

## Faculty Development Programme on Entrepreneurship (FDP) From 13.03.21 to 26.03.21

### At- IFTM University, Moradabad

The objective of Faculty Development Programme was creating awareness regarding Entrepreneurship among the faculty members of various Engineering/Diploma and Science Colleges/Universities. This Faculty Development Programme (FDP) has been organized at IFTM University, Moradabad from 13.03.2021 to 26.03.2021.

During the FDP various topics covered like Selection tools & Techniques for identification of Entrepreneur, Tools & Techniques of Market survey and Marketing techniques for start up/SME's, Entrepreneurial Competencies, Copy Right & Patenting, Experience sharing of entrepreneur, Project Report, IP Policy & Technology Commercialization Technique have been covered by respective experts. Various Government scheme of SIDBI for Start-up, Various Govt. Scheme of Bank & Procedure of obtaining loan, Role & promotion scheme of NSIC & Marketing Schemes were also explained during this FDP.



## Entrepreneurship Awareness Camp (EAC) From 22.03.21 to 24.03.21

At- IFTM University, Moradabad

The objective of entrepreneurship awareness camp creating awareness regarding Entrepreneurship among the Students of Diploma/ Engineering and Science

During the EAC Major Topics covered

- Concept of Entrepreneurship & Current Scenario
- Identification of Business Opportunities
- Business Plan
- Various Schemes & Various support from government
- Financial procedure for obtaining bank loan



## Entrepreneurship Awareness Camp (EAC) From 02.03.21 to 04.03.21

At- Government Polytechnic, Ghaziabad

The objective of entrepreneurship awareness camp creating awareness regarding Entrepreneurship among the Students of Diploma/ Engineering and Science

During the EAC Major Topics covered

- Concept of Entrepreneurship & Current Scenario
- Identification of Business Opportunities
- Business Plan
- Various Schemes & Various support from government
- Financial procedure for obtaining bank loan



**Technology Based entrepreneurship Development Programme (TEDP) From 23.01.2021 to 06.03.2021.**

**At- Technology Business Incubator-KIET Group of Institutions, Ghaziabad**

With the objective of creating awareness regarding Entrepreneurship and building entrepreneurial traits in technical field for Science and Technology graduates. TEDP) has been organized at Technology Business Incubator-KIET Group of Institutions, Ghaziabad from 23.01.2021 to 06.03.2021.

In these TEDP, various exercises and sessions related to entrepreneurship & Entrepreneurial competencies have been carried out by various expert resource persons in their respected field. An extensive exposure has been given to the participants regarding all the aspects of enterprise building and entrepreneurship.

Also to enhance PLC Scada and Pneumatic technical skills related sessions have been conducted



## **Legal Compliances for Company Registration**

Date: 6 March 2021

Duration: 2 Hours

Speakers:

1. Mr. Sachindra Garg  
Chartered Accountant

To delve deep, legal requisites for a business can be broadly classified into: Entity Specific Compliances, Trade Specific Compliances and Human Resource Compliances.

### 1. Entity Specific Compliances for a Small Business

- a. In a sole proprietorship, the necessary compliances to be in place prior to the commencement of business would be a Shops and Establishment Act or NOC from Gram Panchayat along with recurring compliances like preparing financial statements, filing of income tax (IT) returns and GST returns.
- b. In the case of a Partnership Firm, a Partnership Deed along with the registration at a local Registrar of Firm, regularisation of IT Returns filing along with GST Returns (if applicable) and preparation of financial statements.
- c. For a Limited Liability Partnership (LLP), the pre-requisites would be an LLP Deed, filing of incorporation forms with the Ministry of Corporate Affairs (MCA), along with a Common Seal of the LLP. Make conform of regular filing of financial statements along with the annual returns, event-based forms and IT Returns with the MCA.
- d. A Private Limited Company registration would entail filing of incorporation forms with the MCA, Memorandum of Articles of Association and a common seal of the company. Periodic filing of financial statements with the annual returns and event-based forms with the MCA. Filing of IT Returns and also GST Returns (if applicable). A mandatory practice would be Quarterly Board Meetings and Annual General Meetings.

