



# TECNIA INSTITUTE OF ADVANCED STUDIES

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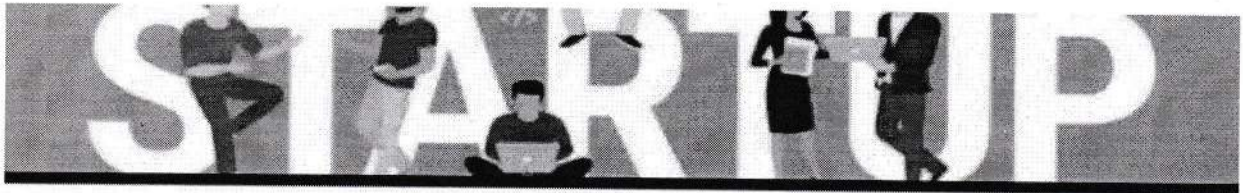
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## INSTITUTION'S INNOVATION CELL



# Webinar

## EXPOSURE VISIT TO INCUBATOR START UP INCUBATION



**Dr. Ajay Kumar**  
Director,  
Tecnia Institute of Advanced Studies,  
New Delhi



**Prof. Dr. Rashmi Gujrati**  
Dean Management  
Institution's Innovation Council  
TIAS, New Delhi



11:00AM

• All are cordially invited

**18**  
**JANUARY**  
**2021**  
**MONDAY**



**INSTITUTION'S  
INNOVATION  
COUNCIL**

(Ministry of HRD Initiative)  
**TECNIA INSTITUTE OF ADVANCED STUDIES**  
EDC:TECNIA INCUBATOR  
*The Crucible of Excellence*



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TECNIA INSTITUTE OF ADVANCED STUDIES  
NEW DELHI - 110085

## REPORT

<b>Event</b>	National Webinar
<b>Theme</b>	EXPOSURE VISIT TO INCUBATOR—START UP INCUBATION
<b>Date</b>	18 JANUARY '2021
<b>Time</b>	11:00 am to 12:00 pm
<b>Venue</b>	Virtual (Zoom Video Conferencing Platform)
<b>Convener</b>	Dr. Rashmi Gujrati
<b>Co-Convener</b>	Inderpreet Singh
<b>Resource Person</b>	
<b>1.</b>	Prof. Manish Jain Centre for Creative Learning, IIT Gandhinagar

### Objectives

1. To enrich the participants with the entrepreneurial skills
2. To make the participants understand about the various types of entrepreneurial skills and managerial skills.
3. To enhance the knowledge and encourage the youngsters to start up their own venture.
4. To make the participants understand about the organizational skills adopted by the young blood to enhance revenue.
5. To make the participants aware about the online modes start ups

### About Workshop

This Workshop was intended to train participants with the different methods of entrepreneurial framework to produce quality results from the new entrepreneurs. The key focal point of the workshop was to identify the tools and techniques used by entrepreneurs to uplift business.

The participants have learnt about the type of different modes of enterprises in detail. In workshop complete online guidance was given by resource person. Workshop has enabled them to analyze and interpret the digital marketing opportunities and many more techniques.

