

Yuva (E-Cell of SSCBS)

ANNUAL REPORT

2026

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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 like **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 through 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 **seven consecutive years**.



BBA RANK #1



TOI RANK #2

COMPETITION WINS



MELBOURNE
MICROFINANCE
INITIATIVE



HKU
BUSINESS
SCHOOL
香港大學商學院





WHAT IS YUVA?

Yuva, the Entrepreneurship Cell of Shaheed Sukhdev College of Business Studies, is dedicated to fostering entrepreneurial ambition by providing students with a platform to transform **ideas into impactful ventures**.

Established in 2009, Yuva has nurtured successful startups while building a culture of **innovation, initiative, and excellence**. Through events, industry collaborations, and hands on opportunities, Yuva empowers students to develop an entrepreneurial mindset and create meaningful impact.

3800+
Student
Network

50+
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**, empowers entrepreneurs through **market research, GTM strategy, marketing support**, and access to **mentors and investors** at every stage of growth.



CONNECTED TO SIIF

SSCBS Innovation and Incubation Foundation (SIIF) empowers startups through funding, mentorship, and incubation support. Having incubated **80+ ventures** and disbursed over **₹2.65 crore** in funding, SIIF fosters innovation and entrepreneurial growth.

POPULAR STARTUPS

(BY ALUMNI)

feeding india
by zomato

VAHDAM®
INDIA

nutriobox

MeduLance

MOXIE

faad

john jacobs

NOTABLE FOUNDERS



ADITYA ARORA

CEO FAAD Capital
& Angel Investor



APEKSHA GUPTA

CEO & Co-Founder
John Jacobs



BALA SARADA

Founder & CEO
Vahdam Teas



NIKITA KHANNA

Co-Founder
Moxie Beauty



PRANAV BAJAJ

Founder
Nutriobox
& Sukhna Foods



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.



80+

Startup Incubated

2.65+ CR

Funds Disbursed

300+

Jobs Created

POPULAR INCUBATEES



AiProff



QodeML LABS



“

It has been a pleasure to witness Yuva's growth over the past year. The team has demonstrated remarkable enthusiasm and commitment through strategic consulting projects with organizations such as American Express GBT, ITC, PepsiCo, and Suprajit Engineering, while also organizing impactful events and achieving success in various competitions. By providing students with meaningful opportunities to develop entrepreneurial thinking and practical skills, Yuva continues to set a high benchmark for student-led societies, and I am confident it will continue to make a positive impact in the years ahead.

”

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



PODIUM FINISHES IN

80+

COMPETITIONS

GENERATED

Rs. 2.2 Lakhs

ANNUAL REVENUE

COLLABORATED WITH

10+

ORGANISATIONS

MAJOR EVENTS

Founder's Forge & Hustler's Camp: Two-day bootcamps held in association with SIIF equipped 100+ students with hands-on skills like Design Thinking, Powerpoint, Excel, etc.



e-SUMMIT'26

E-Summit 2026 was a celebration of innovation & entrepreneurship. The summit featured a dynamic lineup of events, including the **Business Plan Competition**, **Udyami 5.0** & a **Panel Discussion with Global Experts**.

LIVE PROJECTS



Yuva collaborated with leading brands such as **American Express GBT**, **PepsiCo**, **ITC**, and **Suprajit Engineering**, providing members with hands on consulting experience and exposure to real business challenges, helping students develop problem solving acumen.

COMPETITIONS



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

YUVA GOES GLOBAL



This year, Yuva forged international partnerships across **Japan**, **Australia**, and **Vietnam** to foster cross-border entrepreneurship, exchange ideas, and build a wider network for student innovators.



**GLOBAL
BUSINESS
TRAVEL**

DRIVING LONG-TERM GROWTH STRATEGY FOR AMERICAN EXPRESS

Yuva collaborated with American Express Global Business Travel on an **AI-led enterprise growth strategy project** for its \$2.7B corporate travel platform. The team **benchmarked 5 global competitors**, evaluated 15+ acquisition targets, and developed **recommendations across pricing**, AI transformation, and platform expansion, **identifying \$70M+ revenue opportunities** to support long-term growth.

ELEVATING YOUTH ENGAGEMENT FOR PEPSICO'S MOUNTAIN DEW

Yuva collaborated with PepsiCo India to strengthen Mountain Dew's appeal among Gen Z consumers through a targeted marketing strategy. The team **benchmarked 10+ competing brands**, analyzed consumer insights and focus group feedback, mapping engagement gaps. These findings shaped **2 integrated campaign platforms** projected to **increase youth engagement by 15%**, creating a scalable roadmap across digital and experiential channels.



