to start any business, SWOT ANALYSIS and many other things. Most probably i will start my cafe within month or two. Hoping for the best, the show must go on. YOU DON'T FIND THE HAPPY LIFE YOU MAKE IT.

## **Sumesh Sharma**

It all started with my father taking me to Indian Military Academy Dehradun to witness the glorious passing out parade .I was

#### **DREAM VENTURE**

in 6<sup>th</sup> std then and from that day took a pledge to wear the uniform to accomplish a goal which normally people don't venture into.. Inspite of lot of failures I stood ip with total grit and determination and achieved my goal my dream to become an Indian Army officer and serve my motherland. With almost 22 years of relentless service to my nation bearing hardships of varied magnitudes now at this stage I dream of assisting my better half to accomplish her dream which due to exigencies of my profession she coul not pursue inspite of all the potential. She is a B Com MBA, a beauty paegent, a Cosmetologist and a motivational speaker. I dream of opening a state of the art parlour in Punjab/ Tricity for her. As far as the investment is concerned I visualize an investment not more than 30 -40 lakhs initially which may include doing up the interiors, procurement of equipments, cosmetics, rent, salaries, etc. With a cutting edge potential of her, dovetailed with my management skills which firstly Army has taught me and now being further refined and honed during this MBA course, I'm sure we shall be able to fulfill our dreams. As there is substantial amount of tough competition with strong well established brands ruling the roost I visualize that the Thrust areas to be kept in mind is 'The first impression of the client' with regards to eye catching interiors, hospitality, unparalleled quality of service which woul give a fillip to the business inspite of seamless competition. As far as my personal dream is concerned it doesn't end with me achieving what I strongly wished but it's a stage forward. I wish to excel in this course and post completion of my balance mandatory service in the Army woul aspire to hold an esteemed administrative position in a leading hospital of Punjab/Tricity.

#### **SURAJ MISHRA**

#### **SUPPORTIVA**

I have seen how technology changing in our daily life.

Always want to do something related to technology .so I want to make something which helps others and use by people in to day to day life .but I am unable to come in any conclusion .so after few days my friend transfer to a new city where he don't know anyone out there. After some days his family got wiring problem in his house as he is new to the city he find difficult to search any electrician .so this incident gave me an idea to make an app which includes all electrician ,mechanician ,plumbers etc .so I have decided to make an app.

# (AN APP WHICH GIVES YOU ASSISTANT HELP IN ANY OF THE ELECTRONICS ITEMS GOT DEFECTED)

I know my some of my skills help me in opening venture as I have learn android app development and web development from where I think of making an app which summarize all the mechanicians ,plumber, vehicle repair etc anything .my app will be build like these when you need any assistance with any of the electronic items or vehicles by putting details of your vehicle or your customer current location you will get your assistance easily .and in starting I will provide cash back to attract more and more customers .

First of all I have to go to mechanician and plumbers etc to showcase how the SUPPORTIVA will work .how they will get benefitted with these .mainly I have to design app like these that if customer put their location in app nearby mechanician got benefit .and if customer location is like that no assistant is free .they have to give extra charge for the availing benefits.



## Surbhi Bhatia

#### Why we selected this startup?

As nowadays every single individual has been stuck into the endless loop of life and in the perpetual futile way of life of procuring the bread. So life has gotten rushed and brimming with pressing factor and this further allows for self-recuperating or for some unwinding. We got our idea during a conversation about the prosperity and psychological well-being of the people in our country. My associates and I got some answers concerning business in the mix of Tourism and Hospitality industry, which would offer various sorts of help to the customers.

As a considerable lot of individuals can't go for occasions or breaks in light of absence of time as voyaging eats loads of season of their satisfaction and furthermore while aches long periods of voyaging their work likewise endure a ton. So in this endeavor, we will give a Vanity van kind of office to our customers furnished with every one of the offices to cause them to feel comfortable so they can make a trip starting with one spot then onto the next while encountering the inclination that they are sitting in their rooms and heading out consequently attempting to make a sensation of "Anyway DOOR". And furthermore as Covid times are winning this thought is most appropriate for protected and energizing excursions.





### Surbhi

Walking around the markets, got a glimpse over second hand books stall. wondering over what are the values of these unorganized books. Then having seen students rushing for notes in the last minutes, just thought of why not coming up with some business which run in colleges for providing notes for students and faculty members as study material. Whereas not restricting myself up to providing colleges notes thinking of coming up with the shelf of friction, recipes, romantic and many more. Having knowing the market size, can come up the idea of this with less investment and taking this on to digital platform where buyers can connect and getting excited offers. knowing the big markets of books like Mumbai, Kolkata the sources can be done and even if selling 70-80 books per day can earn good amount of profit. As there is at least 20-30% cheaper than all other competition where are coming up with logistics technique which can be helpful for reaching remote area. As this business can help in building education and interest in reading books which will help nation in growing.

# The mentor says..



# Prof. Harinder Pal Singh Lamba

"Leadership is not about titles, positions or flowcharts. It is about one life influencing another". John.C.Maxwell

It was a great learning experience as I got an opportunity to be part of the classroom of our honorable Chancellor Sir, Dr. Ashok Chitkara along with our MBA Students for the module "Leadership Development-Ethics & Values".