  
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## Resource Person

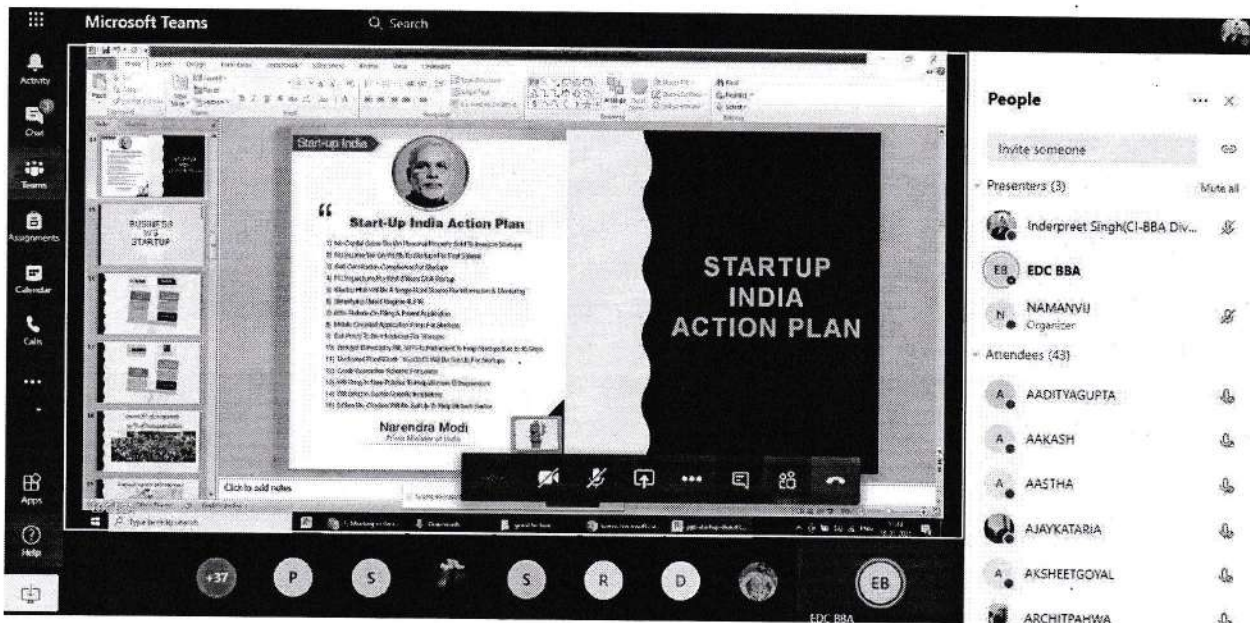
The resource person of the workshop was:

- Prof. Manish Jain

He is associated with the Centre for Creative Learning, IIT Gandhinagar

## SPEAKER: PROF. MANISH JAIN

- Prof. Manish Jain briefed us about startups.



- He further informed us the opportunities in the MSME are enormous due to following reasons:

- Less capital intensive.
- Extensive promotions and support by government.
- Reservation for exclusive manufacture by small scale sector.
- Project profiles.
- Funding- finance and subsidies.
- Machinery procurement.

- Technical and managerial skills.
- Project profiles.
- Export promotions.
- Tooling and testing support.
- Increasing export potential for Indian products.

➤ Prof. Manish Jain informed us about the startups.

- A startup is an entrepreneurial venture in search of enough financial backing to get off the ground.
- The first challenge for a startup is to prove the validity of the concept to potential lenders and investors.
- Startups are always risky propositions but potential investors have several approaches to determining their values.

**WHAT STARTUPS MEANS**

Private Limited Company or a registered Partnership Firm or LLP incorporated or registered in India not prior to 5 years.

Annual turnover not exceeding INR 25 crore in any preceding financial year.

Working towards innovation, development, or Deployment or commercialization of new products, services driven.

Such entity is not formed by:

- Splitting up of a business already in existence
- Reconstruction of a business already in existence

Your microphone is muted.

