

Workshop on “Entrepreneurship and Innovation” as Career Opportunity “

18th September 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE) Dronacharya Group of Institutions, Greater Noida organized a session on “Entrepreneurship & Innovation as Career Opportunity” for B.Tech & MBA students on **18th September, 2023**. The speaker of the session was **Mr. Vivek Kumar Jhakhmola**, (Director, MTA Ev Division). 100 students attended the session.

The main objective of the session was to inform students about the career opportunities in Entrepreneurship and Innovation and encouraging them to make positive changes in society.

Mr. Vivek Kumar Jhakhmola emphasized that in India's vast landscape, innovative projects and new startups are essential to boost employment and GDP growth. He provided a detailed explanation of entrepreneurship, the roles of an entrepreneur, and the challenges they face. He highlighted that earning profits in business is a challenging and lengthy process, using various examples for clarity. The session concluded with an interactive Q&A session to address students' queries.

Students at Dronacharya Group of Institutions, Greater Noida gained valuable insights from the session. Prof. (Dr.) Seema Shukla (Director) concluded with a vote of thanks.





Objective: The aim was to inform students about the potential career paths available in Entrepreneurship and Innovation.

Benefits: Students gained a comprehensive understanding of entrepreneurship, including the roles of an entrepreneur and the challenges they might face.

Facebook Link :

<https://www.facebook.com/DronacharyaGreaterNoida/posts/pfbid02R71QxU85iH9Jz5HdpgcuqyS4tL5uZrT8kQDbd957HitaRqHLQ2afZzi48uFh5xoFI>

Instagram Link : https://www.instagram.com/p/CzX6_ZP-SR/?img_index=2

My Success Story : Motivational Session by Successful Innovator

21st November, 2023

Institutions Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida, organized My Success Story: Motivational Session by Successful Innovator on 31st October, 2022. The speaker of the session was Mr. Aayushya Verma (Sr. Software Developer (R & D), KM Williams and Associates). **80** students and 10 Innovation Ambassadors attended the session.

Prof. Sanghamitra V Arora (IIC Convener) welcomed Mr. Aayushya Verma with a sapling and gave a brief introduction about him. She said, Mr. Aayushya Verma is an example of how innovation, coupled with dedication and hard work, can drive one to great heights.

Mr. Aayushya started the session with a question by the participants What defines success? Is it the absence of failure? Is it achieving everything we set out to do? Or is it something more?"

Mr. Aayushya shared some of the challenges he faced in his life. He motivated students to have a clear vision, a dream to innovate that could change lives. He told they will face many obstacles in every step but they have to remember innovation doesn't come from comfort. He encouraged students never to step back rather see those challenges not as roadblocks, but as stepping stones." He said, to be successful in life always embrace failure. Every setback is not a defeat but a lesson.

In the end, students asked cleared doubts related to innovation. The session was very motivating and helpful for all students.



AKOTE
Dronacharya Group of Institutions
NAAC
Institutions Innovation Council

Motivational Session
By Successful Innovator

Aayushya Verma
Sr. Software Developer(R&D)
K.M Williams and Associates

Date : 21 November 2023

Organized By: IIC DGI, Greater Noida

Objective: Provide students with insights and inspirations to achieve goals and aspirations.

Benefits: Students were inspired and motivated to strive for excellence through innovation in their respective career

Instagram :

https://www.instagram.com/p/C0iwP1LvnFX/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Twitter: <https://x.com/DronacharyaDgi/status/1732660592295694682>

Session on “What are the challenges in the Startups”

18th August 2023

Startups are a business model or venture which are focussed on a single product or service that the entrepreneur wants to bring to the market. The Government of India has introduced the “**Startup India Scheme**”, after which startups in India have risen from 471 in 2016 to 73000 in 2023, making India the third largest startup ecosystem. These numbers certainly make a budding entrepreneur happy but there is also another side of these numbers which is not discussed often. According to the survey done by Institute of Business Value, Oxford 90% of Indian Startups fail in the first 5 years. These numbers show that there are certain challenges which Startups in India face.

To find solutions to these challenges, **Institution’s Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida** organized a session on “**What are the challenges in the startup**” under the guidance of **Mr. Anand Mathew(Zoom Communication Pvt. Ltd.)**. Mr. Anand emphasized, startups do not only fulfill the dreams of young aspiring entrepreneurs but also bring economic stability for a nation. Thus it is important to discuss the challenges that lead to failure of a startup.