A true visionary, a great inspiring Leader, encouraging youth for entrepreneurship and exploring and nurturing Leadership with Ethics and values.

Looking to overall world economy slow down and looking to Indian scenario which is no different, entrepreneurship is perhaps the solution for future, which may generate jobs and may contribute to uplift sliding down GDP.

It is a matter of immense pride for us as Indians are at top leadership positions in the worlds' leading business enterprises. But the fact also is that we don't have our Indian Google, Microsoft, Apple, etc, Although we have enormous talent.

Perhaps the answer lies in nurturing young talent and encouraging youth for entrepreneurship initiatives, which is the vision of our honorable Chancellor Sir. It is an extremely motivating and personality transformation experience to be part of this module and you can't escape without having an impact that will change your perception towards life and profession.

Our MBA Students are Lucky to have such an opportunity to be with him to learn, participate and have a lifetime experience.

> Harinder Pal Singh Lamba HOD, MBA S&M (Pharmaceutical Management) Chitkara College of sales & Marketing.

## SUSHMITA RAVI

Call it what you may, everyone dreams of being someone or doing something different when they grow up. Since child-hood, it is my dream to be a DOCTOR. It is the noblest job a person could think of .Working on my childhood dream, I finally got success and I was called as DENTIST (The smile maker).Soon I realized my keen interest in ADMINSTRATION.

So I started searching for a blend of HEALTH CARE SECTOR and ADMINSTRATION. As it is truly said "Where there is a will there is a way", I got my way so it was HEALTH CARE MANAGEMENT. The goal was set but the journey seemed to be a roller coaster ride with change from educational background of science to management. I was determent and knew in order to make my dreams turn into reality I need to have a lot of dedication and self discipline within.

It was fascinating for me when I came to know the beautiful correlation in being a DOCTOR and a HEALTH CARE ADMISTRATOR, it was EMPATHY.

My further goal for coming years is to work in hospital administration to provide best health care facilities to the patients with coming in of newer technologies.

To be specific my keen interest developed in operations department of hospital as it is the overall coordination of processes required for the creation and distribution of products and services.

I always wished to connect to the patient and as OPEARATION MANAGER, I can communicate with the patients & would try to innovate new ways to provide better quality of care.



# **Tanmay**

# MedWellTrips.com Why we selected this startup?

Arranging a startup needs a remarkable thought on which we can work upon. Thoughts give us the way to construct a street on. We got our thought during a discussion about the wellbeing and medicines in our country. My colleagues & I found out about business in the clinical industry, which would offer types of assistance to the client which he could bear.

Each daily routine matters and everybody has the right to experience their life. Without medical services, individuals are in danger of their lives. Subsequent to understanding the significance of clinical medicines and medical services we chose to design devote our chance to design a source to give great therapies to individuals, which would improve the personal satisfaction for individuals.

#### **Business Model:**

MedWell Trips is a tourist-based industry Business, we aim at providing Medical tourism services. Being medical tourism categorizing in the niche business to the industry and which is flourishing in the Indian market. Our vision is to connect different people from different nations to get themselves cured in India or owing to cheaper medication services and of better quality than their respected nations.

- ❖ Countries we plan to provide our services Nigeria, South Africa, Bangladesh
- ❖ Office Delhi
- \* Hospital Tie-ups in cities- Mumbai, Delhi, Banglore, Chennai

## **Tanmoy Bhowmick**

"Life is empty without goal". With this quote, I keep one thing to myself that I'll start business in a sports field and will succeed in future. I observe that there is potential in growing

sports near my hometown and there is no proper market for sports for a long period of time. I know that, start a business is not about just invest a money and sit on a shop. There are various factors that affect the business and play a major role in its profitability. I was also a sportsperson at the time of my graduation but one serious injury forced me to quit playing for my rest of my life. I don't want others to also suffer like that. I want to make sure that every child and adults who is going to play outdoor games should play safely with wearing all equipment that can prevent serious injury. Like I said before, that there is no proper market and guidance for people for sports, so I'll try to create awareness about why outdoor games is very important. In the generation of smart phones and laptop, when every youth is stick to them and staying at home, I can make awareness of how outdoor games is very important for their health. I'm sure that parents of their children are also concern about this.

Why MBA? I think MBA will help me to turn my vision into reality. To run a business everyone needs skills. I can even able to run my business digitally and can advertise my products through digital platforms. With the proper planning of a business and organizing stuff is very important for any business to sustain in the market. I'll able the gain the skill of crucial decision making for deciding any P's (Price, Product, Place, Promotion) of the market. I came to learn various analysis that is also help in establishing of a business-like S.W.O.T, STP analysis etc.

These are the things that gave me a huge boost or confidence to run my business and take risk. These factors can help me to improve my personality as a person or also help to develop leadership skills so that I can run that business smoothly.