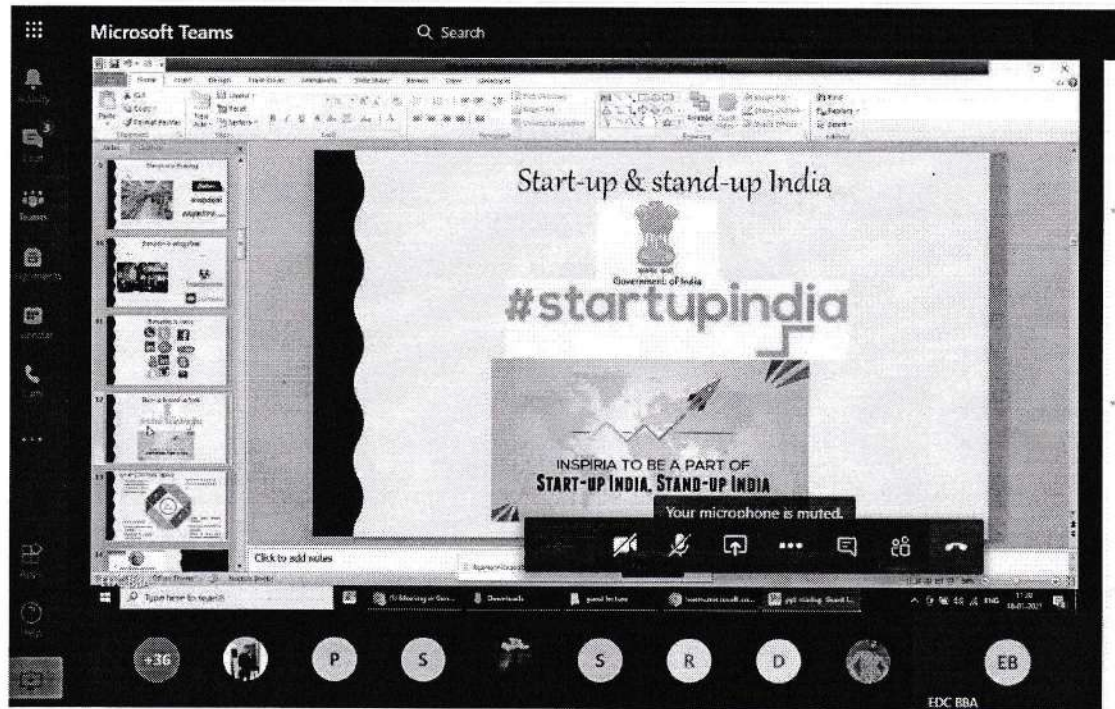
### *Elaboration of start ups*

➤ He further added the entrepreneurial skills—

- **Curiosity:** Great entrepreneurs are tasked to discover new problems, reveal potential niche opportunities, refactor their original business process, and innovate. This is contingent on being passionate about different fields of study and business cases outside of one's comfort zone.
- **Time management:** careful priority planning, defining milestones, execution, and iteration are all important. None of that would lead toward progress without the right project management and time allocation methodology that gets the work done.
- **Strategic thinking:** Learning to decompose a problem to its core and reveal opportunities for growth. Figuring out creative solutions and identifying the low-hanging fruits. Defining the scope for an MVP and testing concepts within limited time and with a low budget.
- **Efficiency:** You need high performance when it comes to solving a problem. Applying the 80/20 rule and other techniques for yielding higher results in less time. Switching between different chores and progressing effectively day-to-day.
- **Resilience:** Handling rejections, stress, burnouts, lack of focus, slow progress. Determination and eagerness to fight the same dragon every morning are instrumental when it comes to building a business from scratch.
- **Communication:** Crisp and concise communication is paramount for each and every interaction with clients, partners, peers, clients, prospects.
- **Networking:** Growing a network facilitates business opportunities, partnership deals, finding subcontractors or future employees. It expands the horizons of PR and conveying the right message on all fronts.
- **Finance:** Finance management will make or break a business. Handling resources properly and carefully assessing investments compared to ROI is a solid requirement for entrepreneurs.
- **Branding:** Building a consistent personal and business brand tailored to the right audience. Igniting brand awareness in new entrepreneur.



- Sales: Being comfortable doing outreach and creating new business opportunities. Finding the right sales channels that convert better and investing heavily in developing them.



