

TBI GEU

Event details

Summary Report

1. Summary of events organized.
 - I. WORKSHOP ON FAMILY BUSINESS SUCCESSION
 - II. Workshop on Entrepreneurship Skill, Attitude and Behaviour Development
 - III. One Week Online workshop on Digital Marketing for ventures
 - IV. Product Design Workshop
 - V. Expert talk on entrepreneurship opportunities recognition
 - VI. Demo Day; Business Idea Presentation
 - VII. Demo Day Pitch (Startup Business Pitch)
 - VIII. Entrepreneurship Opportunities Recognition
 - IX. How to Start a Startup - Legal and Financial Aspects
 - X. The Joy Of Being An Entrepreneur
 - XI. Entrepreneurial Practices In Global Era: Start - Up Success Story

Summary of the events orgnaized

WORKSHOP ON FAMILY BUSINESS SUCCESSION

1. DATE OF THE EVENT-26/11/2021

2. NAME OF THE EVENT- WORKSHOP ON FAMILY BUSINESS SUCCESSION

3. TOTAL NUMBER OF FACULTY PARTICIPANTS WHO ATTENDED THE EVENT- 03

4. TOTAL NUMBER OF STUDENT PARTICIPANTS WHO ATTENDED THE EVENT - 20

5. PROGRAM THEME: ENTREPRENEURSHIP/ FAMILY BUSINESS MANAGEMENT

6. EVENT OBJECTIVE: Family business is a significant role player in the Indian economy, taking this as the base the objective of the workshop is to throw light upon the existence and contribution of family business and why family business is crucial for Indian economy. Further the extended objective was to give students insights about the biggest issue of family business that is succession planning and enhance the knowledge of students by portraying the determinants and crucial management and effective succession plan development in family business.

7. BENEFITS TO PARTICIPANTS : Students and faculty members enriched their knowledge by getting useful insights on family business and its various aspects that includes understanding the basic concept of family business, the role played by entrepreneurial education in developing an effective succession plan and sustaining the business by overcoming various issues and finally students learn why family business is significant for Indian economy.



Graphic Era
Deemed to be University



MBA IEV

Innovation
Entrepreneurship &
Venture Development

WORKSHOP ON FAMILY BUSINESS SUCCESSION

Organised By:

Graphic Era Entrepreneurship Development Cell
(Department of Management Studies)

November 26th, 2021

2 PM

About the Program

Family Businesses have a unique contribution to the employment generation and GDP growth in the economy. The sense of family legacy deals with different aspects and family traditions which influence the selection of the next successor. Through this One Day workshop we will be addressing the importance of Family Business in India and various aspects related to Succession Planning.

Resource Person

Dr. Sumit Kumar (Assist. Professor)
Coordinator MBA IEV & Graphic Era
Entrepreneurship Cell (GEDC)

Advisory Board

Prof.(Dr.) Naveneet Rawat, HOD DoMS
Prof. Sachin Ghai, Convener MBA IEV
Prof. Abhishek Mishra, DoMS
Dr. Deepak Kaushal, DoMS
Prof. Kartikeya Raina, DoMS

Organising Team

For enquiry, please contact:
Pranav Chauhan(Mob:8859989808)
Spash Gupta(Mob:8527678006)

Take Aways:

- Understanding the concept of Family Business.
- Family Business leadership and governance structure.
- Succession Planning and Various issues.
- Importance of Entrepreneurship Education in Succession Planning.

Target Group:

- Students from family business background.
- Startup aspirants/Entrepreneurs.
- Interdisciplinary Students who want to learn Family Business.

Registration Fee: Rs.100/-

Registration Details:

Interested persons shall be register by filling the registration form(link & QR code provided). Prior registration is must for seat reservation.

Registration Link: <https://forms.gle/8GKRQYXpMq7Cdsak9>



Workshop on Entrepreneurship Skill, Attitude and Behaviour Development

DATE OF THE EVENT- 05/03/2022

NAME OF THE EVENT- Workshop on Entrepreneurship Skill, Attitude and Behaviour Development

TOTAL NUMBER OF STUDENT PARTICIPANTS WHO ATTENDED THE EVENT - 80

PROGRAM THEME:ENTREPRENEURSHIP/ STARTUP

EVENT OBJECTIVE – The objective of the workshop was to enhance the entrepreneurial skills of students and tell them about the attitude required to be a successful entrepreneur

BENEFITS TO PARTICIPANTS: The students learned about the patience and right skill set required for being a successful entrepreneur.



One Week Online workshop on Digital Marketing for ventures

DATE OF THE EVENT-27/08/2021

NAME OF THE EVENT- One Week Online workshop on Digital Marketing for ventures

TOTAL NUMBER OF FACULTY PARTICIPANTS WHO ATTENDED THE EVENT- 04

TOTAL NUMBER OF STUDENT PARTICIPANTS WHO ATTENDED THE EVENT - 22

EVENT OBJECTIVE – The workshop was conducted with an objective of introducing the world of digital marketing to the participants and exploring entrepreneurial opportunities in digital marketing.