## TANUJ DHINGRA

Customized products. It is true that the separation of COVID-19 has led people to spice up their decoration, getting sick by looking at the same empty walls every day. People have always wondered how to fill their empty walls and give them a little personality. Of course, it's fun to follow down the wall art from various retail stores, however, we think DIY art projects for decorating your living room or bedroom walls are very fun and constructive. Even customized gifts and sketches, painting, customized t-shirts, and also homemade chocolates.

# Tanvi Garg

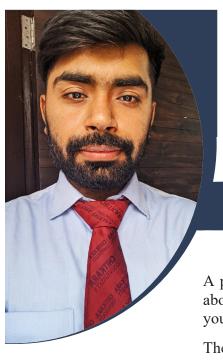
## **Dream Venture**

People say dreams never get achieved. But if one believes in themselves and work hard each day towards the dream,

you will surely achieve. I see myself as a very creative thinker. I want to create my own story, everything happens in our daily life is a part of our story. We can either learn from it or just ignore it, it all depends on us. I believe in being productive in life, like one should always do something productive rather than doing nothing. I always wanted to start something of my own and clothes was something I was always interested in, right from my childhood. So fashion designing was an obvious choice for me." Also, I can learn more about fashion trends. I always been fond of stocking designers and their designs on various social media platforms. So, being a creative thinker, I tried compiling various designs and make one unique design of my own. Creating something out of a yard of cloth just gives me joy. So, seeing my interest in fashion designing I am here only because of my insane love for clothes and fashion. Sometimes just having one fantastic new outfit is all it takes, to turn a bad day into a good one. I am always looking to bring bright colour, a lot of confidence and happiness to a woman's closet. For me my dream venture is opening a design studio of my own and name it Fashion World. In this beginning of this venture the foremost and the most important challenge I will face is of investment – be it for the place, raw material, equipment's, tailor etc. But I want to achieve all of it on my own. So, I will begin my career in corporate world and will save every bit of my earnings for my dream venture. Firstly, I would love to open the studio in physical place in my hometown – Sonipat. Later on, I would expand it on E-commerce platforms. If it reaches my expectations then I will want to expand to more outlets and maybe even start international shipping.

Till the date I have designed some outfits designed by myself.





#### Tarun Thakral

### **Career Consultancy Service**

A person trying to follow his/her "DREAM". If you talk about it, it's a dream, if you envision it, its possible, but if you schedule it, it's real.

There are many opportunities in front of me to start a company or a venture because in 21st century people find unlimited ways to get the new ways to make life easy and provide services or goods to people, But i don't want to start a business just to "make money" I want to start a business to make a difference.

I decided to offer customized career counselling and guidance service to students based on their specific needs. I have personally faced this problem so I would like to help students to choose their stream wisely who get confused because of their parents and peer pressure.

I would like to open my own career consultancy service. even we will provide demo classes which will be coordinated with the help of academies. Because many of students don't have clarity about their goals and these classes make their path clear and they focus on their goals. As counselling only can't create any clarity until and unless they feel the hurdles. Even many times students choose the course or stream and after graduation they realize they are not fit for job or the work don't create interest in them.

### Trannum Thakur

"Never limit yourself because of others' limited imagination, never limit others because of your own limited imagination."

This quote always inspired me not to limit myself in the imagina-

tion but also made me think what should I do to change that imagination in to reality. From my childhood I have seen my grandparents and parents doing charity, they felt it's like it's their social responsibility to help others. This made me think that I should also so something for the society and it became my dream to educate the students who are not able to complete their studies or pursue education. Chitkara University also gave me the opportunity to do this even at the times of the lockdown to pursue my dream. I joined the Roundglass Foundation as a volunteer, where I have to give online classes to the students and enlighten them about the importance of plants and animals, basically the environment. I felt very much satisfied doing those sessions with the children. From that where I thought I would also like to build my own foundation through which I can do good to the society and can have a business plan out of it.

The main challenges I feel will be there in the implementation of this dream venture is that already there are alot of foundations or companies like this are already running which are no doubt doing great for the society and they have great business model for it. The competition in this sector is sky rising and along with that sustainability in the market of these kind of ventures is also difficult but I believe it requires faith and belief in yourself in order to accomplish your dreams.

I believe there is no limitation in this if you really want to do good to the society, then there is no limitation in that, the only drawback it had that there are already a lot of groups are their in market who even do this for free, I cant do this for free, it will require a proper base plan with proper use of the limited resources in order to accomplish my this dream venture. I will require to have some staff to teach the students and team to make people aware about it, and how this foundation is different from the others and you should come here to study and empower yourself.



## UMANG BATRA

Being a 90's kid I've always been fascinated about dreams. I've seen how technology is expanding in our Daily life. I always wanted to do so many things but what I did? Nothing, it's because I wanted to do things on my own, without being dependent on others. I had so many ideas but to execute your ideas you need to know your path, from where you're going to begin and where it going to leads you. I write down my ideas and started executing these ideas rather than just thinking. I think this is one of the most important factors to start a new chapter of life & it is called Execution.

