

## INTRODUCTION

### NEN

The National Entrepreneurship Network (NEN), founded in 2002, is a not-for-profit initiative of the Wadhvani Foundation, working to inspire, educate and support the next generation of high-growth entrepreneurs in India.

NEN was co-founded by five of India's premier academic institutions: IIT Bombay; IIM Ahmedabad; SP Jain Institute, Bombay; IBAB, Bangalore and BITS Pilani. Over the past three years, NEN's focus on introducing a new paradigm in entrepreneurship education in India -- and its innovative method of doing so -- has made it its leading catalyst on campuses across India.

It is an initiative that supports, nurtures and helps to bring out the achiever in every individual with a creative instinct. It gives a platform and an audience to several young aspiring entrepreneurs thus building a new India that has several successful business minds.

NEN's ultimate goal is to help launch thousands of new entrepreneurs, who in turn will create hundreds of thousands of much-needed valuable jobs for India.

### **NEN-Arsh**

Arsh.

The highest heaven.

As high as the eyes can see,

And as beautiful as the human mind can imagine.

Where the Gods dwell,

And martyrs and kind souls rest.

The endless expanse of universe,

Signifying Purity, Divinity and Goodness.

With endeavors - sincere and constant,

Let's pledge to achieve this high esteem.

Entrepreneurship demands lots of bravery, perseverance, broad and creative thinking, therefore any entrepreneur mind cannot be put into limitations. It should be let free to rise high and develop an idea into a great entrepreneurial achievement.

Arsh was founded in the year 25<sup>th</sup> January 2006 under the guidance of our faculty staff and coordination with the MBA-IT students. Later in the year 2007, it was brought down to hunt for entrepreneurship in the formation years of graduates by Jishnu Debnath.

Arsh signifies the highest with limitless boundaries. Success is a perception of how high an individual can imagine. All of us have our own idea of success, have our own set goals. We aspiring entrepreneurs of SICSR thrive to expand the unbounded boundaries of accomplishment and thus reach the pinnacle, our arsh.

### **MISSION**

The journey from the seed of an idea to a successful enterprise is a long one paved with difficulties, even before entering the marketplace. The process of identifying an opportunity, initiating a venture and growing a business requires learning, understanding, adaptation and skills.

NEN believes that there is an opportunity today to inspire and prepare new and future entrepreneurs for this journey, to help them pursue and realize their dreams.

In achieving this, NEN helps build dynamic and robust economies in which more and more people have the tools to capitalize on opportunities.

## **PLEDGE**

“Today, I renew my pledge to an Entrepreneurial India.

### **I WILL...**

Break barriers between industry and academia

Regularly include entrepreneurs, investors, and professionals  
In campus programs

Find innovative ways for students to experience industry  
Before graduation

Facilitate faculty interaction with industry

Work to bring the discoveries of the lab into society

Innovate in my work

Consider working for start up companies

Change my thinking from, “Why?” to “Why not?”

Continue, always, to dream big and work to bring  
Those dreams to reality

Encourage and support others, so that we all might live

In a richer, better India.”

## **HISTORY**

We thrived to be the ONE. Yet a beginning is always small. Recruitments is what we took up to lead to the actual formation of a legend now known as ARSH.

E-cell was huge with 11 members forming the pillars for it to stand on and face the wind of the world. We laughed, we played, and we thought we learned we fought...everything has been done together and yes we are here to stay...

We are the ones to make history!

## WHAT WE THINK OF DOING NEXT?

✓ 8<sup>th</sup> February 2009

- ❖ Inauguration.
- ❖ ORGANIC APPETITE, the manure making drive.
- ❖ BIZ BIZ BAZAAR, the real market.
- ❖ MELODY OF LYRICS, the singing challenge.

✓ 9<sup>th</sup> February 2009

- ❖ KIRAN, the energy flow.
- ❖ WAR OF THE WORDS, the debate.
- ❖ HARD DAY AT OFFICE, the office game(announcement)
- ❖ HANDSHAKE, The merger plan.

✓ 10<sup>th</sup> February 2009

- ❖ KABAAD SE JUGAAD, the plastic-free drive.
- ❖ MIND HUNTERS, the B-Plan competition.
- ❖ THE GREEN SLIP, an evaluation(announcement)
- ❖ BIOSCOPE, the movie screening.