PEPSICO

STRENGTHENING PREMIUM POSITIONING FOR ITC AASHIRVAAD GHEE



Yuva collaborated with ITC Limited on a market strategy project to evaluate growth opportunities for Aashirvaad Ghee in India's evolving premium dairy segment. The team combined category research with **insights from 200+ consumers** and an analysis of **15+ competing brands** to uncover changing consumer purchase drivers, identify **5 whitespace opportunities**, and recommend strategies to strengthen the brand's premium positioning.

DRIVING MARKET EXPANSION FOR SUPRAJIT ENGINEERING

Yuva collaborated with Suprajit Engineering Ltd. on a market expansion project to strengthen its aftermarket distribution strategy. By combining market **analysis across 217 cities** with a performance assessment of **300+ channel partners**, the project identified emerging demand hotspots and shaped strategies to **optimize distribution, improve market penetration**, and drive sustainable growth.



PAST PROJECTS & ENGAGEMENTS



CLIENT FEEDBACK



**GLOBAL
BUSINESS
TRAVEL**



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

“

I enjoyed working with Team Yuva. They demonstrated professionalism and dedication throughout the project and shared insightful ideas, supported by deep research and a well-structured approach to the topics under discussion.

At American Express GBT, we were looking to address the challenge of accelerating growth while strengthening our competitive position in an evolving business travel landscape, particularly with the emergence of AI-powered travel platforms and changing customer expectations. The team delivered thoughtful, actionable recommendations, and it was a pleasure collaborating with them throughout the engagement.”

SPEAKER SESSION

Yuva organized 'Global Perspectives on Entrepreneurship', an international panel discussion aimed at exposing students to global startup ecosystems and innovation practices. The session brought together distinguished experts from **Japan, Australia, Vietnam, and India**, fostering cross-border dialogue and knowledge exchange. The panel featured **Mr. Joshua Flannery, Mr. Siddhant B., Ms. Inu Rana and Mr. Khuy Nguyen Van**, who shared insights on global compliance and navigating foreign startup funding and market entry.



FOUNDER'S VAULT



Founder's Vault, the Business Plan Competition, provided a platform for student founders to present innovative business ideas before an international jury comprising experienced entrepreneurs and ecosystem experts. Participants received constructive feedback on **startup validation, scalability, and investor expectations**, helping them refine their business models and strategic thinking. The competition exposed students to **global evaluation standards** and best practices, encouraging professionalism and market readiness.

UDYAMI 5.0

Udyami 5.0, Yuva's flagship startup pitching competition, was organized as a part of E-Summit 2026. Conducted in a **Shark Tank-inspired format**, the event enabled early-stage founders to pitch their business ideas before **investors and venture capitalists**. The competition provided participants with mentorship and industry exposure, equipping them with the strategic insights needed to **secure early-stage seed funding**. It continued to strengthen Yuva as a catalyst for **nurturing entrepreneurial talent** within the academic ecosystem.



EMPATHY GAUNTLET



The **Empathy Gauntlet** was a design-thinking exercise focused on understanding user behavior and pain points. Participants mapped a persona's “**day in the life**” to identify real-world problems and challenges. Using these insights, they developed innovative **solution ideas**. Midway through the activity, an external disruption was introduced, requiring teams to **refine their solutions**, strengthening their **problem-framing skills and adaptability**.

AD-MAD

Ad-Mad encouraged participants to conceptualize and present creative advertising campaigns to market their product or solution. The activity emphasized **innovation in communication, storytelling ability, and strategic marketing thinking**. Participants explored brand positioning, messaging, and audience engagement while competing in a fun and high-energy environment, highlighting the **importance of effective marketing**.



A/B TESTING



A/B Testing introduced participants to data-driven decision-making in product development. Teams experimented with multiple variations of an idea or product element, such as **design, features, or messaging, and evaluated outcomes based on peer feedback**. The exercise emphasized validating assumptions through testing rather than intuition, reinforcing the role of **experimentation and analytics** in startup growth.

REVERSE SHARK TANK

Reverse Shark Tank concluded the entrepreneurial journey by shifting participants' perspective from **founders to investors**. After ideating and validating their solutions, participants acted as “**sharks**” evaluating other startup ideas based on **business models, value propositions and growth potential**, enhancing their understanding of strategic decision-making, investor perspectives, financial evaluation.



KOBE PROGRAMME

Sponsored by MEXT, **Government of Japan**, Yuva members were selected for a fully-funded, 15-day international exchange in Japan. Partnering with cohorts from **Japan, Australia, and the UK** on cross-border venture creation, the residency integrated site visits (**Fujicco HQ, Anchor Kobe**) with design-thinking workshops. The program culminated in a **Demo Day**, pitching solutions for regional revitalization to Japanese industry leaders.



