



UPKRAM

THE ENTREPRENEURSHIP CELL

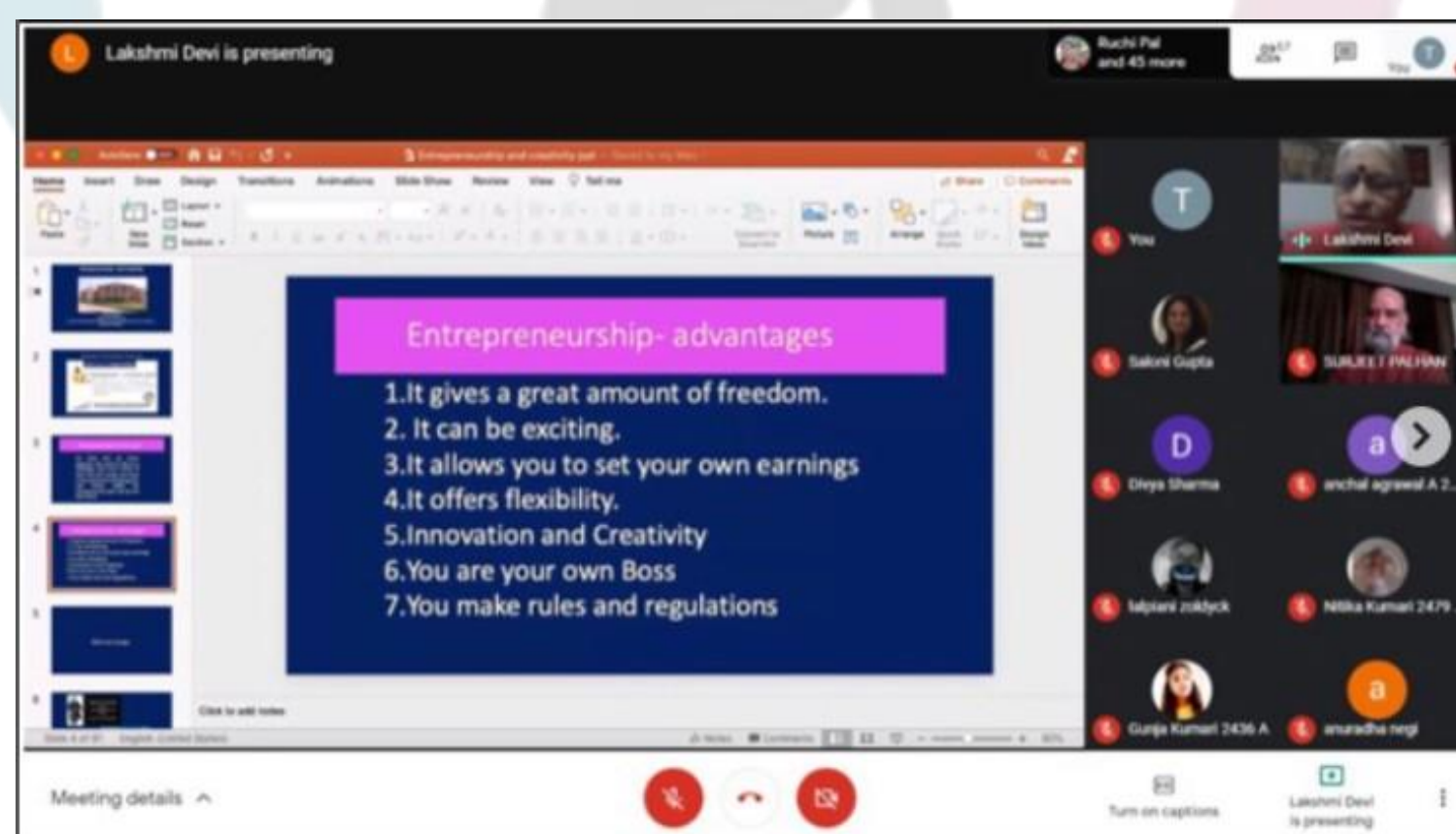
BHARATI COLLEGE, UNIVERSITY OF DELHI

SESSION REPORT

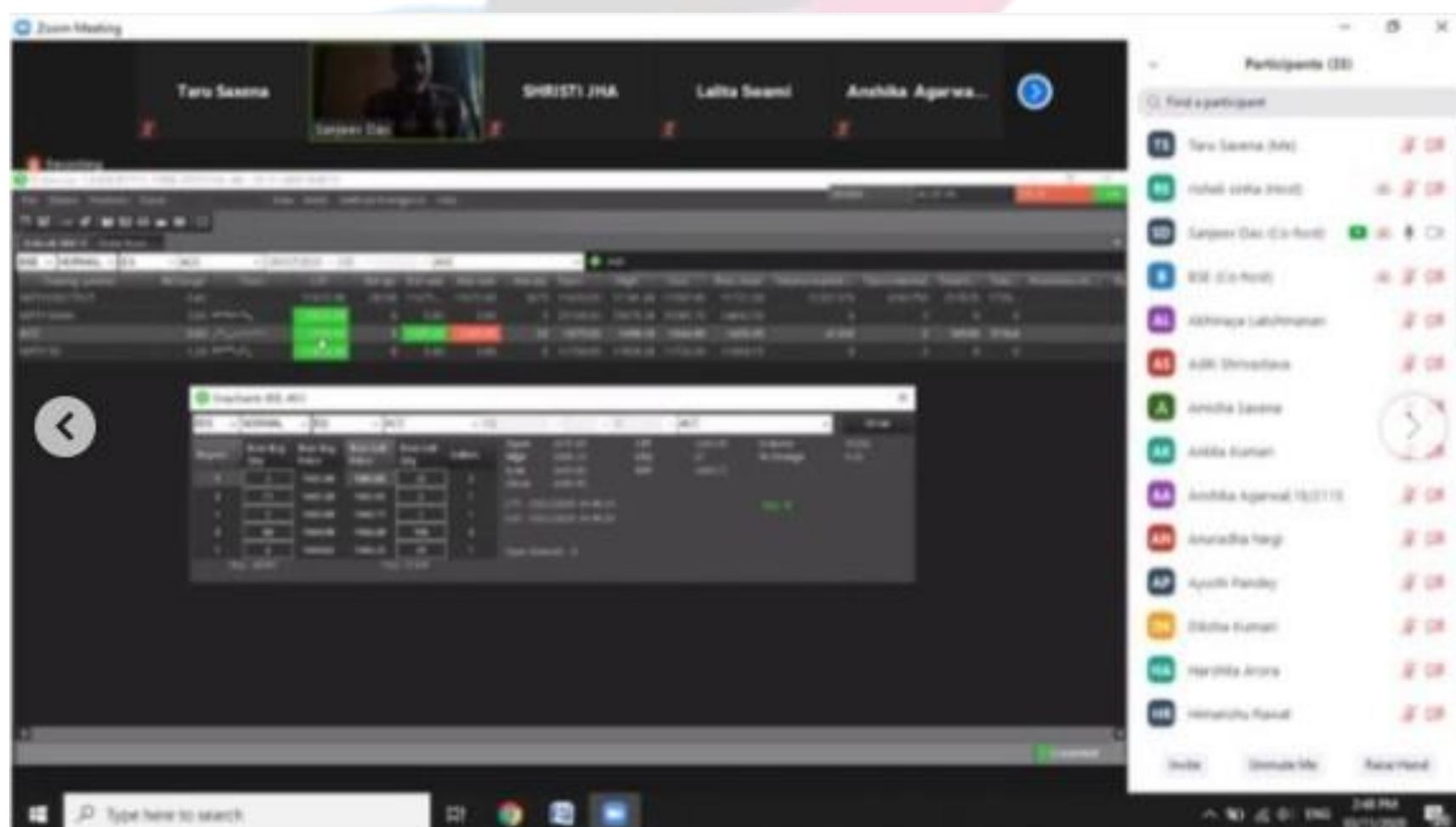
2020-2021

Upkram organized several webinars this year aiming at bringing out the innate potential of students aiding and motivating them to take calculated and planned risks and innovate the existing situations. The webinars were organized on the topics "*Entrepreneurship and Creativity, Competition on Taste the Experience of Entrepreneurship*", Workshop on "*Live Market Session and Uses of Technical Analysis, Career options available in the Financial Market domain*", and "Grooming Entrepreneurs via Digital Marketing for a Self-Reliant India". A Workshop on *An innovative approach to Jewelry Designing* too was organized. All the sessions were highly endorsed and appreciated by the participants.

