



Kristu Jayanti College

AUTONOMOUS Bengaluru

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Kristu Jayanti Incubation Center Activities 2018 -19

Index

S.No.	Name of the Event	Page.No.
1.	India First Leadership Talk – Episode 03	07
2.	Idea Competition	09
3.	Idea Cluster POD's(ICP)	10
4.	India First Leadership Talk	11
5.	Offline Workshop on IPR for Students and Faculty Members	13
6.	Workshop on IPR for Students and Faculty Members	15
7.	Orientation Programme on Incubation Process	16
8.	Business Plan Presentation	17
9.	Idea Cluster Formation	18
10.	Business Plan Presentation	19
11.	Entrepreneurship Awareness Camp	20
12.	Entrepreneurship Awareness Programme	35



Kristu Jayanti Incubation Centre (KJIC) Activities – 2018-19

Table of Contents

Sl. No.	Date	Name of the event	Resource Person Details	No. of participation	Outcome
1.	19/03/2019	India First Leadership Talk – Episode 03	Shri. Ajit Doval, National Security Advisor, Govt. of India	70	Learned about the art of decision making during critical situations
2.	15/02/2019	Idea Competition	Prof. Stephen Deepak, Prof. Muruganantham A, Prof. Bala Senthil Kumar, Prof. Abraham	15	Explored real-life problems at ground level
3.	05/02/2019	Idea Cluster POD's(ICP)	Prof. Stephen Deepak, Dr. Muruganantham A	40	Enabled students to interact and engage actively with their Pod members from ideation to business development
4.	24/01/2019	Episode 02 of India First Leadership Talk	Dr. Anand Deshpande, CMD, Persistent Systems Ltd.	80	Understood the concept of self-employment, next-generation technologies and internal entrepreneurship
5.	16/01/2019	Offline Workshop on IPR for Students and Faculty Members	Dr. Mohan R Bolla, Principal, Kristu Jayanti College of Law	120	Drafting of patents, Procedural outline process of patenting
6.	10/01/2019	Workshop on IPR for Students and Faculty Members	Ms. Shwetasree Majumder, Principal, Fidus Law Chamber, New Delhi	110	Students got an insight into patent drafting and copyrights of various products

Sl. No.	Date	Name of the event	Resource Person Details	No. of participation	Outcome
7.	18/12/2018	Orientation Programme on Incubation Process	Prof. Stephen Deepak, Prof. Muruganantham A, Prof. Bala Senthil Kumar, Prof. Abraham	40	Orientation gave an insight into Kristu Jayanti Incubation Centre process which includes registration and idea cluster formation and ICP
8.	14/09/2018	Business Plan Presentation	Prof. Stephen Deepak Prof. Muruganantham A	02	Prepared and performed a presentation for investors. Planned and established a business within a given span of time.
9.	04/09/2018	Idea Cluster Formation	Prof. Muruganantham A Prof. Stephen Deepak Prof. Abraham	55	Identified the students' interest in various fields. Students were clustered into groups based on their areas of interest.
10.	01/09/2018	Business Plan Presentation	Prof. Muruganantham A Prof. Bala Senthil Kumar Prof. Abraham	03	Prepared and performed a presentation for investors. Planned and established a business within a given span of time.

Sl. No.	Date	Name of the event	Resource Person Details	No. of participation	Outcome
11.	08-10/08/2018	Entrepreneurship Awareness Camp	Prof. Stephen Deepak School of Management Kristu Jayanti College, Bangalore Dr.Baba Ganakumar School of Management Kristu Jayanti College, Bangalore Mr. Kashyap Karnala Founder, Invement.com Mr.Amit Misra Founder Dazeinfo.com Mr Nayaz, Startup incubation space Mr.Antony Davis, Journalist, Filmmaker Ms.Sakshi Korde, Co-Founder and Director, Satva – Labs Innovations Pvt Ltd, Mumbai. Mr. Anil Kumar Muniswamy Managing Director SLN Technologies Pvt. Ltd Mr.Santhosh Nair CEO , The Angel Exchange Prof. Sen B Mathews Director, Center for Placement and Corporate Relations Kristu Jayanti College Mr.Srini Bhopal Mr.Girish Batra Mr. Wintson Rosario Quintype Mr.Hemant Sharma Founder Vnurt.com Dr.Ricky Jacob, Founder & CEO,Paysack Mr.Girish Batra Founder, Glocal Projects, Bangalore	75	Sensitized on how to open a new Enterprise and How to get the fund from various agencies.
12.	12/07/2018	Entrepreneurship Awareness Programme	Mr. Girish Batra, Founder, Glocal Projects, Bangalore	53	Qualities required by an entrepreneur; Traits of leadership

I. Other Activities

- ❖ Mr. Jiran Kurian, III Sem MCA Business Proposal forwarded the session to Mr. Girish Batra, Founder, Glocal Projects, Bangalore for mentoring and forwarding to the investors.
- ❖ Smart India Hackathon- a unique Open Innovation Model for identifying new and disruptive technology innovations to solve the challenges faced in our country. It is a non-stop product development competition, where problem statements are posed to technology students for innovative solutions.
- ❖ Formation of Institution Innovation Council President, Convener, Faculty Member, Student Coordinator
- ❖ Finalizing the Expert members from Nearby Incubation Centre, Investor, Technical Expert and Alumni entrepreneur
- ❖ Selection of young entrepreneur from Kristu Jayanti Incubation Centre as members for IIC
- ❖ Initiative for Setting up MHRD Innovation Cell (MIC) – Institution’s Innovation Council (IIC) application form submitted on 30th October 2018.
- ❖ Provisionally selected for registering in Institution Innovation Council (IIC) on 12th November 2018.
- ❖ Atal Ranking of Institutions on Innovation Achievements (ARIIA) is an initiative of the Ministry of Human Resource Development (MHRD), Govt. of India to systematically rank all major educational institutions and universities on indicators related to the promotion of “Innovation and Entrepreneurship Development” amongst students and faculties. Kristu Jayanti College submitted the proposal through the online portal and participated in ARIIA 2019 ranking.

