

A Report on “Startup and Innovation Talk”

Organised by

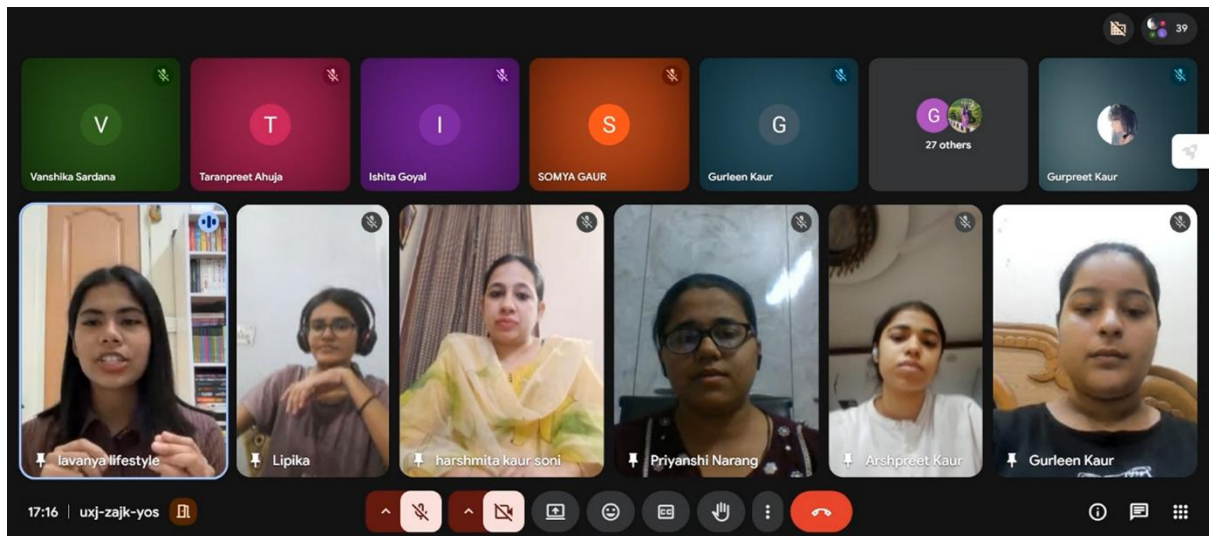
The Career Development Cell under IQAC and Mata Sundri Innovation and Incubation Cell (MSIIC)

The **Career Development Cell**, under the aegis of **IQAC**, in association with the **Mata Sundri Innovation and Incubation Cell (MSIIC)**, organized an insightful session titled “**Startup and Innovation Talk**” on **18th March 2026 at 5 PM** in **online mode** at **Mata Sundri College for Women, University of Delhi**. The session witnessed active participation from students across various years and courses, reflecting their growing interest in startups, content creation, and entrepreneurship.

The session was conducted by **Lavanya Yadav**, a content creator and founder of *Lavanya Lifestyle*, who shared her journey and experiences in the field of digital content and personal branding. She began her journey at a young age, posting her first video in 7th grade and becoming consistent from 10th grade onwards. Her content primarily focuses on lifestyle, through which she has built a strong connection with her audience. She also shared that her product, based on the concept of “**Main Character Syndrome**”, is available on platforms like Amazon, highlighting how creators can transform their personal ideas into marketable products. This demonstrated the importance of combining creativity with entrepreneurship to build a successful personal brand.

A key highlight of the session was her explanation of **content creation strategies**. She explained that content mainly falls into two categories: informative and entertainment. She emphasized that understanding the audience’s expectations is essential for growth. She also highlighted the importance of consistency and hard work, especially when collaborating with brands, where creators are often required to maintain regular posting schedules.

The speaker also discussed the importance of **finding one’s niche** and adding a personal touch to content. She stressed that every creator is unique and should focus on their own strengths rather than copying others. She further emphasized the importance of **effective communication skills**, particularly fluency in English, to expand reach and build professional connections.



Another important aspect covered in the session was **affiliate marketing**, where creators can earn by promoting products. She also highlighted the role of **storytelling**, explaining that the way content is presented plays a major role in engagement. Using a simple example, she compared a basic cooking video with one that begins with a relatable story, making the content more interesting and engaging.

The speaker encouraged students to **start their journey without waiting for the perfect moment**, emphasizing that growth comes with experience. She also acknowledged that while hard work is essential, **luck also plays a role** in success. She shared creative content ideas, such as using contrasting audio and visuals, to make content more engaging.

For students who feel shy in front of the camera, she suggested exploring **User Generated Content (UGC)** and using platforms like Wishlink to begin their journey.

The successful organization of the event *Startup and Innovation Talk* was made possible under the able guidance and mentorship of **Prof. Harpreet Kaur**, Principal, Mata Sundri College for Women. The event was efficiently convened by **Dr. Harshmeeta Kaur Soni (Convener)** and **Dr. Ashema Hasti (Co-Convener)**. The insightful session was enriched by the presence of **Lavanya Yadav**, content creator and founder of *Lavanya Lifestyle*, whose experiences and practical insights added great value to the discussion. The dedicated efforts of the organising team members from the Career Development Cell and the Mata Sundri Innovation and Incubation Cell (MSIIC) Society played a crucial role in the smooth execution of the event.

A special mention goes to **Lipika Yadav (President)** and **Divleen Kaur (Vice-President)** for their leadership, along with the coordinators, whose seamless management and coordination ensured the overall success of the event.

The session concluded with an interactive discussion, where students actively engaged with the speaker and clarified their doubts. The talk proved to be highly motivating and informative, providing students with practical insights into content creation, personal branding, and startup culture.

Overall, the event was a great success, equipping students with valuable knowledge, inspiration, and a clear understanding of how to begin and grow in the field of startups and digital innovation.