Mr. Anand then highlighted the major challenges that Indian startups face in the market. Major reason for the failure of a startup is misleading market demand. He told the students that 42% of the startups doom in India because there is no need for their product. It is important for an entrepreneur to analyze market problems and find solutions to them. Later Mr. Anand told that the aspiring entrepreneurs find it

difficult to raise funds for their business. They have brilliant ideas but are unable to find the right technical partner to develop their products. He also highlighted the importance of building a proper team that can work together towards one vision. Startups in India are unable to overcome these challenges, due to which they tend to fall in their initial stages.

Later the session ended with a vote of thanks from the **(Prof.) Dr. Seema Shukla (Director)**. She thanked Mr. Anand for the enlightening session. The students were excited and inspired by the informative session.

Objective: To provide an insight of challenges faced for start-up and reasons for start-up failure.

Benefits: Students learnt about the major challenges in the startup and reasons of failure and methods to overcome these challenges.



Poster Presentation of Business Ideas

27th -28th October 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE) Dronacharya Group of Institutions, Greater Noida organized “**Poster Presentation of Business Ideas**” on **27th -28th October 2023**. **110** students participated in the competition. **Innovation Ambassadors, Prof. Shailesh Kumar Singh, Prof. Bipin Pandey, Prof. Swati Tyagi and Prof. Teena Gakhar** were the judges of competition. Theme of the competition is Innovations. Coordinator of the competition was Dr. Kaustubh Kumar Shukla.

The objective of the event was to motivate students towards innovation and creativity and to enhance the entrepreneurial skills of the students.

The participation guidelines and rules were told to the students previously. The guidelines of the competition were circulated to students beforehand

On the initial day, Students were required to register themselves for the competition. Students made posters to present their ideas to the jury members within the stipulated time. All the students presented Innovative Ideas through posters. On the final day of the competition, students showcased briefed the concept of their ideas in the form of powerpoint presentation to the jury members. Poster and ideas were evaluated by the jury members and they gave valuable inputs to the students. The top three winners were announced and were awarded with a certificate of achievement.

Winner of the competition were:

Name	Branch	Position
Aditi Baranwal	CSE	1st
Rounak Gopal	CSE	2 nd
Vatsal Saxena	CSIT	3 rd
Teena Khorwal	ECE	Consolation



Objective: To motivate students towards innovation & creativity & to enhance their entrepreneurial skills.

Benefits: Students made posters of their ideas and presented to the experts and were mentored by them.

Link :

https://www.instagram.com/p/C1oEIPcPaQC/?img_index=1

Intra Institutional Idea Competition Through YUKTI – NIR

28th -30th November 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized an “**Intra Institutional Idea Competition: Manage Through YUKTI – NIR**” from **28th -30th November 2023**. 75 students of B.Tech participated in the competition. The guidelines of the competition were circulated beforehand to the students. Participants completed the registration process. They were required to participate in a team consisting of maximum 4 students.

The main objective of the competition was to share ideas related to real-time startup with successful outcomes for students and faculty members.

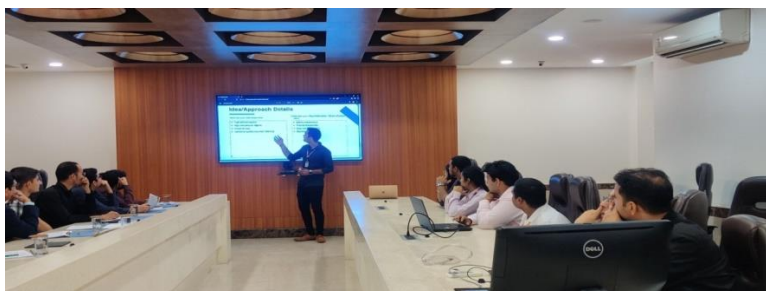
The competition has three phases:

In the first phase of the competition, Prof. Sanghamitra V Arora(IIC Convener) welcomed all the faculty members, innovation ambassadors, participants and students in the seminar hall. She then highlighted some of the most significant points on how to generate an idea for project grants. She has shared her experience for generating a project proposal.