II. Achievement

- ❖ Innovation Cell of Ministry of HRD, Government of India has selected Kristu Jayanti College for establishing Institution Innovation Council (IIC) on 14th November 2018.
- ❖ Innovation Cell of Ministry of HRD, Government of India has awarded Second Golden Star to Kristu Jayanti College on 08th May 2019.
- ❖ MHRD had given the ranking of various events which were conducted under the banner Innovation Cell of the college. The following table contains details about events and their ranking.

Ranking List

S.No.	Event Name	Percentage Marks
1	Episode 02 of India First Leadership Talk with Dr. Anand Deshpande, CMD, Persistent Systems Ltd.	A
2	Workshop on IPR for Students and Faculty Members	A
3	Episode 03 of India First Leadership Talk with Dr. Ajit Doval, NSA, Govt. of India	A
4	Offline workshop on IPR for Students and Faculty Members	A



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REPORT ON India's First Leadership Talk Series Programme

Title: Expert Talk on “Art of Decision Making”

Date: 19/03/2019

Number of beneficiaries: 50

Name of the Resource Persons with Details: Shri. Ajit Doval, National Security Advisor,
Government of India.

Objectives: To give awareness about decision making in various business situations.

Brief Write up on the Programme:

Expert Talk on “Art of Decision Making” through Facebook live was conducted by the Ministry of Human Resource Development, Government of India. The program organized by Kristu Jayanti College aired for its students a live interview with National Security Advisor, Shri Ajit Doval, on the topic - ‘The Art of Decision Making’. He spoke on how it was important for students from a very young age to be able to analyse the environment situations that they were in and choose the right alternative of many arrays of choices accordingly.

He mentioned about a framework, wherein, an individual, no matter how serious of a situation he or she might be in, needs to keep their composure. After that, the person needs to look around and analyse the present situation. This is a vital part because most often than not the solution to the problem exists in the environment one lies in. Once after analysing the environment, one would have to speculate on the options or assess the situation. It would be helpful to formulate solutions based on the viability of each solution. Once the alternatives are available, one would have to assess the damage that will be caused by each solution. The stark reality is that each problem has a solution, and each solution apart from solving the situation will cause some damage as well. For example, the Pulwama Attacks needed India to react to the situation. However, while retaliating to the situation, India lost its citizens as well in the warfare. Therefore, the damage will be caused, and it is important to select the problem that has the least damage. After selecting the alternative, effective implementation is required, ensuring that controlling the situation by assessing its effectiveness is also important.

Shri. Ajit Doval shed light on the Pulwama Attack and its impact on the National Security and World affairs; he shared a valuable experience that he has developed over time in his position as National Security Advisor, Government of India. He spoke strongly in favour of the use of technology in national security affairs and that India must slowly adapt and accept the changes in technology to bolster its prospect and in protecting the borders.

He spoke about career opportunities in the defence and stressed on the pride that is in serving in the National Defence of the country. He also mentioned how his family sacrificed

with him being aware, and that that is a sacrifice one's family has to make for the good of the country, which is a utilitarian principle.

He shared useful expertise on the defence of the county and how it is important for young students to take interest in National Affairs for the good of the citizens of India.

A large number of the Jayantian students fraternity attended this live broadcast, and there was a positive vibe where all of them felt more informed on situations they were not aware of before. There was a good reception and applause from the students. "It was very informative, I think it's good if we keep having more series like this," said Hannan Ahmed, MBA student.

Photo



Faculty Members and Students watching the Live session

Report Prepared by

Dr. Ravindran D
Innovation Coordinator, Incubation Center

Verified by

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Director, Incubation Center



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Report on Idea Competition

Title: Session on Idea Competition

Date: 15/02/2019

Number of beneficiaries: 15

Name and Details of the Chief Guest: Dr. Muruganantham A, Department of Computer Science [PG] and Prof. Stephen Deepak, School of Management Kristu Jayanti College

Objective: The Programme aimed to generate viable business ideas through Idea Competition.

Brief Write-up on the Programme: The session was started with a welcome address given by Dr. Muruganantham to the gathering. Prof. Stephen Deepak explained about the idea competition and how to generate idea some tips were given during the session. The session was interactive where various questions were raised from students and answered by faculty members.

Photo:



Speaker explaining the Idea Competition Details

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Report on Idea Cluster POD's

Title: Session on Idea Cluster POD's

Date: 05/02/2019

Number of beneficiaries: 40 students from UG All Departments

Name and details of the Chief Guest: Dr. Muruganantham A, Department of Computer Science [PG] and Prof. Stephen Deepak, School of Management, Kristu Jayanti College.

Objective: The objective of the Programme was to generate viable business ideas, fund and launch the idea and provide necessary support and assistance to the students during the process by giving them assistance from entrepreneurial mentors. They were exposed to the knowledge of how to become an entrepreneur and entrepreneurship value training.

