



Yuva (E-Cell of SSCBS)

ANNUAL REPORT

2024-25

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Shaheed Sukhdev College of Business Studies (SSCBS), founded in August 1987 as Delhi University's first undergraduate business school, is highly regarded for its innovative programs **BMS**, **BBA (FIA)**, **B.Sc. (Hons.) Computer Science**, and a **PG Diploma in Cyber Security & Law** augmented with industry-focused certifications. The campus features modern infrastructure including ICT-enabled classrooms, smart labs, a digital library, hostels, and recreational spaces. With a prestigious **NAAC A+** accreditation, SSCBS nurtures over **40** active student societies across finance, entrepreneurship, arts, and social impact. Its curriculum blends academic rigor with practical learning internships, live projects, and value-added electives preparing graduates to succeed across diverse professional sectors

ASIA'S BEST UG B-SCHOOL



Renowned for integrating an entrepreneurial spirit into its curriculum, CBS is NAAC A+ accredited and has been Ranked **No. 1** for BBA by India Today for **six consecutive years**.



BBA RANK #1



TOI RANK #2

COMPETITION WINS





WHAT IS YUVA?

Yuva – The Entrepreneurship Cell of Shaheed Sukhdev College of Business Studies is committed to fostering **entrepreneurial ambition** among students by providing a platform to turn **ideas into impactful ventures**.

Established in 2009, Yuva has supported the growth of several successful startups while inspiring students to believe in their potential. While entrepreneurship remains at its core, Yuva's culture of **initiative, innovation, and excellence** empowers every member to push boundaries and grow - true to the spirit of being the **Best at the Best B-school**.

3800+
Student
Network

47+
Brand
Collaborations

130+
Investor
Network

We are so much more than just an E-Cell



Y-ACCEL

Y-Accel, Yuva's startup accelerator and consulting wing, supports entrepreneurs through market research, GTM strategy, marketing, access to mentors, investors across all stages of growth.



CONNECTED TO SIIF

SSCBS Innovation and Incubation Foundation (SIIF) supports startups with funding, mentorship, and resources. With **55+ ventures** incubated and over **2.56 Cr+ funding** disbursed, it drives innovation and real-world impact across sectors.

POPULAR STARTUPS

(BY ALUMNI)

feeding india
by zomato

VAHDAM®
INDIA

Adda247

MeduLance

MOXIE

faad

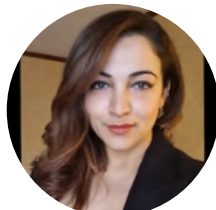
john jacobs

NOTABLE FOUNDERS



ADITYA ARORA

CEO FAAD Capital
& Angel Investor



APEKSHA GUPTA

CEO & Co-Founder
John Jacobs



BALA SARDA

Founder & CEO
Vahdam Teas



NIKITA KHANNA

Co-Founder
Moxie Beauty



PRANAV BAJAJ

Co-Founder at
Medulance
Forbes 30U30



WHAT IS SIIF?

The **SSCBS Innovation and Incubation Foundation (SIIF)**, supported by the **Delhi Government's Incubation Policy**, is the official incubation centre of SSCBS and DU. It empowers student entrepreneurs by providing guidance, resources, mentorship, and financial aid, helping them turn ideas into impactful ventures. From the first spark to successful incubation, SIIF supports every stage of the journey while connecting students with industry experts. Its dynamic student wing, **Yuva**, the student arm of SIIF, fosters collaboration, creativity, and innovation within the campus.



55 +

Startup Incubated

2.56 CR +

Funds Disbursed

300 +

Jobs Created

POPULAR INCUBATEES



“

It has been a pleasure to witness Yuva's evolution this year. The team has shown remarkable initiative, from executing strategic consulting projects with leaders like McCain Foods India, IndiGo, and CBS-founded startups like PeeSafe and Rabbit Invest to curating bootcamps that make entrepreneurship more accessible across disciplines. Beyond outcomes, what stands out is their commitment to structured learning, capacity-building, and collaboration. Yuva sets a high benchmark for student-led societies, and I wish them all the best for their future endeavors.

