



# ATMA RAM SANATAN DHARMA COLLEGE

(UNIVERSITY OF DELHI)

## Program Report

**Name of the Program:** News Series

**Date of the Program:** 01<sup>st</sup> June, 2020

**No. of Participants:** 120

**Organized by:** Skill Development and Entrepreneurship Cell, ARSD College

The students of e-cell were stuck in the lockdown in the new academic session. The Cell thought of various productive ways to engage the budding entrepreneurs. The cell came up with the "NEWS SERIES ". Under this project, the latest affairs that were affecting business and entrepreneurship were covered through following competitions and sessions:

- a. Start-up battle - In this two startups of the same industry were compared on the basis of the services provided so that people could judge the better one. For e.g. Ola Vs Uber cabs.
- b. Facebook - Jio Alliance - all the possible reasons why a Silicon Valley social media giant like Facebook invested in India's Jio amid this crisis. Some exciting results were presented covering their impacts on Indian entrepreneurs, their mutual benefits etc.
- c. The Atma-nirbhar Bharat - the newest idea of P.M. Modi of self-reliant India movement was explored. Emphasis was laid on how to become vocal for our local products.
- d. The 4th Industrial Revolution - we are getting ready for our 4th industrial revolution which will be fusion of technologies and it will change our perspective towards humanity. In sessions it's impacts on economy, business, nation, society and individual was discussed.
- e. How covid -19 triggered US-CHINA TRADE WAR? - US has high hopes that India and Vietnam can ramp up at least equal to Chinese capacity and China has furthered its reforms of REMOVAL OF FOREIGN OWNERSHIP RESTRICTIONS in auto sectors.
- f. Stock Market Series which focused on elucidating key financing concepts to help give budding entrepreneurs a guide to stock investing and trading. The series included articles on various topics like Main Exchanges in India, Types of orders, Types of Markets and other important topics covering stocks, investing and trading.



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## Photographs


The name was taken from the color of the Virgin brand which was started by Richard Branson as Samir was fascinated by his autobiography.



He wished to have a color for his business. And the color of the Virgin brand is Red.

### FOUNDERS


PHANINDRA SAMA  
CHARAN PADMARAJU  
SUDHAKAR PASUPUNURI

They started it in August 2008 with only one operator, 5 seats with 5 lakh rupees. The Redbus startup story brought a revolution in the bus industry.



In 2016, the company achieved a GMV of 700 billion (equivalent to 24 billion or 104750 million in 2010), with a 70% share in the Indian online bus ticketing segment.




### THE STORY OF



"When you gotta go, you gotta go"

- LAUBEN AMRITLAL GOKANI
- JAYABEN V. VITHALANI
- CHUTABEN AMISH CAWADE




### 7 REVOLUTIONARY FOUNDERS

- JASWANTIBEN JAMNADAS POPAT
- PARVATIBEN RAMDAS THODANI
- UJAMBEN NARANDAS KUNDALLIA
- BANUBEN. N. TANNA

### FROM RS 50 TO RS 800 CRORE

The story of the world's fastest growing startup started in 1998 by three women in Mumbai with a modest base of Rs 50. The cooperative now has assets of over Rs 80,000 crore, employing 45000 women.




The women from Lizdat Mumbai inspired themselves to start a business to make a sustainable livelihood using the work and time left in evening. They took care in identifying correct marketing channels to use Facebook, WhatsApp and decided that they would use equipment to save the investment in buying such of the equipment to avoid losses.

### INTERESTING FACTS

- Their services are available for 365 days whether it's raining or snowing outside. Their average literacy rate is eighth grade. Their average rate is 1 in 10 million.
- They are even studied by Harvard University and IIM.
- They do about 4,00,000 deliveries everyday. They hardly use phones or electronic items.
- They believe that customer is God and Honesty is their strength.

### THE STORY OF



FOR, OF AND BY THE WOMAN!


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### BAWALI



They not only deliver riffin from home to workplace but also from work place to home.

Each Bawali is governed by three principles -

1. Work is WORSHIP,
2. Customer is GOD,
3. And there is no substitute for HARD WORK



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**VALUES AND ETHICS**

They also give value added services to the customer like if a customer forget to take some documents in such place, they deliver that too with the bottle.