Brief Write up on the Programme: The session was started with a welcome address given by Dr. Muruganantham to the gathering, where he also briefed the students on the idea about the Incubation Center and its objective. Then the session was then taken over by Prof. Stephen Deepak, who was the speaker of the session. He spoke about ICP, its objective and discussed in brief the various activities which would be conducted with the students. He mentioned the duration and evaluation criteria of each activity. The session came to an end with a quick Question and Answer round followed by a Vote of Thanks proposed by Prof. Velumurugan. Overall, the session was very informative and motivated the students to grab the opportunity given to them to transform their ideas into a successful business.

Photo:



Prof. Stephen Deepak Interacting with Students

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REPORT ON India's First Leadership Talk Series Programme

Date: 24/01/2019

Number of beneficiaries: 80

Name and details of the Chief Guest: Dr. Anand Deshpande, CMD, Persistent Systems Ltd.

Objective: The aim of this session is to provide an insight into innovation from a National top leader's point of view to enlighten the student community.

Brief Write up on the Programme:

The Department of Computer Science [PG] and Management Studies of Kristu Jayanti College, screened a Talk Series Session by The Ministry of Human Resource Development (MHRD) Innovation Cell in collaboration with the Institute Innovation Council (IIC) for "India's First Leadership Talk Series" by Dr. Anand Deshpande, Founder, Chairman and Managing Director, Persistent Systems Ltd. on the theme "Planning for Career, Future Industry Trends and Start-up" on January 24, 2019.

In view of the era of entrepreneurship and the hype that surrounds it, he shed light and interest on the same matter. Dr. Deshpande strongly believed in the concept of 'self-employment' and that the haphazard world of self-employment empowers one to become an "empowered individual" as well as helps one to create his/her own job and furthermore one's destiny. He said that one should identify and investigate in next-generation technologies and encourage internal entrepreneurship.

When asked about gender ambiguity and the role of women in this era, he simply responded that women are stronger independent individuals and no such stereotype is given to women at work and that any hard-working woman who believes in herself will have greater opportunities.

He also briefed the students on the upcoming 'Industry 4.0' based on 'software 4.0' stating that this would build one big social platform for multiple systems to configure a combination of things. He also gave an insight on Hackathon and its benefits to upcoming futuristic youngsters.

The much-awaited online live session on generic career aspects seemed really effective to all aspiring and enthusiastic entrepreneurs, businessmen and salesmen present who fervently listened to the captivating and encouraging 10 Year Package Talk on Career.

The talk session accelerated the young minds to strive hard and achieve their goals. The resource person stated that every aspiring entrepreneur has to be a good salesman and have a viable business model to ensure success and sustainment.

His main advice to the student community was to learn the technological advancement of the industry 4.0 wave, in order to remain relevant and have the hands-on knowledge to bring in values as an employer or businessman or an entrepreneur of an organisation.

Dr. Deshpande stressed on the importance of up-skilling and continually picking up new areas of interest in terms of staying relevant in the business world. He shared how India produced umpteen graduates annually and a large portion of them remain unemployed or unemployable due to the fact that the educational system followed focusses on rote learning. The vocational training that is needed is at a deficit. To bridge this gap, students need to take prerogative and responsibility to ensure they pick up new areas of knowledge that would be needed in the business environment. He shared passionately about his experiences, and his learning, his humble beginnings and how hard work is the only way and the only arbitral. All in all it was a very fruitful session as it gave students an insight into what was expected of them in the world we live in. It was a wake-up call to many, a gentle reminder to some, and an informative session to others. He concluded by asking the student community to be visionaries and innovators of advanced ideas.

Photo



Faculty Members and Students are listening to the speaker

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REPORT ON

Expert Lecture on IPR

Title: Expert Lecture on Intellectual Property Rights

Date: 16/01/2019

Number of beneficiaries: 250

Name of the Resource Persons with Details: Dr. Mohan Rao Bolla, Principal, Kristu Jayanti College of Law.

Objective: To give an insight on Copyrights, Trademark and Patent to the young entrepreneurs.

Brief Write up on the Programme:

In a world of innovation and fast-evolving technologies, intellectual properties take an important role in the pedestal of businesses. On the Sixteenth of January, 2019, Kristu Jayanti Institution Innovation Council organized an interactive Expert Lecture on Intellectual Property Rights. The lecture was taken up by Dr. Mohan Rao Bolla, Principal, Kristu Jayanti College of Law.

Dr. Bolla with his adroit experience and knowledge in the field delivered a fitting and interesting lecture on the aforementioned topic. In order to keep the students active, he ensured it to be an engaging session of interactions and engagements. Dr. Bolla began the session with the history of Intellectual Property Rights, its history, and its humble beginnings. Touching on the Paris Convention and the Berne Convention of 188 which was quite interesting, The Berne Convention, 1886, focused on the protection of literary and artistic intelligence, whereas the Paris Convention of 1883 focused on the protection of industrial property. He displayed nostalgic pictures of the two Conventions and showed what the Charter had contained in the writ. Moving from its history, he spoke of the evolution of the topic in question, and the various stages of metamorphoses it went through to reach its present state. The students were also given due information on cases that involved the violation of Intellectual Property. Cases that included McDonalds, Veenugopal and Eenadu, and many other such examples were shared. Time was spent on the Veenugopal and the Eenadu case, a case regarding the name 'Eenadu'. Eenadu was a previously existing company that had its business in Andhra Pradesh. However, a certain businessman from Karnataka had started his own business carrying the same name in Karnataka. The former filed a case against the latter, and the court ruled that Mr. Veenugopal was to use a different brand name. When argued that the two businesses use two different variations of the same word, due to the different languages, the court said it would have been okay if Mr. Veenugopal's business operated only in Karnataka, but by expanding into Andhra he was in fact violating Intellectual Property Rights. These real-life cases got the students engrossed and interested in the lecture.

