



SEMINAR
ON
**ROLE OF EDUCATIONAL INSTITUTION IN
ENCOURAGING STUDENTS FOR ENTREPRENEURSHIP**

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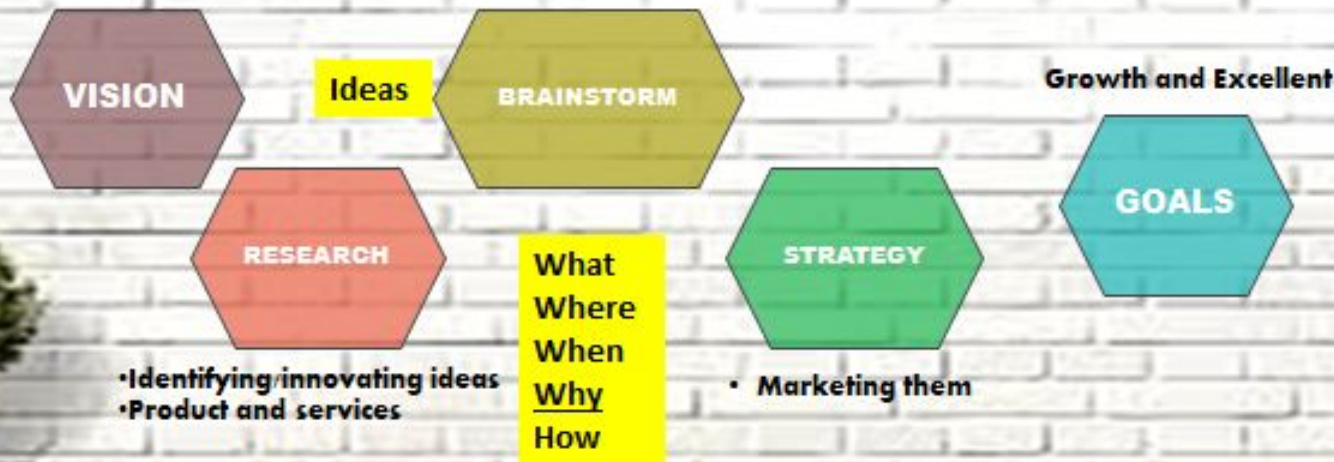


WHAT IS ENTREPRENEURSHIP?


**Entrepreneurship means convert ideas
into economic activities.**

WHAT IS ENTREPRENEURSHIP?

