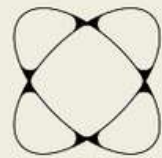
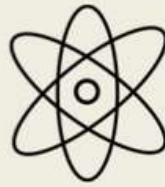
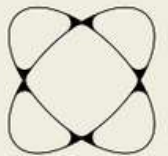
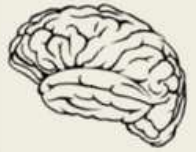




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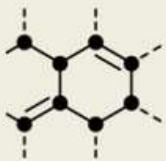
DAY
01



YOUNG LEADERS
CONCLAVE

EST. 2013

THE STARTUP
SOUP



MODERN SCHOOL VASANT VIHAR

Opening Ceremony

10:15AM, 8TH AUGUST, 2023

On 8 August 2023, Modern School, Vasant Vihar welcomed participating teams from prestigious schools to the much anticipated 8th edition of the Young Leaders Conclave. Lala Raghbir Singh founded Modern School with an aim to create new leaders of a soon to be independent India. It was this ideology that formed not just the basis of the institution's education for the coming years but also the basis of the Young Leaders Conclave.

The Leaders' Conclave is a unique gathering of young minds from various schools in the region, coming together to engage in workshops, discussions, and activities that focus on leadership development and community involvement. This event aims to instil qualities like teamwork, problem-solving, communication, and empathy in our students, preparing them to become effective leaders and change-makers in the future.



This prestigious Conclave lovingly called YLC aims to bring together students from public schools all over India to brainstorm and engage in an immersion of ideas. This is done through a collection of activities, speeches, conferences and interactions that aims to empower aspiring leaders of a very potential tomorrow of emerging India. The event was inaugurated with the prayer song "Amazing Grace", sang lovingly by the school choir at 10:15am, followed by an inspiring inaugural address by Ms. Meenakshi Sahni, Principal, Modern School, Vasant Vihar.

Principal's Address

MS. MEENAKSHI SAHNI, PRINCIPAL, MODERN SCHOOL VASANT VIHAR

“People want to be Engineers, People want to be doctors when they grow up. But I’ve never heard anyone say they want to be Leaders. No student has ever come up to me and told me that they want to be the prime minister of the country.”

Ms. Meenakshi Sahni's inspiration for starting the YLC was sparked back in 2013, at a time when the political atmosphere in the country was charged with the run up to the general elections. She found that there was a lack of certainty when it came to choosing leaders, and the root of this problem lay in the fact that the youth of the country lacked political ambition and the will to become harbingers of change. A gap was visible and she could envision a profound need to bring training and empowerment tools for aspiring leaders. This is where the Young Leaders Conclave was born. With a large vision of providing suitable platforms to emergent leadership aspirants and to teach them to lead and give back to society and country.



Since its establishment, the young leaders conclave has aided immensely in honing the leadership skills of young students from all over the country.



Deepak Tuli

ENTREPRENEUR, CO-FOUNDER EKA CARE, GOIBIBO, ETC

‘There is no means greater than studying to become better at life’

Deepak Tuli, a visionary entrepreneur and healthcare industry pioneer, is renowned as the co-founder of Eka Care, a trailblazing healthcare platform. Even prior to the revolutionary Eka Care, he played a pivotal role as the COO and co-founder of Goibibo, a leading online travel aggregator in India. We are honored to have him at The Young Leaders Conclave as a speaker. Mr. Deepak Tuli believes that a startup, due to its chaos, demands the founder's complete effort in bringing order. He emphasized to all the students present at Young Leaders Conclave 2023 that a startup's motivation shouldn't be solely monetary, but instead should be driven by innovative ideas that solve real world problems.

