



हंसराज कॉलेज  
— दिल्ली विश्वविद्यालय —

HANSRAJ COLLEGE  
University Of Delhi  
NAAC Grade A+ with CGPA 3.62

**2021-2022**

**Name of Society** : Entrepreneurial Cell  
**Name of the Event** : Illuminate '22  
**Date of the Event** : 18 Feb 2022

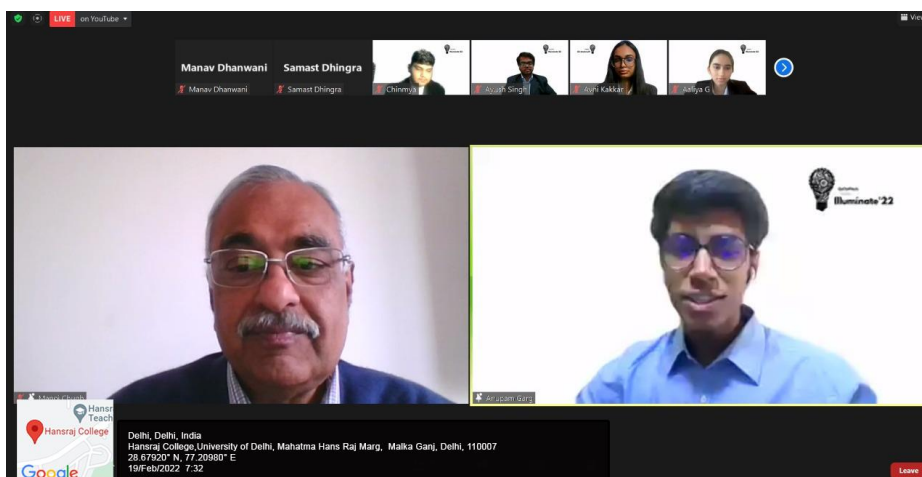
### GO TO PITCH PRESENTS ILLUMINATE '22 REPORT

Go to Pitch presents Illuminate is a one-of-its-kind flagship event organised by The Entrepreneurial Cell, Hansraj College. With the vision to boost the spirit of entrepreneurship and start-up culture, Go to Pitch presents Illuminate '22, provides a platform for eminent entrepreneurs to share their journey, struggles, and learnings.

This year the event reached greater heights, amassing raging success and witnessing 2000+ total attendees from all across the country. Bringing in elite and influential speakers with great business acumen and enthralling personal stories, the event enthused the audience to explore the entrepreneur within them.

Go to Pitch presents Illuminate '22 hosted more than 18 influential speakers, including prominent names from diverse fields, such as Mr. Aman Gupta, Co-Founder and CMO at boAt Lifestyle, Mr. Manoj Chugh; President - Group Public Affairs, Mahindra & Mahindra, Papon, Indian Playback Singer and Composer, Dr. Vikas Divyakirti, Founder of Drishti IAS, and many more.

Day 1 of Go To Pitch presents Illuminate '22 kick-started with Mr. Manoj Chugh's empowering speech on 'Winning'. An experienced leader and industry veteran, he stated that 'the devil is in the detail', and encouraged budding entrepreneurs to take home the fundamental formula "Entrepreneurship = execution".



Mr. Manoj Chugh



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Engaging the audience in a lighthearted talk about student life at Delhi University, the next speaker, Mr. Paresh Gupta, Founder & CEO – GCEC and SRCC alumni, shared personal anecdotes and practical advice furnished with humour, bringing a fun-filled element to the event.

An incredibly knowledgeable and well-versed individual, Mr. Deepak Bagla, Managing Director and CEO of INVEST INDIA, shared informative viewpoints on the various trends in the Indian startup ecosystem and the agency's initiatives gearing it up. His insights regarding India's growth trajectory, backed by impressive facts and figures, revealed how the engine of growth in India is moving beyond the major cities to the small towns and villages, creating true democratisation of opportunity. He forecasts the 'New India' to have a bottom-up approach.