BENEFITS TO PARTICIPANTS – The attendees of the workshop learned about digital markets, its significant in the current entrepreneurial ecosystem and learned about the opportunities available in digital marketing and how they can be tapped.

The poster features a yellow header with the text "GRAPHIC ERA DEEMED TO BE UNIVERSITY" and the "Graphic Era Deemed to be University" logo. Below this, the main title "ONE WEEK ONLINE WORKSHOP ON DIGITAL MARKETING FOR VENTURES" is displayed in white. A central photograph shows three students (two women and one man) sitting on the grass, looking at a laptop. The bottom section is orange and contains the text "GET TO KNOW ABOUT DIGITAL MARKETING" next to the "GEDC Graphic Era Entrepreneurship Development Cell" logo. At the bottom, it says "JOIN US EVERY DAY FROM 27 AUGUST-1 SEPTEMBER" and "10 am onwards at the MS Team" with a "LIVE" icon.

GRAPHIC ERA DEEMED TO BE UNIVERSITY

Graphic Era
Deemed to be University

ONE WEEK ONLINE
WORKSHOP ON
DIGITAL MARKETING
FOR VENTURES

GET TO KNOW
ABOUT DIGITAL
MARKETING

GEDC
Graphic Era
Entrepreneurship
Development Cell

JOIN US EVERY DAY
FROM 27 AUGUST-1
SEPTEMBER

10 am onwards at the MS
Team

LIVE

Product Design Workshop

DATE OF THE EVENT-08/09/2021

NAME OF THE EVENT- Product Design Workshop

TOTAL NUMBER OF FACULTY PARTICIPANTS WHO ATTENDED THE EVENT- 05

TOTAL NUMBER OF STUDENT PARTICIPANTS WHO ATTENDED THE EVENT - 134

PROGRAM THEME :INNOVATION and ENTREPRENEURSHIP/DESIGN THINKING & CRITICAL THINKING

EVENT OBJECTIVE: The objective of the workshop was to give a holistic approach about ideation process to the students, and enrich their learnings on product designing and its significance.

BENEFITS TO PARTICIPANTS - The students learned about what is a product, product design and different method of product designs also during the workshop students practically implemented the learnings and drafted some product designs as per their understanding from the workshop and various inputs and scope of improvements were suggested by the faculty coordinator responsible for the workshop.



The poster features a blue border and contains the following elements:

- Logos for Graphic Era University (GEU), TBI (Technology Business Incubator), and MBA IEV (Management Business Administration Institute of Entrepreneurship & Innovation) at the top.
- The title "Product Design Workshop" in large red font.
- A portrait of Dr. Sumit Kumar, the workshop coordinator.
- Event details: "8 September 2021" and "10:00 AM".
- Venue: "Venue: GEU Block (offline)".
- Coordinator information: "Dr. Sumit Kumar, Assistant Professor, Department of Management Studies, Graphic Era Deemed To Be University, Dehradun, Uttarakhand".

Expert talk on entrepreneurship opportunities recognition

DATE OF THE EVENT- November 27th, 2021

NAME OF THE EVENT- Expert talk on entrepreneurship opportunities recognition

TOTAL NUMBER OF FACULTY PARTICIPANTS WHO ATTENDED THE EVENT- 06

TOTAL NUMBER OF STUDENT PARTICIPANTS WHO ATTENDED THE EVENT - 20

EVENT OBJECTIVE: The event was organized with an objective of identifying the right opportunities for commencement of entrepreneurial venture.

BENEFITS TO PARTICIPANTS- The attendees of the event gained handful insights on opportunities available in the entrepreneurial ecosystem and how to identify, and grab these opportunities and commence their entrepreneurial journey.



Graphic Era
Deemed to be University

TBI

MBA IEV

EXPERT TALK ON "ENTREPRENEURSHIP OPPORTUNITIES RECOGNITION"

Organised By:
Graphic Era Entrepreneurship Development Cell
(Department of Management Studies)
November 27th, 2021
3:30 PM

Resource Person
Mr. Pankaj Saini, founder of All India Startup and Entrepreneur Association(AISEA). Pankaj Saini is one of the visionary entrepreneur working in India. From past few years, he is working as startup consultant and he is a chairman of All India Startup and Entrepreneur Association (AISEA). Apart from this he is currently the director of INNATI DIGITAL E-market Pvt. Ltd.

Achievements: He has won several awards for his business ideas and entrepreneurship skills from Dr. Vivek Bindra (Bada Business), Mr. Shiv Khara (Indian Author and Motivational Speaker), Mr. Kunal Bahl (CEO of Snapdeal), Mr. Bhavesh Aggarwal (CEO of OLA Cabs) and Mr. Patricket-David (CEO of Valuationment).

Organising Member
Prof.(Dr.) Navneet Rawat, HOD DoMS
Prof. Sachin Ghai, Convener MBA IEV
Prof. Abhishek Mishra, DoMS
Dr. Deepak Kaushal, DoMS
Prof. Kartikeya Raina, DoMS
Dr. Sumit Kumar, Coordinator GEDC

Target Group:

- Startup aspirants/Entrepreneurs.
- Interdisciplinary Students who want to learn Business.