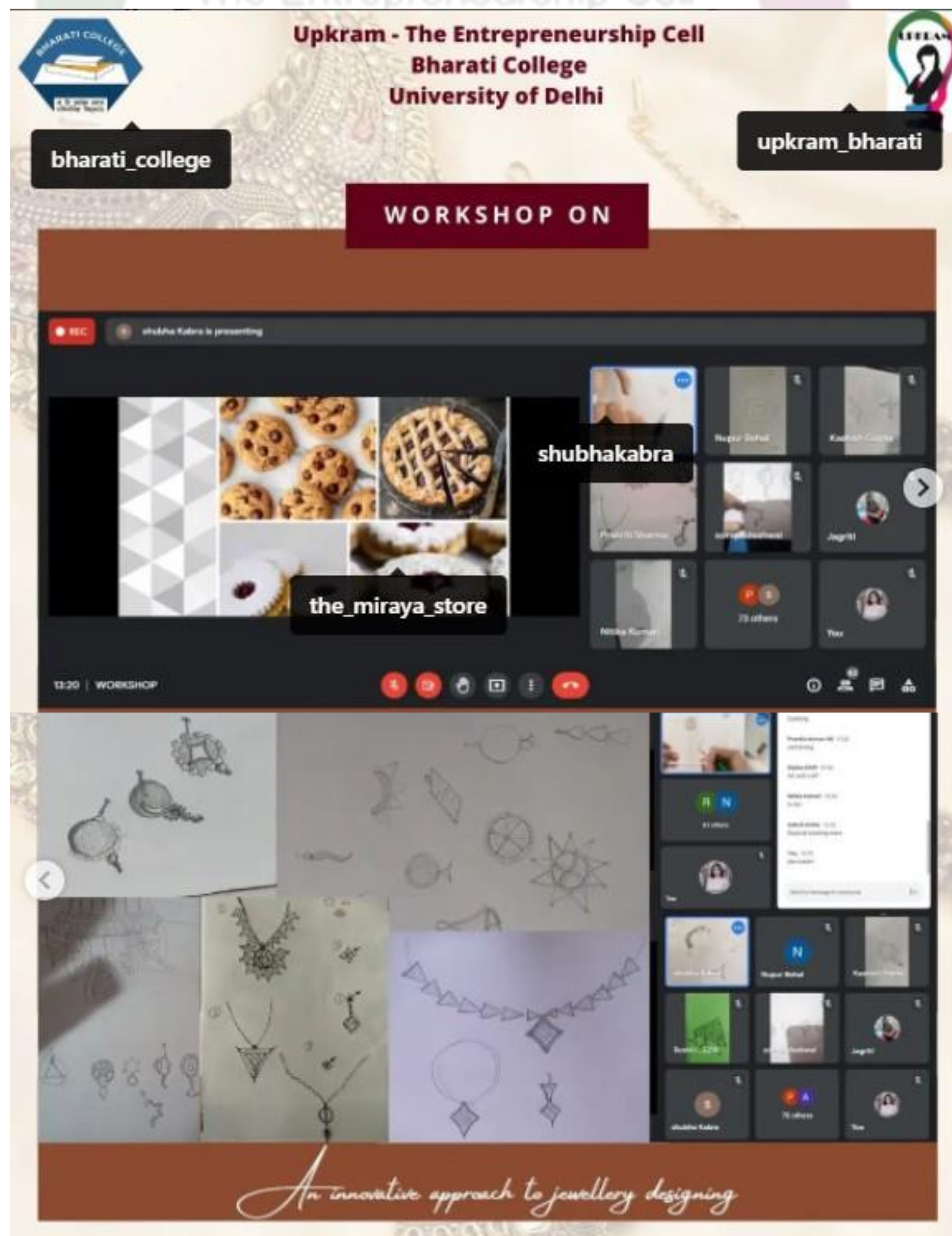
Upkram organized their First session with Dr. S Lakshmi Devi & Dr. S.K. Palhan in collaboration with "Center for Entrepreneurship and Career Oriented Program" on the topic "Entrepreneurship and Guidance".



Upkram organized their Second workshop in collaboration with Bombay Stock Exchange Institute on the topic "Live market session & uses of technical analysis" and "Career Options available in the Financial Market domain".



Upkram organized their Second workshop with Mrs Shubha Kabra, a graduate of Fashion designing from Pearl Academy and the Founder of 'Peela' and 'The Miraya Store' on the topic "An Innovative Approach to Jewellery Designing!".



The newly re-elected society organised the very first event, CHIRAAG.



CHIRAAG 🕯️ ✨

Chiraag, an initiative by Upkram E-cell, Bharati College to uplift the artisans who toil to pursue their beautiful art form, thereby preserving our cultural heritage, putting heart and soul in passing our country's rich and vibrant legacy to the next generation.

OUR MISSION

Aspire to create a community of craftspersons that can lead to a change in society and bring back the fading art forms from oblivion. A sustainable solution can transform the crafts which we innovate through using old bangles and wool as the raw material

THE STORY 🙌

Chiraag is a venture started by the students of entrepreneurship cell, Bharati College to revive and sustain the age-old art form of 'local Kumhars' (earthenware artisans) by empowering them.

PHILOSOPHY 🤝

Firm belief in holistic empowerment of artisans not limited to ensuring that they not only earn a living with their passion but also aspire to make them self-sustainable, capable of performing diverse business activities.

Words of President.....