### 2. Trade Specific Compliances

- a. For specific trades like Food, an applicable compliance would be FSSAI (Food Safety and Standards Authority of India) Registration or license.
- b. Manufacturing Business entities would require a Manufacturing License compulsorily.
- c. An Export or Import Business would require an Import Export Code (IEC).

### 3. Human Resource (HR) Compliances

- a. A Statutory compliance in Human Resource (HR) Policies refers to the legal framework in which a business entity adheres to the various Labor Regulations laid down by the Government of India. A lot of time and money is invested in forming everything from payroll to attendance along with being compliant to the payment of minimum wages to provident Funds and Maternity benefits.
- b. In cases where the number of employees is less than 10 numbers a very basic applicable compliance would be the Shop Act Intimation.
- c. Employees ranging between 10 to 20 numbers a business owner might have to follow certain guidelines on the basis of Shop Act Registration, enabling Employees State Insurance Corporation (ESIC) to the manufacturing sector wherein the monthly salary is upto INR 21,000, there is a Gratuity payable on successful completion of tenure and also enabling Provident Fund (PF). Filing of Monthly and Annual returns with Employees Provident Fund (EPF) Office along with maintenance of all records pertaining to salary and PF paid to employees.
- d. An employee exceeding 20 numbers within a Business Establishment needs to have a payout of ESIC – Other than the manufacturing sector wherein the monthly salary is upto INR 21,000.

## Curative Investment Process

Date: 18 Feb 2021

Duration: 2 Hours

Speakers:

1. Mr. Ankur Goel  
Founder & CEO  
Skrewup.com

The Objective of the Workshop was:

1. Decoding term sheets & SSHAs.
2. Type of SSHAs and structures.
3. Key term Investors emphasis most.
4. Key terms - A check for founders.
5. Ideal terms.

After successful conduction of the workshop candidates were able to address the above mentioned topics.

## **Go To Market**

Date: 9 Feb 2021

Duration: 2 Hours

Speakers:

1. Dr. Guruprasad Rao  
Director & Mentor,  
Imaginarium India Pvt. Ltd., India

The Objective of the Workshop was to discuss the following topics:

1. The goal of a GTM strategy is to improve key business outcomes. This is mainly accomplished by aligning to the evolving needs of your customers.
2. To create an effective GTM strategy for your business, you want to create a detailed plan with the following six ingredients:
  1. Markets: What markets do you want to pursue?
  2. Customers: Who are you selling to? Who is your target customer?
  3. Channels: Where do your target customers buy? Where will you promote your products?
  4. Product (or Offering): What product/service are you selling? And what unique value do you offer to each target customer group?
  5. Price: How much will you charge for your products for each customer group?
  6. Positioning: What is your unique value or primary differentiation? How will you connect to what matters to your target customers and position your brand?

After successful conduction of the workshop participants were able to concisely and effectively answer the above mentioned six questions and was in the position to formulate a winning GTM strategy.



## Startup Pitching

Date: 6 Feb 2021

Duration: 2 Hours

Speakers:

1. Mr. Ankur Goel  
Founder & CEO,  
Skwerup.com

The Objective of the Workshop was:

1. Understand the content and delivery needed for an effective pitch
2. Be exposed to several successful pitches to visualize a good pitch
3. Articulate their concept in a manner that is quickly and clearly understood
4. Communicate the problem being solved, solution, audience, opportunity, differentiation, revenue model, and growth plan.
5. Understand the importance of a call-to-action at the closing of their pitch.
6. Develop a pitch that sparks the interest of investors.

After successful conduction of the workshop students had following learnings:

1. Create a presentation.
2. Practice pitch.
3. Outline the problem with a story.
4. Solution to the problem.
5. Identify target market.
6. Revenue or business model.
7. Set Success Goals: Early traction and milestones.
8. Customer acquisition: Marketing and sales strategy.
9. Make financial projections.
10. Identify and tackle competition.
11. Exit strategy.

