



E-NEWSLETTER 2024-25

ON THE BLOG



On the blog ,from scratch to scale is the initiative from IGNITORS, Women Entrepreneurship Cell of Bhagini Nivedita College to spread awareness about how to start your business by spreading theoretical and practical information to all the students who want to achieve success in business world



Since
2023

IGNITORS By : Dharna

IGNITORS, Women Entrepreneurship Cell of Bhagini Nivedita College was established in 2023 and since then they have been working for making the students self efficient and make them able to achieve success in business world by spreading theoretical and practical awareness through various programmes since their debut.

On 29 August 2023 , the cell entered a tri-Patriate Memorandum of understanding with 'ANDC instart Foundation' Acharya Narendra Dev College, University of Delhi and T.S.D. Consulting LLP, Singapore. The cell also organised talk on "Pursue your passion" , " doing business and role of incubator" ,"Start your Start-up with Udhmodaya" and a career counseling session by Amigo Academy.the cell conducts these many event for the well being of the students so they can achieve success in their desired industry.



The Entrepreneurship Cell organised Diwali Mela, an entrepreneurship fair on 3 November 2023 which was an Inter - College event where more than 20 stalls were set up by students and teacher where they earned thrice their investment. A crowd of 600 students , 100 teachers and non teaching staff indulged themselves with food , music and shopping during the event. The students of various colleges gave various performances of dance and singing which set the vide of the event .

ON THE BLOG

DIWALI MELA



By: Raksha

Amidst the vibrant hues of Diwali lights and harmonious echo of festive cheer, comes the busy marketplace known as Diwali mela- a month where celebration and entrepreneurship is at its peak and making profits become more crucial. Our entrepreneurship cell 'Ignitors', inspired by the same took the step and organised Diwali Mela on 2nd November 2023 . It was organised to teach students how to run a business. Students were asked to setup a stall of their choice where they could sell anything they wanted and earn revenue. Students from outside the college also came to erect their stall . Teachers from the college joined and made various stalls . The college also invited Ngo 'Hum honge kamyab' to aware the students of their goals and work. There were more than 20 stalls and every stall had atleast 2 member to manage. The mela had so many variety of stalls including jewellery stall, game stall, post cards stall, flower vase and sandwich stall , saree stall , mehndi stall etc.



Women entrepreneurship cell

BOOK CLUB

By Ignitors

- Reading charges will be 10% of the book cost for a week or less. (Weekly charges)
- Super excitement is that if someone is keep ur book u will earn 3% from that book out of 10% charged.

Reading book is my meditation



Each student chose a product or service to sell according to the market profitability and the festival season . The task was to cover at least the revenue of what they are selling. This was done by choosing the most marketable and easily recoverable product or service sold during the festive season especially Diwali , and accordingly a proper strategy and budget was made . Each student had to market themselves so that they can grab customer's attention and sell them . Pricing was kept keeping two things in mind:

- 1) To keep it as affordable as possible considering the target customers were mostly students.
- 2) The price was also set such that they can recover costs which was invested so that they can atleast earn the revenue. Whether the stall was a success or a failure , every student who participated in the stall learnt skills like creativity , problem solving , adaptability strategy , team management marketing their skills .

A huge congratulations to the entire entrepreneurship cell community, it's the creativity and hardwork of the teachers and students who made Diwali Mela a big success.

Kick start your creative career with Freelancing

By: Neha

You may have heard about freelancing, but what is it? and how can YOU do it?

Worry not because I am here to help you figure out just that. Freelancing is doing specific work for clients without committing to full-time employment. It is considered self-employment. Mostly suitable for creatives like artists, graphic designers, writers, web developers, social media creators, videographer, photographers, etc etc.

So how can you get started? Use these following steps as a guide to being your own boss;

1. Define your industry and niche: Find what you are interested in and be as specific as possible, work on that and improve your skills, for example if, you are an artist: define your art type or types like painting portraits, landscapes, objects or all. Define the set of skills you possess and what service will you be providing to your clients. (they can be commissioned artworks in case of artists.)

2. Build a portfolio: whatever your niche may be, a portfolio is important. It is a collection of your best work, this can be both digital and on paper. This can include both personal work and previous professional work if you have any just be original (paintings of paintings don't count as original) use a neat format throughout and provide description for each piece of work you add in this.

3. How much do you charge: research general market rate for similar work as yours, for starters try to keep your rates enough to recover the cost, you can increase this as you gain experience. You don't wanna oversell but you also don't have to undersell so make sure to at least recover cost with your projects. Make sure you communicate your rates clearly before starting a project.

4. Promotion: now that you have a plan, you need a place. Nowadays one of the best ways to promote a freelancing business would be through social media. You can use platforms like Instagram and LinkedIn to show off your work, share a sneak peek which will help you gain audience and attention. Be sure to include in your bio about the services you provide, you can use Instagram DMs or email for taking orders or make your own website to do so. Include everything about your business in your profile so anyone can just look at your profile and learn about your business.