In the second phase all the participants were into groups according to the topic chosen. All the participants gave their presentation in the respective allotted rooms. Shortlisting of participants were done for the final round of presentation.

In the third phase Mr. Anay Pathak (Global Business Director - Dell Technologies). He motivated the participants and told the points of consideration while presenting their ideas. He explained importance of making a good pitch for their ideas. Then, the shortlisted teams presented their ideas. They made good pitches also.

All the participant's efforts were applauded and the participants of top three ideas were awarded with the certification of appreciation.



Objective: To make students think beyond the curriculum and to instill research culture among students.

Benefits: Students got platform to showcase their innovative ideas and were mentored by experts.

National Entrepreneurship Day

Quiz on Entrepreneurship and Business Development

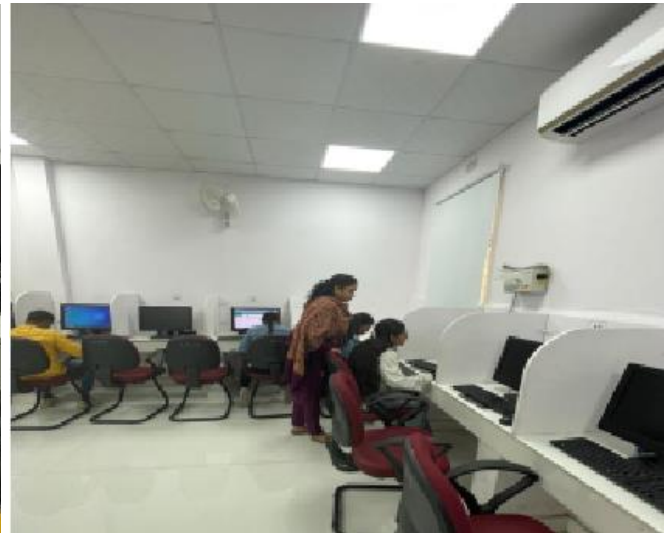
9th November 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized “Quiz on Entrepreneurship and Business Development” on 9th November, 2023. The quiz was conducted on the occasion of “National Entrepreneurship Day”. 115 students participated in the quiz.

Dr. Kaustubh Kumar Shukla and **Dr. Pallavi Verma** coordinated the event. The rules of participation in the quiz were pre-articulated to the students. All the students participated in the quiz with great keenness. Based on the performance of the students, 10 students were shortlisted for National level competition.

The result of the quiz is as below:

S. No.	Name of the Student	Roll Number	Year & Department	Score	Position
1.	Anshika Jain	17220	II-CS/IT	48 / 50	I
2.	Harshit Gupta	17244	II-CS/IT	48 / 50	
3.	Saptarsi Pal	16557	III-ECE	48 / 50	
4.	Aditi Bais	16807	III-CSE	48 / 50	
5.	Utkarsh Tripathi	16080	III-CSE	48 / 50	
6.	Nishita Sharma	16294	III-CSIT	48 / 50	
7.	Kashish	18707	I-ECZ	47 / 50	II
8.	Anand Nath Thakur	18267	I-CSIT	46 / 50	III
9.	Tanvi Arora	18741	I-ECZ	46 / 50	
10.	Khushi Chaudhary	17102	II-CSE	46 / 50	



Objective: To celebrate the spirit of entrepreneurship & innovation & test knowledge of entrepreneurship.

Benefits: Students gained insights into the world of entrepreneurship and encouraged students to learn more about entrepreneurship.

Link :

https://www.instagram.com/p/CzvmX7tPK5W/?img_index=1<https://twitter.com/DronacharyaDgi/status/1725456267844735443/photo/3>

Session on "Advert to Innovate: Give Wings to your Imagination"

6th October 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a session on “**Advert to Innovate : Give Wings to your Imagination**”. Captain Manjula Katoch (Ex-Army Officer and Certified Skill Trainer) was the eminent speaker of the session. **B. Tech 2nd year students** attended the session.

The primary objective of this session was to inspire and empower students to break free from conventional thinking patterns and embrace their innate creativity. Captain Manjula Katoch commenced the session and asked all the students to dream high and strive hard to achieve goals. She motivated students to take up their project from ideation stage to prototype level then to final execution of the project.

