



PUNE INSTITUTE OF
COMPUTER TECHNOLOGY

ENTREPRENEURSHIP
DEVELOPMENT
CELL



PICT EDC Presents a Bi-monthly Magazine



Insights

*Investing Today...
Redefining Tommorow!!*



About E-Cell...

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The Entrepreneurship Development Cell is an organisation run by the students of Pune Institute of Computer Technology that aims at manifesting the latent entrepreneurial spirit of young students. Keeping this motto in mind, EDC, PICT is reaching out to the students to promote entrepreneurial outlook by engaging them with different activities in EDC. EDC conducts several activities such as workshops, interaction with successful entrepreneurs, building prototypes, setting up small campus companies, internship opportunities with outside companies, etc. in order to cultivate the below skill set among the students:

- 1. Organising skill*
- 2. Team building skill*
- 3. Sales & Marketing skill*
- 4. Relationship building*
- 5. Knowledge about compliance*
- 6. Sponsorship*



From the Desk...

Dr. P. T. Kulkarni
- Principal, PICT

Dr. P. T. Kulkarni:

Startup initiative is like planting a sapling. First you have to invest your experience, care, time and money, with little or no return. But when your startup blossoms, it's worth all the efforts & investment. To make it sustainable, proper business model & product development under proper leadership & mentorship is required. Fortunately, we have many experts as our alumni who are always ready to help youngsters to prosper, only the paranoid survive. We have started "Startup & Innovation Cell" to empower mind to translate their findings & ideas into product as service that creates value.

Dr. G. V. Bansod
- Head, EDC

Dr. G. V. Bansod:

I am delighted to write this message for our bi-monthly EDC Newsletter, which has been introduced with an aim to encourage our imminent entrepreneur minds.

The Newsletter acts as a resource of knowledge, ideas and guidance from the best.

I am grateful to our visionary management for their whole hearted support towards development of this unit. I am thankful to all the contributors for their commendable efforts and heartfelt dedication.



From the Desk...

Prof. R. V. Bidwe
- Co-ordinator,
EDC

Prof. R. V. Bidwe:

It is with immense pleasure that we present to you volume-01 of the EDC Newsletter. Team EDC has been working untiringly to plan and successfully execute various events in this academic year.

Though the events like Entrepreneur's meet and informative sessions are conducted for creating awareness; but they also invoke thoughts that can turn to major successes on day.

I take this opportunity to thank Dr. P.T. Kulkarni, Principal, PICT for his constant motivation and guidance without which our team's ideas couldn't have been materialized.

On a personal note, this is a mere beginning and I hope to bring out the best in students through EDC.

Ajit Hande
- Student Head,
Chief-Editor,
EDC

Ajit Hande:

To an overwhelming response from the students and the consistent cooperation from our principal, we at EDC Student Club have taken the initiative to create awareness about the startup ecosystem that exists, and to document the regular club activities.

The 'Insights' is a bimonthly newsletter which will focus on the recent startups, startup platforms, startup initiatives and the activities carried out in the club towards achieving our goals.

Our main objective behind this initiative is to research the marketing trends, the startup sustainability and all other elements conducive towards the growth of the 'startup revolution'.



Activities...

There were many sessions conducted in this time period.

They were:

1. Vijay Mallya Fraud Case.
2. Nirav Modi Fraud Case
3. Event Management & The Big Short.
4. GRE Preparation.

Fish Absconding Indian nets- Mr. Vijay Mallya:

Mr. Vijay Mallya is the chairman of United Breweries and took over it in 1983. He marketed his business by branding under tag name of Kingfisher. He majorly considered expandability over profitability, which became the main reason for his downfall. The qualities one can imbibe from his life journey may be like being passionate, giving your fullest in what you do and convincing the people.



Nirav Modi Fraud Case:

The Nirav Modi group of companies were duping banks for at least seven years without raising an eyebrow. Thus came to an end the discrepancy amounting to 1.8 billion dollars.



This paradigm serves as an eye-opener for other banks to regulate their internal processes. The mendacious person is now behind the bars at Wandsworth prison in South-West London. Contemplating this fraudulent case, it emphasizes on qualities like ability to learn quick, communication skills, and applying business tactics efficiently.



Activities...

Event Management:

- Basic knowledge and prerequisites to manage an event. Discussion on strategic marketing and communication should be affirmed, understanding the objectives of event and proper scheduling.
- Importance of building up a near perfect and responsible team, keeping in mind the objectives and maintaining a steady pace of work.
- Discussion on documentary films like 'The Big Short'.
- Guest appearance by Arpit Bhasin, BE.
- Discussion on other topics like self-development and management.



