

Activity / Event Report

Name of event : **Innovation Entrepreneurship & Incubation Center (IEIC) and Center of Incubation and Entrepreneurship (CIE)**

Date(s) of conduction : 22nd January 2022

Class / Sem : PGDM / MMS Batch 2021-2023

No. of students & faculty : 118

Faculty Coordinator : Prof. Gaanyesh Kulkarni

Student Coordinator / committee : Shivang Sharma, Mansi Mhatre

Resource Person : Mr. Girish Batra

Organization : Sarthy Venture Investment Partners & JumpStrat Business Consulting

Designation : Strategy lead & Co-founder

Contact no. : +91 9341138383

Email id : Girish@sarthy.vip

Objective: To help students learn and understand the concepts on how to become successful entrepreneurs.

Description

The session started with our host; Sairaj Nagvekar (MMS-III-Mktg) introducing himself and greeting everyone. After the greetings, the virtual lighting of the lamp and Ganesh Vanadana took place. The host then gave brief introduction of the guest speaker; Mr. Girish Batra who is a Strategy Lead at Sarthy Venture Investment Partners and Co-founder of JumpStrat Business Consulting.

Mr. Girish Batra opened his talk session by asking the students to narrate the difference between Entrepreneurship and Ideapreneurship.

- Entrepreneurs: Trader, factory owners, service provider and business.
- Ideapreneurs: Inventor, innovator, disruptor and start-up.

He further made it more interactive by making the students guess some famous and inspiring Ideapreneurs by telling their stories.

- How Steve Jobs became a Ideapreneur.
- How Vijay Shekhar Sharma became a Ideapreneur.
- How Shashank ND became a Ideapreneur.

Mr. Girish Batra explained the essential stages one should know, when it comes to starting a company.

→ Stages of Start-up.

- Problem / Pain Point.
- Idea.
- Proof of concept / minimum viable product (MVP).
- Founder(s) and Skeletal team.
- Angel Fund.
- Venture Capital (VC) fund.

The journey while building the business is not easy and these following steps are what an entrepreneur goes through before the business is in terms called as “successful”.

→ Unicorn Journey.

- To survive.
- To strive.
- To thrive.

Our guest speaker further also explained the success factors and the right things required that are needed to be taken into action to achieve the said goal.

- Success Factor.
- Timing.
- Team / Execution.
- Idea.
- Business Model.

He then stated some very essential points that will help our aspiring entrepreneurs greatly.

→ The nine things to know while becoming an entrepreneur.

- Taking risk.
- Patience is a valuable asset.
- Can work unsupervised.
- Always have a big picture in mind.
- Team work is critical.
- Always have a plan B.
- Have faith in yourself.
- Accept / Expect a low resource work environment.
- Big joys in small things.

Mr. Girish Batra then further explained the positive factors that as a college student will be beneficial for the debut as a entrepreneur.

- Confidence.
- High expectations.
- Intuitive understanding of newer technology.
- Better suited to exploit social media.
- Can be category creators (CC).

To motivate the students further he gave examples who can act as a role model like Elon Musk, Bill Gates, Nitin Kamath etc. After explaining the students, the strategy and the road map they have to make and follow, some important questions stated below were asked from his side and were answered by him.

- What to expect five to ten years from now?
- Which is a good idea?

◆ Key Takeaways:

Our speaker explained to the students the very essential process that will help them become the ideal Ideapreneur / Entrepreneur they aspire to become.

→ Design Thinking: A five stage process.

- Empathise
- Define
- Ideate
- Prototype
- Test

As the session came towards its end, Mr. Girish Batra held a quiz session that helped the students have a clear understanding about the concepts and the critical terms that were explained. Following it, there was a question-and-answer session that took place between our guest speaker and the students as well as our faculty.

The session was concluded by giving the vote of thanks from our host Sayush Yadav, towards our Director of Atharva Institute of Management Studies, Dr. R. G. Ratnawat and Director of Atharva School of Business, Dr. Harshita Kumar, our humble faculty and students due to whom this session was a success.

AIMS
ATHARVA

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
(Affiliated to Mumbai University)

INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)

Mr. Girish Batra
Strategy lead at Sarthy Venture Investment Partners & Co-founder at JumpStrat Business Consulting
Guest Speaker


About

- Girish Batra is a Co-founder of JumpStrat Business Consulting.
- In addition, he is also the strategy lead at Sarthy Venture Investment Partners.
- As a Business Coach, he is also affiliated with Development Dimensions International.
- Among his other accomplishments, Mr Girish Batra is also founder of Glocal projects and co-founder of the Ipreneur Startup Accelerator and Milgaya Global Property Services.
- He was also the Global CEO of Threads (India) Limited.
- Furthermore, he was a visiting faculty member at Mumbai's Narsee Monjee Institute of Management Studies.

JAN 22nd, 2022 | SATURDAY | 11:30 AM - 1:00 PM


in association with
OUR ENTREPRENEURSHIP MENTORS

CECOURL
Vishal K. Patil
Entrepreneur Mentor



ATHARVA SCHOOL OF BUSINESS
(Approved by AICTE)

CENTER FOR INCUBATION & ENTREPRENEURSHIP (CIE)





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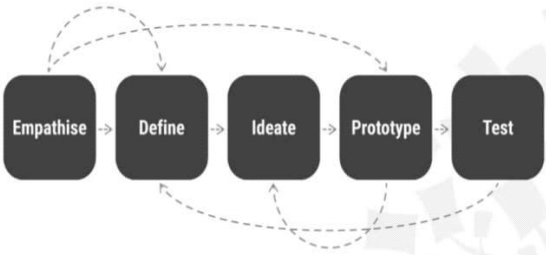




Flyer designed by: Piyush Chaudhary (MMS)







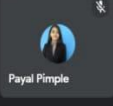
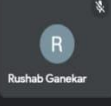
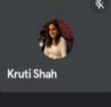
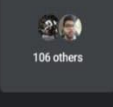
Glimpses

REC
Girish Batra is presenting



Design Thinking: A 5 Stage Process












 Girish Batra	 abhijeet deshmukh	 Prasad Gulhane
 Navin Kadam	 Aishwarya Salvi	 Aditya Dod
 Manthan Trivedi	 Payal Pimple	 Rushab Ganekar
 Kruti Shah	 106 others	 You

12:27 PM | mnn-uoqm-euv

REC | Girish Batra is presenting

12:41 PM | mnn-uogm-euv

REC | Girish Batra is presenting

7. Day surgery care and assistance

Pristyn

12:53 PM | mnn-uogm-euv

REC

1:02 PM | mnn-uogm-euv

Event report prepared by: Anushka Bondre, Student, PGDM

Verified by: Prof. Gaanyesh Kulkarni, HOD, Marketing.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies and Dr. Harshita Kumar, Director, Atharva School of Business.

This video was recorded on the Email ID researchconference@atharvacoe.ac.in

Live session was initiated by Shivang Sharma.

Hosting was done by Sairaj Nagvekar and Sayush Yadav.

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni.

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