Mr. Deepak Tuli's profound insights reveal that a founder's role extends beyond ideation and planning. Rather, a founder dedicates significant time to ‘shielding’ the company, projecting a composed demeanor even in turbulent times, akin to a parent reassuring a child. Conquerant to his philosophy is seizing every opportunity, a mindset that encourages startups should remain vigilant for new, possibly life changing, opportunities. Mr. Deepak Tuli recognized the evolving landscape and questioned why, a couple of decades ago, flights could be easily booked online while hotels couldn't. His stint at the startup 'Yatra' might have ended in failure, but his perseverance and innovative thinking ultimately led him to his current triumphant position.



“It is our determination and creative minds that will make us successful. He has shown us that failure is never the end.”

Raunaq Jaisinghani

ENTREPRENEUR, MINISTRY OF COMMERCE & INDUSTRY, MODERNITE

“Success is not merely measured by accolades and achievements. True success lies in finding your passion and pursuing it with unwavering dedication. It is about contributing to society, uplifting others and making a difference.”

Mr. Raunaq Jaisinghani, a beloved alumnus of Modern School, Vasant Vihar was full of emotion and nostalgia as he addressed the YLC gathering. A role model for all of us, he is an extremely successful entrepreneur and has worked with the Government of India at the Ministry of Commerce & Industry. Despite his prodigious reputation, Mr. Raunaq Jaisinghani remains grounded and in touch with his roots - never forgetting the journey that brought him where he is now.

In the realm of modern visionaries, where innovation and creativity converge, the name Mr. Raunaq Jaisinghani shines brilliantly. A trailblazer in his own right, Mr. Raunaq Jaisinghani has carved a distinct niche for himself through his unwavering passion, entrepreneurial spirit, and unbounded imagination. As an entrepreneur, thought leader, and driving force behind various groundbreaking endeavors, he has demonstrated an innate ability to identify opportunities and transform them into impactful ventures.



In the tapestry of innovation and impact woven by Mr. Raunaq Jaisinghani, the threads of determination, vision, and unwavering commitment stand out prominently.

"Let our actions exemplify the change we want to see in the world."

Through his entrepreneurial ventures, technological prowess, and dedication to social betterment, Mr. Raunaq Jaisinghani has not only exemplified this principle but has also become a living embodiment of it.

" Be ambitious , be daring, and be ready to fight for your dreams.
you will taste success if you stay true to the blue in you."

Icebreaker session

"If there is a problem, invent a product for the need. If there is a need for the product; then invent the problem."

Distinguished Guest Speaker, Mr. Hitendra Singh, delivered a compelling address during the Young Leaders Conclave's icebreaker session. He illuminated pivotal aspects of usability and customer segmentation, exploring diverse subjects from tailored activities for young hospital patients to a robotic tool prototype refining fine motor skills. This spectrum also extended to uplifting news portals for fostering positivity.

Subsequently, the discourse emphasized the vital need for accessible products and meticulous market assessment. Vigilant competitor surveillance was highlighted, drawing inspiration from their successes and lessons from their setbacks. Mr. Singh stressed the ongoing customer engagement beyond sales, using methods like surveys to comprehend not only whom they address but also the nature of their discourse. This underlined the importance of both primary and secondary market research.

The genesis of products was discussed as either driven by passion or solution-oriented thinking. The example of the Unified Payments Interface (UPI) underscored this, The invention wasn't a passion project but rather one of vital need.



Session 1

Amidst an era distinguished by its ceaseless waves of innovation and burgeoning opportunities, the commencement of the event was heralded by its inaugural session. This gathering seamlessly amalgamated participants hailing from diverse educational institutions, synergizing their intellectual faculties to kindle the embers of creativity while nurturing the bedrock of entrepreneurial acumen.

Under the sagacious guidance of esteemed guest speakers, namely Mr. Hitendra Singh and Mr. Umesh, the event's overarching objective encompassed the cultivation of a vanguard poised to usher in the next era of innovation and chart the trajectory of business leadership.



Each participating cohort was entrusted with the imperative task of conceptualizing a tangible product or service, one endowed with real-world applicability. The event, meticulously curated, traversed the terrain of practicality, feasibility, and the multifaceted horizons inherent in the ideas espoused by each group, embarking on a profound exploration of each proposal's nuances.