DabbaWala do not open touchlines to see what is in it. They only pick the lunchboxes from the boxes and deliver to customers at a workplace.

**FEEDING MUMBAI SINCE 2008**

**TIMELINE**

2008 - Atma Ram Sanatan Dharma started the DabbaWala delivery in Mumbai with about 200 men.

2010 - A DabbaWala truck was registered with a name **WITAMIN MUMBAI** to give back nutritional support.

Now there are more than 1000 DabbaWala vehicles more than 5,00,000 customers i.e. each DabbaWala delivers 20-40 offices every day in the crowded place like Mumbai.

**THE STORY OF MUMBAI**

In heavy rains, the local trains may stop but the DabbaWala will never stop.

**CAPACITY OF MACHINERY**

Each machine has a capacity of 350,000 litres a month. It's about 15 million units.

**THEY TAKE YOUR EMPTY BOTTLES BACK**

They collect empty bottles from shops and also homes when it reaches a certain quantity.

**WHAT'S UNIQUE**

**SHELF LIFE**

The Shelf of the product is 21 and further to 45 (if refrigerated). They take the product back on 16th day and distribute it in events.

**HUGE SOCIAL MEDIA PRESENCE**

This company has established a huge social media presence. It has created a major fan base for itself. There's always some buzz about it and it stays trending, having celebrity brand ambassadors.

**KEY POINTS**

Raw Pressery's cold-pressed juices proved a hit among consumers seeking natural soft drinks. The company uses a subscription-based model, which ensures demand predictability.

Effective marketing campaigns such as sponsoring sporting events in link the brand with healthy lifestyles have played a crucial role in creating brand awareness for Raw Pressery.

**FOUNDER RAW PRESSERY**

Their journey from Rs 5 crore to Rs 250 crore in just 42 months.

Between 2014 and now, Raw Pressery's business valuation has already increased 99 times. And the 37 year-old, who has just finished delivering a lecture about his successful start up, says he is confident that it will continue to grow at this remarkable rate.

**RAW PRESSERY ALL GOOD, NO BAD**

Raw Pressery juices are made with a unique cold press technology that avoids oxidation and preserves the nutritional value of fruits and vegetables.

Raw Pressery offers a carefully selected blend of ingredients in the form of juices. From Shield to Run and Glow to Lean, each of the juices is aimed at addressing a specific nutritional need of the body.



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## List of Participants

Sr. No.	College Rollno	Name
1	20/83762	SUKRITI KALA
2	20/83231	KUNAL ATTRISH
3	20/83024	YOGESH YADAV
4	20/83095	DEVIKA SUNIL
5	20/83156	VIVEK KATARIA
6	20/83772	JYOTI
7	20/83211	AKASH KUMAR
8	20/83624	SWATI PAL
9	20/83825	NAYONIKA DHAGAT
10	20/83100	SAHIL JAIN
11	20/83091	TARUN GARG
12	20/83735	RIYA LUTHRA
13	20/83158	RIYA KOCHHAR
14	20/83833	SHREYA
15	20/83707	HIMANSHI PAHWA



# ATMA RAM SANATAN DHARMA COLLEGE

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16	20/83238	SHAURYA SAINI
17	20/83688	SRISHTI RAWTANI
18	20/83032	KHUSHI GUPTA
19	20/83810	DIVISHA GOYAL
20	20/83139	MITALI
21	20/83718	MUSKAN BAJAJ
22	20/83023	NIYATI GOYAL
23	20/83227	AVINASH KUMAR SINGH
24	20/83840	SAWAN KUMAR HOODA
25	20/83592	SUKHVINDER SINGH KHURMI
26	20/83804	NAMYA JUNEJA
27	20/83155	VANSIKA PATHAK
28	20/83568	STUTI SHARMA
29	20/83151	AYUSHI NIGAM
30	20/83591	SHANTANU SAROJ
31	20/83838	MONIKA SHARMA