”

~ **Dr. Kumar Bijoy, CEO of SIIF**
(Associate Professor, SSCBS)



PODIUM FINISHES IN

40+

COMPETITIONS

GENERATED

Rs. 2 Lakhs

ANNUAL REVENUE

COLLABORATED WITH

5+

ORGANISATIONS

MAJOR EVENTS

Founders Forge: a Three-day bootcamp in association with SIIF equipped 80+ students with hands-on skills like Design Thinking, Powerpoint, Excel etc.



E-Summit 2025 was a celebration of innovation & entrepreneurship. The summit featured dynamic lineup of events, including the flagship **Business Plan Competition**, **Udyami 4.0** & expert-led **Speaker Session**.

LIVE PROJECTS



YUVA engaged in consulting projects with brands like **IndiGo**, **Pee Safe**, **GoEV Mobility**, **Rabbit Invest** and **McCain** offering members hands-on experience across diverse industries while solving real world problems.

COMPETITIONS



This year witnessed major wins for YUVA across **National & International platforms** with podiums at **ISB**, **HSBC**, **EY**, **IITs** and multiple **IIMs**.

COLLABORATIONS



**XLRI
JAMSHEDPUR**

A first-of-its-kind **UG-PG collaboration** between Yuva SSCBS and **XLRI Jamshedpur** led to the creation of a casebook for CRUX (Consulting Cell of XLRI), blending real-world insights with academic depth



EXPLORING INNOVATIVE SNACKING TRENDS FOR MCCAIN FOODS INDIA

Yuva collaborated with McCain Foods India on a four-month research and innovation project in the frozen snacking space. The team conducted extensive primary and secondary research, surveying **200+** consumers, interviewing chefs and **HoReCa** stakeholders, and analyzing **100+ menus**. The project identified regional taste preferences, food trends, and whitespace opportunities, culminating in **9+ region-specific, innovation-led frozen snack concepts** aligned with McCain's growth strategy,

DRIVING DIRECT BOOKINGS AND RETENTION FOR INDIGO AIRLINES

Yuva collaborated with IndiGo Airlines over a 7-week engagement to **reduce OTA dependency** and boost direct bookings. The team conducted primary research, analyzed OTA revenue streams, and proposed strategies like **loyalty programs, UI/UX tweaks**, and **bundled partnerships**. The project led to a potential increase in direct bookings and customer retention by **25%**.



DRIVING GLOBAL EXPANSION STRATEGY FOR PEE SAFE



YOUR PERSONAL HYGIENE EXPERT

Conducted a global market study for Pee Safe across **12+ countries**, identifying five high-potential markets through competitive and regulatory analysis. Based on these insights, tailored **go-to-market strategies** were developed to boost brand visibility and optimize distribution, providing strategic recommendations to support the company's **global expansion** goals.

ACCELERATING GO EV MOBILITY'S MARKET ENTRY

Partnered with Go EV Mobility to assess market entry in Indian cities, analyzing fleet models, carbon-neutral benefits, and rollout strategies. Through competitor research and demand insights, we proposed eco-focused branding and multi-channel approaches, projecting a potential of cost savings, **25% higher utilization**, and alignment with India's net-zero targets.



ENHANCING RABBIT INVEST'S MULTI-PLATFORM INVESTMENT APP



The **Tech Department of Yuva**, which was established in 2024 with the objective of leveraging technology to drive innovation, enhance operational efficiency, collaborated with Rabbit Invest to develop a **multi-platform mutual fund investment app**, scaling the platform for Web while **incorporating full feature** parity with the existing Android and iOS infrastructure. The project featured a responsive **React-Tailwind dashboard, KYC, SIP flows, and goal-based investing**, along with complete UI/UX design and AWS deployment.