At the heart of an idea resides an elemental triad: passion, predicament, and the sphere of its prospective resolution. Aligning themselves with these pivotal criteria and assimilating the invaluable insights proffered by the speakers, the groups orchestrated their ideational endeavors as a collective symphony, seamlessly harmonizing their perspectives.

Collectively, the event engendered a sense of camaraderie among aspirational leaders representing disparate educational institutions, bound by a shared mission and the crucible of communication and teamwork.



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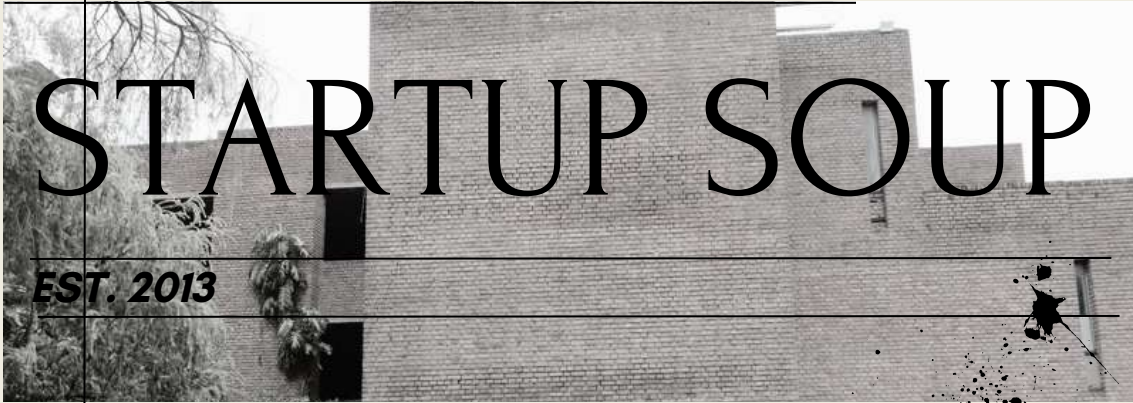
Photography by:

Tej Singh Grover

YOUNG

09 / 08 / 23

MODERN SCHOOL VASANT VIHAR



DAY 2

8TH - 11TH AUGUST, 2023



LEADERS

CONCLAVE

YLC, DAY2, 9:00AM

Official Memo

Re: Shaping young minds

Date: August 9, 2023



As the second day of the Young Leaders Conclave commenced, a palpable air of enthusiasm filled the auditorium. Continuing in the groups that were formed the previous day, students energetically discussed the project frameworks, startup generation points and other relevant variables.

SESSION I

MR. HITENDRA SINGH & Mr. UMESH

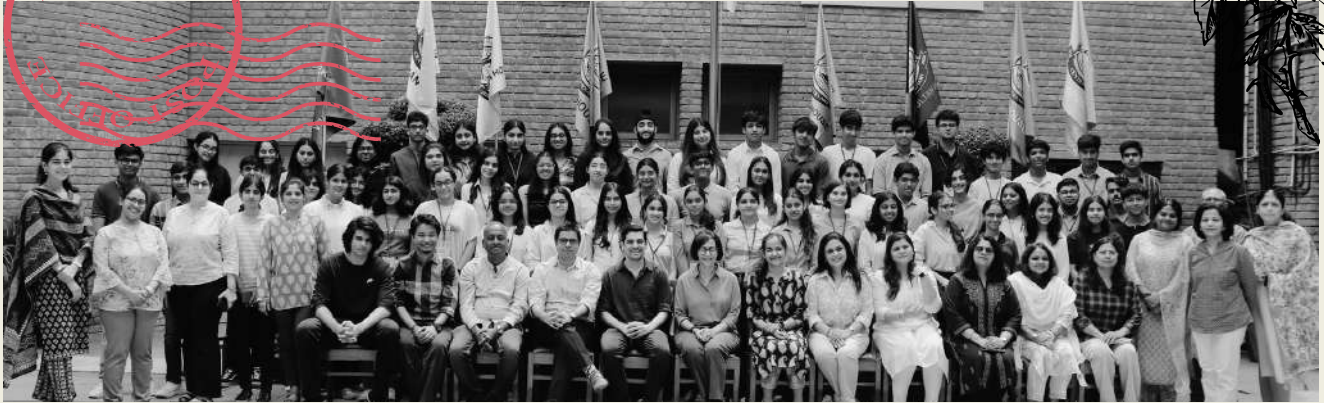
The first invigorating session led by Mr. Hitendra Singh and Mr. Umesh, Corporate Leaders, had the Fellows spearheading ideas of creating brand identities, logos, targeted market segments, and business Instagram handles. The most noteworthy among the ideas presented were those that addressed the resolution of tangible real-world challenges such as safety concerns, lack of sustainability, and unemployment. Some of these are: Kridda, by Table 7, Key Green by Table Two, and Small Steps by Table Ten..