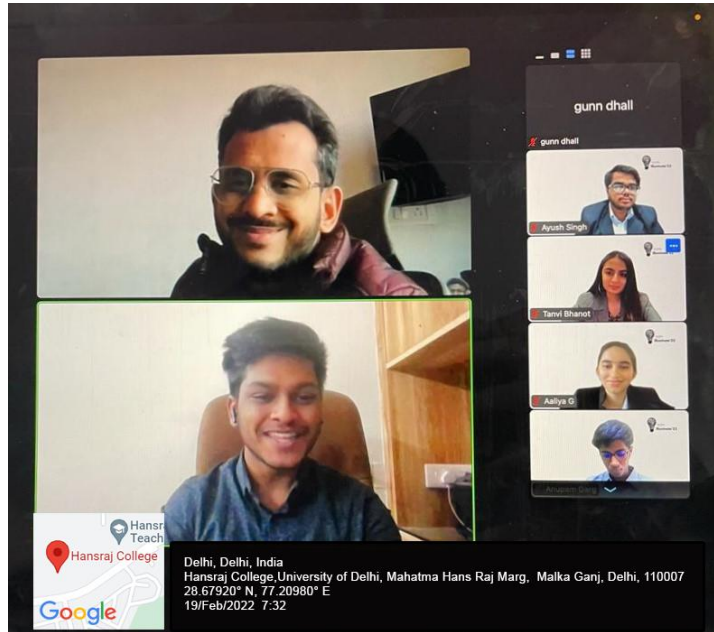
Mr. Deepak Bagla

Attendees went abuzz upon seeing their favourite shark from Shark Tank, India, Mr. Aman Gupta, Co-Founder and CMO at boAt Lifestyle, on screen. His candour and wit while answering questions were a delight to watch. He walked the audience through his decision to give up his 9 to 5 finance job as he wasn't 'getting a kick' and instead completely switched to pursuing marketing and branding.



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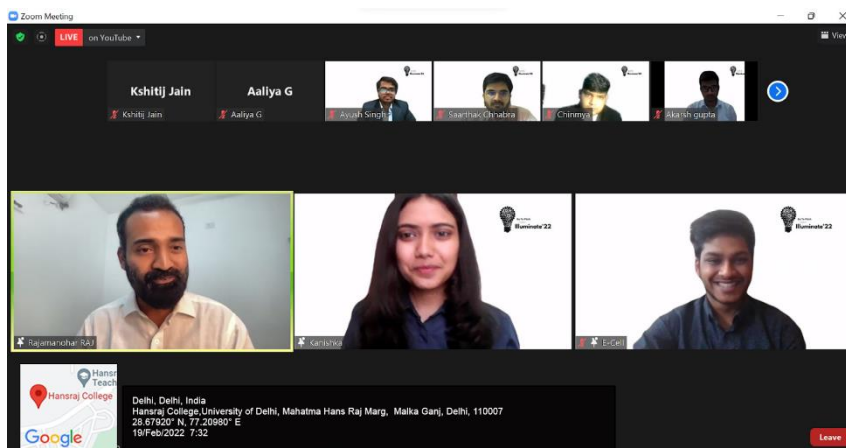
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Mr. Aman Gupta

Upon several requests, he good-naturedly recreated his iconic catchphrase, “Hum bhi bana lenge,” which was the cherry on top for the awe-struck attendees. He highlighted the importance of passion in an entrepreneur and expressed his connection with his brand by stating, “My boAt is my moat”.

The event also hosted interviews with dexterous individuals like Mr. Rajamanohar Somasundaram, CEO and Co-Founder of AquaConnect who spoke on taking the plunge into the lesser known field of aquaculture and Dr. Pragati Singh, Founder of Indian Aces who shared how her personal experiences with the stigma and dearth of quality resources in India regarding asexuality pushed her to spread an educated perspective about sexual orientations.