CLIENT FEEDBACK



[TAP HERE TO VIEW ONE
OF THE DELIVERABLE
\(SAMPLE DELIVERABLE\)](#)

“

It was a wonderful experience collaborating with Team Yuva and the juniors from SSCBS. They demonstrated excellent teamwork and delivered a detailed, insightful project deck.

The problem statement they worked on addresses a real challenge that IndiGo is actively trying to solve. Team Yuva came up with innovative and practical ideas, some of which we've already begun evaluating internally for potential implementation on our platform.

As a leading player in the travel and tourism industry, IndiGo is always on the lookout for fresh, impactful ideas and Team Yuva certainly delivered.

We are truly delighted to have collaborated with them and look forward to more such engagements in the future 👍 ”

B-PLAN COMPETITION

The B-Plan Competition, **Founder's Gambit** initiative provided a platform for student entrepreneurs to present **original business ideas** and **receive constructive feedback** from industry experts. Aimed at promoting innovation and strategic thinking among the youth, the event showcased pitches spanning diverse sectors and evaluated them on **feasibility, innovation, and market potential**. The activity reflected YUVA's ongoing efforts to build a robust startup culture within the academic ecosystem.



SPEAKER SESSION



The annual speaker session served as an insightful interaction with distinguished startup founders. Organised with the objective of fostering entrepreneurial awareness, the event recorded over **13.5k impressions** and **300+ registrations**. The session featured **Mr. Ansh Vashistha (Founder, QuickReel)**, **Deepak M (Co-Founder & CEO)** & **Mr. Akash Sharma (Co-founder, Farmley)**, who shared their entrepreneurial journeys, key learnings & the realities of scaling ventures in the Indian startup ecosystem.

UDYAMI 4.0

Udyami 4.0 marked the fourth edition of YUVA's flagship startup pitching competition, held in a closed-door, **Shark Tank-inspired** format. The event brought together a curated cohort of high-potential **early-stage startups**, each presenting their ventures to a distinguished panel of investors, including **Mr. Sagar Guliani (ex-Indian Accelerator)**, **Mr. Saurabh Jain (FSV Capital)** and others. The event facilitated invaluable opportunities for mentorship, funding, and industry exposure.



PPT SESSION



The **PowerPoint workshop** equipped participants with the essential skills to create **professional, concise, and visually appealing presentations**. They were introduced to slide structuring techniques, storytelling frameworks, and design aesthetics that help communicate complex ideas simply and effectively. Emphasis was placed on audience engagement, clarity in messaging, and using minimalistic visuals to maximize impact and refine their skills in real-time.

DESIGN THINKING

The Design Thinking session offered a deep dive into **creative problem-solving** through a structured, user-centric approach. Participants **learned the five key stages – Empathize, Define, Ideate, Prototype, and Test** – by working in teams to solve real-world challenges. Through empathy-building exercises and rapid prototyping, they gained insights into developing innovative solutions that truly address user needs. The workshop fostered **collaboration and a shift from solution-first to problem-first thinking**.



EXCEL AT EXCEL



Participants unlocked the power of Excel to manage complex data sets and make smarter, data-driven business decisions. The session introduced advanced functions such as **VLOOKUP, pivot tables, conditional formatting, and dashboard creation**. With a focus on real-world applications in financial modeling and business analysis, attendees learned how to **organize data efficiently, identify key trends, and present insights clearly**. By the end, participants were equipped with practical Excel skills to drive impact in any business setting.



GLOBAL PROGRAMME

As part of the prestigious Global Entrepreneurship Program in Japan, sponsored by **MEXT, Government of Japan**, select members of Yuva are chosen to represent India for a **fully-funded 10-day** international exchange in Japan. The program brought together entrepreneurial students from across the globe, including **India, Japan, Australia, and the UK**, for cross-cultural collaboration and startup ecosystem immersion. Yuva members engaged with corporates like **Fujicco Co. Ltd.**, participated in leadership sessions, and explored global perspectives on innovation and entrepreneurship.