Information was given on the involvement of the United Nations in disputes relating to Intellectual Property Rights, and their line of jurisdiction. The importance of the subject was discussed widely both in India and all across the world. There was also a Q&A session where the students were allowed to raise points of inquiry and information on the subject. One student had asked on the jurisdiction of the court if a foreign company, operating from a foreign country were to import a product to a certain country, wherein it would have to be in transit in a third country where the product could be illegal or violating that country's intellectual property, could the courts of the third party take any legal actions or reprimands? Through the answer of this question, questions of transit were also addressed.

The session was closed after the question and answer session. It was a two hour-long session, which left an informative impact on the students.

Photo



Faculty Members and Students are listening to the speaker

Report Prepared by

A handwritten signature in blue ink, appearing to read 'Dr. Ravindran'.

Dr. Ravindran D
Innovation Coordinator, Incubation Center

Verified by

A handwritten signature in blue ink, appearing to read 'A. Muruganantham'.

Prof. Muruganantham A,
Director, Incubation Center



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REPORT ON Expert Lecture on IPR

Title: Workshop on IPR for Students and Faculty Members

Date: 10/01/2019

Number of beneficiaries: 110

Name of the Resource Persons with details: Ms. Shwetasree Majumder, Principal, Fidus Law Chamber, New Delhi.

Objective: The Workshop will provide insights on Copyrights, Trademark and Patent to the young entrepreneurs.

Brief Write up on the Programme:

The Online Workshop Introduction was given by MHRD National Coordinator Mr. Dipan Sahu. Then the resource person of the day Ms. Shwetasree Majumder, Principal of Fidus Law Chamber started with an introduction about Intellectual Property Rights. She was described about what is copyright, trademarks and patent in detail. She explains all the concepts with real-time examples. The session was really interesting and we got the knowledge.

Photo:



Faculty members and students watching the Online Workshop

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REPORT ON

Orientation program on Incubation Process

Title: Orientation Program on Incubation Process

Date: 18/12/2018

Number of beneficiaries: 95

Name of the Resource Persons with Details: Prof. Stephen Deepak, Prof. Muruganantham A, Prof. Bala Senthil Kumar, Prof. Abraham, Kristu Jayanti Incubation Center, Kristu Jayanti College, Bengaluru.

Objective: Orientation on Insight of Kristu Jayanti Incubation Centre process which includes Registration and Idea Cluster Formation and ICP.

Brief Write up on the Programme:

The Session was inaugurated by Prof. Muruganantham briefing about Kristu Jayanti Incubation Center process. Further sessions carried out by Prof. Stephen Deepak explained about Idea Olympics under the banner of Idea Olympics different levels. The Vote of Thanks given by Prof. Abraham. The session gave an insight on Kristu Jayanti Incubation Center various activities towards encouraging the entrepreneurship culture among students.

Photo:



Students are listening to Orientation Program

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REPORT ON Business Plan Presentation

Title: Business Plan Presentation

Date: 14/09/2018

Number of beneficiaries: 02

Name and details of the Panel Experts: Prof. Muruganantham A, Prof. Stephen Deepak

Objective: To start a business –“Food Business” supplying snacks to IT Organizations in Bengaluru.

Brief Write up on the Programme:

Mr. Manish, I Semester B.Com presented a business plan on starting off a business on supplying Snacks (Samosa) to IT companies in Bengaluru. He proposed his plan on how to sell the product with an action plan of hygienically packed samosas to companies and also had plan of sharing the profit margin of one percent to social welfare organization.

The panel of experts suggested studying the market with a plan of action to sell the product to the company employees. The revised business plan to be submitted for further course of action was suggested to Mr. Manish.



Presentation by Mr. Manish Gowda

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REPORT On Idea Cluster Formation

Title: Session on Idea Cluster Formation

Date: 04/09/2018

Number of beneficiaries: 55

Name and details of the Panel Experts: Prof. Muruganantham A, Prof. Stephen Deepak, Prof. Abraham

Objective: To cluster and form business groups based on their interest and provide them a platform to develop further.

Brief Write up on the Programme:

Prof. Muruganantham started by welcoming the panel of experts and young entrepreneurs for the Idea Cluster Formation program. Prof. Stephen Deepak took over the session by enumerating on how to build business and areas of business. He also spoke about Kristu Jayanti Incubation Centre providing business support for the young incubators by training, mentoring, taking the business to the next level.

Prof. Stephen spoke about how Idea Cluster Formation is going to group students based on their business interests. During the session, a form was circulated to choose the area of business in which they were interested and accordingly the students were grouped.

Photo:



Incubation Coordinator Interacting with Students

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Prof. Muruganantham A,
Director, Incubation Center



REPORT ON Business Plan Presentation

Title: Business Plan Presentation

Date: 01/09/2018

Number of beneficiaries: 03

Name and details of the Panel Experts: Prof. Muruganantham A, Prof. Bala Senthil Kumar, Prof. Abraham

Objective: To start a business “Escores,” a Cloud-based system for conducting shooting championships all over India.

