

“Nurture –The Incubation Cell”

(Jan 21-Dec 21)

Convenor- Dr. Smita Meena

REPORT ON ENTREPRENEURSHIP DEVELOPMENT PROGRAMME FEBRUARY

2021- The Cell conducted a four-day workshop on "ENTREPRENEURSHIP AS A CAREER". The objective was to familiarize students with certain necessary concepts of entrepreneurship, giving an idea on how one can establish and fund a business. Workshop 1 focused on analyzing and developing a business idea, that is, Entrepreneur and Business Idea Validation. The first session - Ms. Rashi Sinha, highlighted the importance of having a business idea and encouraged students to have one. She also guided the students on what criteria they can choose their business idea, i.e., by discovering ideas from the marketplace, existing/expected business ideas etc. Second session - Mr. Sushant Sharma, in which he described the concepts like emotional intelligence, team building, working as a team, leadership, goal setting, project management and many more. Workshop II - conducted in two sessions by Mr. Sushant Sharma. The sessions focused on the financial aspect of the businesses i.e funding and its elements. Based on the entire evaluation of the all the session, students had submitted the business report.

“The Business Conclave” (April 9th- 10th , 2021) – which comprised a set of panel discussions and speaker sessions. A panel discussion with the name as “The Biz-tech Verses” was held on April 9 th , 2021 at 11 a.m. under the sub-theme of “Business and Technology” with Mr. Satish Alang, the Vice President of Operations of Schindler India in lieu of Mr. Ashok Ramachandran, the President and CEO of Schindler India, Mr. Kshitij Maheshwari, the Senior Product Manager at Invoice2go and the Former Product Manager at Tesla, and Mr. Anupam Ghosh at Technology Partner and Digital Commerce Evangelist at IEMS Global and Operations Director, Digital & Analytics Service Line at HCL Technologies. The moderator for the event was Mrs. Deepshikha, the Deputy Manager of Human Resources at PepsiCo. The discussion initiated with a brief discussion of every speaker’s background followed by challenges faced by them and their firms due to the pandemic and was continued by a dialogue to tackle the problems.

Two speaker sessions were conducted on April 10 th , 2021- “Spark your Vision” with Mr. Paritosh Anand at 1 p.m., and “Keeping Up with KNCites” with Mrs. Mehar Sindhu Batra at

2:45 p.m. Mr. Paritosh Anand is a TEDx Speaker, Josh Talks Speaker and the Co-host of India's Number 1 Comedy Podcast "Two Peas in a Pod". This was a moderated session taken up by Mrs. Deepshikha and it started with a small rapid fire round with Mrs. Batra, followed by a small presentation by her on how to engage in entrepreneurship, what hurdles women specifically face and how to overcome them.

WEBINAR ON ENTREPRENEURSHIP AND STAGES OF STARTING A SUCCESSFUL START-UP (18th August, 2021)- A webinar in association with miracles unlimited on the topic "Entrepreneurship and Stages of starting a successful Start-up"- Mr. Mohammad Raza Mulla, a young dynamic trainer and a start up consultant was the esteemed guest speaker for the day. He commenced by sharing with every one his idea of the term entrepreneurship and what all makes a good entrepreneur. Moving forward, he shed some light on the various stages of a startup as it develops and how knowing the same helps a company manage their time and resources efficiently, providing the audience with a systematic and straight forward way to get from a promising idea to a well-established company. The session was interactive and enriching with the students putting forward their doubts and getting them cleared in detail by the speaker, gaining a valuable insight into the world of startups.

Demystifying Finance for Start-ups (22nd September 2021)- A webinar on the topic "Demystifying Finance for Start-Ups" was organized. Ms. Christine Vincent, a start-up mentor and angel investor was the esteemed speaker for the day. She commenced with the idea of a flourishing business model formula which is a must for every start-up. She drew a layout on start-up funding and revenue generation, boosting the financial knowledge of students. She highlighted that a start-up must focus on its sales and market capitalization policies rather than depending on an external source of finance for growth and also explained the ideology to attract angel investors for funding a start-up with the example of Bharat Petroleum and Paytm. The session was interactive and enriching with the students putting forward their queries and the speaker clearing them along with providing valuable insight from the industry.