Then she asked all the participants to explore, emphasize on problem-solving, innovation, and personal growth. Through thought-provoking discussions and real-life examples, participants were encouraged to recognize the power of imagination in shaping ideas and driving progress. Students were engaged in brainstorming exercises that challenged them to think divergently and generate novel ideas.

She also told the student's about government portals like **Startup India** and **YUKTI** where they can showcase innovative ideas to the masses. She then told government had launched many schemes like Atal Innovation Mission (AIM), SAMRIDH Scheme, and many more to create, develop, and encourage startups and entrepreneurs.

Through the session, students were able to understand the importance of cross-disciplinary thinking in fostering imagination and also learnt about tools and techniques for enhancing creative thinking and problem-solving skills.



Objective: The objective of the session was to fuel the imaginative strings of the budding tech graduates.

Benefits: Students got motivated to convert their innovative ideas to startup and become an entrepreneur.

Link : https://www.instagram.com/p/CyFdDyovBS6/?img_index=1

<https://twitter.com/DronacharyaDgi/status/1710516332041470192/photo/1>

Session on “Achieving Problem-Solution Fit & Product Market Fit”

9th December, 2023

Institutions’ Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a session on **“Achieving Problem-Solution Fit & Product Market Fit”** on **9th December, 2023**. **Ms. Simran Gupta (W3villa Technologies Pvt. Ltd)** was the **speaker of the session**. 51 students attended the session.

The session aimed to cultivate entrepreneurship skills, prompting students to identify market entry strategies by addressing customer problems and proposing solutions.

Ms. Simran started the session and emphasized the importance of identifying customer problems and encouraged students to come up with original solutions. She stressed the need one should understand customer needs deeply by putting themselves in the customers' shoes. Additionally, the significance of effective packaging and branding was highlighted.

Next, she explained to students that a product or idea succeeds when it aligns with the needs of its target customers. She said, businesses can become stagnant within 3-4 years if they do not continuously innovate and cater to customer demands. Using examples of well-known companies, she illustrated how failure to achieve Problem-Solution Fit and Product-Market Fit can lead to sustainability challenges. She advised students to remain flexible and anticipate future customer needs and desires. The session promoted interactive discussions, allowing students to seek clarification on various topics.



Objective: To make students understand the process of achieving Solution Fit and Market Fit for a product

Benefits: Students understood the significance of ongoing innovation and the development of new products for businesses to thrive and expand in the market.

Links:

Instagram : https://www.instagram.com/p/C0s9GnwBWxQ/?img_index=2

Facebook :

<https://www.facebook.com/DronacharyaGreaterNoida/posts/pfbid0kgM1Jx7nc1837XaZTqWBPZjpbR65yAKwp3N5Lo1V6tgduXB4DomBvPXAX5NyGEXSI>

Workshop on Entrepreneurship Skills, Attitude & Behavior

27th December 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a profoundly insightful workshop on “**Entrepreneurship Skill, Attitude and Behavior**”. The esteemed speaker of the workshop was **Dr. Ritu Soryan** (Innovation Ambassador).

The workshop aimed to provide invaluable insights to **80 students** of **MBA** and **B.Tech CSIT** Department, casting light on the indispensable skills requisite for success in the entrepreneurial landscape.

The workshop unfolded as an engaging and enriching experience for the students. Dr. Ritu Soryan, drawing from her extensive expertise in the field of entrepreneurship, effortlessly captivated the audience with her profound knowledge and real-world examples.

The event kicked off with the welcome of Dr. Ritu Soryan by the students, who expressed their enthusiasm with a thunderous round of applause. Her session commenced with an overview of the significance of Entrepreneurship Skills, Attitude and Behavior in shaping a triumphant career. She underscored the pivotal role of mindset, resilience, and adaptability in navigating the challenges of the business world.

The workshop comprehensively covered various facets of entrepreneurship, encompassing risk-taking, innovation, and leadership. Dr. Soryan shared her personal experiences and case studies, providing practical insights that resonated profoundly with the aspiring entrepreneurs in the audience.

Throughout the two-hour duration, Dr. Soryan actively fostered participation and interaction with the students. The students not only relished the session but also enthusiastically engaged in the discussion by posing thoughtful questions after a video session on Entrepreneurship. Dr. Soryan's adeptness in connecting with the students and addressing their queries created a dynamic and interactive learning environment.