Brief Write-up on the Programme:

The presentation was given by Mr. Jiran Kurian, III Semester MCA along with Mr. Dolwin Davis and Mr. Deepak, IV MBA business companions, whose business on “Escores,” a Cloud-based system for conducting shooting championships all over India. In the presentation, Mr. Jiran talked about the system that would provide profiles for shooters and a platform for sellers. The system will be available on Android, iPhone, and Windows. He briefed about their products and service of Escores works on three segments 1. For rifle association's / clubs, 2. For Shooters 3. For Sellers. All three segments will have to create Profile in Escores where the profiles for association and sellers will be provided by the administration team and the shooters' profile will be activated by the respective associations. This strategy is implemented to prevent fake profiles. He also discussed about marketing strategy, competitors, financial analysis for 5 years and management and operations were presented. The panel expert asked for clarifications and gave suggestions like to find out the market potential, how to approach investors for the business.

Photo:



Interaction by Panel of Experts



Presentation by Mr. Jiran, Mr. Dolwin & Mr. Deepak

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Report on Entrepreneurship Awareness Camp

Date: 08/08/2018- Inauguration Ceremony

Classes Attended & Number of Beneficiaries: 80 students from EIC Club, B.Com, BBA, BCA, BSC, MBA, MCA Department.

Objective: Inauguration Ceremony - The Entrepreneurship and Innovation Centre (EIC) Cell in collaboration with the Incubation Centre of Kristu Jayanti College initiated a 3 Day Entrepreneurship Awareness Camp (EAC), with an objective to enhance knowledge and kindle the skills of young minds aspiring to be successful entrepreneurs.

Name and Details of the Resource Person: Ms. Pavithra Y S, Managing Director, Vindhya E-Infomedia Pvt. Ltd.,

Brief Write-up on the Programme:

The Awareness Camp was inaugurated by Ms. Pavithra Y S, Managing Director, Vindhya E-Infomedia Pvt Ltd., a dynamic woman entrepreneur. The Inaugural Ceremony began with Dr. Aloysius Edward, Dean, Faculty of Commerce and Management welcoming the gathering and offering information. Dr. Muthukumar, Coordinator of the Department of Commerce PG delivered the prelude for the Entrepreneurship Awareness Camp- 2018, stating the core objectives of the Camp such as to build the innate capability of young students, to bring about Awareness regarding Entrepreneurial life right from grassroots levels and also offer a multitude of suggestions for them to start their career. The Precedential Address was delivered by Rev. Fr Josekutty P.D, Principal, Kristu Jayanti College, in which he elucidated on the new aspect of 'Sports Entrepreneurship Campaign' where students would be taken in an industrial visit to Sports oriented firm which would help them understand how various the fields in entrepreneurship has branched out. He also stated the importance of revisiting, dreaming and being passionate about what an individual wants to pursue as it is the perseverance that brings out the light in them.

Mrs. Pavithra addressed the young gathering where she briefed them about her business and enumerated the driving factors behind them which are following one's passion, working with the right squad, manifesting a positive attitude towards life and never giving up in spite of debacles. These words made an impact on the listeners enabling them to ask questions and interact with her. The Session concluded with an enthusiastic note where they were asked to applaud through sign language. Towards the end, Prof. Mathiyarasan, Faculty Coordinator, Entrepreneurship and Innovation Centre expressed his gratitude to Ms. Pavithra for her valuable presence and the other dignitaries for initiating such a camp which serves as a huge motivating factor.

Photos



Inaugural ceremony dignitaries on the dais

Date: 08/08/2018, Session-I

Objective: Introduction to Entrepreneurship-They were to be exposed to the knowledge of how to become an entrepreneur and entrepreneurship value training.

Name and Details of the Resource Person: Prof Stephen Deepak, Faculty School of Management, Kristu Jayanti College.

Brief Write up on the Programme:

Prof. Stephen took the session on “Introduction to Entrepreneurship.” The session enlightened the mindset of students regarding the field of entrepreneurship. The resource person shared some tips like enjoy what you do, plan out things, manage your resources wisely, become a self-promoter, level the playing field of technology and much more. Towards the end, he shared with the students the three types of people that people mostly end up becoming the one who makes things happen, the one who watches things happen, the one who wonders what's happening. The session was then concluded by the resource person sharing the testimony of different CEO's.

Photos:



Prof. Stephen Deepak Interacting with Students

Date: 08/08/2018 - Session -II

Objective: To understand the historical background of entrepreneurship in India

Name and details of the resource person: Dr. Baba Gnanakumar, Professor, School of Management, Kristu Jayanti College.

Brief Write up on the Programme:

Dr. Baba Gnanakumar highlighted the fact that attitude matters in life. To become successful in life, one's attitude is what makes the difference. He encouraged the students by quoting Ronnie Screwvala's lines "Dream with your eyes open." The session concluded by the resource person stating the example of Prem Ganapathy, who started his business with Rs 150 and runs a chain of Dosa restaurants which values nearly 20 crores in the market today.

Photos



Dr. Baba Gnanakumar Interacting with Students

Date: 08/08/2018 - Session -III

Objective: Identification of opportunities in entrepreneurship.

Name and Details of the Resource Person: Mr. Kashyap Karnala is the founder of invement.com, which specializes in Incubating startups. He provides investment and mentoring to startups. He is also the founder of eyeplus.com, which manufactures pillboxes to the elderly. He is also the author of an upcoming book called "The tech dummy entrepreneur " targeted for wantrepreneurs and early-stage startups. Previously he lived and worked in Germany and France for over 5.5 years. He is an MBA graduate from Germany

and he completed his programme in IIM Bangalore as part of the student exchange programme.