• Mobilizing Resources

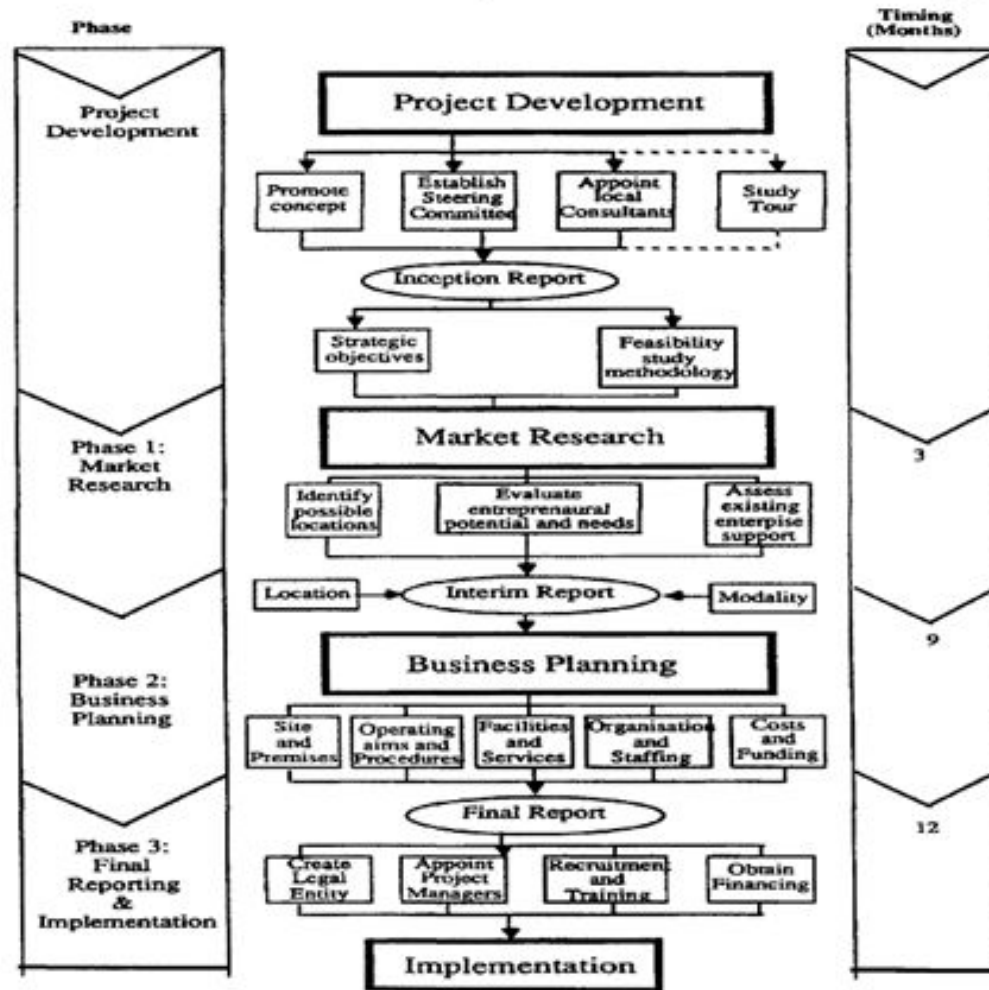


ENTREPRENEURSHIP IS THE WILINGNESS TO TAKE RISK, PLAN, STREAMLINE, ORGANISE AND MANAGE THE NEW BUSINESS VENTURE IN EVER EVOLVING AND COMPETATIVE GLOBAL MARKET.

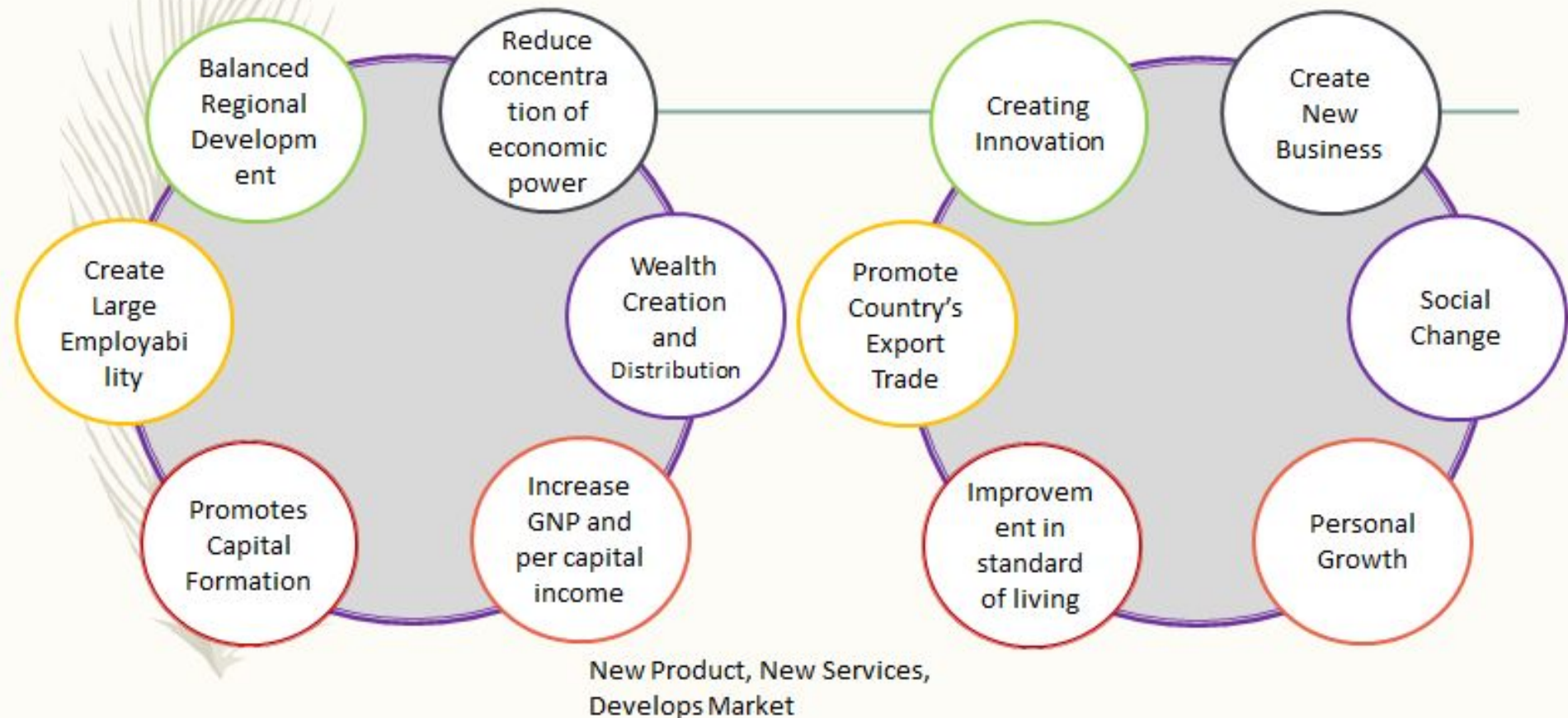


Business incubation provides a nurturing, instructive and supportive environment for entrepreneurs during the critical stages of starting up a new business.

Laikaka Incubator Development Model - Planning (2000)



Role of Entrepreneurship in Economic Development



Why Entrepreneurship education/ activities is must for students?

