



St. Francis Institute of Management & Research (SFIMAR)

Report on Prerna Club (Entrepreneurship Forum)

Introduction:

The Prerna Club imbibes the essence of “Entrepreneurship” to Management students at SFIMAR.

Objectives:

- Conceptualization of business ventures.
- Creation of a data bank of e'ship cases.

Outcome:

It encourages the students to have effective interaction with entrepreneurs. It also promotes execution of micro-ventures by incubating.



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Idea Generation and Business Plan Writing

Introduction

The Workshop on Idea Generation and Business Plan Writing is dedicated to teaching students how to think and act entrepreneurially. The Workshop is intended to let the students gain perspectives on how to start up a business. Turning the learning into earning by applying it to real-time scenarios was the whole crux of this Workshop. It introduced innovation and entrepreneurial creativity concepts and drew upon leaders' inspired thinking and entrepreneurial pursuits in various disciplines. The aim was to perceive the process of Idea Generation and acknowledge the role of creativity in making a business plan possible.

Topics such as identifying customer needs/problems, catering solutions to it, creative idea development, designing the solution framework, building business models to support the business idea, new venture financing was rightly elucidated to the students. In addition, the Workshop fabricated cross-circular academic skills by incorporating inquiry-based learning and business tools that enabled students to analyze, create, develop and pilot small businesses in a safe campus environment. Concepts and skills were fortified by emphasizing various activities, which succored students to assimilate the Workshop fruitfully.

Workshop Modules

1. Idea Generation

Description

In the Idea generation activity, the students were told to pick any random newspaper articles and think about any five businesses they can start after reading the articles.



Students participating in the Idea Generation activity through Newspapers in AY 2015-16



Students participating in the Idea Generation activity through Newspapers in AY 2017-18



Students participating in the Idea Generation activity through Newspapers in AY 2019-20

Objectives

- To develop creativity & entrepreneurial initiative in students
- To read between the lines and understand the crux of headlines and decode the business opportunities it silently proclaims

Outcomes

Groupwise, students came up with vivid solutions to the issues they had identified. It also helped students to go beyond their limits and uniquely think about new ideas. The ideas rejected were separately nurtured by the Faculty member and were shaped into something fruitful.

2. 1 Minute pitch to investors

Description - A platform for budding entrepreneurs making business presentations within a time frame of just a minute.

Objectives

- To create a relevant and viable business, clearly communicating and impressing the investors with its value proposition with 1 minute

Outcomes

Groupwise students came up with dynamic 1-minute presentations to induce the investors to invest in their proposition. The 1-minute pitch showcased the students' creativity and their convincing skills concerning their business ideas.

3. Business Plan & Business Model

Description - At the start, teams were formed of 3 to 4 students. They were briefed about the Business Plan & Model and the practical illustrations using the examples of startups. The students were instructed to prepare a Business Canvas and to link various segments with each other. The Business Model Canvas described how a company/firm creates, delivers and establishes value in the customer's minds. The Faculty member evaluated the Business Canvas, identified the loopholes and made it more realistic. Then the Go ahead was given to prepare the Business Plan. The Business Plan was reviewed and the faculty member appreciated USP.

Objectives

- To deeply understand the business, the known and hidden parameters which need to be considered before formulating the business plan
- To analyze the business environment to identify business opportunities.
- To evaluate the effectiveness of different entrepreneurial strategies
- To explain the importance of marketing and management in small businesses venture

Outcomes

The 9 Block Model proved to be a boon to students as it provided a sound roadmap that reflected their strategic elements, which were essential for their ideas to be a success. With this in hand, the students found it easy to quickly spot any plans that needed a change or an update whenever priorities changed or new realities paved in. Students came up with innovative ideas/plans and presented them excellently. This activity helped them pin down things that required a change. In accordance with the same, they identified the problems and explained how their products/services were the right solutions for them. The students were determined to get to the bottom of every aspect of the business plan, from obtaining investment in their business to generating a solid

business model. It gave a sense of feeling that students have set their expectations right, have started to establish assumptions and can manage the future with course corrections.

Student Feedback

This course has successfully endowed the students with the independence and opportunity to control their own business in the future. It provided them with a chance to make decisions according to their own wishes. They have moved one step ahead in this domain with their creative skills, abilities, and determination as an entrepreneur. They are self-assured to achieve targets that are indispensable to them. Overall, the course was productive in providing superior knowledge to students' growing and adapting minds.

