

REPORT- ED Cell Activities

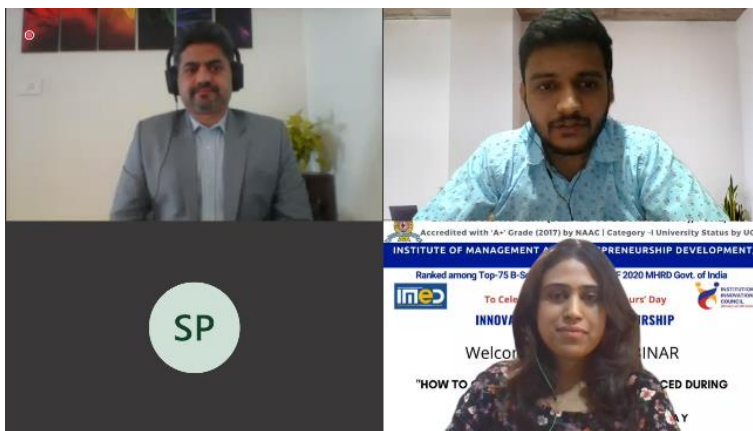
-Sonal Surve & Stuti Dua

(MBA(G) 2021-2023)

Under the guidance of Asst. Prof. Bharati Jadhav, Bharati Vidyapeeth
Institute of Management and Entrepreneurship Development

Mentoring the best ideas- Orientation session

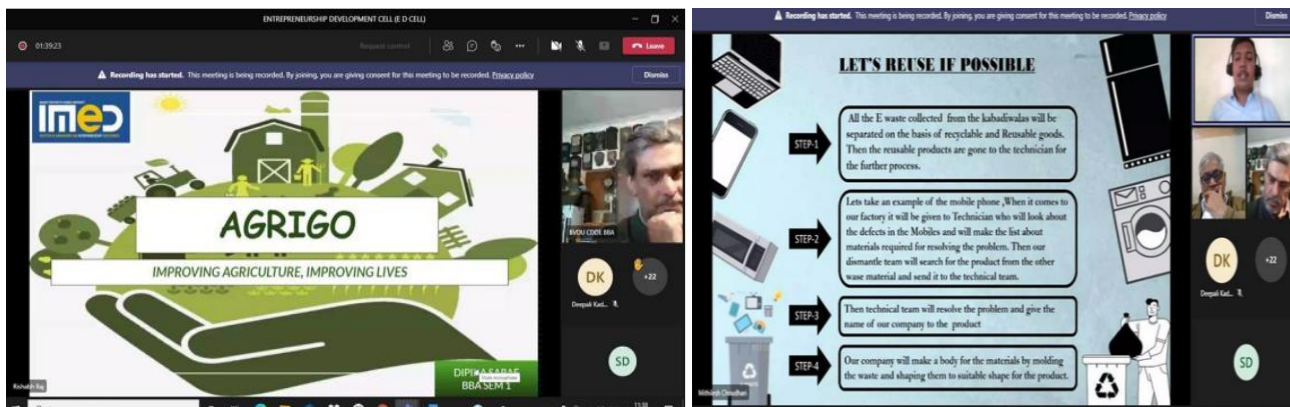
Innovation and Entrepreneurship Development Cell of IMED conducted a webinar on 'Mentoring the best ideas- Orientation session' on 16th October 2021. The Guest speaker was Mr. Puneet Raman, Founder and Director Prowisdom Growth Pvt. Ltd. The event started with a welcome by the anchor which was followed by introduction of the guest. Participants were given two to three minutes to present their ideas to Mr. Puneet Raman. Many ideas falling under different sectors and industries like Agriculture, Waste management, Manufacturing, Restaurant, Crypto mining, Handicraft, Cloud infrastructure, Career counseling, Healthcare etc. were presented by the students, after every presentation sir asked a few questions and guided the students accordingly. Few internships related to the idea were suggested to the participants so that they can acquire experience before they go ahead with their startup. A google form was shared to note down the help required, based on which the participants requiring same category of help will be divided into groups. The webinar was quite informative and interesting where the participants got many insights to various aspects of their business ideas.