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YOUNG LEADERS CONCLAVE

DAY2, AUGUST 9, 2023,
OUTSIDE THE AUDITORIUM



“ DON'T SEE OTHERS DOING
better THAN YOU, **BEAT**
YOUR OWN RECORDS EVERY DAY
BECAUSE SUCCESS IS A FIGHT *between*
YOU & YOURSELF”

-CHANDRASHEKHAR AZAD



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2

INTERACTIVE SESSION

MR. VIKRAMADITYA CHAUDHARI,
CEO RAW PRESSERY & CO-FOUNDER WINGREENS

If as marketers you are not having fun, you will not do a good job, it's just as blunt as that. If you have fun the likelihood of you creating content that is meaningful, and impactful, is a lot higher."

Mr Vikramaditya Chaudhari, CEO, Raw Pressery and co-founder of Wingreens, built his food and drink empire from the ground up. Since its humble beginning in 2005, Wingreens has grown to a brand that is known and loved across the nation. With its commitment to social benefit, it stands for connecting culture, food and beverage by empowering communities.

Mr Vikramaditya imparted valuable knowledge regarding creating a space in the consumer market. Our students were taught useful lessons on the importance of the hidden "P" of marketing- Purpose - that ties together a company, and truly connects it to its audience. Mr Chaudhari highlighted the importance of having core values in a startup. His brilliant example inspired students to utilize some of these beliefs in their own projects. He also bestowed knowledge about the core strategies that allow a business to grow from the ground up.



In an interactive Q/A session, Mr Vikramaditya shed further light on the problems a startup may face. In answering questions by our curious YLC students, he depicted the need to start simple, and to create products and businesses, for the people and not for the profit. All our students received valuable inputs from the session.



SESSION 3

MR. HITENDRA SINGH & Mr. UMESH



The third session of the YLC kicked off with an exploration of the fundamental concepts in marketing – the 5 P's and the 3 C's. The facilitator, Mr. Hitendra, adeptly elucidated the significance of each of the 5P's of marketing: Product, Price, Place, Promotion, and People, Product entails crafting offerings that meet customer needs; Price involves setting value-based pricing; Place focuses on effective distribution; Promotion encompasses communication and engagement tactics; and People recognises the importance of understanding and connecting with customers and stakeholders. used together they create a strong market strategy.

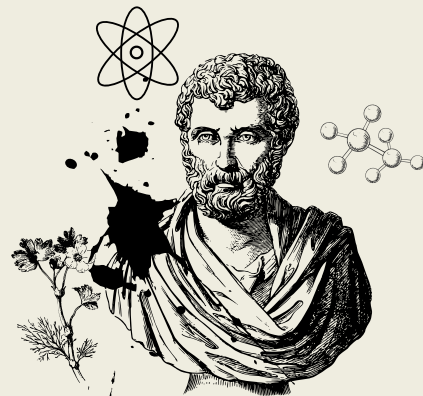
Teams were encouraged to view their products from a holistic perspective, considering not only the physical attributes but also the emotional and experiential aspects that resonate with consumers. Next, the discussion transitioned to the 3C's of marketing: Customer, Company, and Competitor. This triad of principles emphasised the need to centre marketing efforts around the customer's needs and desires, align them with the company's strengths and values, and carefully analyse the competitive landscape.



