

K. J. Somaiya College of Engineering, Mumbai-77

(Autonomous College Affiliated to University of Mumbai)

BloomBox, the Entrepreneurship cell - KJSCE

Entrepreneurship is the process of starting a business, typically a startup company offering an innovative product, process or service which provides a solution to a problem in society. The Entrepreneurship cell, KJSCE – BloomBox was conceptualized and founded in early 2012 by Hetal Doshi and three students from EXTC – Rahul Jani, Nikhil Handa and Utsav Sanghani with immense support from RIIDL, Dr. Radha Iyer, SIMSR and KJSCE leadership.

Post inception, BloomBox took its momentum and correct direction under the guidance and encouragement of Dr. Shubha Pandit, Principal, KJSCE.

M. B. Zalte, former Dean of Students' Affair has helped us build a strong foundation of E-Cell in our college in 2012. Our faculties Sudha Gupta, Electronics Dept., Deepak Sharma, Computer Dept., Ravindra Divekar, IT Dept. & our students Jasjit Singh, Jay Padhya, Rushal Ajmera, Sanket Patil have also contributed in formalizing the structure of E-Cell in our college in 2012.

The objective of the establishing BloomBox is to provide an environment for creative thinking to develop unique solutions to societal problems through start-ups. The objectives can be elaborated as below,

Objectives	Activities
Awareness about entrepreneurship	Expert talks: Entrepreneurs share their experience and provide mentoring to inspire students as well as convey that only passion is not enough for a startup but it also requires skills and hardwork Startup visit: This is to let students explore the current trends in the industry. Startup expo: Organize Start up expo to build strong network of existing start-ups which would motivate students and encourage interaction.
Building platform for students to experiment with their business ideas and gain experience	Campus company: Students are allowed to start campus companies to give an opportunity to experience and learn the art of running your own business while studying in campus. We encourage our campus companies to showcase their products in in-house and external events. Internship: Students are given an opportunity to intern with start-ups to get firsthand experience of working in an entrepreneurial venture
Skill development	Workshops: Various workshops on topics like idea generation, Finance, Investments, Mind mapping, social entrepreneurship etc are conducted to equip students with required skills for entrepreneurship Competitions: Various competitions are organized for students to

	put their learning into practice and have a review of their own understanding.
Sensitize to society	Social Initiatives and Enterprises: Startup for being sustainable needs to be financially rewarding, but we want students to be more sustainability driven and not just purely profit driven. We believe every startup should be a social enterprise. This philosophy cannot be pushed onto students but we can let them learn through examples, experience and time. We organize several social initiatives and run social enterprise.
Organize team building activities	Gang rush: Fun activities for students to learn management and team skills. Somaiya Food festival: Food stalls are organized by students who are passionate about food art and this is a celebration which we annually conduct.

Selection process for the BloomBox council:

Students interested in being a part of the council are required to send in their resume and position of interest. The interviews for the posts in the council are conducted at the beginning of the academic year by previous council members and then second i.e. final round of interviews are taken by Faculty.