Mr Puneet Raman interacting with the students about their business plans

Mentoring of Budding Entrepreneurs by Experts for ED Cell MBA Students

The webinar was conducted by the Innovation and Entrepreneurship Development Cell, IMED on December 4, 2021. Sonal Surve introduced the guests Mr Vinesh Malik (President, Imtac India Private Limited) and Dr. Aditya Vij, Director (Imperative Sourcing) in a demure and gratifying manner, under the guidance of our faculty coordinator Dr. Bharati Jadhav. The objective of the webinar was to interact with the students in order to provide career and vocational guidance and to educate the students about the various roadblocks that they would encounter during their entrepreneurial journey. The main aim was to provide individual guidance to the students in their innovative and entrepreneurship ideas. There were in total 8 candidates who presented their innovative ideas namely CODE GREEN – by Yash Tiwari, All Places Accessible Card (APA) - by Bhagya Garg, HYDROPONICS – by Chetan Chavan, E-CYCLERS – by Mithilesh Choudhari, MUSIC FANDUM THEME BASED CAFE- by Devansh Arya, AGRIGO – by Dipika Saraf, BUSINESS PLAN OF A CAREER COACH-by Soumya Gupta and RETAINERS- by Samar Jain. The guidelines provided by the mentors helped the participants to practicality analyse their business ideas. Students were intrigued to get more



inputs and guidance from the mentors

Mr Vinesh Malik (President, Imtac India Private Limited) and Dr. Aditya Vij, Director (Imperative Sourcing) reviewing the business ideas of mentee students.

Webinar on Entrepreneurship and Innovation as a career opportunity for BBA& BCA by Mr. Puneet Raman

Entrepreneurship Development Cell of IMED conducted a seminar on 'Entrepreneurship and innovation as a career opportunity' on 18th 2021 December at 11.30 am. The Guest speaker was Mr. Puneet Raman, Founder and Director Prowisdom Growth Pvt. Ltd. Renowned motivational speaker and a successful entrepreneur, Mr. Puneet Raman delivered an inspirational lecture in which he introduced the different aspects of entrepreneurship and emphasized that zeal and great idea are the only ingredients in a recipe for business start-up. He explained in detail about the various attributes of successful entrepreneurs such as Nykaa, Paytm etc. He also highlighted Paytm owner Mr. Vijay Shekhar Sharma's journey towards becoming a successful entrepreneur. The lecture motivated the students to work hard and start a new venture through adequate forward planning and the execution of the plans. He mentioned how not only active earnings but also passive earnings should be a matter of concern once a person is becoming an entrepreneur. This will not help him in his future but also decrease the risk of insecurity in jobs. Moreover, sir emphasized that it is



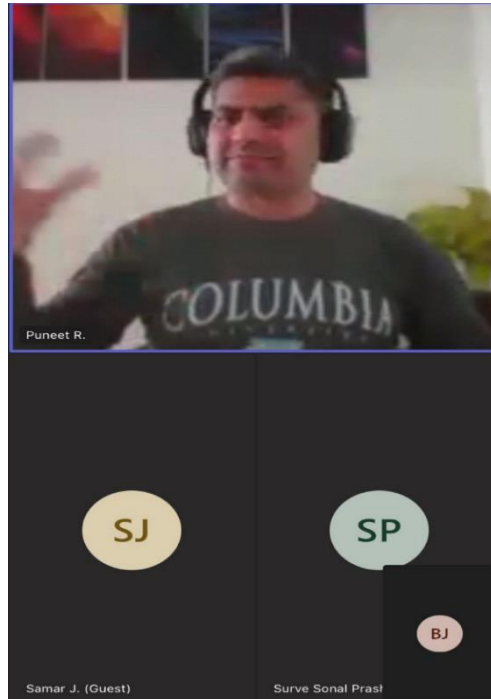
important for like-minded people to come together. For this purpose, a WhatsApp group was proposed as a platform for students to interact with each other, to share a vision and discover a space to grow.

