



## Activity Report

**Title of event:** Startup Success Stories [Business Blaster (Behind the Scenes)]

**Date of Session:** 14 January, 2022

**Time:** 1330 hrs onwards

**Speaker(s):** Mr. Neeraj Gulati, Mr. Lakshya Vij

### Poster/Banner/Brochure of the event:

The banner features logos for YUVA, SIIF, Institution's Innovation Council, and S.S. College of Business Studies. The main text reads "Business Blaster Behind the Scenes" and "TALK BY Mr. Neeraj Gulati, Advisor to office of Deputy Chief Minister, GNCTD on Entrepreneurship and Incubation". It also includes the date and time "14 JANUARY 2022 | FRIDAY | 1:30 PM", a Google Meet link, and mentions it is jointly initiated by SIIF, IIC, SSCBS & Government of NCT of Delhi.

### Activity Summary

1. Title of the event: Startup Success Stories [Business Blaster (Behind the Scenes)]
2. Date and Day of event: 14 January, 2022 (Friday)
3. Objective of the event: To showcase efforts behind the successful GNCTD program called Business Blaster
4. Speakers Details (brief bio-data):

**Neeraj Gulati** has spent the last 20 years building and nurturing innovative products, teams, methodologies, processes and mindsets. Currently, he is the chief advisor to Hon'ble Deputy Chief Minister of Govt. of NCT of Delhi, Sh. Manish Sisodia for Entrepreneurship and Innovation landscape. The super successful program of Delhi. Govt. called Business Blasters is his co-creation.

Previously, in his capacity as a volunteer with the Prime Minister of India's National Innovation Council, He drove the effort to develop an open, crowd sourced childhood

innovation ecosystem in India. Targeted for kids age 8-14, Todh-Fod-Jod encompassed deconstruction, repair and re-purposing of everyday objects around us. Through this, kids developed authentic, hands-on connections with the science, art, math, design around them, increasing their creative confidence and potentially re-engaging them with what's being taught in school.

Prior to this, Neeraj was the Managing Director of Ciena India, where he led the establishment, from scratch to a US based multinational NASDAQ enlisted entity. Since its inception, Ciena India has had a broad community outreach program, including a computer education program for underprivileged kids. Over 250 children benefited from this over five years.

Prior to Ciena, Neeraj was an early stage member of the Lightera Networks team (a Silicon Valley based venture) which was acquired by Ciena Corporation in 1999 for \$460M. Before 1999, Neeraj held research and development positions at Bell Northern Research and Nortel.

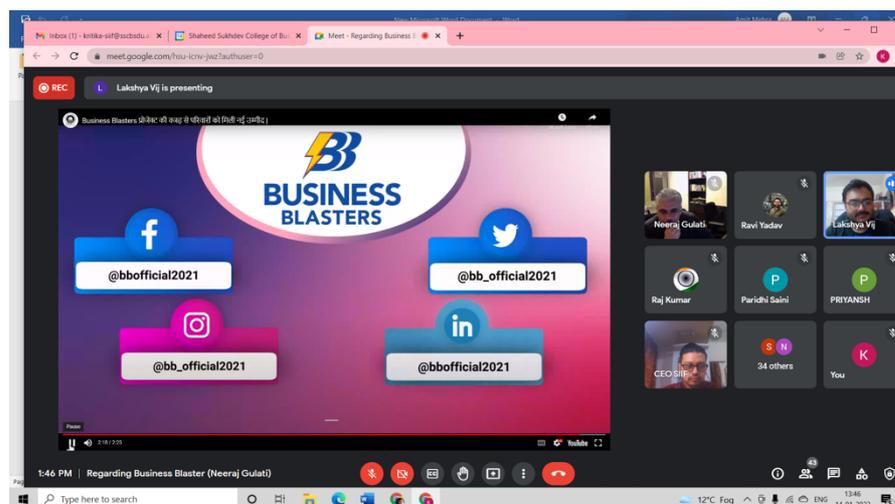
An alumnus of La Martiniere College, Lucknow, Neeraj has a Bachelor's and Master's degree in Computer Science and is a famous drop out from the MBA program at the Haas School of Business, University of California, Berkeley.

He is also the vice president and MD of a successful e-commerce company called Monotype Solutions India Pvt Ltd. He has 12 US patents to his name.

He has lived in three countries and ten cities. He enjoys golf, singing, running and travel.

5. Participants details: Students and teachers from Shaheed Sukhdev College of Business Studies (University of Delhi) participated in this event.
6. Key outcome of the activity: Participants learnt about how to motivate young students to explore their entrepreneurial creativity. They also learnt about the challenges faced and successes achieved by the team executing this program.

## Event Photos:



Meet - Business Blaster- Bel x +

meet.google.com/hsu-icnv-jwz?authuser=0

REC Lakshya Vij is presenting

**B BUSINESS BLASTERS**

**Program Overview**

- 31,000 teams
- 8 Episodes 24 teams
- 1,000 teams
- Zone-wise Selection
- ROUND I In School (-2-6 weeks) (very little or no coaching)
- Coaching (-6 weeks)
- ROUND II
- Top 100-150 teams
- Partners
- Investment Summit (Drop-style Startup POC)
- Top 10-20 teams
- Meeting Next Level Investors
- Admissions Reserved in University Entrepreneurship Programs

3,00,000 students from Grades 10-12  
1,000 Delhi Govt Schools

OPT-IN 3 Lakh Students  
₹ 2,000 seed money per student (100 Core Seed Capital)

2:07 PM | Business Blaster- Behind the Scenes (By M...

