



## Activity Report

**Title of event:** Motivational session by successful entrepreneur/ startup founder - Nikunj Agarwal

**Date of Session:** 20 Feb. 2022, Sunday

**Time:** 1.30pm onwards

**Speaker(s):** Nikunj Agarwal

**Event Link:** <https://meet.google.com/wki-ksgd-naf>

### Activity Summary

- 1. Objective of the event:** To engage with the guest speaker, an industry professional in advertising, and better understand the careers in marketing, advertising, and academia; learn about their startup journey.
- 2. Brief bio of the Speaker:** Mr. Nikunj Agarwal is an alumnus of Symbiosis School of Liberal Arts and the co-founder of The Invisible Paintbrush, a marketing and advertising agency for small businesses. He's also an educator: a visiting professor at ATLAS SkillTech University, ISME Mumbai, and a mentor at CareerNinja.
- 3. Poster of the event:**

INSTITUTION'S INNOVATION COUNCIL  
(Ministry of Education Initiative)

THE LITERARY SOCIETY, SSCBS

S.S. COLLEGE OF BUSINESS STUDIES  
UNIVERSITY OF DELHI

An IQAC and IIC-SSCBS initiative

LIVE WEBINAR  
FEBRUARY 20TH | 1.30 PM

With **Nikunj Agarwal**  
Co-founder of The Invisible Paintbrush  
Mentor | Educator | Entrepreneur

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LINK IN BIO

#### 4. Key outcomes of the event

30+ budding entrepreneurs and marketing enthusiasts joined the session and had the opportunity to interact with the industry professional, Mr. Nikunj Agarwal. They gained insights on the various aspects of Marketing, Advertising and Branding with a special emphasis on Entrepreneurship.

The session covered the various visualising dos and don'ts of marketing, increasing efficiency and developing proper work ethics. He talked about the recruiters' standpoint in detail and shared how to secure positions in any field of work. He shed light on the internships we can seek to gain headway in the domain.

He also discussed his journey of building his startup, The Invisible Paintbrush and what factors one can consider to decide when and what kind of professional journey suits them.

#### 5. Attendance of student participants

S No	Full Name	Email	Contact no.	Profession	Name of the Institution	State	Course	Year of study
1	Saheb	saheb.20186@sscbs.du.ac.in	9999000617	Student	SSCBS	Delhi		
2	Radhika Saini	radhika.20170@sscbs.du.ac.in	9625334264	Student	SSCBS	Delhi	BMS	2nd
3	Hrishikesh Singh	hrishikesh.21342@sscbs.du.ac.in	9422482872	Student	SSCBS	NEW DELHI	BBAFIA	2022
4	Isha Dalmia	isha.21527@sscbs.du.ac.in	8509810342	Student	SSCBS	Delhi	B.Sc. (H) Computer Science	1st
5	Shekhar kumar	shekhar.21554@sscbs.du.ac.in	7479701100	Student	SSCBS	Haryana	Bsc (H) Computer science	1
6	Dhanav Jindal	dhanav.21059@sscbs.du.ac.in	9056853273	Student	SSCBS	Delhi	BMS	2022
7	Nandini Gupta	nandini.21152@sscbs.du.ac.in	7291067778	Student	SSCBS	Delhi		
8	Evanshik Sirohi	evanshika.21068@sscbs.du.ac.in	7982024670	Student	SSCBS	U.P.	BMS	1
9	Hritik Goyal	hritik.21343@sscbs.du.ac.in	9643582278	Student	SSCBS	Delhi	BFIA	1
10	Tejvir Singh	tejvir.21418@	8130793	Student	SSCBS	Delhi	BBA (FIA)	1