Mr. Puneet Raman introducing the different aspects of entrepreneurship and elaborating about the various attributes of a successful entrepreneur.

Mentoring of Business Idea by Mr. Puneet Raman

The Meeting was conducted by the Innovation and Entrepreneurship Development Cell, IMED on January 3, 2022 from 4 pm to 5pm. The session

had its Mentor, Mr. Puneet Raman, founder prowisdom.in and Mentee students were Soumya Gupta(Career Coach) and Samar Jain(Retainers). Half hour was assigned for each candidate. Common question asked was “ Where are we now” to know the current status of the implementation. This was followed by discussion on the business plan after which Puneet sir suggested certain Ideas



and pointed out areas of improvement in the business plan of the students. These advices covered areas like preparation of research questionnaires, deciding on company and domain name, downloading a business model canvas(filling the 9 boxes) and in-depth research on target population, city, revenue, market rate and competitors.

Mr. Puneet Raman, founder prowisdom.in mentoring the ideas of mentee students Soumya Gupta(Career Coach) and Samar Jain(Retainers) and pointing out the areas of improvement in their respective implementation plans.

Mentoring of Business Idea by Dr. Aditya Vij

The Meeting was conducted by the Innovation and Entrepreneurship Development Cell, IMED on January 5, 2022 from 10 am to 11 am. The session had its Mentor, Mr. Aditya Vij, Director (Imperative Sourcing) and Mentee students were Yash Tiwari(Code Green) and Chetan Chavan (Hydroponics). Half hour was assigned to each candidate for the discussion. Common question

asked to both the candidates was “Where are we now” to know the current status of the implementation. This was followed by discussion on the business plans after which Mr. Aditya Vij sir suggested certain ideas and pointed out areas of improvement in the business plans of the students. To the first

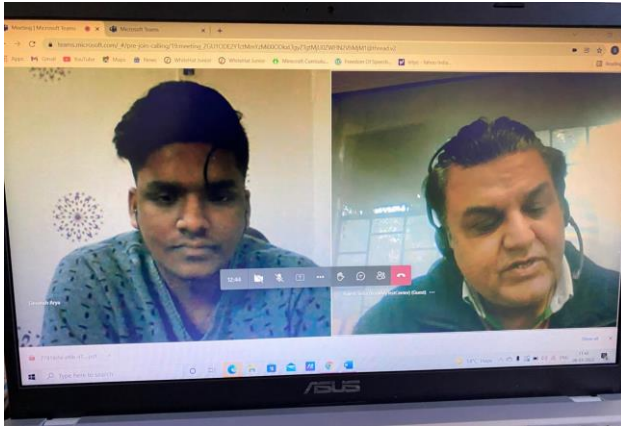


candidate sir asked for proper accounting and costing, some modifications in his ppt, questioned him on availability of raw materials and make the background of the project strong and realistic. To the second candidate sir advised to not to opt for loan and guided him with various options for preventing loan. Moreover, he was asked to write a report on jaggery and bio-coal business.

Mr. Aditya Vij, Director (Imperative Sourcing) guiding the Mentee students Yash Tiwari(Code Green) and Chetan Chavan (Hydroponics) and giving them valuable suggestions to improve their business plans.

Mentoring of Business Idea by Mr. Rajesh Setia

The session was organized by Innovation and Entrepreneurship Development Cell, IMED. The Mentor for the day was Mr. Rajesh Setia and Mentee student was Devansh Arya. The meeting was scheduled on 8th January 2022, from 11:30 am to 12 pm. Sir discussed about several strategies to make the plan work and also gave suggestions on how the project can be implemented. Devansh was asked to pitch his idea in a minute post which sir suggested few changes and additions in his ppt slides. Sir asked him about the funds, advised him to prepare a structured plan and to do brainstorming so that he has maximum 10-15 slides



to explain and also retain his learnings with it. Sir also asked him to implement his ideas minutely and practice it practically.