*Speaker elaborated about start ups*

  
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Close

Participants (54)

Close

Particip:

Close

Participants (53)

Search

- TA Tanya Aggarwal (me)
- C( Col (Dr.) MP Sen (Host)
- Dr.Rashmi Gujrati Dean
- 0P 034 Priti Chaudhary BBA
- AS AARUSHI SAXENA-121-BBA-3MC
- AN ANUJ NANDA
- AJ Arihant Jain
- Ashwin\_5EA\_00421301718
- AG Ayushi Goel
- B3 BBA 3MB Mahesh Joshi 073170017..
- BBA 3MB Mayank Selvan 41917001..
- B3 BBA 3MC Mahak Malhotra (143)
- BBA 5EB vishal Badhwar\_467

- IIC
- Inderpreet Singh CI: 3
- JN Jahnvi Nayyar, BBA-3
- JS JASPREET SINGH AN
- Keenika Arora CI BBA
- K Khushikohli\_3EC\_355
- MA Manish arora 5 eve l
- Naman Garg\_5EA\_02
- PM Piyush Mehta
- P( Prof (Dr) Raj Kumar S
- RT Rahul Tripathi
- RB RISHIK BBA3EA 020
- Ritwik Raj
- Shambhu 3MC BBA

- I BBA 5MA- Isha Chaubey, 023
- BS BBA Shubhashish 071
- BD Bba(c)kushagra dhingra morning 15...
- CS CHIRAG SHARMA
- D Dr. Ajay Pratap Singh
- DA Dr. Ashutosh Bajpai
- DA Dr. Ashutosh Bajpai
- DK Dr. Kirti Miglani
- S Dr. Sachin Sabharwal
- Dr. Vishal khatri, HOD- BCA/MCA
- D Dr.muthukumar
- DK DR.ROHTASH KUMAR,ASSO. PROF...
- DK Dr.Varun Kumar
- G Gurleen Kaur