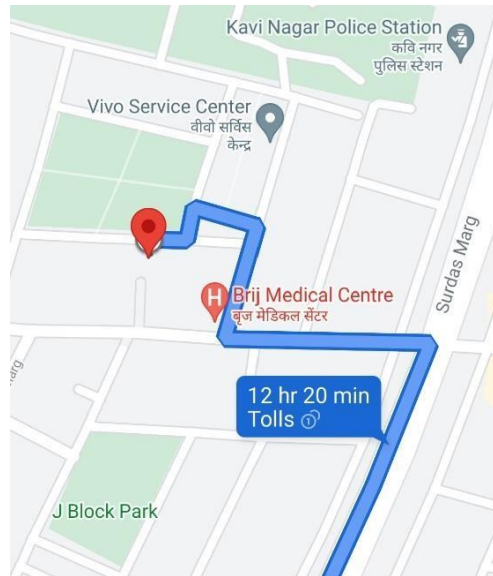
"The time I saw an age old family pottery maker selling vegetables on street, I realised it was time to step up and support the artisans in revival of our heritage"



The event took place under constant guidance of Dr. Saloni Gupta Ma'am, Dr. Princy Jain ma'am, Dr. Saloni Gupta Ma'am, Dr. Vandana Gupta Ma'am, Dr. Sakshi Mittal Ma'am and Alok Anand Sir on 23rd October 2021 and ended on 2nd November 2021.

DAY 1 (23rd October)

Earthen pots (diyas) were bought in wholesale from Bhopura Gaon, Ghaziabad to reduce the product cost.



DAY 2 (24th October)

24th being Sunday, was an off and college was closed.

DAY 3 (25th October)

Core Team members along with volunteers visited the college to set up raw material in room A-2.

Diyas were first soaked in water to minimize paint absorption. These were then covered with a base coat of white paint to further enhance the selected colour shade.

DAY 4 (25th October)

Covering one thousand fifty diyas with base paint was quite an extensive work and back breaking work which continued on for many days.



DAY 5 (26th October)

Volunteer experienced in art and craft were called to college to create design patterns and colour schemes for diyas to add aesthetic value to them.



DAY 6 (27th October)

White paint along with multi coloured acrylic paints and brushes were bought to move forward at full swing. Total expenditure incurred till date was Rs 1000 (Diyas + paints + brushes).



DAY 7 (28th October)

Top coat and base coat for majority diyas was completed, while fine art specialists were skillfully crafting designs on top of the dried diyas.



DAY 8 (29th October)

For further value addition, faculty members suggested using old bangles wrapped with wool and ribbon to create a coaster like base for the diyas along with the Upkram logo sticker on it.



DAY 9 (30th October)

Completion of the project was on in full zeal to match the deadline interspersed with the social media team of Upkram coming for regular photoshoot for the online promotion and poster creation through joint collaboration of technical and social media team.

Online brochures and pamphlets were created for sale.



Now Available

Ye Diwali Locals wali!



*The first 20
customers will get
10% OFF!!*

*Place your order online at
8368202309 (Vanshika Garg)
9560805001 (Kasvi Chhatwal)*

DAY 10 (31st October)

Sunday, college closed.

DAY 11 (1st November)

Sorting and packaging of the brightly painted products started.

Orders started coming so assessing day and venue of delivery started, handled the by Operations and sales team.



DAY 12 (2nd November)

We were at the last stage of our mission.

We got approval from our Principal Dr. Rekha Sapra to set up a stall in our college to promote sales.

Through strategic selling and cooperation of our college staff, we were able to achieve high sales.







MAJOR BUYER-

Jamalpur Village (vpo), near Government
School, Sarpanch office, Teh. Farrukhnagar,
Dist- Gurugram

MAJOR BUYER/SPONSOR-

Korean Lingo Group

CHARITY/NON PROFIT WORK-

We donated 500 diyas to the underprivileged,
sponsored by KLG.



KOREAN LINGO GROUP (KLG)

한국어를 배우자



CONCLUSION-

The first initiative of Upkram Project Chiraag fulfilled its purpose, the profit was handed to our treasurer for seed funding of Upkram.

This project indeed opened new possibilities to think, decide and act for future such prospects, it remained a fruitful, enriching and enlightening experience for all. There was a lot of learning in planning, organizing, coordination and communication, purchase and negotiation, strategies for sales, marketing and branding etc.

The project team is of the firm belief that every new initiative of Upkram will give them added confidence and exposure.



SAFETY MEASURES TAKEN-

Allaying safety concerns of customers regarding delivery of packages, Upkram E-cell of Bharati College has taken a slew of 'preventive hygiene measures' across its operating site to help keep students, delivery partners and customers safe during Covid. 🧑‍🤔🚫

Students handling the product were advised to wash their hands frequently with soap and water for at least 20 seconds, or use an alcohol based hand sanitizer or cleaning agent. Also disinfect all frequently touched surfaces including table tops, door handles and touch screens. 🧼🧽💯

THE CORE TEAM

President –Vanshika Garg

Vice President –Ananya Gaur

Operations & Sales Director- Ananya Gaur

Technical Director- Namrata Gupta

Social Media Director- Nityashree

CONTENT Director- Nupur Behal

Treasurer- Kasvi Chhatwal