Mr Rajesh Setia mentoring business idea of Devansh Arya

Mentoring of Business Idea by Mr. Vinesh Malik

The session was organized by Innovation and Entrepreneurship Development Cell, IMED. The Mentor for the day was Mr. Vinesh Malik and Mentee student was Dipika Saraf (Agrigo). The meeting was scheduled on 8 January 2022, from 3pm to 4pm. The objective of this meeting was to have a brief discussion on business idea of the candidate, to know the current status of implementation, to highlight the areas of improvement in the business plan and to provide proper guidance to carry forward the idea. Suggestions given for the this business idea were-a lot of fieldwork is required to establish the need of farmer, find a consistent challenge across the area or state, keep documenting, form an elaborate questionnaire, map out the entire crop cycle – timelines and needs with each cycle, create a hybrid model for payment- online & offline – for farmer’s ease, create a website in native language of the farmers, meet people one on one basis, get feedback, take as many notes as possible and need for human resource- form a team of like-minded people. Furthermore, speak to the professors, find research papers related to your idea, understand the challenges and supplement it with some amount of field visits.

Mr. Vinesh Malik mentoring the business idea of mentee student, Dipika Saraf and guiding her to carry forward her plan.

E-Symposium on Building Innovation and Entrepreneurial Ecosystem in Education Institutions

E-Symposium on Building Innovation and Entrepreneurial Ecosystem in Education Institutions was held on January 11th, 2021, as part of National Innovation Week, Azadi ka Amrit Mahotsav. It has been organized by Ministry of Education, AICTE and, Ministry of Commerce and Industry (DPIIT) in collaboration with Ministry of Culture, Government of India. Its objective is to



highlight various initiatives undertaken and discussions on various thrust areas related to promoting innovation and entrepreneurship in our country. The meeting started with addresses by Different dignitaries, Launch of Movie on Journey of Hackathon, felicitation of winners of MANTHAN Hackathon, distribution of funding support letters and announcing partnerships between Toyathon winners and toy industry. The two days meeting involved various panel discussions. The first panel discussion which was held on 11th January 2022, revolved around the topic Innovation, Human Values and Sustainability which was moderated by Prof. Anil Sahasrabudhe, Chairman, AICTE. Various inputs were given by Shri Harshit Rathore (Co-founder & CEO, Naccarc Robotics), Shri Vikash Mittersain, (founder & Managing Director Nazara Technologies), Shri Shrikant Badve (managing Director Badve Industries). Various important topics like Misconception between innovation and invention, importance of human centric environment in organization, Reformation in education system were highlighted in the discussion. The topic for second panel meeting of Day 1 was Best Innovation and startup practices in HEIs, which was moderated by Dr. K. Radhakrishnan, Ex-chairman, ISRO. Key insights were given by Prof. Abhay Karandikar (Director IIT Kanpur), Prof. AB Pandit (Vice Chancellor, ICT Mumbai), Shri Rajendra Ratnoo (Joint secretary DPIIT). Important topics highlighted were Transformation of research incubation in college, need of cross-talk between government and Institutes, importance of IPR Education, Alumni Involvement in institutes were covered. Day 2 involved 3 panel discussions. The topic for third panel discussion was 'Grey hairs not mandatory to build great enterprise which was moderated by Shri. Uday Wankawala (CEO, AIC Rambhau Mhalgi Prabodhini). The discussion was carried out by Shri Yashraj Bharadwaj (Young innovator), Shri Harsh Neekhra (CEO and founder Novorbis Itus Pvt.ltd), Ms Shefali Vinod Ramteke (Founder and COO, ps-1925), Ms Neelam Bhayre (Founder WeWake indigreen pvt.ltd). The Program was aimed to meet a balance between Idea & Innovation and for that Excellence & Capability were required. It also aimed to sensitize and orient the stakeholders as part of innovation and Start-up ecosystem in academic institutions. Various questions were asked to the panel like 'What was the most exciting part of your journey where you felt you were able to make a difference, what kept you on the edge and different from experienced, what were the mistakes that you don't want others to repeat' which were answered in an excellent manner. Panel discussion 4 was based on the topic 'Attracting Big Investment for innovative ideas from educational institutions which was carried out by Dr. Anand Deshpande (Founder& Managing Director, Persistent Systems), Mrs.Sridevi Pankajam (MD, Commonwealth Bank of Australia), Shri CV Raman (Chief Technology Officer, Maruti Suzuki India Limited). Key topics like Forums for collaboration of industry and institutes, Strong networking, hindrances in collaboration, need of super innovative clusters, cocreation and coordination with a consortium approach were discussed. Panel