People nowadays just see and learn but forget to implement things. Which is why around 90% of the ideas failed? I want to create my own story, everything happens in our daily life is a part of our story. We can either learn from it or just ignore it, it all depends on us. I believe in being productive in life, like one should always do something productive rather than doing nothing. I'm finance enthusiast not a hard-core but a guy who loves to see how the money works in this world. So I started learning about various finance concepts from YouTube channels. There I learnt about stock market. And then after that I discovered trading in Stock market, through which many of people make their daily leavings, but without proper knowledge you did that. You can lose all your money in a blink of an eye. So I studied the stock market for a year and started trading and then I realized that it is not cup of my tea. But the company in which we traded there have financials which affect the stock prizes and so I developed interest in analyzing the company fundamentally and discovered various other aspects of the Finance industry and then I decided to pursue Finance. As I want to get my career in Finance industry and after getting certain type of experience I want to start up something of my own in this industry. As of right now I am not clear about I still need to discover and learn a lot.



### Urvashi Thakur

#### **GoOrganic**

Just think of our nature, how beautiful it is. ISN'T IT....?

The mushrooming of population and rapid increase in the temperature has always been the issue of concern for everyone. Ask yourself where is the problem?

Answer to this question is that the problem is when we know that there is a problem but do not even try to find out the solution for the problem and if we find the solution then WHY CAN NOT, WE FOLLOW THE PATH THAT WOULD LEAD US TO THE END OF THE PROBLEM.

Think why people are becoming more toxic and why there is increase in the number of cancer patients.

According to me the reason behind this is that people are not able to consume the organic and natural food. Due to green revolution the people have shifted towards insecticides, pesticides and fungicides which eventually affects the quality of the agriculture.

For this not only the farmers but everyone must be aware that organic is good and necessary for our betterment and safety.

I would like to start a company (GoOrganic) which would focus on only organic farming. The company would not only promote the organic products rather it would educate the youth, agriculturist, farmers so that they can make use of it properly and also it would help in retaining the fertility of the soil. First the youth have to be aware of the organic farming because they are the roots for spreading the knowledge and awareness about organic farming. It would be appreciated if students are taught more about organic farming more rather than usage of technology in this field because our health is more important then using technology which uses various chemicals.

Lets make an organic technology to reach a better and healthy world.





I am Vaishnavi Tyagi pursuing MBA (Healthcare Management ) from Chitkara University. I am from Moradabad (UP). I always have interest in Management and it also become my dream. But unfortunately I have taken PCB in my 12<sup>th</sup> and after that I did my bachelors in Pharmacy which is a total different field from Management. But now I get a chance to enter in the Management field and to develop my managerial skills through the MBA Healthcare as MBA Healthcare is a blend of medical and management.

The challenge I faced initially in MBA was:

 That I was from the medical background that's why I faced some difficulty in some modules initially.

But for me there are some advantages also as I am from the medical background so most of the terms and modules are easy to understand for me.

Now I want to develop my managerial skills in the coming months so that I can use that skills in the future to become a reputed Manager.



#### VANSHIKA ARORA

ONLINE LBRARY AND BOOKS AT YOUR DOORSTEP

The process of learning is an evergreen phenomenon. No matter what age group you belong to, encouraging and expanding your knowledge is a constant phenomenon.

In the era of digitalization and Internet of Things (IoT), utilizing the power of the Internet has become essential for any business to succeed demographically. Earlier before the internet and the emergence of hundreds of television channels, people that were fond of reading were seen spending most of their time in libraries and spending most of their money in buying books.

Even I am a book lover and I love spending my ideal time reading books and even if I am busy all day I try to spare at least 20 minutes for reading.

Establishing an online library business could be the best step towards attracting the reader population. Today reading has become an expensive habit as most of the books are available online at variant prices.

If I would be creating my own startup I will provide readers the online reading facility and there are people who don't like reading e-books for such people facility of books at door-step will be provided so that they can avail the books at home and also return them after reading it. This way it will be easily affordable and easy available.

"With free home delivery and cheap plans, online libraries have the potential to make reading accessible to everyone."



## VANSHIKA OBEROI

The day I realized what a 'Right Dream 'is something that you are passionate about. Today each and every person in the world wants more instead of what they have in their life. As I belong to a business family having a chain of boutiques but lacking behind in expansion of business. I want to create a chain or brand of my own boutique. I wanted to expand my business from one boutique to many boutique and want to create a brand of my own. I know that takes lots of efforts to do that but one day I am sure that I will definitely get successful in achieving what I want. My dream is to make a chain of my own brand. As India is a developing country nowadays everything is available in digital format. I want to promote my brand or business through these digital media platform so that more and more people attract and through this I can expand my business. This makes me realized that nothing is impossible in the world if we have believe in our self we can do wonders. As a proud student of 'Chitkara University' I just started my carrier in MBA because through this I can learn a lot about gaining profits or how I can expand my own business. There were many options in front of me but I decided to move ahead and pursue my higher studies MBA. By grabbing these management skills I can do something extraordinary that helps me to differentiate my business or brand from others. I have faith in myself that one day I achieve what all I wanted in my life.

"if you have believe in yourself, than the whole world started believing in you."





## Vanshika Verma

"All successful people men and women are big dreamers. They imagine what their future could be, ideal in every respect, and then they work every day toward their distant vision, that goal or purpose." —Brian Tracy.