✓ 11<sup>th</sup> February 2009

- ❖ TAPA TAP TAPRI, survey-cum-interaction.
- ❖ HARD DAY AT OFFICE, the working game.
- ❖ THE AD MAD SHOW, an ad fight.

✓ 12<sup>th</sup> February 2009

- ❖ ENTERING THE WILD, the animal drive.
- ❖ VIDEOPHILE, the ARSH Video showcase.
- ❖ THE GREEN SLIP, an evaluation.
- ❖ PIECE OF CAKE, the Staff's event.
- ❖ PARDA DOWN, Prize ceremony and felicitation.

✓ 13<sup>th</sup> February 2009

- ❖ THE GREEN MILE, the final walk.

**1) Sunday: 8<sup>th</sup> Feb '09**

- ✚ Head start is always with a ribbon cutting. Indeed, we go off with a huge bang.

**INAUGURATION** of E-Week (9 am – 10 am).

- Expected guest: Dr. S.B. Majumdar

- ✚ Appetite is what everyone needs today! We have the **“ORGANIC APPETITE”**, a **HOW TO MAKE MANURE FROM WASTE** drive running from house to house and giving a demonstration. A free bonus, everyone gets a free SAPLING to plant! (4.00 pm – 6.00 pm) -  
**VOLUNTARY PARTICIPATION**

**For Details contact us or check out our website.**

- ✚ Thinking of entrepreneurship, one thing to know is about a market. NEN Arsh organises a bazaar to make people understand the concept of give and take.

**BIZ BIZ BAZAAR, the real market:** (10.00 am onwards)

- **Theme: Organic/natural.**
- Market Stalls (E-Week Bazaar)
- **2 people per team.**
- Product is to be brought themselves.
- 20 Stalls total.
- Registration fees: **INR 500.**
- On the spot entries allowed.
- The product needs to be related to the environment (organic/eco friendly).
- The profit earned is kept with the team.
- The highest profit maker wins.

**For Details contact us or check out our website.**

- ✚ Think of innovation, ever thought of linking music to the meaning of entrepreneurship. Yes, we come up with it.

**MELODY OF LYRICS, the singing challenge:** (12.00 noon – 3.00 pm)

- Theme: **“Inspire”**. E.g. Sindbad the sailor, etc.
- 1 singer + guitarist from different colleges (max).
- Final round followed by elimination.
- 2 teams for final round.
- Registration fees: **INR 200**.
- **5 teams total**.
- Our college will be “Host performers”.
- Performance Time: **15 min/2 songs**.
- The best team singer + guitarist are felicitated.
- On the spot entries allowed.
- Final round songs: 2 songs.

**For Details contact us or check out our website.**

**2) Monday: 9<sup>th</sup> Feb '09**

- ✚ Energy can neither be created nor be destroyed, yet we need to preserve it for our daily use! We have the energy conservation day, **“KIRAN, The energy flow”** drive, with cyclist going around the city to promote fuel conservation and simultaneous traffic management to teach each! (9.00 am – 11.00 am) - VOLUNTARY PARTICIPATION

**For Details contact us or check out our website.**

- ✚ We need to stand, we need to speak, yes, and we need to justify our points. So we provide the platform to debate on.

**WAR OF THE WORDS, the debate:** (3.00 pm – 5.00 pm)

- 2 members per team.
- 15 teams total.
- Registration fees: **INR 50**.
- Finals followed by elimination round.(Group discussion)
- Theme is based on **“Recession: Effects on environment”**
- Topic is given on the spot.
- 8 teams for final.

**For Details contact us or check out our website.**

- ✚ Comes recession, and we see companies crashing. Huge names going down in mud. We find an alternative, let us merge and face the wind.

**HAND SHAKE, the merger plan:** (5.30 pm – 7.30 pm)

- Business plans of companies related to “**Eco-preneurship**” will be given to each team for presentation, merger & planning.
- 6-8 teams from different colleges.
- Registration fees: **INR 100.**
- 2 people per team (max.)

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- ✚ Thinking of setting an office, well, try working first! We give you an opportunity to go and work at the office and face the hardships. We will evaluate you on the **rozgaari** you do.

**HARD DAY AT OFFICE, the working game:** (5.00 pm – 5.30 pm)

- Announcement of “Hard Day at Office” competition.
- Appointment of each team to each workshop/plant.
- Field Work will be done on Tuesday.
- Registration fees: **INR 250.**
- Transport and snack amount would be provided.
- 2 people per team.
- 5 teams total.