The workshop not only served as a platform for knowledge exchange but also instilled a heightened sense of inspiration and motivation among the students. Dr. Soryan underscored the importance of skills

and the seamless amalgamation of behavior, making an individual not only adept at navigating the present scenario but also equipped with a positive mindset to achieve long-term goals and recognize hidden talents.

As the session drew to a close, the students expressed their gratitude to Dr. Ritu Soryan for her invaluable insights, and the IIC DGI team for orchestrating such a transformative workshop. The event undeniably helped the students in charting a path to success in the professional realm.



Objective: To provide invaluable insights on the skills requisite for success in the entrepreneurial landscape.

Benefits: Understood the importance of skills & the combination of behavior and a positive mindset to achieve goals & recognize hidden talents to get success.

Link :

Instagram : https://www.instagram.com/p/C1WKj2GP_-P/?img_index=1

Twitter : <https://x.com/DronacharyaDgi/status/1739894663308300653?s=20>

Linkedin : https://www.linkedin.com/posts/dronacharya-group-of-institutions-delhi-ncr-28b379186_workshop-skills-entrepreneurship-activity-7145652388232650752-FpbN?utm_source=share&utm_medium=member_desktop

Poster Presentation of Business Plans

25th – 27th April, 2024

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized **Poster Presentation of Business Plans** on **25th and 27th April, 2024**. The two day event was dedicated to showcasing innovative posters of the Business Plans developed by the B.Tech 3rd and final year students. The rules of the competition were pre-articulated to the participants. The event was coordinated by Prof. (Dr.) Ritu Soryan.

Day 1: 26th April, 2024

The event commenced with an opening ceremony featuring welcoming remarks by Prof. (Dr.) Arpita Gupta (Director, DGI) and an inspiring keynote address by Prof. (Dr.) S.K. Srivastava (Registrar, DGI). The students displayed their business plans on posters, covering aspects such as market analysis, product development, and competitive strategies. The posters ranged from tech startups and sustainable solutions to innovative product designs. The panel of judges gave suggestions to all the students for refining their work.

Day 2: 27th April, 2024

The second day featured continued poster presentations. Students used feedback from Day 1 to refine their posters and answers to potential questions.

Notable posters included:

1. Team Innovate: Eco-Friendly Packaging Solutions – Focused on sustainable alternatives to single-use plastics.

2. Team Tech Pulse: Smart Home Automation – Offered advanced home automation solutions integrating AI and IoT.
3. Team Green Energy: “Renewable Energy Solutions for Urban Areas” – Presented a comprehensive plan for integrating solar energy in city environments.
4. Team Health Tech: “Wearable Health Monitoring Devices” – Detailed a product designed to monitor vital signs and promote preventive healthcare.
5. Team Gamma: “Smart Agriculture Technologies” – Showcased a project aimed at optimizing crop management through IoT sensors and data analytics.
6. Team Delta: “Renewable Energy Innovations” – Presented novel approaches to harnessing renewable energy sources for residential use.

Awards were given for categories such as:

Most Innovative Idea: Team Tech Pulse

Best Appealing Poster: Team Delta

The event concluded with closing remarks by Prof. (Dr.) Ritu Soryan, thanking all participants, judges, and attendees for their contributions.





Objective: Provided a platform to showcase innovative business plans and receive constructed feedback.

Benefits: Gained insights and refine ideas and receive constructive critique.

Instagram: https://www.instagram.com/p/C-7DFZEP1CN/?hl=en&img_index=1

Twitter: <https://twitter.com/DronacharyaDgi/status/1826152360009420902/photo/1>

Motivational Session by Successful Entrepreneur

6th November 2023

ED Cell and Institution's Innovation Council (IIC), Ministry of Education (MoE), **Dronacharya Group of Institutions, Greater Noida** organized a “**Motivational Session by Entrepreneur**” on **6th November, 2023** to encourage students towards entrepreneurship. 115 students along with 5 faculty members attended the session. **Ms. Rashmi Aggarwal** (Co-Founder at HR Stop.com) **was the speaker of the session.**

The main objective of the session was to encourage the students to think in direction of entrepreneurship as career opportunities.