With this quote, I have always dreamed to run my own bakery one day. I have worked as a home baker for a long time. It's been three years since I have started and with time I have trained in the field and , proving my business skills with a qualification. Unfortunately, I do not have a kitchen to do my job properly, and a friend is lending me her kitchen at the moment. But this is not a long-term solution.

I have dreamed of opening a bakery since so long. For this dream, I have and still learning a lot about the business strategies throughout my bachelors and currently in my masters. My post-graduation in MBA (marketing) is helping me so that i can be more effective with administrative tasks! Over time, I have learnt how to digitally advertise my work through various social media platforms. I would like my bakery to become well-known, and to share my knowledge, my work, creativity with others. I want to be sought after, desired and celebrated. That's how good I want to be.

## Varalika Prashere

#### **DREAM VENTURE**

Since my childhood I saw my every lady in my family having

beautiful and luscious skin. Growing up I always strived to have good skin. Being young and ignorant, I used many brands which are available in our markets with little to no research but always ended up spoiling my skin. I even went to my grandmother one day for her advice and as all elderly say "Everything that I ever used were all home-made products," Now seeing the quality of things available these days the home-made remedies were also not the way to go.

So, one day as I was generally researching about skincare, I got to know of an American brand named- THE ORDINARY. Their USP was that there are no bullshit ingredients in their product line and all that is mentioned on the label is inside the bottle. I got so fascinated by this company and their concept that they brought to the skincare market. What they were trying to do was revolutionary and soon they climbed the ladder of success. They became one of the best skincare brands available in the market. Now wanting to try them out I tried to order them but it was getting way to expensive as they didn't sell in India and the shipping was burning a hole in my pocket. That was the day I when I thought of starting a skincare company in India with no harmful ingredients and which actually does good for you but that an affordable price. Being from the Medical background I have good knowledge of chemicals and having a keen interest in skincare science know what chemicals are beneficial for our skin.

Having thought of all that I do know there would be a lot of difficulties I would be facing

# The mentor says..



#### Dr. Keerti Pradhan

"All our dreams can come TRUE, if we have the courage to PURSUE them." Walt Disney

6 You Can Also Lead" is an excellent reference as it has been compiled by a visionary who has walked the path of creating successful social enterprises in the field of education and human resources capacity building. En route, he has turned, not one but several of his dreams into a reality. This compilation contains the unbiased dreams, outpourings of the unfettered heart, unpolluted by thoughts of "if and but" and buoyed by youthful energy.

I hope one day all the dreams expressed in this compilation will see the light of day. The purpose, patience and perseverance of our Chancellor Dr Ashok Chitkara will ignite the entrepreneurial spirit in each and every member referring to it. This infectious spirit has been contagious to bring forth inherent dreams buried deep inside. I wish I could be a student again to gain from such an opportunity which I had missed in my student days and explore my entrepreneurial latent passion.

Good luck to all the aspiring entrepreneurs!

Dr Keerti Bhusan Pradhan Director Health Care Management Programmes

#### Vartul Jain

#### **MedWellTrips.com**

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- ❖ Countries we plan to provide our services − Nigeria, South Africa, Bangladesh
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## Varun Rathi

#### **Dream Venture**

Venture is any activity or project or enterprise which provide gains to the individual which involves risk of failure. If we talk about dream venture then we are talking about enterprise which is not existing in real world but we have the plan of the business in our own mind.

When I heard this term, it was really fascinating. I searched about this thing and got the basic idea about this. So, I decided to do something in this particular area. Then, I thought of doing something towards our very own India. I asked my parents to do something for the environment in order to reduce the pollution. So, I started from my own house first. I have a small area in my house where I planted different kinds of plants which are more effective for the environment. By doing this thing, it makes me so happy and refreshing.

When I started this thing I have a goal in my mind to make environment less polluted which will ultimately reduce health issues related to respiratory problems. This will also lead to increase in life expectancy of India. Whenever I go to meet my relatives I generally take a plant or sapling. I have also planted a tree on my birthday which make me feel that if I am taking something from the society than I should give it back in some or the other way.

At last, I just want to say that my dream of making healthy environment is not accomplished but it is the progress stage. In future, I try to convince my friends, family, colleagues or any other person whomsoever I meet.



#### Veena Sharma

When I was studying in 6th class then I realized that why we waste plastic bottles, cardboard sheet which is used in packing, cartoons etc.... but then eventually I came to knows that the things like oil drums, cans of oil, paint bucket are reusable by the people and I wanted to start my own restaurant because I love to try different different dishes, so I thought how can I start my own restaurant with less investment then I observe and decide to use that waste material (bottles, cans, vehicle, bulbs, tyres, cardboard, pipes) in a proper way which is lovable by the people and I also inspired by NEK CHAND who founded ROCK GARDEN in Chandigarh. And the things like plastic are also pollute environment so by using the plastic we can also save the environment.



## VIBHU MALIK

"Dreams can become a reality when we possess a vision that is characterized by the willingness to work hard and a desire for excellence."