	Suri	sscbs.du.ac.in	248					
11	Devashish singh	devashish.20057@sscbs.du.ac.in	8948116734	Student	Sscbs	Delhi	BMS	2nd
12	Gautam Aggarwal	gautam.21073@sscbs.du.ac.in	8708638153	Student	SSCBSS	Haryana	BMS	2024
13	Yashmeet Singh	yashmeet.21571@sscbs.du.ac.in	7393885077	Student	SSCBS	Uttar Pradesh	Bsc CS	1st
14	Ronith Krishna	ronith.21387@sscbs.du.ac.in	9605930507	Student	SSCBS	Kerala	BBA FIA	1st
15	Vansh Jaluthria	vansh.21421@sscbs.du.ac.in	9899644552	Student	Sscbs	Delhi	Bfia	20210
16	Pakhi Singh	pakhi.21158@sscbs.du.ac.in	9044815820	Student	SSCBS	Uttar Pradesh	BMS 1C	1st year
17	Kirti Sharma	kirti.21103@sscbs.du.ac.in	9891417979	Student	SSCBS	Delhi	BMS	1st
18	Tanishka Aggarwal	tanishkapotter@gmail.com	9818177077	Student	MH, DU	Delhi		
19	deepanshi seth	deepanshish2205@gmail.com	8178956037	Student	KNC	delhi		
20	Krishna	krisha.21bap360@jdm.du.ac.in	8869990513	Student	Janki Devi Memorial College	Uttar Pradesh	BA programme	1st
21	Chaitanya Pandey	chaitanya.21049@sscbs.du.ac.in	9721784152	Student	SSCBS	Uttar Pradesh	BMS	1st
22	Malvika Sharma	malvika.21124@sscbs.du.ac.in	8630355340	Student	SSCBS	Uttar Pradesh	BMS	1st

#### 6. Attendance of faculty/non-teaching participants

S.no	Full Name	Name of the Institution	State	Type (Faculty/Non-teaching/others)
1	Dr. Anamika Gupta	SSCBS	Delhi	Faculty
2	Dr. Mona Verma	SSCBS	Delhi	Faculty



			[Comprehensiveness of the Topics Covered]	[Preparedness of the Speaker]	[Queries solved]	[Meeting your expectation]	[Overall Organisation]	g similar sessions in the future?	
isha.21527@sscbs.du.ac.in	Isha Dalmia	8509810342	5	5	5	5	5	Yes	
yashmeet.21571@sscbs.du.ac.in	Yashmeet Singh	7393885077	3	4	5	4	4	Yes	
gyandeeepika.21075@sscbs.du.ac.in	Gyandeeepika	9205422495	4	5	5	5	4	Yes	
hritik.21343@sscbs.du.ac.in	Hritik Goyal	9643582278	5	5	5	5	5	Yes	
aditya.20309@sscbs.du.ac.in	Aditya Singh Ramola	9667373813	4	4	5	4	4	Yes	
radhika.20170@sscbs.du.ac.in	Radhika Saini	9625334264	5	5	5	5	5	Yes	
tejvir.21418@sscbs.du.ac.in	Tejvir Singh Suri	8130793248	5	5	5	5	5	Yes	
priyash.21277@sscbs.du.ac.in	Priyash Soreng	9348237423	4	4	4	4	4	Yes	
rishikesh.21188@sscbs.du.ac.in	Rishikesh Jadhav	932178011p	3	3	3	3	3	Yes	

vansh.21421@sscbs.du.ac.in	Vansh Jaluthria	9899644552	3	3	3	3	3	Yes	
shekhar.21554@sscbs.du.ac.in	Shekhar Kumar	7479701100	5	5	5	5	5	Yes	

9. Link of recording on Youtube Channel: <https://youtu.be/gz-TEyI7JOA>

10. Links to event marketing efforts on social media: The event was promoted on Instagram and LinkedIn.

1/2 Instagram: [https://www.instagram.com/p/CaFQgdUBuX/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CaFQgdUBuX/?utm_medium=copy_link)



2/2 LinkedIn: [https://www.linkedin.com/posts/litsocsscbs\\_whats-a-career-option-for-creatives-that-activity-6900092255617839104-8g-e](https://www.linkedin.com/posts/litsocsscbs_whats-a-career-option-for-creatives-that-activity-6900092255617839104-8g-e)