ICICC CONFERENCE



Yuva partnered with **NIT Patna and the University of Valladolid (Spain)** to anchor the **International Conference on Innovative Computing and Communication**. As a premier Scopus-indexed global platform with an elite **18% paper acceptance rate**, the flagship event featured participation from **50+ countries**. The conference facilitated technical knowledge exchange, with accepted research published worldwide via the **Springer LNNS series**.

AIM LAUNCH

Yuva co-anchored the launch of the **Mentor India Academy**, organized by SIIF under the **Northwest Redline Cluster** and **Atal Innovation Mission, NITI Aayog**. Inaugurated by **Mr. Deepak Bagla** (Former MD & CEO, Invest India), the initiative aims to bridge grassroots school innovators with ecosystem mentors to build a tech-driven nation. The event featured **corporate pitching masterclasses** and **design-thinking modules** to transform ideas into viable national startups.



NDTV YUVA 2026



Yuva took part in the **NDTV Yuva Conclave 2026**, a premier national leadership platform celebrating India's brightest young changemakers, where our members **successfully pitched their startup ideas** before an esteemed panel. The event offered invaluable ecosystem exposure, with prominent leaders like **Col Rajyavardhan S. Rathore** and **Mahanaaryaman Scindia**, alongside startup founders **Parul Gulati** and **Kanika Tekriwal**, sharing their insights.



HARVARD CASE COMPETITION – GLOBAL RANK 3

We ranked **3rd globally** at the **Harvard Global Case Competition**, standing out as the only Indian team in the **Top 3** and **winning a \$2,000 cash prize**. Hosted by Harvard University, this is one of the world's most prestigious student-led case competitions, bringing together **250+ international teams** to solve real-world challenges. The competition included institutions like Cambridge, NYU, and Wharton.

MEXT GLOBAL VENTURE MAKERS PROGRAMME – GLOBAL RANK 1

Yuva members were awarded the prestigious **MEXT Scholarship by the Japan Government** to participate in the fully funded **15-day Global Entrepreneurship Program**. The program brought together students from Japan and Australia for cross-cultural startup ecosystem immersion. During the programme, Yuva secured **1st place internationally**, showing entrepreneurial excellence on the global stage.



HSBC CASE COMPETITION – NATIONAL WINNERS

We emerged as the **National Winners** at the prestigious HSBC/HKU Asia Pacific Business Case Competition, one of the world's largest undergraduate case competitions with **8,000+ participants**. The victory earned the team the opportunity to **represent India at the Global Finals in Hong Kong**. The following year, we built on this success by **once again qualifying for the National Finals**.

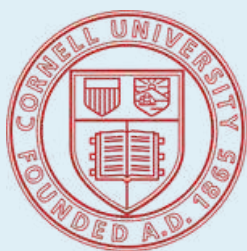
GLOBAL MICROFINANCE CASE COMPETITION – GLOBAL RANK 8

Yuva members secured **Global Rank 8** at the prestigious Global Microfinance Case Competition, competing against over **1,000 participants from 48 universities worldwide**. The team developed innovative solutions to **real-world financial inclusion challenges**, demonstrating excellence in analytical thinking, strategic problem-solving, and **consulting on the global stage**.



EY CAFTA CASE CHAMPIONSHIP – NATIONAL RANK 2

Yuva members secured **National Rank 2** at the prestigious EY CAFTA Case Championship, competing against **2,500+ participants** from leading institutions across India. **Focused on finance**, the competition tested strategic and analytical decision-making. The team's exceptional performance earned them **internship opportunities with EY**, recognizing excellence in problem-solving and leadership.



CORNELL CORNING EMI CASE COMPETITION – GLOBAL RANK 4

Yuva members secured **Global Rank 4** at the prestigious Cornell Corning EMI Case Competition, **hosted by Cornell University**. Bringing together participants from **79 universities across 21 countries**, including Oxford, Cambridge, the National University of Singapore, and Harvard, the competition challenged teams to solve **real-world challenges** through strategic analysis and data-driven decision-making.

BRAINWARS CASE COMPETITION – NATIONAL RANK 6

Yuva members secured **National Rank 6** at BrainWars, Bain & Company's **flagship strategy case competition**. The competition brought together participants from India's leading institutions, including the **IITs, IIMs, BITS Pilani, and top business schools**, to solve complex challenges. Our performance showcased our analytical thinking, **structured problem-solving, and consulting excellence**.