LUFTHANSA IMPACT WEEK

Lufthansa, in partnership with **Yuva - the E Cell** of SSCBS, SIIF, DPSRU, and Ambedkar University, curated a **design thinking workshop** that endeavored to promote entrepreneurship, empower the youth, and transmute their ideas into reality. The symposium of **Indo-German cultural** and intellectual exchange was held consecutively for two years, in 2018 and 2019, and bore witness to the participation of 250+ brilliant minds from across the nation.



WESUMMIT

WESummit was a dynamic collaboration between the **E-Cells of Miranda House and SSCBS**, in association with **SSCBS Innovation and Incubation Foundation**, that brought together more than 2500 Delhi University students, faculty, and industry experts like Radhika Bajoria, Suhela Kapoor, Shrishti Sharma and Smita Mishra to celebrate women's entrepreneurship. It concluded with a **business plan competition**, encouraging networking, learning, and the sharing of ideas, promoting diversity and inclusion within the business community.



Market Research & Consulting Services

We specialize in detailed market research to uncover untapped opportunities and craft tailored strategies. With experience working with over **30+ brands**, we bring a **fresh, Gen Z-powered perspective** to the table bold, data-driven, and built for today's market.



GTM Strategy - Expansion to New Markets

Whether it's launching new products or entering **International** territories, we craft **tailored, data-driven strategies backed by in-depth market analysis** to ensure impactful and sustainable growth.

Financial Analysis & Profit Maximization

We analyze your financial data, cost structures, and revenue streams to optimize profitability and **strengthen business's financial health**.

Investor Outreach & Deck Making

We **design compelling investor decks** and facilitate connections with a network of 100+ angel investors and VC funds simplifying your fundraising journey

Technical Services

Our **dedicated technical team** consists of **top-tier coders** with strong expertise in software development. Whether it's building a custom website, mobile app, or any tech-driven solution.

OUR CORE COMPETENCIES



LIVE PROJECT & CONSULTANCY



MARKET RESEARCH



DATA DRIVEN ANALYSIS



GEN-Z PERSPECTIVE



SOFTWARE DEVELOPMENT



DECK DESIGNING



HSBC CASE COMPETITION - NATIONAL WINNERS

The **HSBC/HKU Asia Pacific Business** Case Competition is one of the world's largest undergraduate case competitions with 8000+ participants hosted by the University of Hong Kong and HSBC. Students from Yuva represented **SSCBS & India on a global stage in Hong Kong in June 2025**, after winning the National Competition.

EY CAFTA CASE CHAMPIONSHIP - NATIONAL RANK 2

Organized by **EY GDS**, **CAFTA** is a pan-India financial case competition designed to test analytical thinking, business acumen, and financial modeling skills. Participants analyze complex case scenarios and present strategic solutions to a jury comprising EY professionals and partners.



KOBE PROGRAM – JAPAN INTERNATIONAL RANK 1

The **KOBE Global Business** Challenge is a selective international business case program hosted by **Kobe University in Japan**. It is a prestigious international initiative where participants engage in cross-cultural teamwork, strategic thinking, and present before global faculty and industry experts. The program selects top students, providing them with a **fully funded opportunity to visit Japan** for 10 days.

GLOBAL MICROFINANCE CASE COMPETITION - GLOBAL RANK 8

Hosted by the **Melbourne Microfinance Initiative**, it challenges students to tackle real-world microfinance issues through live cases from partner organizations. It is one of the world's largest student-run microfinance competitions, engaging over **1,000 participants** from **48 universities** in 2024.



MELBOURNE
MICROFINANCE
INITIATIVE



IIM CALCUTTA STARTUP BLITZ - NATIONAL RANK 1

Startup Blitz, hosted by **IIM Calcutta's Entrepreneurship Cell**, is a startup simulation and case-based challenge that tests entrepreneurial thinking and business strategy. Participants act as startup founders, navigate dynamic market scenarios, and pitch investor-ready solutions to a panel of startup mentors and venture capitalists.