Dreamers are of two types, those who dream at night with closed eyes and those who dream during the day with open eyes. I choose the later one since this defines my personality because of goal oriented approach. My ultimate aim in life is to provide an ever evolving supply chain network driven environment to organisation with blend of data and machine learning. Being a confident and motivated student from the beginning I realised that a combination of both technological and managerial components is the need of today's era. During my winter internship I came across the various theoretical concepts which a manager need to learn in order to achieve agile and efficient supply chains which are lean in nature. Back in 1980s Toyota, Ford they had a dream which they fulfilled by completing the daily tasks, daily goals set by them. A strong quantitative approach which is required at every stage of managing demand and supply is the skill which I am developing during my MBA at Chitkara University. Providing constant attention to evolving situations and giving managerial solutions to the same which be developed over the period of time with experience. A professional with a vision to transform is the one who dares to dream. I have my dream to be a professional providing a competitive advantage to the business, and an asset to supply chain community.

# Vikas Choudhary

When we compare India with developed nations like U.S.

**Health Insurance Services** 

Canada, U.K we still lag behind in terms of basic human security needs like Health Insurance, which is mandatory for every person living in the country, but unfortunately not the case in India. The covid-19 has made it clear that "Desperate times calls for desperate measures". A sudden focus on the wellbeing of humans for any organizations and for people themselves.

I Strongly believe that people of India have understood the importance of having a Health Insurance by now. Health services are the need of the hour today and is likely to stay in the foreseeable future. But still many people are not able to fulfill this need for themselves, Being the reason, it is necessary to provide them with such services which can help them with their needs. More ventures are needed which provide such specialized services to even the deepest areas of the country and I would like to lead and pave the way for the people to these basic requirements.

The commercial challenges involved would be to take these services to every corner possible, make every person aware and understand its importance and make it affordable for them to invest their hard-earned money into it which will ultimately benefit them only. Another challenge would be to gain trust of the people because its human nature to doubt the new comings especially which demands money for them and during such a time when everything is going under massive change at such a fast pace.

If the people think they have it covered up for them and their loved ones even in worst case scenarios, they are likely to be more productive in their day to day lives and it is hoped will put India several level up on the happiness index where India has been constantly dropping down.

# Vikram Singh Brar

# DREAM VENTURE WATER FUELLED CAR

A water-fuelled car is an automobile that hypothetically derives its energy directly from water. Water is fully oxidized hydrogen. Hydrogen itself is a high-energy, flammable substance, but its useful energy is released when water is formed. Water will not burn. The process of electrolysis can split water into hydrogen and oxygen, but it takes as much energy to take apart a water molecule as was released when the hydrogen was oxidized to form water. In fact, some energy would be lost in converting water to hydrogen and then burning the hydrogen because some waste heat would always be produced in the conversions. Releasing chemical energy from water, in excess or in equal proportion to the energy required to facilitate such production, would therefore violate the first or second law of thermodynamics.

The problem with water-powered cars isnot with using hydrogen to power the vehicle, the problem remains in how to attain this from water, in the car, while not having to expend huge amounts of energy in electrolysis. Cars can actually run perfectly fine on hydrogen in place of gasoline but water itself cannot contribute any energy to the process.

The aim is to produce the hydrogen on-board at a rate matching the demand of the car engine.

Most proposed water-fuelled cars rely on some form of electrolysis to separate water into hydrogen and oxygen and then recombine them to release energy; however, because the energy required to separate the elements will always be at least as great as the useful energy released, this cannot be used to produce net energy.

In my estimation, recession or no recession, the public will to fuel the process of sustainability is not going anywhere. With or without automakers, it is now well-established that 'green' product development is almost invariably highly profitable.



#### Vishal Sharma

#### START-UP STORY

As I'm pursuing MBA in finance & banking, i have a keen interest in account records of companies.

Start-up is a big step as for a middle-class boy, but we should always step out of our comfort zone to achieve our dreams and can say that dreams come true, you just had to be consistent and risktaker.

I want to start my own clothing brand, in starting we will be dealing with small retailers and further we will extend it to online stores. The future of my brand is to make it India's no.1 clothing brand in cheap prices so that everyone can afford them.

Before starting this, I want to have a stable job in hand and gain some experience in the corporate sector so that I can feel the pros and cons of the working of a brand. After my 5 years of jobs, I will be applying my investment plans and polices in my own business and will start working on it.

We will be starting with polyester and after time we will manage to eliminate polyester entirely from the products and use only natural fibres. We will also be working on reducing carbon footprint by graduating to measures like paperless billing, recycling and reusing for visual merchandising, banning plastic, switching to wooden and shell buttons in place of plastic ones and reducing plastic in packaging.

The main motto of our brand is to eliminate the costlier clothing brand and shift the customers to cheap prices clothes but also providing them the good quality fabric.

At last but not the least, I want to say that dreams come true but we just have to be patience and consistent in our work and failure is the key to success.



#### Yamini

# MY DREAM VENTURE TRAVEL DESTINATIONS

We have always heard that no one can buy happiness but "Travel is the just thing you buy that makes you happy". As I am fond of traveling new places so I get an idea to start my own Travelling Agency named

as Travel destinations.

