



School of Business Studies

Organizes

One Day Seminar

On

**ENTREPRENEURSHIP DEVELOPMENT-
OPPORTUNITIES & CHALLENGES**

On

12 October , 2017

Timing: 10:00 A.M.

Venue:

201, Auditorium, Block-07

Sponsored by



INTRODUCTION

The Government of India has embarked upon revival of India's growth story of development by economic reforms to improve business sentiments, revival of manufacturing sector, development of infrastructure, digital India initiative, attracting FDI and encouraging large corporation to set up operations in India for Make in India drive. A new initiative on start-up and stand-up India has been launched with a view to develop micro and mini enterprises across the country based on the skills available to meet the regional requirements. The focus is on entrepreneurship for conversion of knowledge into wealth.

School of Business Studies is organizing one day seminar on Entrepreneurship Development- Opportunities and Challenges on 12th October, 2017.

OBJECTIVES

The focus of the seminar would be to create a platform of interaction between policy makers, practitioners, academia and students. Various growth strategies for nurturing a new business idea, skills required preparation of a business plan and its evaluation by the venture capitalists and Govt. funding institutions will be deliberated. This seminar will be of great value to professionals to familiarize with current national issues and priorities for entrepreneurial development.

The main objectives of the seminar are:

1. To understand the issues and challenges faced by the entrepreneurs.
2. To familiarize the participants with emerging opportunities for development of new enterprises.
3. To provide a forum for exchange of views with leading practitioners and academicians.
4. To sensitize participants and students as how to inculcate a business idea and seek venture funding.
5. Awarding participants for best business idea/ business plan

WHO SHOULD ATTEND

Participation is open to Corporate/Industry persons, Academicians, Researchers and B-School students. In order to ensure enriched deliberations and focused discussion, experts will be invited to the Seminar to share their rich field experiences with the participants.

BUSINESS IDEA COMPETITION

Through this Seminar , we seek an active participation of students by involving them to think and make an effort for entrepreneurship.

This competition will ensure that participants will have some background idea of entrepreneurship and its complexities. This competition has two dimensions; A) Demonstration and B) Explanation

Part A. Model illustration through; Banners, Posters, and Installations

In this part, Participants can demonstrate their entrepreneurship idea through Banners, Posters, and Installations. Participants will have to demonstrate their idea with the help of pictorial representation, flow chart, business-plan, Smart-art; from the conception of entrepreneurship idea to its implementation and expected outcomes.

Particulars; It can be done through chart-papers, A3 Paper Printouts, Thermocol cut-outs, Flexi-Print, Cloth-Banners, Flexi-Banners and similar other tools of illustration in an exhibition.

Part B. Model illustration through; Three-minute Video Clip

In this part, participants can illustrate their entrepreneurship idea through a two- minutes video clip. One participant can submit only one video clip under his/her credit clearly illustrating the concept, basic requirement, its implication and uniqueness in the particular business idea. It is advised that they should choose the background of the video properly and remain cautious about the voice clarity.

Note:-

- a) Participants can demonstrate either entirely new or innovative model of business or they can demonstrate other successful entrepreneurship models which inspire them most
- b) Demonstrations will be judged on the basis of uniqueness of the business model, clarity in understanding and its originality

A visit to Katha and Goonj- NGO in context of Social Entrepreneurship

The idea of “social entrepreneurship” has struck a responsive chord recognizing the idea to apply entrepreneurial approaches to social problems. Social entrepreneurship includes social purpose business ventures, such as for-profit community development banks, and hybrid organizations mixing not-for-profit and for-profit elements, such as homeless shelters that start businesses to train and employ their residents. It is a phrase well suited to our times which combines the passion of a social mission with an image of business-like discipline, innovation, and determination. At a point where governmental and philanthropic efforts have fallen far short of our expectations, the time is ripe to nurture social entrepreneurs to develop new models for a new century. To cash on the gaining popularity of the social entrepreneurship and to foster its spirit among the budding entrepreneurs, School of Business Studies is organizing a visit to

- a) Goonj- NGO at their Madanpur Khadar Processing Unit and an interactive session with prominent social entrepreneurs.
- b) Katha –NGO, New Delhi : Katha’s spans the literacy to literature continuum. By seamlessly connecting grassroots work in education and urban resurgence, Katha brings children living in poverty into reading and quality education.

PROGRAM SCHEDULE

| Time | Activity / Session | Resource Person |
|------------------------|--|---|
| 09:00 AM - 10:00 AM | Registration | |
| 10:00 AM – 10:10AM | Welcome | Dr. Srinivas Shirur, Dean School of Business Studies, Sharda University |
| 10.10 AM – 10.20 AM | Conference Highlights | Prof. R. K. Verma Sharda University |
| 10.20 AM – 10.50 AM | Keynote Address | Mr. Pradeep Gupta MD, Cyber Media |
| 10.50 A.M. – 11. A.M. | About Incubator/Xcelator | Prof. Ranjit Goswami Pro- Vice Chancellor Sharda university |
| 11 AM – 11.10 AM | Inaugural Address | Dr. B S Panwar Vice Chancellor Sharda University |
| 11.10-11.15 AM | Remarks and Conclusion | Dr. Deepa Kumari |
| 11:15– 11:30 AM | TEA BREAK | |
| | Technical Session/s on Entrepreneurial Development | |
| 11.30 AM – 12 PM | 1.Entrepreneurial Ecosystem in India | Dr. J S Juneja Chairman Global Projects & Services (P) Ltd. & Prof. Sanjeev Mittal (Prof. & Dean & Programme Coordinator Entrepreneurship Development Centre (EDC)) |
| 12.00 PM – 12.30 PM | 2.Developmental Opportunities for entrepreneurial ventures | Mr. Sunny Jain/Ms. Anchal Jain Co-Founders, Cash Gain Apps. |
| 12.30 PM – 1.00 PM | 3. Concept to commissioning of | Mr. Mukesh Malik |

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|-------------------|---|--|
| | a venture | CEO, Project GK |
| 1.00 PM – 1.30 PM | 4. Scaling up of an entrepreneurial venture | Mr. Vivek Sawhney Entrepreneur, Investors Clinic |
| 1.30 PM – 1.45 PM | Q & A | |
| 1.45 PM – 2.30 PM | LUNCH | |
| 2.30 PM – 4.00 PM | Business Idea Competition | Judges panel: Mr. Vinesh Malik/Mr. Mukesh Malik/Mr. Sanjeev Mittal/Mr. Sunny Jain or Anchal Jain/Yes Bank Representative |
| 4.00 PM – 4.10 PM | Award Presentation & Valedictory | |

Organizing Committee:

Prof. R.K. Verma, Seminar Advisor

Dr. Deepa Kumari, Convener

Dr. Mridul Dharwal, Coordinator

Faculty Incharge (s) : Seminar

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