# ATMA RAM SANATAN DHARMA COLLEGE

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32	20/83068	YASHASVI BHATNAGAR
33	20/83731	KHUSHI MITRUKA
34	20/83771	SRISHTI GULATI
35	20/83645	AMAN KASHYAP
36	20/83826	LOPITA GUPTA
37	20/83796	KRITIKA RAWAT
38	20/83208	BHOJ PRAKASH JOLHEY
39	20/83633	MANENDER SHARMA
40	20/83767	YUVRAJ SINGH
41	20/83074	PARIDHI BHARDWAJ
42	20/83130	SHREYANSH JAISWAL
43	20/83649	NIKUNJ RAJESH WANDILE
44	20/83115	SHUBHAM KUMAR
45	20/83692	JAHANVI GOEL
46	20/83046	SEZAL SINGH
47	20/83570	DIKANKSHA



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48	20/83153	RUPESH
49	20/83182	MUSKAN JAIN
50	20/83240	VANSHAJ JAMWAL
51	20/83613	VATSAL DAHIYA
52	20/83109	AKASH TIWARI
53	20/83652	AJAY KUAMR MALIK
54	20/83583	RITIKA AGGARWAL
55	20/83702	SANYA MEHTA
56	20/83576	ANANYA SOTI
57	20/83236	PRACHI NEGI
58	20/83520	TANYA
59	20/83036	PREETI GARG
60	20/83112	ANOOP YADAV
61	20/83543	AAKANKSHA MATHPAL
62	20/83678	ANISH YADAV
63	20/83835	AAYUSHI CHAUBEY



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64	20/83183	MINAL GOLYAN
65	20/83789	JEYATE GUPTA
66	20/83579	DEEP SHARMA
67	20/83221	ARYAN
68	20/83650	VAIBHAV SHARMA
69	20/83225	AAYASHA BISHT
70	20/83574	SAURAV DAS
71	20/83627	SHREY ABBOTT
72	20/83802	PUJA KUMARI
73	20/83224	PREM SINGH MALIK
74	20/83226	AHMAD HUSSAIN AKHONE
75	20/83680	AYUSHI THAKUR
76	20/83094	AMAN NAGAR
77	20/83812	TISHA LAMBA
78	20/83746	MILI CHAWLA
79	20/83512	ANKIT KUMAR





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80	20/83242	KRITIKA GUPTA
81	20/83722	PRISHA VERMA
82	20/83059	VANSHIKA OBEROI
83	20/83815	MD WARISH RAJA
84	20/83202	ANURAG CHOUDHARY
85	20/83567	IBTASAM KHAN
86	20/83179	GUNGUN
87	20/83149	HARSH
88	20/83711	ANISHA METHI
89	20/83763	VINAY GARG
90	20/83662	SOUMYA SAACHI
91	20/83778	DIKSHA
92	20/83526	NIKITA TAHILIANI
93	20/83517	STEPHY J SAM
94	20/83819	DIVYANSH UPADHYAY
95	20/83659	ROHIT TEKARIA



# ATMA RAM SANATAN DHARMA COLLEGE

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96	20/83801	MANASVI ANAND
97	20/83610	GAUTAM KUMAR
98	20/83600	MOHIT
99	20/83758	SHUBHAM SINGH SIRARI
100	20/83011	ANURAG SINGH
101	20/83096	SNEHA BINDAL
102	20/83837	RISHU RAJ
103	20/83213	MOHIT KUMAR
104	20/83064	SEJAL VASWANI
105	20/83062	PARV SINGH
106	20/83589	UDIPTA SAHARIAH
107	20/83676	RADHIKA VAISH
108	20/83034	NISHTHA
109	20/83006	ISHIKA
110	20/83548	ARUSHI GUPTA
111	20/83215	GAGAN MEENA
112	20/83658	RITIKA VATS
113	20/83824	NISHTHA LADHA



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114	20/83797	MADHAVI BHANDARI
115	20/83706	JAYANT
116	20/83093	AKSHAY SHUKLA
117	20/83748	DIVYA BOTHRA
118	20/83235	VAIBHAV BHATT
119	20/83217	HIMANSHU SINGH
120	20/83082	MUSKAN