SESSION 4

MR. JOY, THAPAR ACADEMY

Conducted by Mr. Joy from Thapar's Academy, the fourth session of the day illuminated the intricate dynamics that define our digital presence. Mr. Joy introduced the Formula 1 - HVC (Hook, Value, Content Transformation), underlining the vital role of the initial 3 seconds in capturing attention. The ECG formula—Evergreen, Controversial, Growth—offered a roadmap to impactful posts to all the emerging entrepreneurs. Engagement emerged as a central theme, with Mr. Joy demystifying the art of garnering likes and shares, the bedrock of online recognition. Just as past events incubated innovative projects, Mr. Joy's teachings empower the keen participants to navigate the evolving social media landscape with finesse.



SESSION 5

MR. UMESH, CORPORATE LEADERS



“When the time is right, the price is right.”

In the realm and tapestry of endeavour, pivotal aspects of monetary credentials steer the way to a triumphant success in profession. Led by Mr. Umesh, Corporate Leaders, the session was an introduction into financials, the inaugural session touched upon a diverse variety of subjects including startup costs, gross and net profit to even unit product management. As young minds were challenged, ideas began to emerge, with alternatives such as extra stock, and average monthly operations. It encompassed the development of a vanguard ready to usher in the next era of innovation and chart the course of future ventures.





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Photography by:

Tej Singh Grover

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YOUNG LEADERS



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MODERN SCHOOL VASANT VIHAR

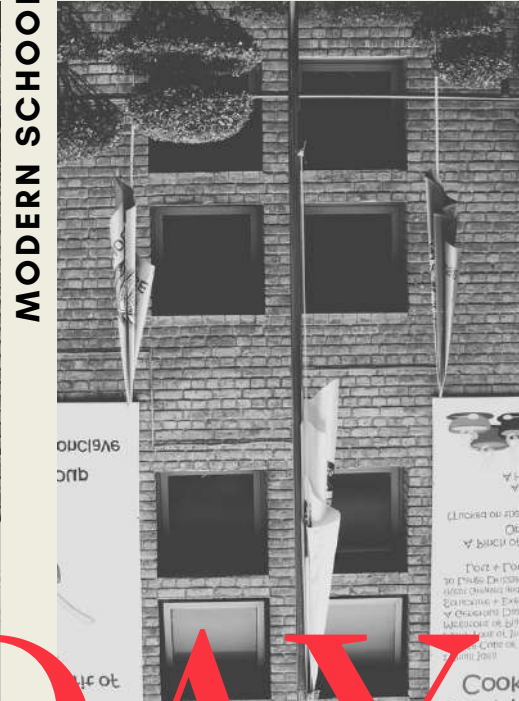
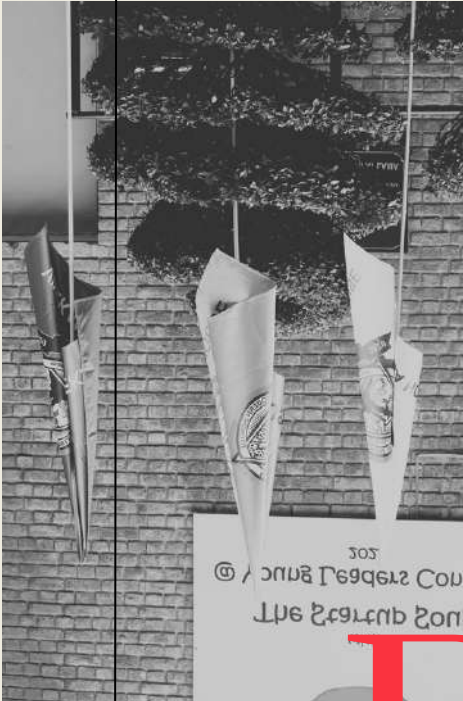


08

THEME 2023: THE STARTUP SOUP



23



CONCLAVE 3

SESSION 6

HOW TO CREATE WINNING TEAMS, STATUTORY COMPLIANCE, RISK MANAGEMENT



The opening session led by the experienced duo Mr. Umesh and Mr. Hitendra, set the tone for an enlightening day of learning.