BRAINWARS CASE COMPETITION - NATIONAL RANK 6

BrainWars is Bain & Company's strategic case competition that challenges students to solve real-time business problems under strict deadlines. Judged by Bain consultants, it provides participants with a chance to get a taste of consulting life while showcasing analytical rigor, teamwork, and creativity.



HIGH BRIDGE GLOBAL CASE COMPETITION - NATIONAL RANK 6

The **High Bridge Global Case Competition** is an international-level strategy and consulting event that brings together top students from global universities. Teams work on a comprehensive business case and receive feedback from a panel of consultants and industry professionals from firms like **Deloitte, BCG, and HSBC**.

MARKETING MAYHEM ADVAITA – ISB , NATIONAL RANK 1

Marketing Mayhem is the flagship marketing case competition of ISB's **Advaita fest**, where top teams across India tackle real-world marketing challenges through strategic and creative problem-solving. Finalists pitch their solutions at ISB Hyderabad before a jury of industry experts.





LIVE PROJECT

We are actively working towards bringing on board better learning opportunities for upcoming live projects with Yuva. This collaborative effort represents a major strategic milestone for Yuva, and brings several long-term benefits, including enhanced credibility, stronger industry exposure, and increased opportunities for student learning and professional growth.



ENTREPRENEURIAL EVENTS

Building on the success of its inaugural edition, Yuva is set to host another entrepreneurial bootcamp designed to inspire, engage, and empower budding entrepreneurs. This immersive experience will focus on equipping students with practical, real-world skills through interactive sessions, hands-on challenges, expert-led workshops, and direct industry mentorship.



STARTUP LAUNCH

As the entrepreneurship cell of SSCBS, we are committed to launching a student-led startup this year. This initiative will help our students understand how businesses operate in the real world, offering hands-on exposure across functions like product development, marketing, and finance, while igniting their entrepreneurial spirit through practical, end-to-end execution.



BRAINSTORMING WORKSHOPS

Yuva aims to strengthen its internal learning ecosystem through regular brainstorming sessions, knowledge-sharing circles, and collaborative problem-solving formats. These will serve as platforms for members to exchange ideas and build entrepreneurial skills. The focus will be on fostering a culture of curiosity, clarity, and peer-driven growth.

OUR MENTORS AND EXECUTIVE BOARD



Dr. Kumar Bijoy
Teacher in Charge



Dr. Narander Nigam
Teacher in Charge



Dr. Ramesh Burpa
Teacher in Charge



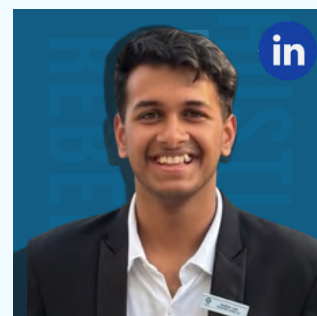
Parth Maniktalia
President (2025-26)



Samyaa Goyal
Vice President (2025-26)



Samreen Jagga
Coordinator (2025-26)



Namish Jain
Coordinator (2025-26)



Saanvi Arora
Head of Marketing



Mayank Nagar
Head of Marketing



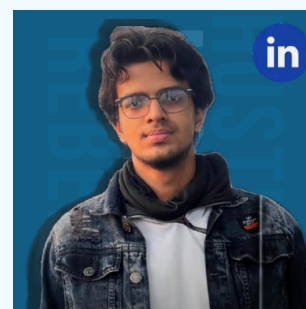
Swasti Thukral
Head of SIIF



Aman Rai
Head of Y-Accel



Lakshya Madhwani
Head of Operations



Aakash Bhardwaj
Tech Head



CONTACT US



Mail us at yuva.ecell@sscbs.du.ac.in



Namish Jain: +91 97737 18992
Samreen Jagga: +91 87005 03844



Website: yuva.ecell.org



Room 168, Shaheed Sukhdev College
of Business Studies, University of
Delhi, Sector 16, Rohini - New Delhi



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