discussion 5 revolved around the topic Schools, innovation, games and curriculum which was moderated by Shri Anil Pradhan (Founder, IPSFRI). The discussion was carried out by Mr Tanmay Kumar Sethi (class 9 DPS Odisha), Ms Ayushi Singh (Class 11, Conossa Convent Girls Inter College UP), Ms Pooja Arora (Toycathon Team Macaw New Delhi), Ms Vedika Vignesh (Toycathon Team Kreedavyuh DPS Hyderabad). The beauty of this discussion was that it was carried out by the young generation. These people are the future of India and that why, it is of utmost importance that a proper platform is provided to them to express themselves because excellent ideas often come from young minds. The meeting concluded with addresses and vote of thanks given by different dignitaries. The E- Symposium fulfilled its objective to inspire young innovators to solve the problems faced by society through constructive

ideas and address upcoming challenges. It was an opportunity for all innovators to showcase their work and inspire young minds to take their entrepreneurial journey more seriously so that India can emerge as a Global Innovation and Start-ups Hub.

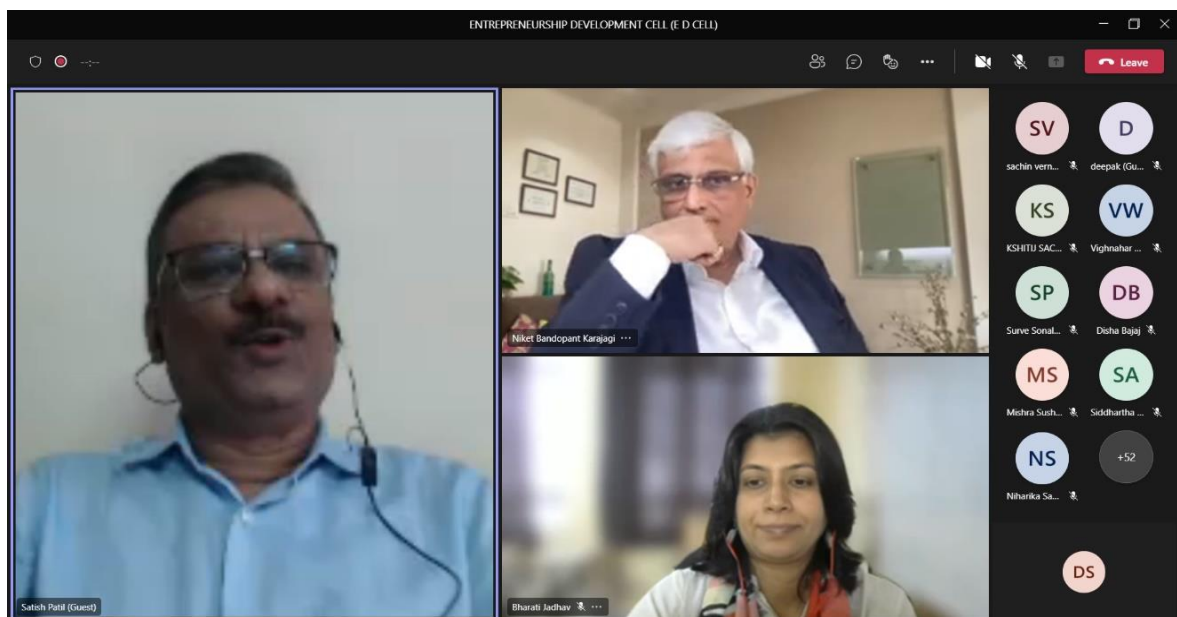
IMED Students attending the E-Symposium on Building Innovation and Entrepreneurial Ecosystem in Education Institutions as part of National Innovation Week, Azadi ka Amrit Mahotsav. It has been organized by Ministry of Education, AICTE and, Ministry of Commerce and Industry (DPIIT) in collaboration with Ministry of Culture, Government of India