With a focus on two crucial aspects—statutory compliance and risk management—the session provided the startup groups with valuable insights to navigate the challenging landscape of business.

Statutory compliance entails a set of rules established for every business. While some of these rules such as taxes and wages are universally applicable, others are made for specific industries. For instance, restaurants have compliance standards that ensure the health and safety of their food offerings.



Mr. Hitendra engaged the groups in an exercise and tasked them with researching the specific statutory compliance rules that directly applied to their unique business models. This hands-on research not only deepened their understanding but also fostered an atmosphere of active participation and mutual learning.

Startups had thoughtful discussions, dissecting the unique risks regarding their businesses. Whether grappling with financial uncertainties or operational hiccups, this course laid the foundation for risk mitigation strategies.

Lastly to make a winning team, the groups were further divided into three groups: trade show pitching, sales and marketing.



SESSION 7

BASICS OF FINANCE - MAKING SALES P/L PROJECTION

The second session on day 3 of the YLC, led by Mr. Umesh, kicked off with an illustrative discussion about the internal problems faced by each team in regard to their products and how to tackle them.

This topic of internal issues ultimately sparked a discussion regarding marketing and advertisements, which included riveting subtopics such as ‘How controversial is too controversial?’ and ‘Having internal discussions about difficult topics’, among others.



These conversations touched upon both sides of compelling arguments such as ‘is all publicity good publicity’ and really helped put the participants in the shoes of people running companies, helped them think from a consumer's point of view and made them think outside the box for solutions to the questions raised during the discussions. Then, the participants were shown different advertisements to teach them about some important concepts regarding them, including ‘target groups’, ‘how to capture and hold a consumer's attention’ and ‘what makes an advertisement successful’. They were then given an engaging assignment to analyze Ads by watching and then breaking them down. Mr. Umesh also touched upon examples of long Ads such as Ranveer Singh's Ching and spoke about consumer reactions to Ads.



SESSION 8

The teams were now to finalise their pitches and presentations by showing to the mentors and getting them approved. They were shown the tables for tomorrow's trade show and were asked to prepare physical products including standees, banners, etc according to that. It was a fruitful and productive session with active minds and students working to achieve a perfect pitch and ace tomorrow's trade show and presentation for their business.