<u>IDEA BEHIND THE NAME</u> – whenever we travel to any place, we explore something different and new there and also creates lots of memories. As the name suggest our company will plan trips to various destinations nationally or internationally.

<u>COMMERCE INVOLVED</u> – B2B (Business to business) and B2C (Business to customer)

<u>SOCIAL RELEVANCE</u> – People who are travelling with us belongs to different regions that gives an opportunity to learn about different customs and time to relive from worries and woes. the shared experience of traveling brings people together, so a family get together, long weekend with the friends can strengthen important bonds.

<u>ORIGANALITY OF MY IDEA</u> – I have a keen interest in traveling and I have noticed that more individuals are feel attracted towards it because they feel that they are stuck in a rut in daily life and wanted to do something exiting that is why I consider it as a best option to start travelling business.

#### CHALLENGES AND LIMITATIONS OF THE IDEA:

- If we are planning to open a business at large scale we have to buy busses and travellers then huge investment is required.
- Need to create website to provide complete information and attracting customers.



#### Yash Mathur

I am dreaming so many ventures, as I think of one dream which is a kind of START-UP. Basically, a startup has two objectives one how can we help society and second one is to make money out of it. So, my dream venture is to develop a platform which can be bridge between society and Doctors, Nurses and Medical Assistance (Oxygen Cylinder, Medical bed, Walker, Wheel Chair, etc.....)

COMMERCE INVOLVED: - Every service will be charged or will be a paid service Paid promotional space can be given to advertisers.

SOCIAL RELEVANCE: - Whole Venture is Social Relevant as from this venture we provide medical services to people very easily and efficiently also if a Tourist is travelling to other city or Country than it will be easy for him/her to find best doctor in particular area.

FEASIBILITY: - It is a Feasible idea and a win-win proposition for all the users also to check feasibility we will conduct surveys to know people's opinion.

#### CHALLENGES AND LIMITATIONS: -

- Network issues
- Technical Issues
- Doctors Participation
- Safety and Privacy
- Cyber Security

#### Yashasvi Sekhri

My dream venture is starting online teaching, the demand for online education has opened up a wide possibility for entrepreneurs to start their own ventures. Since this is an online

business idea, you can choose any subject you are knowledgeable about and teach a course regardless of your location. If you don't have advanced knowledge in any particular subject, you can always consider teaching English as a foreign language online to students overseas. In India, the online tutoring business is growing at a rapid pace. The emergence of platforms like Unacademy, online offerings by Time, Career Launcher, etc. shows how lucrative and profitable the online education segment is. Private tutors who have established their private tutor business and reputation can easily charge anything between Rs 1,000 and Rs 5,000 per hour, some even going higher than this. Then, there are complete courses on offer which can start from Rs 5,000 to even a lakh rupees. Tutors start their own businesses for a number of reasons, but one of the primary reasons is the ability to be your own boss. When you operate an online tutoring business, you are able to set your own hours, determine your own hourly rates, and take on as many or as few clients as fit your schedule. The flexibility that comes with tutoring is one of its biggest advantages. What's more, becoming a tutor is an excellent way to support students and parents. When you step in as a tutor, you help students learn the skills they need to succeed in the classroom, and you relieve some stress on parents. For many students, a tutor can change the outcome of their educational career. So if you have a heart for students, and a desire to see them grow and succeed, tutoring could be your passion. At this education level, you are able to tutor elementary and middle school students. You are also able to tutor high school students, although you may need to demonstrate your knowledge in other ways (using transcripts or standardized test scores to demonstrate content area knowledge. With a Bachelor's degree, you are able to tutor elementary, middle school, and high school students.

#### YATIKA ARORA

My dream venture is to own a salon, the name of the salon would be "LUSH LOCS". The salon wouldn't simply be

any salon, rather than having to go to multiple shops, my salon might include many exceptional specialities. My salon would include a nail salon, hair salon, facials and professional makeup. Normally ladies go to a hair salon and then separately have to move to get their nails done. It's just typically chaos, here at my salon I'll get all of it performed in one place. You wouldn't waste fuel using all over metropolis and also you could book an appointment and get everything right there off with a complimentary water or soda and for the ladies of age a pleasing relaxing glass of wine or a speciality margarita. Plus, if a woman brings her child with her, there could be a pin of toys in an area to maintain the

In the nail part of the salon, there will be massage chairs with an excellent size to make certain comfort. Whilst you are getting a pedicure, you could also get hold of your manicure at the same time. This could allow the client to save time. Normally maximum nail salons will have you ever sit for a pedicure and then you will receive your nail trimming after you are completed. Some back rooms will particularly be sectioned off for ladies who will acquire facials and expert make-up. The expert make-up will consist of the handiest pinnacle of the make-up with top of the line professionals so as to observe the makeup. At the same time as facials will include various sorts of facials from acne reduction facials to microdermabrasion facials. The purpose of my salon is to efficiently save time.

kids occupied.