Brief Write up on the Programme:

Mr. Kashyap took over the session on the topic Identification of Opportunities and discussed the importance of communication, confirmation, from where money can be raised, noticing things around us, being energetic and much more. He also shared his personal opinion that does not ask for permission to start what you like, do what you love to do the most. The entire session was filled with a lot of activities and interactive sessions between the speaker and students. Mr. Kashyap concluded the session by highlighting the perks of being an entrepreneur. He shared his views on how you can be your own boss, high satisfaction with what you do, financial independence, allows you for experimenting and also there is a high level of possibilities for growth.

Photos



Mr. Kashyap Karnala Interacting with students during EIC camp

Date: 08/08/2018 - Session IV

Objective: Reflection by Entrepreneurs.

Name and Details of the Resource Person: Mr. Amit Kumar Mishra, Founder & CEO

of, Dazeinfo.com Media & Research.

Brief Write up on the Programme:

Mr. Amit Kumar Mishra started the session by sharing his entrepreneurship journey. He told about the struggles every startup face at the beginning of their establishment, leading Only 10% of startups to Succeed in their first attempt. He also highlighted the fact that all of them should be prepared for failures with a firm and determined mind. He asked the students to become an entrepreneur who is approachable and can communicate. He concluded his session by advising students to identify opportunities through the problem and try solving those problems, find gaps in the existing markets and fill those gaps.

Mr. Anthony Davis took over the session afterward. Mr. Anthony Davis, a creative film producer/director, has made a wide range of films including documentaries, ads, music videos and corporate films. He is the Founder of VHTnow, Bangalore's leading video/film production agency. He completed his degree in Bachelor's in Business Management, Marketing, in 2007. Also, he completed Start-up Leadership Program

Entrepreneurship/Entrepreneurial Studies, and an online certificate course, Creativity certified by Stanford University. His vision is to educate a million Indians.; build an education city of the future that runs entirely on green energy, helping build the most beautiful place to foster education. He is a passionate entrepreneurial-minded filmmaker. His company VHT now has made films for Amazon, eBay, Wrangler, Accenture, PayPal, Toyota and many leading companies. He was a senior correspondent with Times Now TV and Prime Time anchor with News9 television from the TV9 Network. Mr. Antony Davis is the founding president of the Kristu Jayanti College Alumni Network. He completed his BBM from Kristu Jayanti College.

The resource person shared his journey of how a BBM graduate landed up in a journalist's role and from there, on how he took up the role of an entrepreneur. He shared his thoughts with students stating that first, they should decide upon what they are going to do exactly. They should utilize their talent and knowledge and use that to find their strengths and weakness. He shared the importance of building up cash for the business and how the right set of people and team is necessary for a startup to become successful. Also, he concluded the session by stating that the passion that one entrepreneur carries in his or her heart towards their business is what makes them successful. So he advised the students to follow their dream with a clear mindset of what they want to do. With this, the first day of the Entrepreneurship Awareness Camp was successfully completed.

Photo



Mr. Antony Davis addressing students in EIC Awareness Camp

Date: 09/08/2018- Session V

Objective: Starting SSI – Challenging and Opportunities

Name and Details of the Resource Person: Mrs. Sakshi Korde, Co-Founder and Director of Satva – Labs and Innovations Pvt Ltd Mumbai.

Brief Write up on the Programme:

Mrs. Korde started the session by sharing her experience as an entrepreneur and how her journey started. She shared the struggles she faced while starting a small scale industry. She explained to the students what small-scale industries are and the main points that an entrepreneur should focus on when starting an SSI. She also discussed the sectors of opportunities that are available for SSI in India. Also, she highlighted the importance of attracting the right talent and the right partners for setting up any company. She concluded the session by highlighting the importance of "investing in yourself." At the end of the session, there was an interactive session between the students and the speaker.

Photos



Mrs. Sakshi Korde addressing the students

Date: 09/08/2018- Session -VI

Objective: Technological and Commercial Aspects of SSI

Name and Details of the Resource Person: Mr. Anil Kumar Muniswamy is one of the Founding Directors and the driving force behind SLN Technologies Pvt. Ltd.,

Brief Write up on the Programme:

Mr. Muniswamy highlighted the opportunities available in the country due to its large population of nearly 1.3 billion people. He also stated that India has the 2 highest startups in the world. He gave examples of countries like Intel and Microsoft who are making use of this factor in our nation. He also addressed the students' queries regarding artificial intelligence and how it is impacting the business environment and also how it can be put into use for the betterment of a startup. Also, he talked about how the Karnataka Government is helping the young and new entrepreneurs by introducing the Elevate 100 program which provides funds of nearly 5 to 50 lakhs. He also highlighted that the importance of funding is totally based on a perfect business plan, substantiating a plan is really important and one's passion, creative thinking and ability to make decisions is what drives them towards success. In the end, the resource person concluded the session by highlighting the important factors that are needed to be an entrepreneur like passion, dedication and hard work.

Photo



Mr. Anil Kumar Muniswamy addressing the students during the Session

Date: 09/08/2018- Session VII

Objective: Investment Aspects

Name and Details of the Resource Person: Mr. Santosh Nair is an Entrepreneur, Angel Investor and Management Consultant who has more than 20 years of experience in Product Engineering, Architecture, Software Design and Project Management including 4 years in entrepreneurial assignments. He is skilled in the development of software products from requirements analysis to designing, development, testing, integration, documentation and deployment. He has a quality experience in project management and coordination activities including planning, resource administration, set up of processes and quality assurance. Sir is proficient in leading and motivating individuals to maximize productivity; he is a customer-centric professional with a knack for motivating a large workforce for exceeding customer expectations in the delivery of committed services. He is a keen and enthusiastic communicator endowed with strong leadership, analytical, logical and organizational skills.

