

REPORT On
SEMINAR
“UNDERSTANDING STARTUP BUSINESS MODEL”

Organized By
PRAYAS- Placement and Internship Cell

*An initiative of Mata Sundri College for Women in
Collaboration with **Digiaccel and INVICTUS, THE COMMERCE
SOCIETY OF MATA SUNDARI COLLEGE FOR WOMEN***

Starting your own business is a journey filled with challenges and opportunities and it is path that requires careful planning, strategic thinking and deep understanding of the fundamental principal that underpin a successful venture. The **Placement cell of Mata Sundri College for women** in Collaboration with **Digiaccel** and **INVICTUS, The commerce society and the Department of Commerce** organised a seminar on **16TH OCTOBER, 2023**. The session enlightened the participants by providing them knowledge about different aspects and stages of starting up a business model. The event featured an esteemed speaker Mr. **Alekh Tripathi** , cofounder of Digiaccel.

Digiaccel is an upcoming ed-tech venture on a mission to solve for the digital employability problem in India. We believe that the current education ecosystem needs a rethink for India to have the millions of skilled digital talent in the coming years.

Mr. Aalekh Tripathi, co-founder of Digiaccel. He is a seasoned sales and marketing professional with over six years of experience in FMCG, primarily at HUL. His expertise spans over traditional trade and e-commerce, with skills in brand building,

D2C, shopper marketing, customer development and Omni channel strategies. Currently, he's dedicated to accelerating HUL's Beauty and Personal Care business through e-commerce channel.

The event was held in an **offline mode** in **Mata Gujri Hall** from **1:30 PM onwards** in the presence of **80** students and Convener Dr. S Kalpana Devi and Co-convener Ms Ashema Hasti respected faculty of Mata Sundri College for women.

The seminar started with the basic introduction about startups followed by different types of startups. The speaker also enlightened the students with the steps that should be taken in order to start a new venture like- finding out the problem, targeting the correct market etc. The session was very interactive with full of real life examples given by the speaker. The speaker also shared the method for calculating the economic slackup with the participants which resulted in a very fun and interactive segment between them. The participants were thrilled and helped the speaker in solving a few case studies which reflected various on field situations in a very easy and understandable way.

The seminar concluded by thanking the speaker, screen support, the anchors and students. The event was praised by all attendees. The aim to enlighten students about startup business models to enrich their knowledge in the field was accomplished successfully.




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AUDITORIUM, MATA SUNDRI COLLEGE FOR WOMEN, Mata Sundri
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 **GPS Map Camera**

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