

## **MVJ COLLEGE OF ENGINEERING**

**National Science and Technology Development Board funded**

**Three Day**

**ENTREPRENEURSHIP AWARENESS CAMP**

**10<sup>th</sup> Nov 2016 to 11<sup>th</sup> Nov 2016**

MVJ College of Engineering, Innovation and Entrepreneurship Development Cell organized a three day Entrepreneurship Awareness Camp. The programme was funded by National Science and Technology Development Board, under DST-NIMAT project of Department of Science and Technology, Government of India supported by Entrepreneurship Development Institute of India. The participants of the camp were higher semester students from science and technology background. The programme was conducted in MVJCE premises. The programme included sessions on different aspects of entrepreneurship including a factory visit to a small scale industry. The resource persons included entrepreneurs, intrapreneurs and people from eminent government body like SIDBI. The Three day camp concluded with a valedictory session and a humble vote of thanks

### **Day 1 – 10<sup>th</sup> Nov 2016**

Session 1: 9.30 to 10.45

The Camp was inaugurated by Prof. Bholanath Dutta, President – MTC Global. Objectives of the camp were presented and the speaker emphasized the Importance of Innovation and Entrepreneurship. The speaker provided insights on entrepreneurship, who is an entrepreneur, qualities of entrepreneur, entrepreneurial success. He also spoke about startups with real time examples. He also cited the examples of successful entrepreneurs. Inspiring videos on lead India and innovation elicited students' response. The session was highly interactive.

Session 2: 11.00 to 12.15

Mr. Shankar Narayan, Founder – Gluveity Labs spoke on the topic “The Spirit of Entrepreneurship”. He emphasized the importance of entrepreneurial attitude. The students were exposed to points on developing the passion towards entrepreneurship and also gained insights on the skills they need to develop to become an effective entrepreneur

Session 3: 1.15 to 2.30

The third session was on the topic “Emerging startup culture in India & Success stories of Indian Start ups. Mr.Harshit Srivastava, CEO of Intugine, a Bangalore based Startup Concern. He spoke about why t startup, trend of startup in India, incubation centers in universities and colleges, role of Government in promoting startups, business accelerators like NASSCOM, technology support and few success stories of startups.

Session 4: 2.45 to 4.00

Mr.Soumyadas - Co-founder of Attest, a startup concern delivered a session on “Risks and Challenges faced by entrepreneurs.” He explained on the ten different aspects that would be considered as risks and challenges for an entrepreneur. He also elaborated the ways to manage those risks and challenges.

### **Day 2: 11<sup>th</sup> Nov 2016**

Factory Visit to Sirius Controls:

The second day of the camp was to visit a factory. The participants were taken to Sirius Controls, a Small scale industry. Sirius has been manufacturing battery chargers since 1986 and has over 60,000 chargers working in India and overseas, in the last 25 years. All Sirius products are designed, verified and validated in-house by a vibrant team of engineers which is well versed in the needs of the Traction and Automotive industries. Students visited all sections and departments of the factory and observed the organizational process. Students were divided into batches and the processes were clearly explained by the coordinators from the factory.

Brain Storming Session:

An internal brainstorming activity session was conducted after returning from the factory. The discussion was about campus startups. Few students who are running their own startups shared their views on how to startup as a student, what are the challenges faced and advantages of starting up early.

### **Day 3: 12<sup>th</sup> Nov 2016**

**Session 1:**

**Prof.Ravi**, Director – Corporate Affairs & Placements, MVJCE conducted an activity session on Idea Generation and Screening of Ideas. Prior to the activity he provided ways to

generate ideas and how to screen the ideas based on viability. A common topic on solving traffic issues was given to student groups and they were asked to generate ideas, evaluate the ideas and shortlist the top three ideas that would solve the problem. Student teams actively participated in the task and came out with their innovative, crazy ideas. Prof.Ravi also highlighted the advantages of being an entrepreneur and choosing entrepreneurship as a career path.

#### Session 2:

A session on “Guidelines for Preparation of business plan and Project report” was delivered by Mr.Rajesh Badgeri, Co-Founder & COO at iReff, a startup concern. He elaborated nine important components of a business model starting from value proposition to cost structure. The speaker presented a precise outline on how to prepare a project report.

#### Session 3:

Mr.Anadi Charan Sahu, General Manager ,Small Industries Development Bank of India ,Karnataka provided valuable insights on Micro, Small and Medium enterprises, different types of funds required to run a company, ways to source funds. He spoke about SIDBI and presented various scheme of SIDBI to support the entrepreneurial ecosystem in India. Mr.Sahu also provided useful links for knowing about startups, registering startup. The session was highly interactive and the speaker clarified various questions on availing funding support.

#### Session 4:

The concluding session of the EAC was the valedictory session. Mr.Anadi Charan Sahu, GM-SIDBI, gave the valedictory address and the function was presided by Prof.M.Brindha, Vice Principal and Prof.Thyagarajan – Director, Research and Development, MVJCE. The participants and coordinators were awarded with the certificates and the programme concluded with feedback and vote of thanks.