Interview with Mr. Rajamanohar

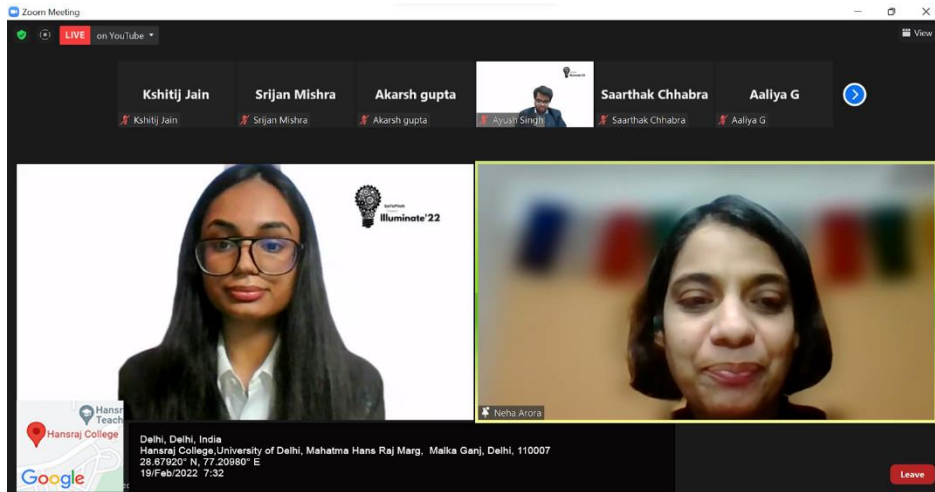
Go to Pitch presents Illuminate being an interactive platform, gave enthusiasts the opportunity to interact with these accomplished professionals by hosting a live Q&A session for each speaker. Neha Arora, social entrepreneur, answered questions on her mission to make travel accessible and inclusive



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for all people with disabilities through her venture 'Planet Abled' while Mr. Pankaj Jain, CFO of Vedantu imparted advice on corporate governance by stating, "Think audacious but follow the basics."



Ms. Neha Arora

Day 2 of Go To Pitch presents Illuminate '22 had a line up of diverse speakers like Mr. Harish Khatri, founder of India Assist, Mr. Shubham Maheshwari, founder and CEO at Being Chef, Mr Rathin Shah, co-founder & CEO Spenny and Yuvraj Tomar, founder and CEO of Cloudworx and Thingbot. Their sessions shed light upon having an entrepreneurial outlook in life, building networks and navigating through tough times to achieve success.

Papon, through his relaxed conversation with Mr. Kaushik Deka, Senior Associate Editor at India Today, shared how he stumbled upon music as a viable career option and encouraged students to have patience while they figure things out in life.