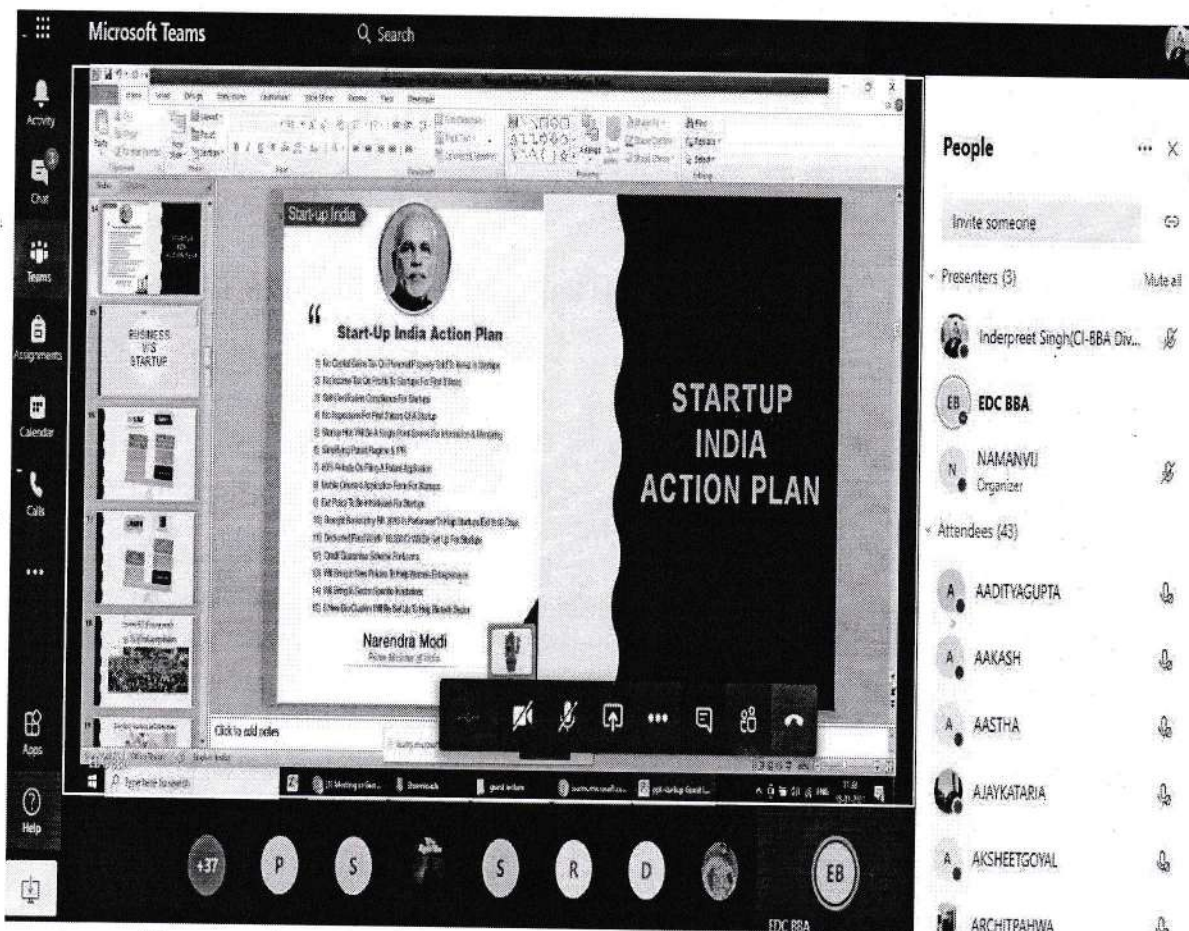
Invite

Invite

Invite

STUDENTS ATTENDING THE WORKSHOP

- Prof. Manish Jain addresses about the entrepreneurial skills.
  - Entrepreneurial skills can encompass a broad range of various skill sets like technical skills, leadership and business management skills and creative thinking. Because entrepreneurial skills can be applied to many different job roles and industries, developing your entrepreneurial skills can mean developing several types of skill sets. For instance, to be a successful business owner, you may need to develop your business management skills. To build and maintain successful project teams you might need to improve your leadership and communication skills.
- He further added some examples of entrepreneurial skills---
  - **Business management skills**  
 Successful entrepreneurs will most often rely on their business skills to manage and run a business or brand. Developing your business management skills can mean building up your ability to multitask, delegate responsibilities to subordinates and making decisions regarding the health and profitability of your business.



- **Teamwork and leadership skills**  
 Becoming a successful entrepreneur can also mean taking on leadership roles and working as part of a team. Being a business owner means you will most likely act as

both a supervisor and as part of a team, and you will need to rely on effective leadership skills to help motivate your team.

- **Communication and listening**

Business owners and entrepreneurs should also develop effective communication skills. From active listening to discussions during meetings, being able to communicate effectively can help you work with others to build your business. Likewise, effective communication can also translate to how you promote awareness of your brand. For instance, effective and clear messages through emails, content marketing, social media and other advertising methods can positively influence how you reach your target market.

- **Customer service skills**

No matter the industry you venture into as an entrepreneur, you may still need to develop effective customer service skills. From talking with potential clients to discussing opening partnerships, effective customer service skills can help you connect with your customer base and ensure your brand is providing the products or services your market needs.

- **Financial skills**

Owning a business can also mean taking care of the financial aspects of your organization. You can develop financial skills by learning from a financial planner, reading financial guidebooks and using financial software to help you organize and keep track of the financial processes in your business.

- **Analytical and problem-solving skills**

Successful entrepreneurs may also have exceptional analytical and problem-solving skills. This is because there can be many aspects of building a brand or business that can require difficult decisions, finding solutions to obstacles and using creative thinking to develop plans and strategies that will help you achieve your business goals.

- **Critical thinking skills**

Critical thinking skills, like analytical skills, can be necessary for developing your overall entrepreneurial skills. Being able to look at problems, situations, projects and operations from different perspectives can help in decision-making and problem solving. Critical thinking skills can also be necessary for strategic planning and evaluating the approaches you're using to make changes or improve your business strategies as needed.

- **Strategic thinking and planning skills**

Critical thinking skills can also translate into strategic thinking skills. Entrepreneurs who have built brands and businesses most likely applied their strategic planning skills to develop strategies for growing and developing their businesses. To be successful as an entrepreneur, it takes planning and being able to think strategically

can allow you to find ways to beat out your competition, grow your market reach or implement effective strategies to reach your goals.

