

## Name of the Event –Start-up fair

Date of the Event – 22 April 2022

**Entrepreneurial Cell in collaboration with IIC-HRC organises an event: Start-up fair on 22nd April 2022.** Doosra presents Start-up fair is one of the most successful and unique events organized by The Entrepreneurial Cell of Hansraj College. With the vision to provide an opportunity for entrepreneurs to present their start-ups by putting up stalls in Hansraj college, the event gathered traction of over 6,000 people.

The start-ups not only received a humongous footfall, but they also got a chance to network with entrepreneurs and start-up enthusiasts from different industries. The event was characterised by performances, food stalls and representatives of the start-up ecosystem.

**Objective: To provide an opportunity for entrepreneurs to present their start-ups by putting up stalls in Hansraj college**

**Learning: Got a chance to network with entrepreneurs and start-up enthusiasts from different industries.**

THE ENTREPRENEURIAL CELL  
HANSRAJ COLLEGE

INSTITUTION'S  
INNOVATION  
COUNCIL

doosra  
presents

**STARTUP FAIR**

DEMONSTRATE YOUR POTENTIAL TO CONSUMERS FROM  
THE NEXT GENERATION

Start-Up Fair is here, wherein you can  
showcase your venture to the inquisitive  
DU crowd by setting up stalls in  
Hansraj College, University of Delhi.

Chief guest: Raj Shamani

The fair is open to the students from all the  
colleges, so come and witness the biggest  
entrepreneurial fair in the DU circuit.

22 April, 2022 12PM - 6PM

VENUE: HANSRAJ COLLEGE,  
UNIVERSITY OF DELHI

**Industries:**

Doosra presents Start-up fair hosted 24 start-up stalls from a plethora of industries including Mokatela from the foods and beverage industry, Hawaiiadda Aerial Innovations Pvt Ltd. and Arista Vault from the IT sector, Noor resins from the fashion and accessories industry and many more.

Start-up Fair began with the preparations, assembling and setting up of various start-up stalls including Antraksh, Irretus, beyond meds, Art House, Hussky Innovations, and Chahatbhola paradise, to name a few.

### **Chief guest:**

The chief guest for the event was the popular start-up enthusiast and social media influencer, Mr Raj Shamani. He is one of India's favourite motivational speakers, having given around 200+ speeches across 26 countries on financial freedoms and allied themes. Mr Shamani is popular for his booming internet presence and outstanding content creation, while also being an experienced angel investor and businessman. The list of his accolades and achievements is everlasting.

Mr Raj Shamani conducted the ribbon-cutting ceremony and addressed the gathering with his inspiring and motivational speech in the auditorium of Hansraj college. He further interacted and networked with start-up enthusiasts and entrepreneurs while visiting all the start-up stalls. The opportunity of being able to interact and communicate with one of the biggest personalities in the finance world was cherished by all members of the start-up ecosystem.

### **Start-ups:**

Doosra presents Start-up fair offered a variety of scrumptious food through its various food stalls such as ShakeZilla, Chai lelo, WhiteCub, among others. The refreshing beverages provided by Mocketela and FOMO brews helped the audience beat the heat on a scorching sunny day.

Other than food and beverages, Startups like Helpmate and Norlights promoted and offered Ed-tech and e-learning solutions to the audience. Gift a Melody is another Start-up that offered personalised melodious gifts.

Hussky Innovations is India's first NFT art gallery, promoting digital art. Kalakriti is another Start-up promoting art. Noor resins sparkled the fair with its beautiful accessories and ornaments.

One of the most unique stalls that gained the most traction was the stall of 'Doosra', the title sponsor of the event. 'Doosra' is a platform that safeguards the privacy of its users by providing them with a virtual mobile number that acts as their secondary phone number without an additional SIM card.

*Similarly, the 24 start-ups from a plethora of industries came together for an event that aims to foster the spirit of entrepreneurship while continuing to contribute exponentially to the rise of the start-up ecosystem.*

The 6 hour-long events came to an end with spectacular dance and music performances by the talented students across the DU circuit. The evening was filled with excitement, melody, art, talent and much more.

Doosra presents Start-up fair was one of the most unique events hosted by the Entrepreneurial cell of Hansraj in the DU circuit that would serve as a milestone in the journey and world of entrepreneurship.