IIM CALCUTTA STARTUP BLITZ – NATIONAL RANK 1

Yuva members emerged as **National Champions** at Startup Blitz, hosted by the **Entrepreneurship Cell of IIM Calcutta**. The competition brought together aspiring entrepreneurs from **leading institutions across India** to tackle **real-world startup challenges, validate business ideas, and develop scalable ventures**. Yuva's solution showcased innovation, entrepreneurial thinking, and strategic execution.

MARKETING MAYHEM ADVAITA – ISB, NATIONAL RANK 1

Yuva members emerged as **National Winners** at Marketing Mayhem, the flagship marketing competition of ISB. **One of India's largest case competitions**, it brought together **top MBA schools and premier institutions** from across the country. **Yuva members made history as the only undergraduate team to secure first place**, demonstrating strategic thinking and marketing acumen.



HIGH BRIDGE GLOBAL CASE COMPETITION – NATIONAL RANK 6

Yuva members secured **National Rank 6** at the **High Bridge Global Case Competition**, a **premier international strategy and consulting competition**. Bringing together **top university teams from across the globe**, participants solved comprehensive business cases and complex real world problems, while **receiving mentorship from professionals at Deloitte, BCG, and HSBC**.

Market Research & Consulting Services

We specialize in **in-depth market research** to identify **growth opportunities**, **analyze competitive landscapes**, and **develop tailored strategies**. With experience across **30+ brands**, we bring a Gen Z-focused perspective to help businesses better **understand evolving consumer behavior**.



Market Entry & GTM Strategy

We develop end-to-end **go-to-market strategies** that help businesses successfully **launch new offerings**, enter **new markets**, and **achieve scalable, long-term growth**.

Financial Analysis & Profit Maximization

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

Investor Outreach & Deck Making

We design compelling **investor decks** and **facilitate conversations** with a network of **100+ angel investors** and **venture capital funds**, simplifying your fundraising journey.

Due Diligence Services & Feasibility Analysis

We perform comprehensive business assessments to **evaluate commercial viability**, identify potential risks, and **provide strategic insights** that enable informed **decision-making**, **optimize resource allocation**, and **support long-term business growth**.

OUR CORE COMPETENCIES



LIVE PROJECT & CONSULTANCY



MARKET RESEARCH



DATA DRIVEN ANALYSIS



GEN-Z PERSPECTIVE



DUE DILIGENCE SERVICES



GO-TO-MARKET STRATEGY

2026



GLOBAL ENTREPRENEURIAL EVENTS

Yuva aims to make **global entrepreneurship collaborations** a cornerstone of its growth by **forging strategic partnerships** with leading universities and international entrepreneurial ecosystems. Through cross-border initiatives, we will **empower aspiring entrepreneurs** by providing hands-on workshops, expert mentorship, and practical learning experiences that foster innovation and global exposure.



LIVE PROJECTS

We are actively **expanding our portfolio of live consulting projects** by partnering with early-stage startups and established enterprises. These collaborations will provide students with **hands-on consulting experience, strengthen industry exposure, and create meaningful opportunities** to solve real-world business challenges while delivering value to our partners.



STARTUP LAUNCH

As the **entrepreneurship cell of SSCBS**, we aspire to help every member experience the startup journey firsthand. Through **mentorship, workshops, and practical exposure** to **product development, marketing, finance, and operations**, students will gain the **knowledge and confidence to transform innovative ideas** into **successful ventures**.



INDUSTRY MENTOR NETWORK

Yuva is committed to building a **strong industry mentor network** by connecting students with **accomplished founders, business leaders, and domain experts**. Through one-on-one mentorship, networking opportunities, and career guidance, this initiative will help **students expand their professional networks, develop entrepreneurial skills, and unlock new growth opportunities**.

OUR MENTORS AND EXECUTIVE BOARD



Dr. Kumar Bijoy
Teacher in Charge



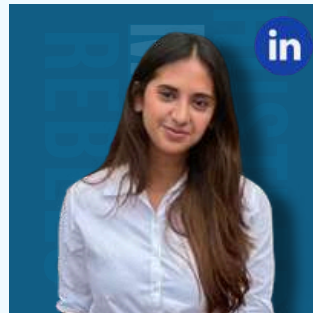
Dr. Ramesh Burpa
Teacher in Charge



Samreen Jagga
President (2026-27)



Namish Jain
Vice President (2026-27)



Aashree Jain
Coordinator (2026-27)



Yohan Kaul
Coordinator (2026-27)



Yaansi Gupta
Head of Marketing



Ayush Agicha
Head of Marketing



Sanal Aggarwal
Head of SIIF



Viraj Bhatnagar
Head of Operations



Siya Sethi
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