WEBINAR: INNOVATION, ENTREPRENEURSHIP & DESIGN THINKING

The webinar was conducted by Entrepreneurship Development Cell, IMED, Pune on February 12, 2022, on topic 'Innovation, Entrepreneurship and Design Thinking' in collaboration with Institution's Innovation Council (IIC). The objective of this webinar was to interact with BBA, BCA, MCA and MBA first year students and introduce them the field of design thinking, innovation and entrepreneurship. The guest speakers were – Mr. Niket Karajagi, Founder Atyaasa Online, Mr. Satish Patil, IMED Alumnus 1987-89 batch, President Atyaasa Online and Ms. Pooja Tahalyani, IMED Alumnus 2016-18 batch, Founder & Head of Operations, Mabio World. The session was indeed very informative on the subject, what design thinking is and how one can develop the aptitude for same by applying simple approaches to finding solution to a daily occurring problems. The speakers also emphasized on how today's VUCA world is intensifying and how design thinking can be of use on product, services, and ideas across the industries. Miss Pooja on the other hand talked about taking calculated risk, maintaining network, and also quoted how important data analytics is in today's world.

Dr. Bharati Jadhav proposing vote of thanks to the guest speakers, Mr. Niket Karajagi and Mr, Satish Patil for their remarkable inputs on the subject of Innovation and Design Thinking.



IIC CALENDAR ACTIVITY UNDER MENTOR MENTEE SCHEME

.On 22nd February 2022, ICC Calendar Activity was organised in Association with VPM'S Polytechnic, Thane under Mentor Mentee Scheme to address the students from total five mentee institutes from all over Maharashtra including IMED. The session was organised between 10:00 am to 12:30 pm and the guest speakers for the session were - Dr. Nilay Yajnik, Former Vice Chancellor, Navrachana University, Vadodara and Dr. Vineet Kumar Yadav, Asst. Prof. Dept. of Production Engineering, NIT Trichy. The session was aimed to have a discussion on Managing Innovation and Process of Innovation Development and introduce the concept of Design thinking and Critical Thinking for innovation. This webinar had a number of key learnings for the attendees namely golden rules on strategic innovation, need of cross-disciplinary and innovative teams, networking web for innovation, Creativity and Design Thinking along with its relevance and real-life case studies. Furthermore, some amazing tools and techniques were suggested to foster creativity, innovation and design thinking.

The screenshot shows a Microsoft Teams meeting interface. The main content is a PowerPoint slide titled "VPM's Polytechnic Thane Institute Innovation Council Organizes IIC CALENDAR ACTIVITY UNDER MENTOR MENTEE SCHEME on 22 February, 2022 10.00 AM to 12.30 PM". The slide lists two speakers: Dr. Nilay Yajnik (Former Vice Chancellor, Navrachana University, Vadodara) and Dr. Vineet Kumar Yadav (Asst. Prof. Dept. of Production Engineering, National Institute of Technology, Trichy). A link to join the activity is provided at the bottom of the slide.

