



# POORNIMA

## COLLEGE OF ENGINEERING

Promoted by Shanti Education Society, Affiliated to Rajasthan Technical University & Approved by AICTE

### A REPORT ON

#### My Story-Motivational Session by Successful Entrepreneur/Start-up Founder

- ♦ **NAME OF ACTIVITY:** My Story-Motivational Session by Successful Entrepreneur/Start-up Founder
- ♦ **DATE & DURATION:** 03-Oct-2023 & 12:00 AM to 02:30 PM
- ♦ **TYPE OF ACTIVITY:** Offline Session at Campus
- ♦ **HOST OF ACTIVITY:** Poornima College of Engineering, Jaipur
- ♦ **SPONSORS & SUPPORTERS:** Poornima College of Engineering, Jaipur
- ♦ **ORGANIZER(S):** Poornima Incubation and Innovation Cell (PIIC) & Department of Electrical Engineering
- ♦ **LEARNING OUTCOMES:**
  1. Students will understand gain insight into the personal journey of a successful entrepreneur.
  2. Students will develop an understanding of the characteristics and mindset essential for entrepreneurial success, such as resilience, adaptability, and risk-taking.
  3. Students will understand how to foster a culture of innovation and creativity.
  4. Students will discover resources and tools that can aid in starting and growing a business.

LO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
1	3												3		
2		3												3	
3									3						3
4					3										

- ♦ **ACTIVITY OBJECTIVE:** The session's goal was to educate and inspire the students about innovation and entrepreneurship so that they won't need a job in the future. They ought to be viewed as employers rather than as job seekers. To instill in

  
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them the belief that they should focus solely on idea, innovation, startup, and business development at this point. To inform them that innovative entrepreneurship is the process of developing new business concepts with the intention of making a profit, improving the community, and achieving organizational objectives. To disseminate information regarding innovation that can assist a single or collective group of entrepreneurs in refining or replacing a certain product, procedure, or service.


**NOTICE:**

**Poornima College of Engineering, Jaipur  
Department of Electrical Engineering**

Date: 30.09.23

**NOTICE**

With a great contentment we would like to inform you that Department of Electrical Engineering is organizing a Session on **"Successful Entrepreneur/Start-up Founder"** by Ms. Neha Agarwal founder of Digi Acai, a niche SEO agency in Gurgaon on 03/10/23 .

  
Dr. Pravin M. Sorwane  
Professor & Head  
Electrical Engineering Department  
Poornima College of Engineering, Jaipur

  
**Dr. Mahesh Bundele**  
B.E., M.E., Ph.D.  
Director  
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♦ FLYER / POSTER/BROCHURE:



# POORNIMA

## COLLEGE OF ENGINEERING

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### "MY STORY – MOTIVATIONAL SESSION BY SUCCESSFUL ENTREPRENEUR / START-UP FOUNDER"



**TUESDAY**  
OCT 03, 2023



**TIME**  
12:00 PM  
ONWARDS

**MS. NEHA AGARWAL**

FOUNDER OF DIGI ACAI, A NICHE  
SEO AGENCY IN GURGAON



**VENUE:**

**2005 (SEMINAR HALL),  
ACADEMIC BLOCK-II**

**RSVP:-**

Dr. Mukesh Didwania,  
Convener  
9717420063

Mr. Vineet Sharma,  
Coordinator  
8239873121



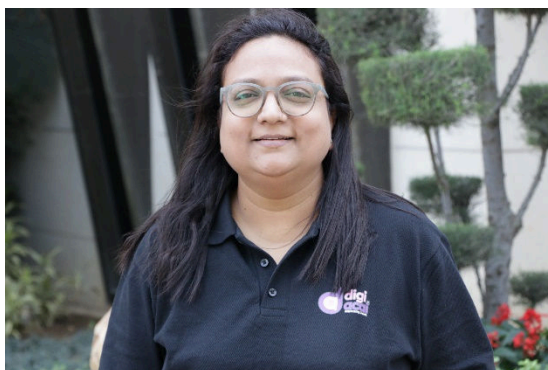
# POORNIMA

## INNOVATION & INCUBATION CELL

  
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#### ◆ BRIEF DETAILS ABOUT CHIEF SPEAKER:



Ms. Neha Agarwal is the founder of Digi Acai, a niche SEO agency in Gurgaon. Digi Acai has a unique D2C clientele including brands like 82°E by Deepika Padukone, Disney, Faces Canada, MCaffeine and more. The agency has become the first choice of many D2C brands in India within a short span of time.

Ms. Neha has 14+ years experience in SEO & Content Marketing. Before founding Digi Acai, Neha headed SEO & Content for companies like IGP.com, POPxo, Heads Up For Tails etc.

A creator at heart, she is a millennium mom, a successful entrepreneur, an SEO pioneer, and a contextual content marketing expert. Additionally, she started a community of millennial moms in India and helped them juggle their careers and caregiving.

Ms. Neha has also started a Return To Work Program for women who had to take a career break due to motherhood.

Ms. Neha's journey has been featured by many publications including Deccan Chronicle, Outlook, We Magazine for Women and more. She was also awarded Women Entrepreneur of the year - 2022 by Indo Global Entrepreneurship Forum.



♦ GLIMPSES:









♦ **ATTENDANCE SHEET:**

[illegible]

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**SEMINAR ATTENDANCE SHEET 2023-24**

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♦ **FEEDBACK:**

My Story-Motivational Session by Successful Entrepreneur/Start-up Founder			
	Attributes	Comments	No. Of Comments
Program	Organizing Level	Excellent	61
		V. Good	12
		Good	2
		Poor	0
TEST	Relevance	Excellent	59
		V. Good	10
		Good	6
		Poor	0
	Depth	Excellent	63
		V. Good	12
		Good	0
		Poor	0
	Interest	Excellent	57
		V. Good	12
		Good	6
		Poor	0
INTERVIEWER	Knowledge	Excellent	72
		V. Good	1
		Good	2
		Poor	0
	Response to questions	Excellent	71
		V. Good	3
		Good	1
		Poor	0
	Delivery	Excellent	61
		V. Good	8
		Good	6
		Poor	0
Overall understanding of concepts		Excellent	62
		V. Good	6
		Good	7
		Poor	0
Would you like to attend similar activity in future		Yes	75
		No	0
Suggestions		This type of activity should be arrange in frequent manner.	