Brief Write up on the Programme:

Mr. Santosh Nair discussed various factors like MVP, Paying Customers, Preferably Profits, Revenue Model for 10 crores in 3 years, Competition Study and Exit Plan that an entrepreneur must be ready with before setting up a startup. He also discussed the various funding options like Friends and Family, Seed Investors, Angel Investors, V C, P E and IPO available for startups. He also highlighted the importance of business strategies, go-to-market strategies, product roadmap, growth, fundraising and sealing among the startups and young entrepreneurs. He concluded the session by addressing the queries of students on various aspects related to funding for their startup plans and much more.

Photos



Mr. Santhosh Nair addressed the students by sharing a quality experience

Date: 09/08/2018- Session VIII

Objective: Personal Traits of Entrepreneurs

Name and details of the Resource Person: Prof. Sen B Mathews, Director, Centre for Placement and Corporate Relations, Kristu Jayanti College.

Brief Write up on the Programme:

Prof. Mathews talked about the various personality traits required to be an entrepreneur, quoting the examples of some inspiring and established entrepreneurs.

He talked about being open-minded, focused and not be afraid to take risks like Steve Jobs, being willful, having self-belief, hard work, dedication and discipline like Raveendra, CEO of Lookup company, being adaptable and flexible like Sharath Balou, have product and market knowledge like Ritesh Agarwal, founder OYO rooms and much more.

Prof. Mathews also discussed the importance of the 4 P's that are PLAN, PREPARE, PRACTICE and PRODUCT. He also talked about the right connections needed in the business world and also how exit planning is also important.

Prof. Mathews concluded the session by reflecting upon the importance of being modest, self-reflective, process-oriented, charismatic and empathetic. He at the end addressed a few questions put forward to him by the students regarding the entrepreneurship journey he had previously and how to overcome the challenges as a startup evolves.

Photos



Prof. Sen B Mathews interacting and sharing the personality traits of an Entrepreneur.

Date: 09/08/2018- Session IX

Objective: Sports Entrepreneurial based plan visit

Name and details of the resource person: Mr. Navin, Founder of Agon sports.

Brief Write up on the Programme:

The last session of the 2 days was filled with energy and enthusiasm among students as they were taken for a sports industrial visit. Students were taken to Agon Sports Center, Kothanr, Bengaluru. Students were accompanied by Prof. Muthukumar and Prof. Muruganantham A. The outlet provides badminton courts, heated swimming pools, snooker tables, yoga classes and dance classes and fitness classes as well. The students had a great time visiting the centre and got a great idea regarding how the sports entrepreneurship industry which is expanding at a large rate in our nation works now.

Photos



Industrial Visit to Agon Sports Club

Date: 10/08/2018- Session X

Classes Attended & Number of beneficiaries: 80 students from EIC Club, B.Com, BBA, BCA, BSC, MBA, MCA Department.

Objective: Business Plan Presentation

Name and details of the resource person: Mr. Srini Bhopal, Director, Foedus.

Brief Write up on the Programme:

Mr. Bhopal discussed what a Business plan is all about and what are the contents that it should contain. He discussed several important points like a well-articulated vision of the business, description of the problem to be solved, market size, unique aspects of the solution, success parameters – revenue margins, timeline, exit plan strategy and much more.

He also highlighted the importance of how a business plan should be prepared and when it should be reviewed by the entrepreneurs. Mr. Bhopal concluded the session by addressing the questions of the students like how many pages a business plan should contain if it should be number or content-heavy, how about pictures and graphs and much more.

Photos



Mr. Srini Bhopal addressing the gathering

Date: 10/08/2018- Session - XI

Classes Attended & Number of beneficiaries: 80 students from EIC Club, B.Com, BBA, BCA, BSC, MBA, MCA Department.

Objective: Design Thinking

Name and details of the Resource Person: Mr. Girish Bhatra, Founder, Glocal Projects.

Brief Write up on the Programme:

Mr. Bhatra talked about the application and opportunities for design thinking in the startup and also highlighted the various stages that a startup goes through. He also discussed a few of the reasons on why startup fails to achieve success like no market needs, running out of cash, no market research, not the right team etc.

Mr. Bhatra also discussed the 5 stages of the design thinking process that is, Empathies -> Define -> Ideate -> Prototype ->Test. He in detail talked about the first step of the design thinking process that is Empathies. He highlighted the steps to be followed while this process is taking place such as, shortlisting the broad domain of the problem, identifying the target audience, meeting individuals who are ready to share their problems. He also discussed the 4 elements of empathizing: - interviews, shadowing, seek to understand and non-judgmental behaviour. He also told how to empathize while incorporating the design thinking process. In the end, Mr. Bhatra concluded the session by discussing the stories of various startups like TDC –Taxi Drivers Cooperation and much more who empathized with their customers in order to achieve success in their business.

Photo



Mr. Girish Bhatra Addressing the Students

Date: 10/08/2018- Session – XII

Objective: Communication skills

Name and Details of the Resource Person: Prof. Sen B Mathews, Director, Centre for Placement and Corporate Relations, Kristu Jayanti College.