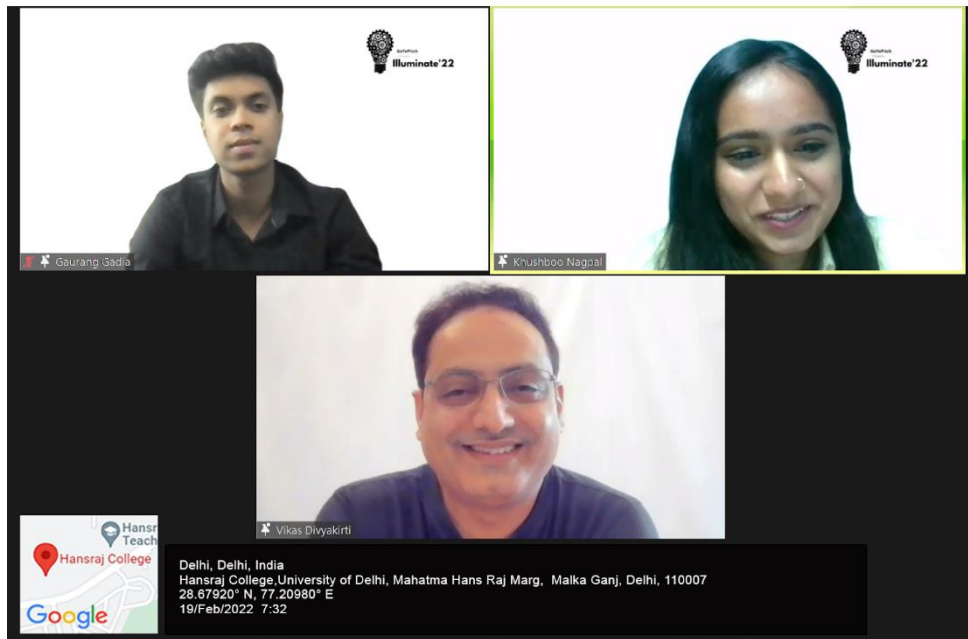
Papon in conversation with Mr. Deka



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An inspiration to many UPSC aspirants, Dr. Vikas Divyakirti, founder of Drishti IAS engaged in an interactive Q&A session where he acquainted the audience with his journey to IAS and clarified the worries of many aspirants. He explained the significance of an entrepreneurial mindset amongst the students aspiring for IAS.



Interactive session with Mr. Divyakirti

Go to Pitch presents Illuminate '22 concluded with a panel discussion, on the topic 'Hard Times: A Catalyst for Innovation.'" The panellists included Mr. Vinayak Nath, a serial entrepreneur and angel investor, Ms. Lipi Panchmia, an analyst at 100x VC and Mr. Shashank Tyagi, founder of Go To Pitch.

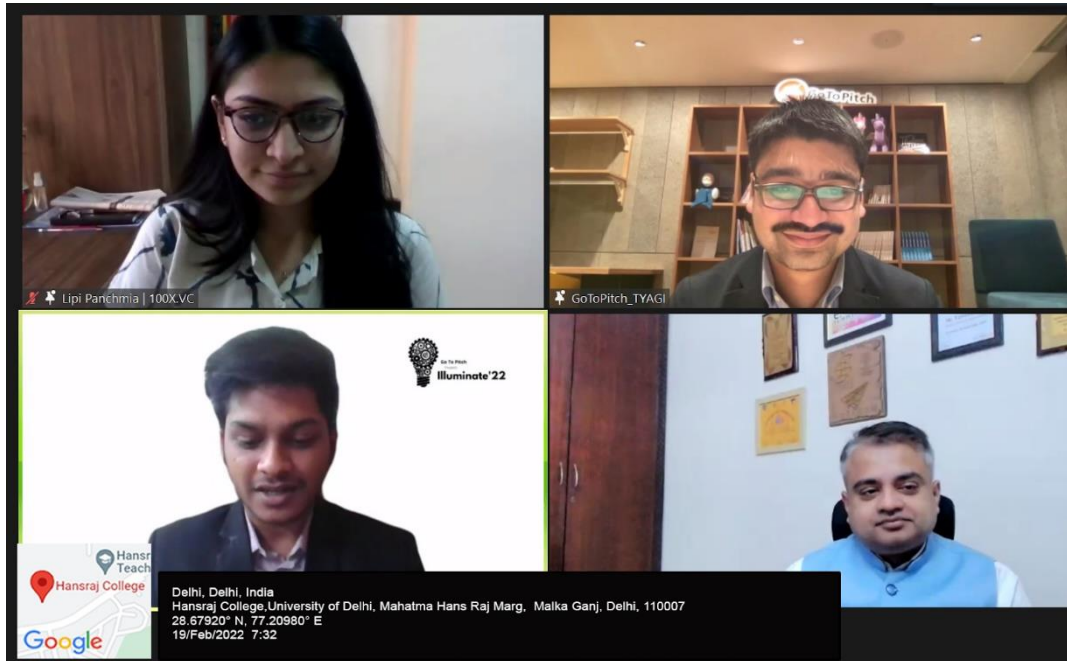
The discussion focused on investor mentality during uncertain times such as the recent COVID-19 Pandemic, various trends within the Indian startup ecosystem, and the various factors causing market contraction and expansion during such times.





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#### Panel Discussion

L-R: Ms. Lipi Panchmia, Mr. Shashank Tyagi and Mr. Vinayak Nath

More than a mere seminar or speaker session, the event served as an illuminating and engaging opportunity whereby aspirants could connect with the experts and learn from the finest. The event successfully achieved the goal of bringing together bright minds to give talks on diverse aspects, fostering learning and sparking conversations that matter.