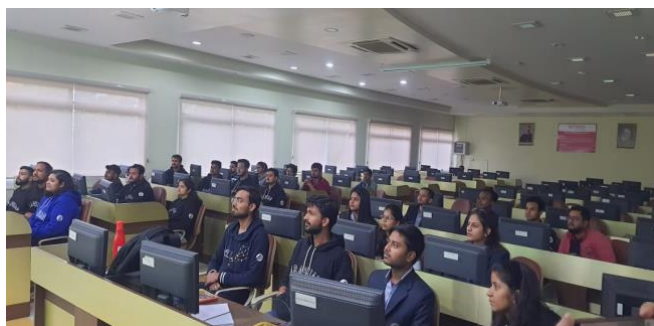
For Enquiry:
Pranav Chauhan(Mob:8859989808)
Sparsh Gupta(Mob:8527678006)

Registration Fee: Free

Registration Details:

Interested persons shall be register by filling the registration form(link & QR code provided). Prior registration is must for seat reservation.

Registration Link: <https://forms.gle/YahpoqZn5Lp9JBUA7>



Demo Day; Business Idea Presentation

DATE OF THE EVENT- 11 November 2021 and 23 February 2022

NAME OF THE EVENT- Demo Day; Business Idea Presentation

NAME OF FACULTY CORDINATOR- Prof. Sachin Ghai

TOTAL NUMBER OF FACULTY PARTICIPANTS WHO ATTENDED THE EVENT- 5

TOTAL NUMBER OF STUDENT PARTICIPANTS WHO ATTENDED THE EVENT - 15

EVENT OBJECTIVE– To encourage and mentor students in developing their innovative ideas into successful startups and assisting in raising general ventures.

BENEFITS TO STUDENTS/ FACULTY MEMBERS BY THE EVENT IN TERMS OF LEARNING/ SKILL DEVELOPMENT/ KNOWLEDGE OBTAINED

The event was aimed at offering mentoring support to aspirants of entrepreneurship and venture development. The innovation ambassadors and domain faculty members mentored and advised students regarding their venture idea. This would go on as a continual process to guide and handhold the innovation and entrepreneurship aspirants and help them raise their ventures successfully. While, the students already mentored in the past were offered a platform to present their ventures through a demo day in front of experts.



Business Idea Presentation –

23rd February 2022



Demo Day Pitch (Startup Business Pitch)

1. DATE OF THE EVENT-13/11/2021

2. NAME OF THE EVENT- Demo Day Pitch (Startup Business Pitch)

3. NAME OF FACULTY COORDINATOR- Prof. Sachin Ghai

4. NAME OF STUDENT COORDINATOR- Mr. Nikhil Kumar

5. ORGANIZED BY DEPARTMENT- Graphic Era Entrepreneurship Development Cell, DoMS GEU

6. TOTAL NUMBER OF FACULTY PARTICIPANTS WHO ATTENDED THE EVENT- 20

7. TOTAL NUMBER OF STUDENT PARTICIPANTS WHO ATTENDED THE EVENT - 15

8. DURATION OF THE ACTIVITY (IN MINUTES)- 180 min

9. START DATE OF THE EVENT-13/11/2021

10. END DATE OF THE EVENT-13/11/2021

11. PROGRAM TYPE: STARTUP IDEA PITCH

12. PROGRAM THEME:ENTREPRENEURSHIP/ STARTUP

13. MODE OF EVENT (ONLINE/ OFFLINE)- Offline

14. EVENT OBJECTIVE – The objective of this study is to understand the concept of students towards their business ideas and to explore various possibilities of scalability and sustainability in their business venture.

15. BENEFITS TO STUDENTS – The students presented their business Pitch learnt various challenges in their startup journey, possible way to overcome from the challenges, suggestions for product design and marketing strategies.



Entrepreneurship Opportunities Recognition

Session On :Entrepreneurship Opportunities Recognition

Resource Person :Mr. Pankaj Saini

Date On :27 November 2021

November 27, 2021



**INDUSTRY-ACADEMIA
EXPERT TALK**

ON



“ENTREPRENEURSHIP OPPORTUNITIES RECOGNITION”

Key Note Speaker: Mr. Pankaj Saini
PRESIDENT, AISEA



"HOW TO START A START -UP “Financial And Legal Aspects

Session On : "HOW TO START A START -UP “Financial And Legal Aspects

Session By Mr. Akash Khanduja

Date On :21 May 2022



“The Joy Of Being An Entrepreneur”

Session On: “The Joy Of Being An Entrepreneur”

Session By Mr. Rajiv Sachar

Date On :3 June 2022



“Entrepreneurial Practices In Global Era: Start - Up Success Story”

Session On : “Entrepreneurial Practices In Global Era: Start - Up Success Story”

Session By Mr. Mukund Rajkumar

Date On: 17 June 2022