- In Present situation academic knowledge is not sufficient
- Students must have skills and abilities which will increase their employability

Entrepreneurship education teach

- *Ability to recognize commercial opportunities, Commercialize concept, managing resources, initiating a business venture*
- *Communication and presentation,*
- *Planning and problem solving*
- *Social development and interaction*
- *It includes management, marketing, information systems and finance.*

Examples of Entrepreneurs



Bill Gates,
Founder of Microsoft



Mark Zuckerberg
founder of Facebook



Pierre Omidyar, founder of eBay



Steve Jobs,

Co-founder of Apple Computers, iPods and iPhones,
Apple TV



Caterina Fake, co-founder of Flickr

Projected approaches of institution towards encouraging students for entrepreneurship



1. Entrepreneurship Awareness/ orientation Classes



2. Visit to start up (institutes, ventures)



3. Entrepreneurship expert lectures



4. NATIONAL CONFERENCE ON INTELLECTUAL PROPERTY RIGHTS (IPR)

• Intellectual Property • Innovations • Startups • MSMEs



Larry Page
Co-founder of Google



Arianna Huffington
Founder & CEO, Thrive
Global



Peter Thiel
Venture Capitalist
Co-founder of PayPal



John Chambers
Former CEO of Cisco
Systems



Elon Musk
Co-founder, CEO and
Product Architect at Tesla



Anand Mahindra
Chairman of Mahindra
Group



Amitabh Kant
CEO, NITI Aayog



Travis Kalanick
Founder of Uber



Ratan Tata
Former chairman
of Tata Group



N R Narayana Murthy
Co-founder of Infosys




Shantanu Narayen
CEO of Adobe Systems



Vinod Khosla
Venture capitalist &
Co-founder of Sun
Microsystems

5. Interaction with entrepreneur

Projected approaches of institution towards encouraging students for entrepreneurship

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- **Entrepreneurship Awareness/ orientation Classes**
 - **Visit to start up (institutes, ventures)**
 - **Entrepreneurship expert lectures**
 - **Importance of Intellectual Property Rights (IPR, Patent registration, Small Scale Industries eminent personalities)**
 - **Interaction with entrepreneurs**
 - **Visit to social work place (Anandvan)**
 - **Talk by expert (Financial Institution) about various schemes**
 - **Talk by municipal commissioner (how entrepreneurs can help)**
 - **Develop networking**

Activities to be conducted for students

- **Presentation by students on Business Idea**
- **Street play competition (social issues)**
- **Entrepreneurship Quiz**
- **Presentation on latest business in the world**
- **Entrepreneurship Development Summit**
- **Arrange exhibition for entrepreneurship & build network**
- **Provide facilities (Cubes, space to promote their business, interaction with venture capital investors)**
- **One particular subject on entrepreneurship and arrange workshop on entrepreneurship**



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Indian Startups, Global Footprint

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STARTUPS



80000
ATTENDEES



15000
MEMBERS



61
CHAPTERS



Latest examples

A/c Cooler

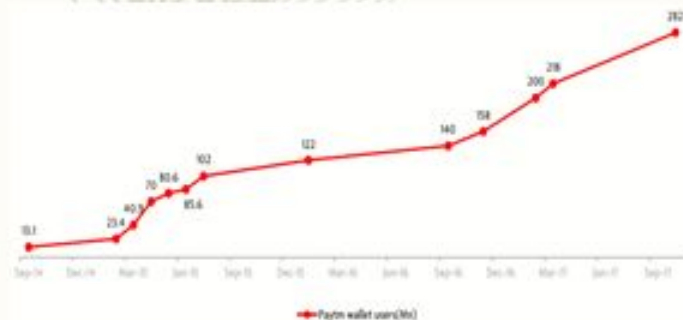


- Just 2 litres water for entire day
- Only 10% electric required (in comparison with market A/c)
- 50% electric (in comparison with Market Cooler)
- Recycled water
- 1.5 million views in 1 day



Paytm is an acronym for 'Pay Through Mobile' which was founded in 2010 by Vijay Shekhar Sharma.

Paytm is an Indian e-commerce website as well as an app that offer its user to pay online for many services like prepaid and postpaid mobile recharge, book flight, bus and train tickets, pay hotel bills, broadband or electricity bill with many cashback offers and gift vouchers etc. using your mobile number.



The actual growth of Paytm gets because of demonetization of the 1000 and 500 currency notes.

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- This huge success of Paytm attracted many investors as well.
 - Renowned Indian industrialist Ratan Tata also invested his personal amount in Paytm in March 2015.

 - Largest online group **Alibaba** of China made an investment of \$575 million and
 - Ant Financial Services Group funded 25% in One97 in the same month to Paytm.
 - For the large enhancement in business Paytm borrowed 300 Cr from ICICI Bank as working capital in March 2016.
 - (<http://www.techgeekbuzz.com/paytm-success-story/>)



Questions?

THANK YOU