GRE Preparation:

Ms. Rucha Tambe is a 2019 graduate from PICT. She scored a whopping 320/340 in the test and got admitted into Intelligent Robotics (CS) program at the University of Southern California. She was an active member during her college days, and also the head of the Google Developers Club. As per feedback received, the session was a huge success as it helped the attendees resolve several queries and debunk myths related to the GRE.





Dr. Michael Burry

- The Stock Market Genius...

'THE BIG SHORT' GUY

Dr. Michael J. Burry is one of the little known investors that foresaw the 2008 financial crisis and profited handsomely from it. His story - not one of unmitigated success, is an unlikely one that ends with fabulous wealth but a strange result. He started his own hedge fund, the Scion Capital.



Realizing that the internet had way overvalued companies with little profitability, he shorted those stocks and his hedge funds went up like a rocket ship. In the first year, Burry returned 55% while the S&P 500 fell 12%. The market fell dramatically yet Burry's fund returned 16% and 50%, making him one of the most successful investors in the industry.

Michael Burry's small group of initial investors had seen the overall assets under management reach \$600 million by the end of 2004.

However, Burry was soon onto a new idea of analyzing the subprime financing market and bank balance sheets. He noticed great irregularities and unsustainability in this market.

These investments paid off handsomely, making Burry a \$100 million for himself and \$700 million for his investors.



Induction Program...

Key Points:

1. Scrutinize their views regarding entrepreneurship and few of their innovative ideas for startups.

2. Discourse with them regarding their doubts in concern with EDC and the college.

An induction program was conducted by EDC for freshers. The motive for conducting induction program was to introduce EDC to the freshers. Give them a brief idea how it works. Also communicate with them and know their views about entrepreneurship and startups. Fun activities were also conducted to uplift the environment and get the students talking.





Orientation Program...

Key Points:

1. Communication with the juniors.
2. Promote all-round development.
3. Provided a brief idea about co-curricular and extra-curricular activities in the cell.
4. Bird's eye view about various dimensions of career opportunities.
5. Invoke knowledge of business and statistical growth amongst the students.

PICT conducted induction program for freshers to inform them about various organizations running successfully in the college. A brief introduction about EDC was also given in the orientation program by Prof. R. V. Bidwe, Pratiksha Sancheti, Kunal Shah and Nandini Deore. They gave a brief about curricular and co-curricular activities held in EDC. Educational Programs conducted by EDC to groom and nurture young startups, budding entrepreneurs to mould their fraternity in the days to come.

They also gave an idea about the past three entrepreneur meets organized by EDC in PICT. And how the events gave boost a variety of competition related to stock market, startups and innovative projects. Our speakers concluded their briefing by enlightening the students about EDC's future endeavours.





Events & Meets...

Meets Attended:

1. Kunal Shah and Saurabh Darekar attended a seminar by “Mr. Girendra Kasmalkar” regarding “Entrepreneurship: Distributing the Future evenly” at Jnana Prabodhini, Pune.
2. Prof. R. V. Bidwe, Ajit Hande, Pratiksha Sancheti attended “National Entrepreneurship Conclave” at Ferguson College, Pune.
3. Prof. R. V. Bidwe along with 10 EDC members including Ajit Hande, Pratiksha Sancheti & others attended SPPU awareness program at Garware College, Pune.
4. Prof. R. V. Bidwe attended SPPU awareness programme on “Starting an Innovation & Startup Cell” at Garware College, Pune.

Upcoming Events:

1. Speech by Mr. Mahavir Mutha on ‘Innovation, Startup and Entrepreneurship’.
2. Startup presentation of ‘Sanitary Pad Vending Machine’.
3. Regular sessions on: Personality Development, higher studies, business model discussions and many more.
4. E-Summit.





Our Team...



Team Members:

Ajit, Mayur, Pratiksha, Vedant, Nayan, Niraj, Riya, Keshav, Nikhil, Omkar, Surabhi.

Kunal, Aparna, Nehal, Nandini, Aishwarya, Aniruddha, Malhar, Ashwini, Manali, Prerana, Smruti, Samiksha, Ashay, Aniruddha, Siddhant, Saurabh, Vedraj, Deepak, Kalpesh.

Reach us at:

✉ edc@pict.edu

📷 [edc_pict](https://www.instagram.com/edc_pict)

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