Harren Noronha – MMS 2019-21 Batch

From this Workshop, the major takeaway was that we could see things happening around us with a whole new perspective. The ability to solve problems was developed and we were able to see opportunities in every new challenge coming our way in setting up entrepreneurial units. Our fear for entrepreneurship vanished as we could think of so many brilliant ideas that can be executed in the future. To sum up, the central learning of the entire Workshop will be "the secret of getting ahead is getting started."

Christeena Vincent – MMS 2019-21 Batch

Report on Entrepreneurship Awareness Drive - 13th October 2018

Introduction

SFIMAR, in collaboration with IIT Kharagpur, conducted "Entrepreneurship Awareness Drive" on 13th October 2018. You learn when you see, with this basic idea, EAD consisted of a series of guest lectures and workshops, wherein students learned from the 'achievers' of the society. A 3-hour event, the EAD at SFIMAR consisted of Guest Lectures which undoubtedly added to students' knowledge and provided an insight into things that happen after they 'startup.'

Objectives



Reasons for organizing Entrepreneurship Awareness Drive 2018

Description

The event was open to all students from various colleges. They could learn the nitty-gritty of entrepreneurship from eminent personalities such as Mr Ram Gopal – CEO Barclays Bank India, Mr Vinod Keni – Artha Venture Fund, Ms Nupur Hemant – Vice President IIFL Investment Manager, etc.

The insightful sessions delivered by Mr Vinod Keni (Partner at Artha Venture funds), Mr Ram Gopal (CEO at Barclays), Ms Nupur Hemant (Serial Entrepreneur and Investor) and many more urged the students to envision entrepreneurship as a career. The students knew what path they must choose to live their dream and turn their out-of-the-box ideas into reality.



Ead

Entrepreneurship Awareness Drive
MUMBAI

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In Association with



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Venue Partner



Guest Speakers :-

- **Ram Gopal**
CEO, Barclays Bank India
- **Vinod Keni**
Partner - Artha Venture Fund
- **Ms. Nupur Hemant**
Vice President - IIFL Investment Managers
-and many more



13th October
11:00am



St. Francis Institute
of Management
Borivali(W), Mumbai

Dhrubajyoti Ray
9769641833

Register at :- ead.ecell-iitkgp.org


Aniket Pawar
9833946021



Entrepreneurship Cell
IIT Bombay
presents

EAD
Entrepreneurship Awareness Drive
Mumbai

Guest Speaker:-



Mr. Vinod Keni
Partner - Artha Venture Fund | Co-Founder,
Peachtree Mgmt Advisor | Fintech SIG | TiE Mumbai.


10:00am | 13th October
Venue: St Francis Institute of Management, Borivali (W).

Mr Vinod Keni – Artha Venture Fund

Entrepreneurship Cell
IIT Bombay
presents

EAD
Entrepreneurship Awareness Drive
Mumbai

Guest Speaker:-



Mr. Ram Gopal
CEO at Barclays Bank India

10:00am | 13th October
Venue: St Francis Institute of Management, Borivali (W).

Mr Ram Gopal – CEO Barclays Bank India

Entrepreneurship Cell
IT Khargapur
presents

Ead
Entrepreneurship Awareness Drive
Mumbai

Guest Speaker:-



Mr. Sunil Mishra
COO IL&FS Township Management | EX-Marketing
Head Airtel | Ex-CEO Karvy Private Health


10:00am | 13th October
Venue: St Francis Institute of Management, Borivali (W).

Mr Sunil Mishra – COO IL&FS Township Management

Entrepreneurship Cell
IT Khargapur
presents

Ead
Entrepreneurship Awareness Drive
Mumbai

Guest Speaker:-



Ms. Nupur Hemant
VP IIFL Investment Managers | Harvard Business
School | Investor | Entrepreneur | Public Speaker |

10:00am | 13th October
Venue: St Francis Institute of Management, Borivali (W).

Ms Nupur Hemant – Vice President IIFL Investment Manager



Entrepreneurship Awareness Drive at SFIMAR on 13th October 2018

Outcomes

It strengthens the pillar of Entrepreneurship among participants by inspiring them to utilize opportunities from real-world situations.

Report on “ZERO TO ONE CRORE WORKSHOP” on October 15, 2016

Introduction

As Mr Robert L Schwartz rightly said, “Entrepreneur is essentially a visualizer and an actualizer. He can visualize something, and when he visualizes it, he sees exactly how to make it happen.” Prerna Club, The Entrepreneurship Club at SFIMAR, organized a Workshop on the topic “ZERO TO ONE CRORE” on October 15, 2016, for the first-year students of SFIMAR. It was an opportunity for budding entrepreneurs to gain meaningful insight into the nitty-gritty of building successful business models and strategizing their sustainable success by honing their entrepreneurial skills.

