BloomBox The Entrepreneurship Cell, KJSCE	**BloomBox - Entrepreneurship Cell KJSCE** **Website: www.bloomboxkjsce.com, Email: bloombox.kjsce@somaiya.edu** **Contact: 91 022 6644 9191 / 9015**

Annual Report of BloomBox – Entrepreneurship Cell KJSCE
Academic Year 2017 - 2018

Problem statement workshop (1st September, 2017)

This was an introductory workshop conducted within the council. This workshop, in the presence of council members, was arranged to generate ideas through a brainstorming session. Problem statements which are of utmost importance for the present as well as the future were taken into consideration and various ideas/ solutions were suggested in order to minimise the problems.

Sell-a-thon (18th to 21st September 2017)

Team BloomBox embarked the odd semester by its first Flagship event, Sell-a-thon. It is a Social entrepreneurship event conducted by the council every year for the KJSCE students. Sell-a-thon was organized in association with IDOBRO and Nareshwadi.

The teams had been given some products which they had to sell in open market all over Mumbai and the team with maximum sales won. 14 teams participated in this event and they acquired the knowledge of team work, management, marketing and strategy. The main objective of the event of helping students to learn the art of sales and promotion was achieved.

Dhairya Pujara speaker session (26th September, 2017)

On the 26th of September 2017, BloomBox had arranged a speaker session for the KJSCE students. This session was delivered by Mr Dhairya Pujara, the founder and CEO of Ycenter. He illuminated the young minds with alluring experiences in his life. He also edified the students about how you should deal with different adversities in life and that entitlement should always drag you down. Also he delivered a very important message to the students that the only efficacious way of communicating to people is "to shut up and listen".

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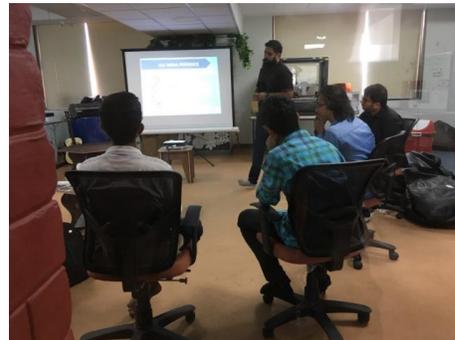|	
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Dhairya Pujara speaker session

Startup Expo (6th - 7th October, 2017)

Startup Expo was a 2-day event that was organized by BloomBox in collaboration with Riidl and team Abhiyantriki. There were mentoring sessions by experts and the start-ups got an opportunity to engage with like-minded startups also the startups had to pitch their business ideas for funds.

Also, There was a workshop conducted on UX design for startups. The event included some eminent personalities from Startup Sector such as Bhavesh Kothari, Nikunj Ladani, Vinav Bhanawa and many more. The event ended with a networking session for all the startups and the panelists.

Startup Expo

Why Don't You Tube? (7th October, 2017)

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A Digital Marketing Event (or a Social Media Marketing Contest) was conducted during Abhiyantriki, annual technical festival of KJSCE. Participants had to upload a video on any social media platform possible, and to win this competition, they were required to digitally market the video.

There was an interactive Question and Answer session taken by a famous Spoken Word Poet, Mr. Yahya Bootwala who entertained all the questions asked by the audience. Also, There was a speaker session by Mr. Chirag Warty who shared his expertise on Digital Marketing. The winning team was announced during our event 'Entrepreneurship Day 2018'.

Q&A session by Mr. Yahya Bootwala and Mr. Chirag Warty

Chefpreneur - MakerMela (9th, 12th and 13th January, 2018)

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A culinary event which aims to brings out the cooking as well as marketing skills of young entrepreneurs, was conducted by BloomBox in association with MakerMela. This event was apportioned into 2 rounds.

Round 1 was an Elimination Round in which around 20 teams participated and were judged by a panel of judges which included famous Food Bloggers namely Geeta Sridhar, Kajal Kothari, Trupti Marolia and Pratik Chokhani. 10 teams emerged successful and proceeded to Round 2. Round 2 was held during MakerMela and judges for this round were Chef Nilesh Limaye, Chef Shwetambari Pandit and Mr. Munaf Kapadia of The Bohri Kitchen fame. The judging criteria was Presentation, Concept, Taste and Marketing Strategy.

Participants at Chefpreneur

Judges of Final round of Chefpreneur

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Chefpreneur - KJSCE Symphony (9th February, 2018)

BloomBox in association with KJSCE Symphony conducted Chefpreneur's second version for the year during Symphony, annual cultural festival of KJSCE on 9th February, 2018.. Top 5 teams of Somaiya Vidyavihar Campus selected from Chefpreneur Round 2 (MakerMela) were given again a chance to showcase their marketing & culinary skills. The team with highest sales was adjudged winners.

Entrepreneurship Day 2018 (3rd February, 2018)

Entrepreneurship Day was conducted on 3rd February, 2018 with an aim to enhance and expand the Entrepreneurship culture. This event commenced with a speaker session by Mr. Angad Nadkarni who spoke about Startup Planning. He enlightened the audience on the factors which play a key role in Startup Planning. There was also a workshop conducted by Seema Agarwal and Vijal Sejpal, co-founders of iThrive, on Leadership and Communication. A simultaneous Career Counseling session was also held during the day.

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Entrepreneurship Day 2018

GyaanBox (23rd and 24th March, 2018)

A two day workshop was conducted on 'Fundamentals of Coding and Dynamic Programming by a Third Year Computers student. GyaanBox is a workshop conducted with an aim to give some bright students a platform to spread their knowledge to others acting as a freelancer i.e. for the students, by the students.

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GangRush (13th April, 2018)

      This was a fun event where BloomBox hosted few games highlighting important Entrepreneurship qualities like Teamwork, Time Management, Coordination, Alertness, etc. This event took place at Gargi Plaza Amphitheatre, Somaiya Vidyavihar.