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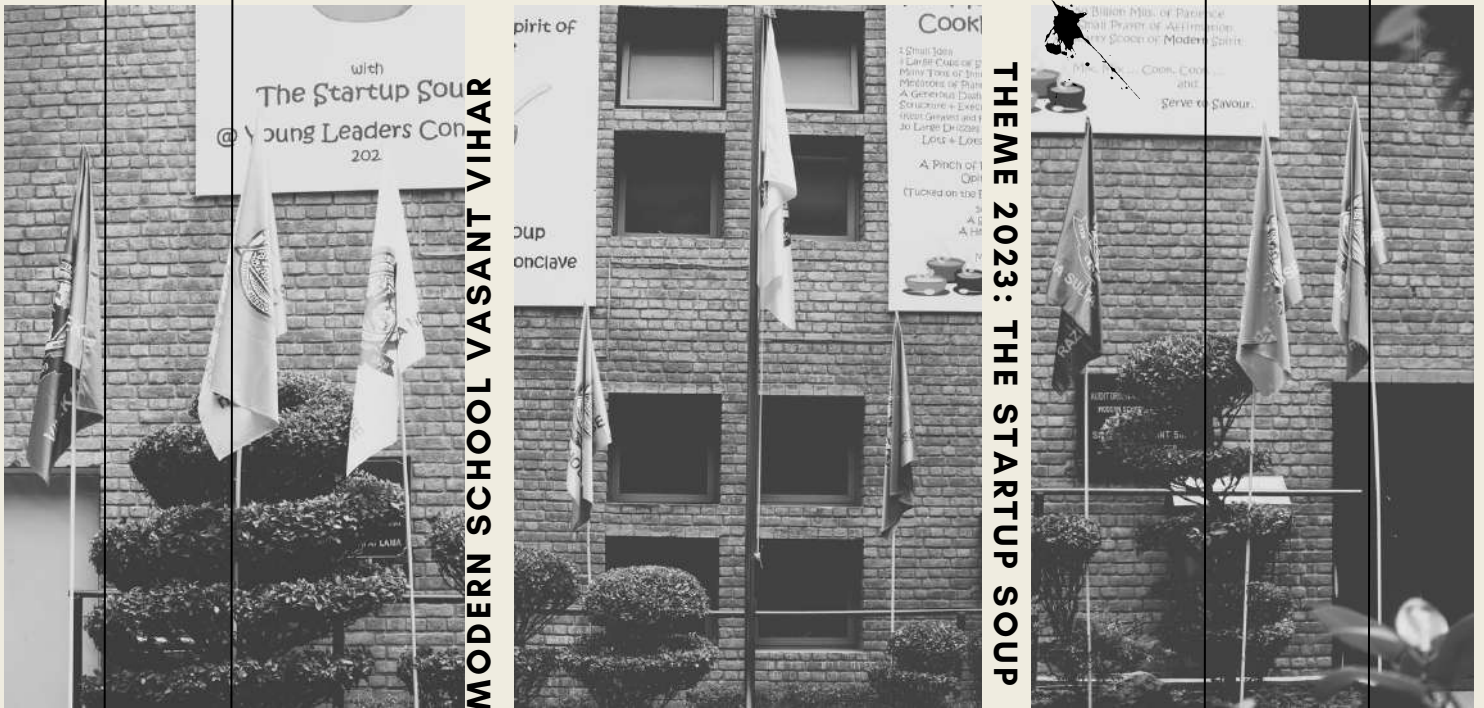
Tej Singh Grover

YOUNG

LEADERS

MODERN SCHOOL VASANT VIHAR

11TH AUGUST 2023



11TH AUGUST 2023

THEME 2023: THE STARTUP SOUP

DAY 4

CONCLAVE

YLC, DAY4, 9:00AM

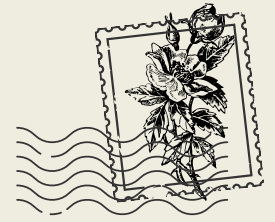
Official Memo

Re: Shaping young minds

Date: August 9, 2023

BUILD YOUR OWN
DREAMS OR SOMEONE
will hire you TO
build their's

MORNING PREP



The morning of 11th August, the school air buzzed with enthusiasm and anticipation. The school auditorium bustled with energetic teams who were giving their finishing touches to their work. The students worked with unfatigued commitment around their stalls, and utilized every minute to the fullest. Ms. Meenakshi Sahni, Principal, paid a visit to every stall and offered her valuable inputs and wisdom. She left the students highly motivated and with many new insights on their ideas.

Following that, parents proudly flooded the area and took keen interest in their knowledge and the pitches they were practicing.

Students were awarded with certificates commemorating their participation and efforts. They were also gifted with an infinitely valuable copy of 'The Dolphin And The Shark: Stories On Entrepreneurship', an incredible book by Namita Thapar, Entrepreneur, our esteemed Chief Guest of the evening.



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OPENING: DAY 4

"ROCK PAPER SCISSORS ..WHICH ONE IS IT, ITS YOUR DECISION"



After numerous fun filled sessions, the ‘Pitch Perfect’ event was the perfect culmination of days of hard work. The momentous occasion began with an expressive and mesmerizing invocation dance. The auditorium was filled with the rhythmic sounds of ghungroos, and then the eruption of cheers and claps. It was followed by an energetic and melodious tune performed by the MSVV school choir.