5. Acquiring clients: This is a very important part, while using social media can help you achieve your dreams you also need to acquire clients in person, stop being afraid or shy and start approaching people in person, go to fests, competitions, attend seminars, events and network with people, introduce yourself and share with people what you do. (If you are really serious about this, sharing info about your Instagram handle could be helpful)

6. Improve your skills and knowledge: continuously bettering yourself is always a good idea, not only will you be mastering your craft you will also get chance at better opportunities, our economy is shifting toward a skill based employment hiring system from a degree or certificate based one, this means improving and acquiring skills is a must. You can do so by reading articles, books or taking online courses for anything you are interested in and add it all to your resume. Knowing your skills is also a key, most people possess abilities they find so natural that they never put that in their resume, major example would be language communication skills, don't do that and know the skills you have this will only help you in the long run.

7. Set clear expectation and boundaries: Exploitation is very common in the private service sector especially for women and freshers which makes it important for new comers to establish clear boundaries and expectations with their clients. You should communicate your availability, deadline, requirements, etc very clearly. Not letting clients exploit you by not paying properly or making you work more for less pay is a task you should be up for.

Other things to keep in mind would be time management to save you from burnout, doing your own research before stepping into this field or any field for that matter.

Unleashing the Power of AI: How Small Businesses Are Transforming in the Digital Age

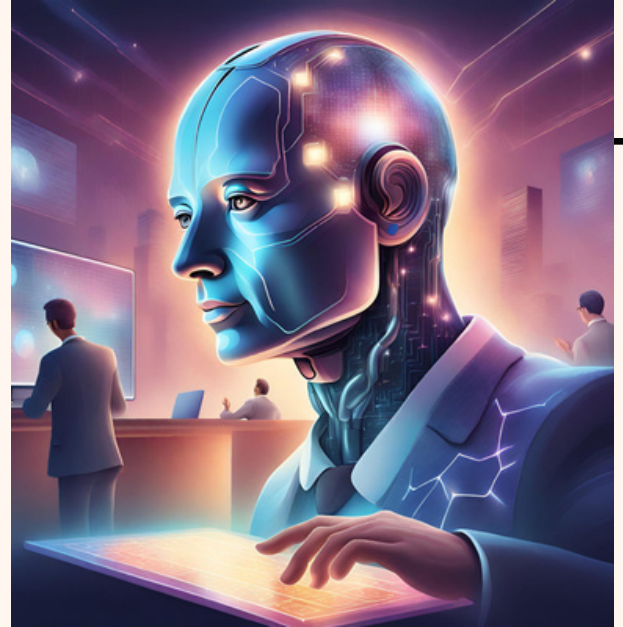
By: Deepika

In today's rapidly evolving business landscape, small businesses are facing unprecedented challenges and opportunities. With the advent of artificial intelligence (AI), these enterprises are leveraging technology to transform their operations and stay competitive in the digital age.

Small businesses are the backbone of economies around the world, driving innovation, creating jobs, and contributing to local communities. However, they often face resource constraints and operational challenges that can limit their growth potential. This is where AI comes into play, offering a range of solutions to help small businesses streamline processes, improve efficiency, and enhance customer experiences.

One of the most significant impacts of AI on small businesses is its ability to automate repetitive tasks. Tasks that once required hours of manual labour can now be automated using AI-powered tools and software. For example, administrative tasks such as data entry, scheduling, and invoicing can be streamlined, freeing up valuable time for small business owners and employees to focus on more strategic activities like business development and customer engagement.

Moreover, AI enables small businesses to gain valuable insights from data. By analysing customer behaviour patterns, market trends, and other relevant data sources, AI algorithms can help businesses make informed decisions and tailor their products or services to meet the needs of their target audience. This level of personalization not only enhances the customer experience but also increases customer satisfaction and loyalty.



Furthermore, AI is revolutionizing customer service for small businesses. Chatbots and virtual assistants powered by AI technology can provide instant support to customers, answer frequently asked questions, and even assist with purchasing decisions. This round-the-clock availability improves customer satisfaction and reduces the burden on small business owners to handle customer inquiries manually.

Additionally, AI is levelling the playing field for small businesses by providing access to advanced tools and technologies that were once only available to larger corporations. Cloud-based AI solutions offer scalability and flexibility, allowing small businesses to adapt to changing market conditions and scale their operations without significant upfront investments in infrastructure. In conclusion, the impact of artificial intelligence on small businesses is profound. From automating repetitive tasks to gaining valuable insights from data, AI has the potential to transform the way small businesses operate and compete in today's digital economy. With the right strategy and implementation, small businesses can harness the power of AI to unlock new opportunities and drive sustainable growth in the years to come.



"Bachha Kabil Bano,
Kabil... Kamiyabi Toh
Jhak Mar Ke Piche
Bhagegi"