



## ACTIVITY REPORT

**Title of the Event:** Entrepreneurship Journey: Developing an Idea into a Startup

**Date of session:** 28th August, 2022

**Time:** 4:00 PM - 5:00 PM

**Speaker:** Ms. Pooja Goel

## POSTER OF THE EVENT

 INSTITUTION'S INNOVATION COUNCIL  
(Ministry of HRD Initiative)

 SYNERGY  
dream. dare. deliver.  
S.S.C.B.S.



AN IQAC AND IIC-SSCBS INITIATIVE

**ENTREPRENEURSHIP JOURNEY:**  
DEVELOPING AN IDEA INTO A STARTUP

**POOJA  
GOEL**

**SUN** | **AUG** | **4**  
DAY | 28 | PM

Ms. Pooja Goel is a Strategic Program manager at Meta. She is also the founder of Pink Collar Professionals - an initiative for female entrepreneurs to maximize the benefit of digital age for their businesses.

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## **OBJECTIVE OF THE EVENT**

The session was conducted by Synergy-SSCBS with IQAC and IIC-SSCBS in order to throw light on the journey of an entrepreneur. The session was organised to provide knowledge to the students about how to develop a startup from the scratch. It was organised to help the students about how to go about a startup idea they have and how they should pursue it in their entrepreneurial journey.

## **BRIEF BIO OF THE SPEAKER**

The speaker of the session is Ms. Pooja Goel. She is a program manager at Meta, India with knowledge about product designing and Product development for the past one year. Apart from this she is also a social entrepreneur and a founder of Pink Collars through which she is helping many female entrepreneurs. She has also been featured in Forbes India Magazine, September 2020. She was also awarded as the Best Social Entrepreneur by Crazy tales in 2020. She completed her MBA from the Institute of Management Technology, Ghaziabad.

## **KEY OUTCOMES**

The session was organised to provide knowledge about the obstacles an entrepreneur has to face in his/her startup journey and how to overcome them and keep striving forward. Ms, Pooja Goel also told about her journey to being a Program manager at Meta. She talked about various key data points that a product manager has to look for while designing a product. She explains the students about product upgradation and Product development factors. The speaker goes on to talk about various marketing strategies that a company uses to build a brand. She also talks about personal branding strategies and how important it is for anyone. The session was very insightful covering topics from entrepreneurship, product development, marketing and branding strategies.