Two Day Industrial Motivational Campaign (IMC) TBI-KIET had organized 02 days Industrial Motivational Campaign for the students, entrepreneurs and faculties of KIET Group of Institutions. Industrial Motivational Campaign is an activity to identify and motivate traditional/ non - traditional entrepreneurs, having potential for setting up Micro Small Enterprises with an objective of leading them towards entrepreneurship/ self-employment. On 1st day Mr. Neeraj Sharma, Assistant Director, MSME had brief all participants about the Micro Small & Medium Enterprises, objectives of MSME & schemes of MSME to promote Entrepreneurship. Mr. Upendra, Senior Manager, National Small Industries Corporation had also informed about the schemes of NSIC. On 2nd day of event Mr. Sajid Raza, Project Assistant at TBI- KIET Group of Institutions, Ghaziabad had informed all participants about the concept of Entrepreneurship, roles and schemes of TBI-KIET to support and promote Entrepreneurship in students and faculties.



## **Product Design and Development**

Date: 4 Feb 2021

Duration: 2 Hours

Speakers:

1. Mr. Varun Bhardwaj  
Digital Consultant,  
Wells Fargo

2. Mr. Harish Venkatesh  
Founder & Creative Director  
Frozen Iris

The Objective of the Workshop was:

1. To immerse students into the world of innovation as a systematic process of tackling relevant business and/or social problems.
2. To provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions. Innovation, new ventures, value propositions, new products or services.
3. Using a practical hands-on approach, this workshop will support students in the sketching, conception and early development of an innovation challenge, which is a critical input for the innovation course. Examples of innovation challenges/projects include but are not limited to:
  - a. The design of an original and feasible value proposition aligned with relevant markets.
  - b. The development of a growth trajectory or growth platform
  - c. Tackling a particular organizational issues, such as lack of alignment, execution challenges or lack of collaboration
  - d. The development of a new product, new service or the radical innovation of processes
  - e. The adoption/adaptation of new technologies to streamline key processes or to disrupt established markets or the competitive landscape
4. To exercise their foresight and insight muscles in the process of opportunity identification/creation.

After successful conduction of the workshop students had following learnings:

1. To recognize the latest and future issues and challenges in innovation.
2. Exposure with state of the art perspectives, ideas, concepts, and solutions related to the design and execution of innovation driven projects using design thinking principles.

3. To develop an advanced innovation and growth mindset form of problem identification and reframing, foresight, hindsight and insight generation.
4. To prepare the mindset and discipline of systemic inspiration driven by an educated curiosity aimed to find new sources of ideas, new connections and new models specially outside their regular operating atmosphere.
5. To recognize and specify the best problem to solve and restate the problem as a function of its mutually exclusive and collectively exhaustive different dimensions.
6. To propose a concrete, feasible, viable and relevant innovation project/challenge

## Smart Solutions for Startups/ Incubators

Date: 28 Jan 2021

Duration: 2 Hours

Speakers:

1. Mr. Abhishek Srivastava  
AVP, Startup Division,  
HDFC Bank Ltd., Mumbai

The Objective of the Workshop was to educate the attendees with:

1. Financial tools, advisory services at special rates provided by Startup division of HDFC
2. Access to around 48 million potential customers
3. Networking Opportunities
4. HNI meets
5. CSR support through Incubators
6. Corporate Connect
7. Dedicated Startup Zone at selected branches

After successful conduction of the workshop students had following learnings:

1. Various service benefits through alliance partners of HDFC.
2. Access to vast pool of mentors registered with HDFC StartUp.
3. End to end solutions for start-ups and start up ecosystem like: Investors/ Incubators/ Accelerators.
4. Various programs of smartUp division of HDFC to recognize the issues and challenges in innovation and tools to tackle them.
  - a. Khoj:  
Khoj is an open innovation platform for startups to collaborate, co-create and innovate around specific focus areas.
  - b. HNI Meet
- c. Mentoring
- d. Corporate Connect
- e. Alliance Partnerships
5. Innovation and growth mindset form of problem identification and reframing, foresight, hindsight and insight generation.

6. Mindset and discipline of systemic inspiration driven by an educated curiosity aimed find new sources of ideas, new connections and new models specially outside their regular operating atmosphere.
7. Recognize and specify the best problem to solve and restate the problem as a function of its mutually exclusive and collectively exhaustive different dimensions.