It was finally time for the participant’s hard work to come to fruition. With a buzz of excitement in the air, the groups of students took to the stage and presented their carefully crafted startups. These presentations included everything from extensive marketing plans to thorough revenue models. Ms Namita Thapar, Executive Director of Emcure Pharmaceuticals, one of the most well-known entrepreneurs of our day and an idol to all the budding entrepreneurs courageously taking the stage. She gracefully challenged the students, asking them invigorating and thought provoking questions about their original business ideas. This allowed them to think further about every facet of their proposed startups - from social implications to revenue modals. As an industry veteran, her insight was incredibly valuable to the eager students.

The Pitch Perfect event and Ms. Thapar’s encouragement, not only motivated and pushed the participants but also instilled them, a sense of confidence and pride.





MODERN SCHOOL VASANT VIHAR

11TH AUGUST 2023



11TH AUGUST 2023



THEME 2023: THE STARTUP SOUP



MS. MEENAKSHI SAHNI



In a thought-provoking address, Ms. Meenakshi Sahni's insightful words, "You first do the 'I do' and work hard, and eventually you reach the 'I be' part," are likely to resonate deeply with readers of the newsletter. Following a showcase of remarkably unique business ideas from various startups, Ms. Meenakshi Sahni delivered a refreshing speech that left a lasting impression on the audience. Her words conveyed a profound sense of compassion for the Young Leaders Conclave, underscored by her evident pride in its remarkable evolution since its start in 2013.

Ms. Meenakshi Sahni's commitment to the event and her optimistic vision have become a well of inspiration for all those in attendance. As she eloquently phrased it, "I hope these days will resonate with you when you do great things." Her address not only encapsulated her dedication but also showed the impact that such gatherings can have on young leaders striving for success.



MS. NAMITA THAPAR

‘Its not about what you end up becoming, it's about your ability to identify a problem and work on it in a structured manner’ Namita Thapar, a name that resonates with innovation, resilience, and transformative leadership, stands as a remarkable figure in the realm of business. With a trailblazing career marked by strategic insights and an unwavering commitment to progress, Ms. Namita has consistently pushed the boundaries of conventional thinking. Her journey from humble beginnings to becoming a renowned industry influencer, executive director of Emcure pharmaceuticals, an accomplished author of the book; ‘The Dolphin and the Shark: Stories on Entrepreneurship’ And even an investor on renowned show ‘Shark Tank India’. Is there anything she can't do? Ms. Namita serves as an inspiration to aspiring entrepreneurs and professionals alike.



Following the captivating pitch presentations, a profound sense of satisfaction radiated from Ms. Namita Thapar. The realization that these startup ideas had not only been thought of but also brought to fruition within the short timeline of three days. The impressive array of prototypes, encompassing thoughtfully designed brochures, and dynamic websites, was a witness to the collaborations of these groups. Beneath the surface, the depth of innovation, teamwork, and unwavering commitment showcased the potential for rapid ideation and exceptional execution.

As the event drew towards its conclusion, Ms. Thapar showed gratitude and admiration directed towards Ms. Meenakshi Sahni. With foresight and vision, Ms. Meenakshi Sahni, back in 2013, had sowed the seeds of opportunity, providing these budding student entrepreneurs with an invaluable platform to unveil their imaginative concepts. Beyond the mere presentation of ideas, this platform served as a nurturing ground for creativity, an area of creative thought, and a catalyst for the spirit of entrepreneurship to flourish among the upcoming generation.

The privilege of hosting Ms. Namita Thapar as the distinguished Chief Guest further enriched the legacy of the Modern School. Students walked away from the Young Leader's Conclave with cherished memories, life-long friendships, valuable knowledge and perhaps most importantly confidence in their dreams.







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