## **PARTICIPANTS DETAILS**

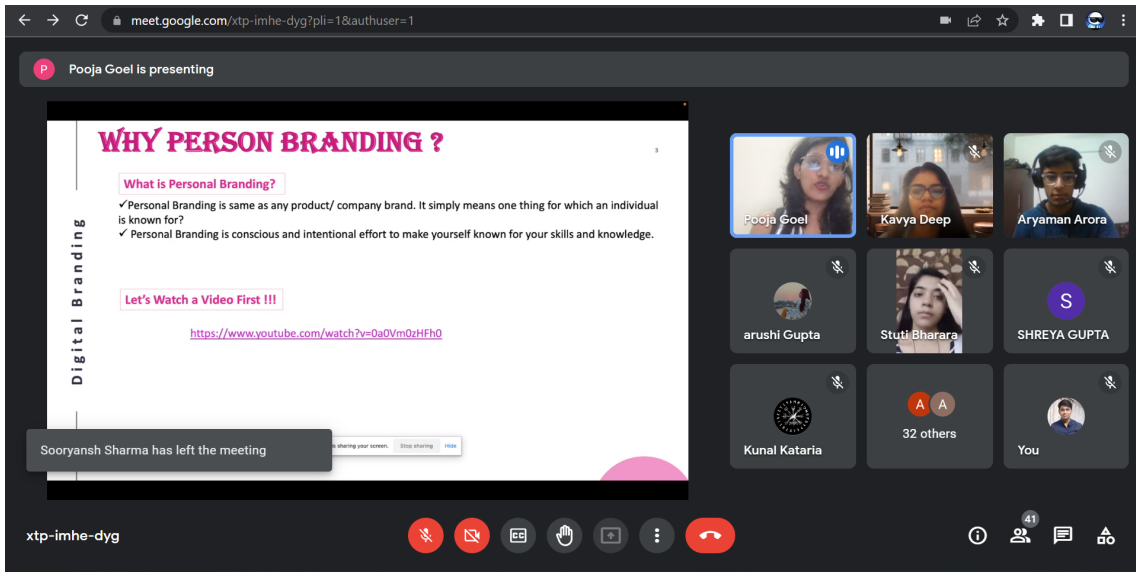
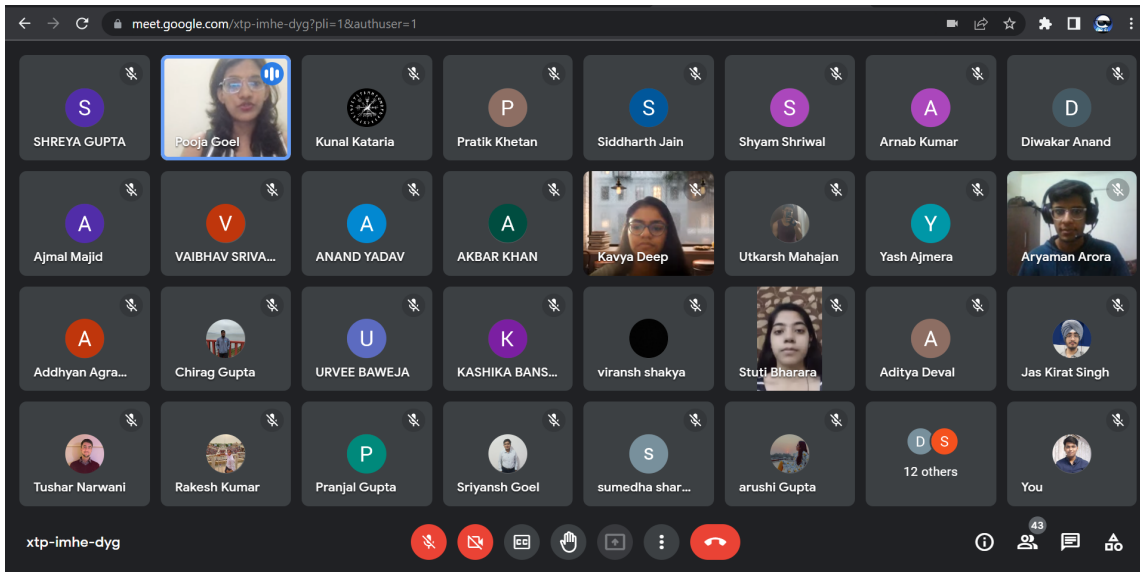
The session was exclusive to the students of SSCBS where we witnessed 2nd and 3rd year students both attending the session.

Participants: 42+

































## **LINK OF RECORDING**

[https://drive.google.com/file/d/1vbyVoiGO-iOvrtHmGE8Vt3\\_254LVyL8x/view?usp=drivesdk](https://drive.google.com/file/d/1vbyVoiGO-iOvrtHmGE8Vt3_254LVyL8x/view?usp=drivesdk)

# PHOTOGRAPHS



meet.google.com/xtp-imhe-dyg?pli=1&authuser=1

 SHREYA GUPTA	 Pooja Goel	 Kunal Kataria	 Pratik Khetan	 Siddharth Jain	 Shyam Shriwal	 Arnab Kumar	 Diwakar Anand
 Ajmal Majid	 VAIBHAV SRIVA...	 ANAND YADAV	 AKBAR KHAN	 Kavya Deep	 Utkarsh Mahajan	 Yash Ajmera	 Aryaman Arora
 Addhyan Agra...	 Chirag Gupta	 URVEE BAWEJA	 KASHIKA BANS...	 viransh shakya	 Dhanav Jindal	 Aditya Deval	 Jas Kirat Singh
 Tushar Narwani	 Rakesh Kumar	 Pranjal Gupta	 Sriyansh Goel	 sumedha shar...	 arushi Gupta	 11 others	 You

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