14:07 14-01-2022

Shaheed Sukhdev College of Bu... Meet - Regarding Business i... x +

meet.google.com/hsu-icnv-jwz?authuser=0

REC Lakshya Vij is presenting

Neeraj Gulati

Raj Kumar

Nichi Kesari

Neeraj Gulati

Lakshya Vij

Thank You Slide

CEO SIF

40 others

You

2:32 PM | Regarding Business Blaster (Neeraj Gulati)

Type here to search

12°C Fog 14:32 14-01-2022

Meet - Business Blaster- Bel x +

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REC Lakshya Vij is presenting

**EMC Execution at Scale**

- 1,000 Schools & EMC Coordinators
- 18,000 EMC Teachers
- 200 Mentor Teachers
- EMC Core Teams
- 726,000 Students (grades 9-12)
- 2-day/4-wk 45-min EMC class
- Launched in July 2019

People

Add people

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In call

- CEO SIF (You)
- Abhimanyu Verma
- Ajay Jaiswal
- Amit Kumar
- Anamika Gupta
- Ansh Magon

1:56 PM | Business Blaster- Behind the Scenes (By Mr...

13:56 14-01-2022

**Attendance:****Student Participants**

(all students are from SSCBS)

Designation	Student Class	Student Roll No.
Student	BMS 1A	21022
Student	M SINDHUJA	21119
Bfia	Vijay Sengar	21435
New Delhi	Bfia (b)1st Year	21372
Student	BMS-1B	21112
Student	BMS Sec C	21139
.	BFIA 2B	20428
student	bbafia 1b	21368
Student	BBA(FIA)-1B	21411

**Faculty/Non-Teaching/Others Participants**

(All participants are from SSCBS)

SNo	Name	College
1	Mr. Hamender Sharma	SSCBS
2	Mr. Mayank Sahni	SSCBS
3	Dr. Poonam Verma	Chairperson, SIIF
4	Mr. Ramesh Barpa	Director, SIIF
5	Dr. Nidhi Kesari	Director, SIIF
6	Mr. Tushar Marwaha	Director, SIIF
7	Mr. Amit Kumar	Director, SIIF
8	Dr. Saket Chattopadhyay	CEO, SIIF
9	Dr. Anamika Gupta	IIC SSCBS
10	Ms. Kritika Mehra	SIIF
11	Dr. Sanjay Kumar Goyal	SSCBS
12	Dr. Preeti Rajpal Singh	SSCBS
13	Dr. Tarannum Ahmad	SSCBS
14	Dr Rohini Singh	SSCBS
15	Ms Shaini Prakash	SSCBS
16	Dr. Anuja Mathur	SSCBS
17	Mr. Neeraj K. Sehrawat	SSCBS
18	Ms. Kishori R Shankar	SSCBS
19	Dr. Kumar Bijoy	SSCBS
20	Dr. Mona Verma	SSCBS
21	Ms. Paridhi	SSCBS
22	Dr. Sushmita	SSCBS
23	Mr Narender Kumar Nigam	SSCBS
24	Mr Raj Kumar	SSCBS
25	Mr. Abhimanyu Verma	SSCBS
26	Dr. Gurjeet Kaur	SSCBS
27	Ms. Anusha Goel	SSCBS

28	Ms. Pratibha Maurya	SSCBS
29	Mr. Mohd. Rashid	SSCBS
30	Mr. Ravi Yadav	SSCBS
31	Dr Satish Kr. Goel	SSCBS
32	Ms. Vijay Lakshmi	SSCBS
33	Ms. Sandra Suresh	SSCBS
34	Mr. Jigmet Wangdus	SSCBS
35	Ms. Kavita Rastogi	SSCBS
36	Dr. Ajay Jaiswal	SSCBS
37	Dr Shikha Gupta	SSCBS
38	Dr. Sameer Anand	SSCBS
39	Mr Onkar Singh	SSCBS

### External Member

1. Rohan Gulati (Web Developer)

### Feedback from all participants:

From Students

Student Roll No.	Feedback
21022	Looking forward to learn
21119	Feedback
21435	Good
21372	Please discuss How to arrange for funds for starting a startup as a student.
21139	Thank you for conducting sessions.

### Link of recording on Youtube Channel:

Link - <https://youtu.be/Aj7EPnUcMwk>

### Media Coverage (if any)

1/1 Post on Facebook

(link -

<https://www.facebook.com/1187866417927888/posts/4524793754235121/?sfnsn=wiwspmo>)

SSCBS Innovation and Incubation Foundation  
13 January · 🌐

Please participate in large numbers.. 🙌

Registration is important:

<https://docs.google.com/forms/d/e/19kRcH4C328TLKDQEPjCryJ.../viewform...>



## Business Blaster Behind the Scenes

TALK BY

**Mr. Neeraj Gulati**

Advisor to office of Deputy Chief Minister, GNCTD on  
Entrepreneurship and Incubation



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