- **Technical skills**

Because of the availability of software programs for financial analysis, planning, marketing and other business processes, it can be extremely beneficial to develop your technical skills. Entrepreneurs with efficient technological skills can use software and other digital approaches for managing projects, tracking sales and revenue and measuring the performance of business growth.

- **Time management and organizational skills**

Time management and organization are also important skills for entrepreneurs to have. Strategies that can help develop these skill sets include breaking down tasks into manageable to-do lists and setting deadlines and achievable objectives for yourself and for your team. Additionally, you might implement technology to help keep business files organized or employ an office assistant to help you keep paperwork, business records and customer files organized.

- **Branding, marketing and networking skills**

Entrepreneurs may spend the majority of their time marketing and networking with other professionals to promote and grow their brands. Being able to implement successful branding and marketing strategies can be an essential aspect of becoming an entrepreneur. You might take a free online course to get started with branding and marketing basics, and you can also meet with other entrepreneurs to help grow your network.

➤ **Dr. Rashmi Gujrati, Dean, Tecnia Institute of Advanced Studies, New Delhi**

She gave a thanking speech by addressing the speaker. She addressed the students and motivated all of us to grow and learn as a professional to put into some good deeds in the society and to ourselves.

**Learning outcome**

1. Participants have learnt about entrepreneurial skills.
2. Participants have learnt about the different modes of online business.
3. Participants have analyzed about the managerial skills.
4. Participants have also learnt more about the investing process.

### List of Beneficiaries

S. NO.	NAME	COURSE
1	NAMAN VIJ	BBA
2	VIDHI SHARMA	BBA
3	HARSHITA PAL	BBA
4	SHUBHANKAR PATHAK	BBA
5	HIMANSHU MISHRA	BBA
6	SHIVAM BANSAL	BBA
7	VARUN KUMAR	BBA
8	ARJIT CHAUDHARY	BBA
9	SAJAL GARG	BBA
10	JASKIRAT HORA	BBA
11	AKSHEET GOYAL	BBA
12	DAKSH DOGRA	BBA
13	SIDDHARTH BHUTORIA	BBA
14	NIKHIL BOHRA	BBA
16	ROUNAK VIJAY	BBA
17	NAKUL GOYAL	BBA
19	ISHANT KUMAR	BBA
20	AADITYA GUPTA	BBA
21	SHREYA GOEL	BBA
22	MANSI SINGH	BBA
23	RATTAN SAGAR	BBA
24	DIMPLE KHANNA	BBA
25	SAKSHAM KHANNA	BBA
26	SAHIL DUGGAL	BBA
27	AAKASH	BBA
28	AJAY KATARIA	BBA
29	AASTHA	BBA
30	OM GUSAIN	BBA
31	VANSH AGARWAL	BBA
32	MAHIM AARORA	BBA
33	KRITI NAGPAL	BBA
34	SAGAR RATHOR	BBA
35	KARTIK KATHURIA	BBA
36	MANAV SEHGAL	BBA
37	RHYTHEM GUPTA	BBA
38	BINKLE LUTHRA	BBA
39	SHREY GOEL	BBA
40	ARCHIT PAHWA	BBA

  
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42	MADHUR MADNANI	BBA
43	BHUMIKA SINGH	BBA
44	HARSHITA SARDANA	BBA
45	DEEPANK SHARMA	BBA
46	RUSHIL TYAGI	BBA
47	TANYA	BBA
48	CHIRAG SHARMA	BBA
49	KALANI POOJA	BBA
50	VANSH SHARMA	BBA
51	GAURA VARORA	BBA
52	DEEPANSHI	BBA
53	RAHUL LAKRA	BBA
54	PRATEEK SHARMA	BBA
55	ROHIT PANJRATH	BBA
56	KUNAL CHATURVEDI	BBA

  
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