Objectives

- Conceptualization of business ventures
- To provide information about various entrepreneurial ventures & opportunities available

Learning Outcomes

- To generate insights about the nitty-gritty of building successful business models
- To manipulate the business for its sustainable success by honing its entrepreneurial skills
- To prepare entrepreneurs who are thinking of launching a new venture or scaling up their existing ventures with the essential mindset, methods and tools for running a profitable business
- To assess the opportunities and risks at each stage of their entrepreneurial journey.
- To develop strategies that inspire confidence in the team members to be part of the venture

Scope

The Workshop was conducted for the First Year Students of SFIMAR (Batch 2016-18).



Mr Augustine Kurias Welcoming Mr Ishwar Jha with a bouquet

The Workshop was conducted by Mr Ishwar Jha, a dynamic entrepreneur and founder of Appetals Solution. He was the CEO/Head of Digital Services at Zee Entertainment Enterprises Limited & former CIO of Sony Music. He decided to start Appetals Solutions Private Limited as a cutting-edge mobile and web Solutions Company to augment his vision of becoming a social impact entrepreneur.

He has mentored entrepreneurs as a Tie Charter Member. During these mentoring sessions, he felt the need to help startup entrepreneurs start their journey correctly. He stepped up to this challenge by teaching entrepreneurship through his workshops. He has conducted over 40 workshops and mentored 100s of entrepreneurs.

Zero to One Crore Workshop aims to prepare entrepreneurs who are thinking of launching a new venture or scale their existing venture with the essential mindset, methods and tools for running a profitable business. With the help of this training, they can quickly assess the opportunities and risks, build product/market fit and develop strategies that inspire confidence at all stages of their entrepreneurial journey.

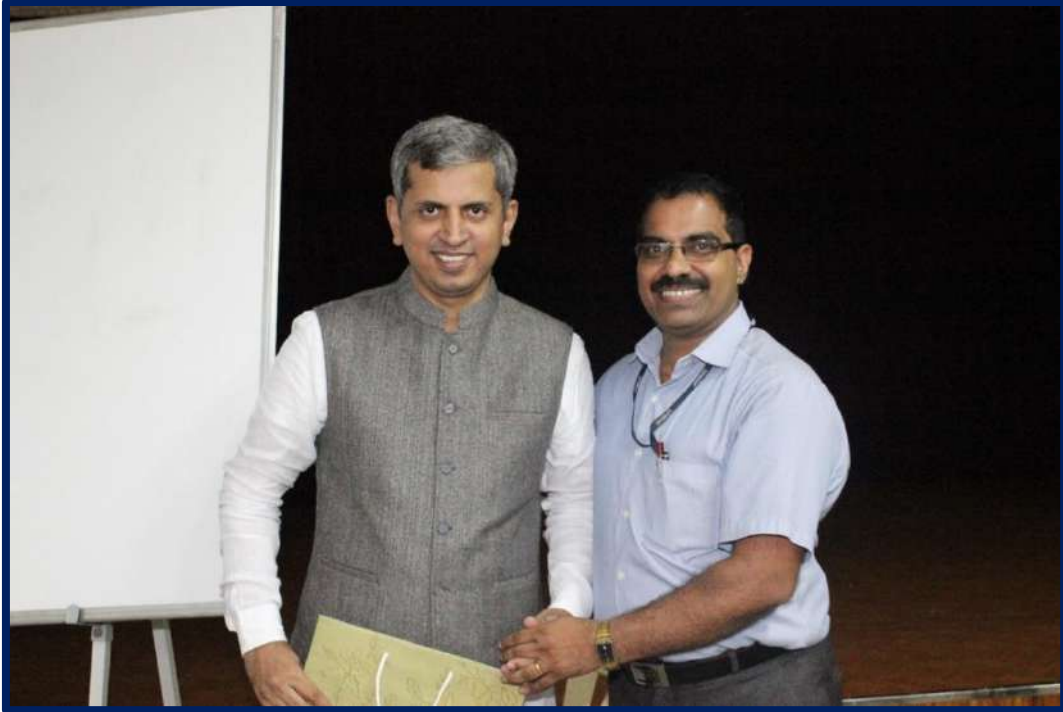
After the session, a Lucky Draw was conducted to give one of the students a chance to use the Book (Zero to One Crore) for free. Miss Shailee Vaidya (MMS 1) was the lucky participant who got the book and got the opportunity to get free guidance from Mr Ishwar Jha & his team on her Business Idea.