A key trait so that you can run a successful enterprise is leadership. Management is vital to run a business. Leadership is important in running a commercial enterprise as it takes someone who can deal with problems instantaneously and be capable of taking the price. I accept it as true that I'm more of an authoritarian leader. An authoritarian leader is more of character who dictates and wishes matters done specifically their manner. It is an advantage because this man or woman deals with issues up front. But a disadvantage of an authoritarian chief is they tend to inform people what to do and how to do it.

## YATIN SUDAN

# MY DREAM VENTURE 7 DESTINATIONS

"Any time is a good time to start a company."--Ron Conway, investor, SV angel. As very nicely quoted by Ron Conway that there is no good time to start a company or a venture so I also got an idea to start my own food business (restaurant ,bar& club named as 7 destinations where you can enjoy the different cuisines of the world at one stop.

<u>IDEA BEHIND THE NAME</u> – 7 destinations is a concept that will include 7 popular places of the world as there as 7 wonders in this world .So, you can enjoy & understand the culture of different places without visiting the places in real. It's what the world needs more these days; travelling beyond the idea of real time & space.

COMMERCE INVOLVED - B2C (Business to customer) as it will a restaurant & bar.

<u>SOCIAL RELEVANCE</u> — It can be of greater social relevance as it will help people to sit together and enjoy, spend quality time and understand the culture of different places and as I will use some waste materials to design my interior so it will be great effort to support sustainable goals which ultimately lead to a socially responsible venture.

<u>ORIGANALITY OF MY IDEA</u> – The originality of the idea can be traced from the simple point that I researched a lot about this idea and this idea was no where India and specially in the place I want to open this venture.

#### <u>CHALLENGES AND LIMITATIONS FORCEE OF THE IDEA</u> –

- Huge investment required.
- Need of investor who can invest money in my idea.
- Competition in the selected area of business origin.
- Requirements of a no of licence that is not so easily possible to acquire.

# The mentor says..



### Dr. Gurneet Kaur Dhanda

"Leadership is not a person or a position. It is a complex moral relationship between people based on trust, obligation, commitment, emotion, and a shared vision of the good." Joanne B. Ciulla

Leadership is not a genetic gift, becoming a leader is an intentional process of growth that must be learned and adapted through experience.

"When we assume the benefits of leadership, we also also assume ethical burdens." Craig E. Johnson

Ethics is the heart of leadership. In the Western tradition, the discussion of ethics dates back to Plato and Aristotle. The root of the word ethics is the Greek word ethos, "which translates to customs, conduct, or character".

Leaders make decisions every day that impact the lives of others, making the act of leadership a moral issue. The influence of leaders on groups of people magnifies the impact and importance of leaders' ethics.

"You cannot deliver value unless you archer the company's values. Values make an Unsinkable ship." Indra Nooyi

The paradigm of an organisation rooted in ethical values paves the way for better decision making and enables workers/employees to contribute productively.

Our Honourable Chancellor Dr Ashok Chitkara teaches such important lessons of life through his module Leadership Development. Its a privilege to be guided by someone with such expertise and experience.

"You can also Lead" gives great opportunity to the students to pen down their dreams and work hard to turn them into reality.

"You have to be burning with an idea, or a problem, or a wrong that you want to right. If you're not passionate enough from the start, you'll never stick it out." Steve Jobs



# **Yegvender Singh**

Business idea: Digital Exchange store

In our homes we all have some products, gadgets, appliance etc which we don't use anymore and for us they all are worthless, but at the same time it can be worthy for anyone who can transform or redesign partially or fully these products. All products have some

worth all matter whose hands those are in to.

I want to design a digital platform where normal people can exchange their goods in the easiest way and in return they will be provided with best value of the product.

Now the best part is, the return value could be monetary or non monetary. In monetary return the exchanged product could be any product depends on the value of product our customer is willing to exchange. The other non monetary exchanges could be coupons also.

The product we got from the customers would be analysed and categorised whether a product can be dissemble and parts can be use or it should be repair to reusable or dispose off to make energy.

In this business we would be trading various products and supply chain will play a major role accompanied by various departments including technical department and finance department.

As I say about the feasibility of this business model, as per my research this kind of business model is not being running by anyone so I see business idea as a great opportunity where I can manage to bring some changes in the society by giving them a chance to manage their used materials.



#### Zenia Kochhar

DocCon: Modify, Read, Translate Document

This startup activity is based on the idea of creating an application called DocCon. This application can read every type of document, translate the language of a document and convert a file in one format to another. It also has an integrated converter.

#### Structure of Company

#### Strategic Level Responsibilities

The board of directors will direct the entire business plan to management executives. UMO will define and set goals for a particular department to allow the consumer to enjoy advanced services.

#### Performance of Business Units

The finance team will take care of the organization's finances and the administrative department will oversee the normal operation of the office facilities and the basic staffing that will be available at the organization. The marketing team will take care of promotions, customer retention, product development and equity. The Software creators' team will develop a specific code in Java; the software testing team will test the code and use it in the Android studio.

#### Software services provided by the company

DocCon is a program that provides readings of all types of document such as pdf, doc, xls, png, jpeg, gif and avi. It also translates the text into another language. It converts one format to another format like pdf to doc, jpeg to pdf, xls to pdf, gif to avi and so on.

