

**BHARATI VIDYAPEETH UNIVERSITY**  
**INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP**  
**DEVELOPMENT**

**ENTREPRENEURSHIP DEVELOPMENT CELL**

Activity report:

1. 27th July, 2019, Saturday, Guest session

Speaker: Rajendra D Ghorpade,

Promoter and Chief consultant ,

Ghorpade Consultancy &Engineering Services

Subject: Why Start ups Fail?

Brief: The speaker Took the session with the introduction of “ Entrepreneur” as a concept. He narrated lot of Start Up Stories, successful as well as unsuccessful.. With the interaction with the students, gave a good analysis of “Why some start ups fail”.

2. 3rd Aug 2019, Saturday , ED Cell –Mentoring Session

Time: 12.40-1.20 pm

Conducted by: Dr Bharati Jadhav and Mrs Rajita Dixit

Students from MBAI, A,B,C and HR enrolled for ED Cell.

They were explained the Functioning and Purpose of ED Cell

They were given plan for the various activities of the ED Cell and explained the importance of active participation in ED Cell.

Brief mentoring was done.. and was given a schedule for one to one mentoring session

3. 10th Aug, Saturday, CCD Case Discussion, 12.30 pm

Students are given the Financial Strategic perspective with the help of CCD CASE ANALYSIS

The session is facilitated by Dr Ranpreet Kaur

CWTED: Students have identified the businesses and are done with SWOT analysis..Based on the SWOT, further they will mentor the businesses

Final reports SUBMISSION 15th September2019.

4. 24<sup>TH</sup> August2019- Entrepreneurship Development Skill Programme-Part 1

Trainer: Mr Puneet Raman. Prowisdom

Topics Covered:

- Introduction o Enrepreneurship
- Case Study Analysis(Start Up Business Models)
- Problem Identification
- Idea Generation

5. 12<sup>th</sup> Sept 2019- Entrepreneurship Development Skill Programme-Part 2

- Trainer: Mr Puneet Raman. Prowisdom

Topics Covered:

- Market Research & MVP
- Cash Flow Quadrant & 4s of a Start up
- Focus on Fund Raising and Public Speaking as a communication Skill Required for an Entrepreneur

6. 27<sup>th</sup> Sept 2019- Entrepreneurship Development Skill Programme-Part 3

- Trainer: Mr Puneet Raman. Prowisdom

Topics Covered: Business Model Canvas

7. 30<sup>th</sup> Sept2019 – CWTED Competition

8. 9<sup>th</sup> Oct 2019- Guest session By Fredric Bill, Sweden

9. 23<sup>rd</sup> Oct 2019- CWTED Presentations with Dr Fredric Bill, Sweden

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10. 25th Jan2020 – Mentoring by Puneet Raman

Topic- Business Model Canvas preparation

11. 7<sup>th</sup> Feb 2020 – Best Entrepreneur Competition in Expression

12. 4<sup>th</sup> March2020- Launchpad, IMED De Fiesta

Exhibition of Students Businesses – 25 stalls

IMED GEMS Activities to foster critical thinking and Entrepreneurship

**Total 17 events were organised under IMED GEMS 2019 Sept 6, 7**

1. Elocution
2. Ad Mad Show
3. Website Development
4. Techno Event
5. Unleash your creativity
6. Tech Paper Presentation
7. My Picture My Story
8. Best Manager
9. Best Entrepreneur
10. Flameless cooking
11. Face painting
12. Poster making
13. Rangoli
14. Marketing Tombola
15. Patriotic song
16. Quiz competition
17. App Challenge

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**Sub: Mentoring by Prowisdom (MOU )**

For Whom: Genuinely interested students(approx 60 , MBA-I)

When: every fortnight two hrs session(Saturday 11.30-12.30pm)

Program:

1. Guest lectures by Start up Owners
2. Group Activities
3. Survey assignments
4. Case discussions
5. Test and Assessment

**CWTED (Community Work Through Entrepreneurship Development) is a unique activity of IMED,**

The **goal** of this activity is **fostering social responsibility and community engagement** among students while **enhancing their managerial and entrepreneurial skills**. Thus improving the quality of teaching and learning by bridging the gap between theory and practice via community engagement.

In this, students connect with local unorganized entrepreneur (vendor/self-employed person). Students try to understand the challenges and issues faced by these people and mentor them. They also try to find out solution for their problems and groom them to enhance their business activities.

These activities give lot of practical knowledge to students and a sense of satisfaction about their education making a useful contribution to society through community engagement.

This academic year more than 40 such small unorganized entrepreneurs were mentored by the students.

## **IMED DE FIESTA –Launch pad 2020**

is organised every year by the Institute of management and entrepreneurship development, Bharati vidyapeeth university. It is an event where the students of management experience the basics of entrepreneurship by installing their own business for a day related to brainstorming games and delicious foods. In the event there were 25 stalls set up by the students constituting 12 food stalls and 13 game stalls. One of the significant achievement of the event was it attracted 3000 customers approximately and all the stalls were able to reach their 'Break Even Point' and earned handsome profits.

The objective of the event was to enhance the entrepreneurial skills of the management students and show them the real picture of how the business organization's work and entitle them that "The reality will always be different, it will never be the plan".

The outcome of the event was all the students were thrilled with joy and happiness along the road understanding the real meaning of management functions such as planning, controlling, organizing and directing.

The event was inaugurated by the Director of IMED Mr. Sachin Vernekar along with Dr. Mrs. Bharti jadhav, and the event was organised by the team 'Launchpad'. The event was started at 9:30am and it concluded at 5pm. The star performers and the event highlighters were the "Camp Diaries" which is an organization which helps the underprivileged students to enhance their skills of arts and music. Camp diaries also performed a "Flash mob" dance to promote the event.