Mr Ishwar Jha addressing the students



Shailee Vaidya (MMS 1) receiving the book from Mr Ishwar Jha



Dr G Ramesh felicitating Mr Ishwar Jha after the session



Participants with Mr Jha



Faculty & Student Coordinators with Mr Jha (L to R – Mr Sooraj Namboodiri, Ms Shradha Chhaya, Prof. Paul Alukal, Mr Lokesh Zarbade & Ms Zehra Unawala)

Brochure of Zero to One Crore Workshop

ZERO TO ONE CRORE

The background of the brochure features a silhouette of a person riding a bicycle up a grassy hill. The sky is a vibrant sunset with orange and yellow hues. The overall design is framed by a dark blue border with a yellow and black geometric pattern in the bottom right corner.

Jumpstart your entrepreneurial passion to build a company with one crore in revenue using an unique field-tested process.

Prepare investor deck and pitch for fund raising.

Excited? Contact us right now to find out our unique training and consulting system for launching your successful business:
Zero to One Crore.

ZERO TO ONE CRORE WORKSHOP

In spite of being the world's largest youth population by 2021, we will have over 330 million unemployed youth. We believe augmenting entrepreneurship at grass root level is the only answer to address this impending social menace.

"Let's work together to augment a generation of entrepreneur for India from India."

Program Objectives

The workshop aims to prepare entrepreneurs who're thinking of launching a new venture or scale their existing venture with the essential mindset, methods, and tools for running a profitable business. With the help of our guided workbook and our training, they can easily assess the opportunities and risks, build product/market fit product and develop strategies that inspire confidence at all stages of their entrepreneurial journey.

Curriculum

The workshop is carried out using an interactive training, engaging conversation and workbook guided method. We use our unique workbook, case studies, tutorials and Q&A to facilitate a platform in which people examine how to exploit disruptive opportunities in a right way.

Here's what happens during the workshop:

Entrepreneurial Mindset - Discovering the entrepreneurial mindset. Why you? Why now? Do you have what it takes to succeed as an entrepreneur? Why it's important for you to pursue it?

Ideation and Product Development - What it takes to shape an idea become a market-ready product? How to design the value proposition in a way that the product attracts significant customer interest? How to validate your ideas worthiness before you move forward?

Planning - Defining the business and planning the marketing, sales, and financial projections essential to create a shared understanding and measurable goals.

Structure - Taking care of the essential structural elements of legal, accounting, organisation structure, management, and processes for running your venture.

Strategy - Go-to-market strategy and the best way to launch your product in the marketplace.

Launch Checklist - A complete set of milestones and tasks that will become your guiding tools to launch your business.

Workshop structure

Duration: 4 Hours

Participants: 50 to 150

Fee: Complimentary*

The "Zero to One Crore" Program is an initiative by Ishwar Jha

Founder and CEO @appetals. Product Evangelist in tech, education, and entertainment. Speaker and Writer.

I have been working for the past 25 years as a corporate executive, technologist, digital thinker, innovator, and product evangelist.

I advise global corporations as well as with the startup entrepreneurs helping them with the idea development, product launch Sprint and Idea-to-IPO strategies. I am an award-winning thought leader, writer, speaker and mentor on corporate innovation, digital product development, digital media, content platform.

As a Founder and CEO at Appetals, we work closely with our clients to shape their ideas into web software and mobile applications with ethics, speed, and boldness of entrepreneurship.

I along with my team of digital product evangelist conduct "Product Launch Sprint", a workshop to convert ideas into a working prototype in 5 days using tools and methods of design thinking, business model generation, customer development, blue ocean strategy, and agile methodology.

My workshop on "Idea to IPO: The mindset, method, and toolkit for starting and scaling business" aims at helping entrepreneurs realize the right way to ideate, innovate and launch their startup business.

I began my career as a software coder and grown up to become CIO for Sony Music and Sr. Vice President for Digital Business at Zee Entertainment Enterprises Limited. I am blessed to be the part of many first and market leading projects and initiatives including: digital assets management system at Sony Music and Zee, setting up mobile VAS Company, Online Portals, video platforms, mobile TV, and other business facing projects and opportunities. I was featured in "CNBC TV 18 Young Turks" for launching world's first 3G based TV service to stream live TV, movies on demand and YouTube videos in the car. I am appreciated for my work and conferred with several awards for my contributions in the field of technology and business; including CIO Of The Year Award from CIO Magazine, Best IT Implementation Award from PCQuest Magazine and others.

CONTACT US

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