Next to the slide is an agenda table:

Sl.No	Time	Topic	Speaker
1	10:00	Welcome Address	Dr. D.K. Nayak, Principal, VPM's Polytechnic
2	10:00	Innovation - Dr. Nilay Yajnik Strategic Innovation, Business Models, Metrics	Mrs. Archana Kalia, Lecturer, Information Technology Dept.
3	10:30	Managing Innovation - Process of Innovation Development	Dr. Nilay Yajnik
4	11:15	Innovation - Dr. Vineet Kumar Yadav Asst. Prof. Dept. of Production Engg. National Institute of Technology, Trichy	Mrs. Sandhya Vengalwar, Lecturer, Information Technology Dept.
5	11:30	Design Thinking and Critical Thinking	Dr. Vineet Kumar Yadav
6	11:30	Open for Queries	Dr. Vineet Kumar Yadav

The meeting interface also shows a grid of four video thumbnails, a chat window with a "DY" icon, and a "Leave" button.

Question-Answer Session post Dr. Nilay Yajnik Presentation. Dr. D.K. Nayak, Principal, VPM's Polytechnic also raised a question as to how to attract students towards innovation knowing the fact it's a risky venture. Second speaker Dr. Vineet Kumar Yadav, Asst. Prof, Dept. of Production

Engineering, NIT, Trichy was welcomed to address on Design Thinking and Critical Thinking for Innovation.

CWTED

For the past three years, IMED has been encouraging and providing ample opportunities to students to help entrepreneurs having small unorganized businesses, that include various street vendors like vegetable and fruit sellers, grocery stores, set ups like tea stalls, snack stalls, and many more. This initiative takes shape in the form of CWTED i.e (Community work through Entrepreneurship development) the objective of which is to do community work by focusing on the key area of improving small, unorganized businesses, To help vendors in improving their business, to understand their real business problems and to find a solution to deal with them ,to embrace them with the trend and relevant information so that they can run their business with maximum profits. Till now around 150 street vendors have been mentored. This year around 40 student teams were formed. The outcome of this activity has proven to be beneficial for the small businesses as well as the students. A huge improvement has been noticed in the status of the unorganized businesses which were undertaken by the students. Around 40 street vendors received mentoring by the students of IMED. This has also helped the students to widen their horizons as they learn various skills like critical and strategic thinking, team building and leadership skills, problem-solving skills etc. This has inculcated real life values within the students.



The poster features a blue header with logos for the Institution's Innovation Council, IMED, and Bharti Vidyapeeth. Below the header, the text reads 'COMMUNITY WORK THROUGH ENTREPRENEURSHIP DEVELOPMENT 2022' and 'PRESENTATION COMPETITION Turning Adversity into Opportunity'. Three small images show students interacting with vendors. The event details are listed at the bottom, including the date, time, and names of the organizing team, faculty co-ordinators, and volunteers.

Bharti Vidyapeeth (Deemed to be University), Pune
Institute of Management & Entrepreneurship Development
Ranked among Top-75 B-Schools in India by NIRF 2020 MHRD Govt. of India

COMMUNITY WORK THROUGH ENTREPRENEURSHIP DEVELOPMENT 2022

PRESENTATION COMPETITION
Turning Adversity into Opportunity

On 26th February 2022 10.00 am

Initiated By:
Dr. Sachin S. Vernekar
Dean FMS, BV(DU),
Director IMED

Organizing Team:
Sonal Surve: 9137568137
Vighnagar Wagh: 9867031541

Volunteers:
Stuti Dua: 8588035717
Anviksha Tiwari: 7985267368

Faculty Co-ordinators:
Dr. Bharati Jadhav
Dr. Shradha Vernekar

Poster of CWTED Competition conducted on 26th February 2022