**3) Tuesday: 10<sup>th</sup> Feb '09**

- ✚ Open your eyes and see the litter! This is the waste generated by people. Somebody needs to clean the mess and teach the ones creating it! We have the “**KABAAD SE JUGAAD, a plastic-free drive**”, for the people by collecting their plastic for them and dumping at the plastic recycle plant. (9.00 am – 11.00 am) - **VOLUNTARY PARTICIPATION**

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- ✚ Check the kings of kings, and the game draws to its end. We name it to make it. Business planning is what to come. Let the professionals deal.

### **MIND HUNTERS, the B plan Competition:** (3.00 pm – 5.00 pm)

- 3 teams from different colleges.
- 5 people per team.
- Registration fees: **INR 250**.
- Case study to be given on the spot.
- 2 rounds with SWOT analysis and detailing.
- Business plans will be based on “**Go Green**”.

- ✚ Everybody enjoys the correction part of the exam! Let’s check the corporate this time! “**THE GREEN SLIP, an evaluation**”, for corporate to know and get evaluated on the basis of the pollution they make, Carbon Credits for them! (5.00 pm – 5.30 pm)

- 5 teams from different colleges. (Max.)
- 2 people per team.
- Appointment of each team to each workshop/plant.
- Field Work will be done on Wednesday.
- Registration fees: **INR 250**.
- Evaluation is on **CARBON CREDIT BASIS**.
- Credits for winners and the best company.

- ✚ Movies help you inspire, to perceive the future of your dreams. So, here it comes to make you feel the thrill.

### **BIOSCOPE, the Movie Screening:** (5.30 pm – 7.00 pm).

- Movie screening: Documentary/eco-friendly.
- 70 people (max).
- First come, first serve basis.

#### 4) Wednesday: 11<sup>th</sup> Feb '09

- ✚ The chat under the tapri tastes nice! Ever imagined the chaos they make? Or, did they ever pay the tax from your hard earned money? Here, is a chance to know all! A survey-cum-interaction, **“TAPA TAP TAPRI”**, to spread awareness in regard of the rights and definitely the wrongs. (9.00 am – 11.00 am) - VOLUNTARY PARTICIPATION

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- ✚ **HARD DAY AT OFFICE, the working game:** (3.00 pm – 5.00 pm)

- Presentations by the teams who worked with different workshops/offices.

- ✚ Test your market skills with weird ads to mad, sorry, its mad ads.

**THE AD MAD SHOW, an ad fight:** (5.30 pm – 7.00 pm)

- 8 teams (total).
- 3 people per team.
- Theme is **“Go Green”**.
- Topic is given on the spot.
- Registration fees: **INR 75**.
- Material provided: 3 sketch pens, 2 chart papers, 1 thermocol sheet.
- No other material is provided/brought.

#### 5) Thursday: 12<sup>th</sup> Feb '09

- ✚ Flora and fauna, the main constituents of our environment. We preserve the earth in every way possible! Here are our cute little dogs, and our ferocious wild tigers! **“ENTERING THE WILD, the animal drive”**, an initiative to preserve the wildlife and make people aware of the pain the poor animals survives! (9.00 am - 11.00 am) - VOLUNTARY PARTICIPATION.

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- ✚ All good things have to come to an end. Yet we always remind you with a glimpse. The **“VIDEOPHILE, ARSH video showcase”**, to share what with did throughout. (3.00 pm – 3.30 pm)
  
- ✚ **THE GREEN SLIP, an evaluation:** (3.30 pm - 5.30 pm)
  - Presentations by the teams who worked with different workshops/offices.
  
- ✚ **PIECE OF CAKE, the staff’s event:** (6.00 pm – 7.00 pm)
  - Event for staff/faculty/guests.
  - Faculty members will have a list of items and the price list.
  - The faculty will create package of Rs 50 out of given items.
  - The packages will be chosen by students.
  - The faculty’s packages with maximum frequency with win the competition.
  
- ✚ **PARDA DOWN, Prize ceremony & Felicitation:** (7 pm onwards)

## 6) 13<sup>th</sup> February 2009

- ✚ The words need to be heard before they run into silent past. **“GREEN MILE, the final walk”** is for all to come together to spread light and reach the realm of saving the mankind from the disaster lay unknown. (12.00 noon onwards). - VOLUNTARY ORGANISATION

**For Details contact us or check out our website.**

## **CONTACT DETAILS**

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