Brief Write up on the Programme:

Prof. Mathews talked about the importance of communication skills that **are** required to be a successful entrepreneur. He discussed the 7 C's of Communication and how it can be incorporated in an entrepreneur's life. The discussion about 7 C's of Communication was done by dividing the students into 5 different groups. All the students were seated in groups of 7 to 8 members and had to discuss how different communication skills are required and helpful for an entrepreneur. The different skills that the students discussed were Clear, Concise, Concrete, Correct, Coherent, Complete, and Courteous.

The session was concluded by each group presenting their viewpoints in front of all after the discussion time was over. Prof. Mathews at the end before concluding the session shared his entrepreneurship journey and his viewpoint on the necessities of communication and negotiation skills in the life of an entrepreneur.

Photos



Prof. Sen B Mathews addressing the students



Students involved in an activity

Date: 10/08/2018- Session - XIII

Objective: Reflections by Entrepreneurs

Name and Details of the Resource Person: Mr. Hemant Sharma is the Co-founder at VNurt Technology. Dr. Ricky Jacob is the founder & CEO of Paysack.

Brief Write up on the Programme:

Mr. Hemant Sharma addressed the gathering by sharing his journey as an entrepreneur and discussed the various opportunities that are available to an entrepreneur. He stated that all actions of entrepreneurship start with the vision of an attractive opportunity. He said that saying “yes” is a big and important step towards starting a business. He also discussed that it does not matter if an idea is new or old; it is okay working and developing an idea is what matters in the journey towards becoming a successful entrepreneur. Mr. Sharma talked about business models like operating and resource strategy model and concluded his session by discussing the various social impacts of business in the society.

Dr. Ricky Jacob addressed the gathering by first sharing his entrepreneurship journey and also shared the failures and struggles he had while setting up his business. He advised all the students to face failures with a determined attitude and learn from them. He motivated students to follow their passion and to risks in their lives. He concluded the session by advising students to take chances in their life as an entrepreneur and try finding solutions to various problems that society faces.

Photos



Mr. Hemant Sharma addressing the students about transformational change

Dr. Ricky Jacob talks to students on financial services

Date: 10/08/2018- Valedictory Ceremony

Name and details of the Resource Person: Mr. Girish Bhatra, Founder, Glocal Projects

Brief Write up on the Programme:

The Valedictory Ceremony began with Prof. Muruganantham, Coordinator, Kristu Jayanti Incubation Centre welcoming the gathering and offering information. The chief guest, Mr. Girish Bhatra was welcomed by Father Augustine George during the welcome address. Prof. Ramanathan, Faculty, Department of Computer Science, delivered the Camp Report for the Entrepreneurship Awareness Camp 2018 stating all the sessions and its objectives that took place during the 3 Days program. Father Augustine George, Vice Principal of the College addressed the gathering and wished all the students great success for their future entrepreneurship journey. He congratulated the EIC Centre for organizing such a camp to encourage and motivate the students of the College. The session gained momentum as Mr. Girish Bhatra addressed the young gathering where he briefed them about his business and enumerated the driving factors behind them which are following one's passion, working with the right squad, manifesting a positive attitude towards life and never to give up in spite of hurdles and hardships in one's life. He also spoke about nurturing the small seeds of entrepreneurship within oneself, to achieve greater heights in their journey ahead. He congratulated the College for the successful completion of the Camp and wished each student the best for the journey they have marched upon.

Dr. Muthukumar V, Coordinator, Department of Commerce PG, thanked Mr. Girish Bhatra for his motivating words. During the Valedictory Ceremony, the participants were felicitated by Vice Principal Dr. Augustine George in which the Participation Certificate was given to the students and the Student Coordinators of Entrepreneurship Awareness Camp Mr. Devendra Gangwani and Ms. Swathi Thirumeni. The Vote of Thanks given by Dr. Muthukumar V, Coordinator, Department of Commerce PG, thanked the guests and the other dignitaries for initiating such a camp which served as a huge motivating factor for the students.

Photos



Valedictory ceremony with the dignitaries on the dais.



Mr. Girish Bhatra addressed the gathering

Report Prepared by

A handwritten signature in black ink, reading "Dr. Ravindran D".

Dr. Ravindran D
Innovation Coordinator, Incubation Center

Verified by

A handwritten signature in blue ink, reading "A. Muruganantham".

Prof. Muruganantham A,
Director, Incubation Center



REPORT ON Entrepreneurship Awareness Programme

Date: 12/07/2018

Number of beneficiaries: 53

Name and details of the Chief Guest: Mr. Girish Batra, Founder, Glocal Projects, Bangalore

Objective: This Programme aimed to know more about the Entrepreneurship and qualities of a good leader in today's world.

Brief Write up on the Programme:

The session started with the introduction of the Guest "**Mr. Girish Batra.**" He started the session by speaking about entrepreneurship and the difference between entrepreneurship and ideapreneurship. He also gave an inspirational speech about Apple Chief Executive, Steve Jobs, Paytm Founder, Amazon and their inspirational stories.

The session became more interesting when he spoke about the 10 traits of a good leader. The session became more enthusiastic when the students started to share their entrepreneurship ideas. This interactive and motivating session was taken as an opportunity to explore the ideas of entrepreneurship. He concluded by giving a brief idea about his Glocal Projects and how they train people to come up with their entrepreneurship plans.

Photo



Students Performing an Activity

Report Prepared by

Dr. Ravindran D
Innovation Coordinator, Incubation Center

Verified by

Prof. Muruganantham A,
Director, Incubation Center