Ms. Rashmi Aggarwal through her rich and diverse experiences in the business realm, served as an inspiring figure for the participants, sharing insights into the world of entrepreneurship. She not only introduced the concept of entrepreneurship but also shed light on the essential traits that define successful entrepreneurs. Throughout the session, she emphasized a crucial rule to the participants: rather than passively waiting, entrepreneurs must actively seek out opportunities.

Ms. Rashmi said, it was the necessity for entrepreneurs to have a clear understanding of their products. She highlighted ignorance about one's own products can pose a significant challenge and potentially lead to business failure. Additionally, she stressed the importance of staying informed about the business market, ensuring entrepreneurs are up-to-date with trends and changes.

Moreover, Ms. Rashmi underlined the vital task of identifying customer needs and desires. Understanding the market and customer preferences is pivotal for entrepreneurs to develop products and services that truly resonate with their target audience.

The session ended up with an engaging Q&A session, where students had the opportunity to interact with Ms. Rashmi.



DRONACHARYA
 Group of Institutions
 


Motivational Session
 By Successful Founder



Date: 6 November, 2023

Speaker:
Ms. Rashmi Aggarwal
 (Co- Founder HRStop.com)

Organized By: IIC DGI, Greater Noida



Link : https://www.instagram.com/p/C0lGcKPPePf/?img_index=1

<https://twitter.com/DronacharyaDgi/status/1788093894778863772/photo/1>

Objective: To encourage students to think in direction of entrepreneurship as career opportunities.

Benefits : Students understood the journey of being an entrepreneur & difficulties & challenges they will encounter and how to handle such types of situations.

Session on “National Startup Day”

16th January, 2024

Institution’s Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a session on ‘Scaling Your Startup: Strategies and Best Practices’ on the occasion of “National Startup Day” for B. Tech 3rd Year Students on 16th January, 2024. The eminent speaker of the session was Mr. Chaitanya Handa (Project Manager, Operations AI SoftAge)

The session aimed at igniting the entrepreneurial spirit among students, offering them valuable insights, knowledge, and inspiration to embark on their own startup journeys. The session's primary objective was to equip students with the tools and mindset necessary to transform innovative ideas into viable businesses.

The session started with a keynote speech from Prof. (Dr.) Arpita Gupta (Director, DGI) followed by motivational speech by Mr. Chaitanya Handa. The session highlighted the journey from idea conception to building a successful business, discussing the challenges encountered and the lessons learned along the way. The narrative was intended to motivate students and show them the tangible steps involved in launching a startup. Students also learned how to create a business plan and pitch it effectively to potential investors. Students also learned how to access startup grants, participate in competitions, and leverage support systems to bring their ideas to life.

The session inspired and empowered students to become the innovators and entrepreneurs of tomorrow. The college aimed to create a supportive environment where students feel confident to take bold steps toward building the startups of the future.





Objective: To inspire entrepreneurial mindset, provide startup skills, and connect students with mentors.

Benefits: Students gained practical startup insights, access resources, boost confidence in entrepreneurship.

Instagram : https://www.instagram.com/p/C_DPv5nPc51/?hl=en&img_index=1

Twitter : <https://twitter.com/DronacharyaDgi/status/1827305349403308278/photo/1>

Workshop on "Importance of Goal Setting for Emerging Young Entrepreneurs"

16th - 18th October 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE) and Entrepreneurship Development Cell, Dronacharya Group of Institutions, Greater Noida organized a workshop on “**Importance of Goal Setting for Emerging Young Entrepreneurs**” from **16th - 18th October 2023** for 3rd year students. **Capt. Manjula Katoch** was the keynote speakers for the workshop.

Dr. Ritu Soryan (Innovation Ambassador) welcomed **Capt. Manjula Katoch** and presented her a sapling. She gave a brief introduction of the guest and offered the dais to her.

Capt. Manjula started the session and briefed students the concept of entrepreneurship and its importance for the growth of the country. Further she explained students by giving examples of number of entrepreneurs excelling in India. In her session she highlighted the funding support provided by the government to develop startups and the opportunities which are open to the students. She advised students, if they were planning to become entrepreneur they should always identify the right opportunities.

Moving the session, she described the skills and qualities required for the entrepreneurs and she stressed on importance of setting goals properly. Capt. Manjula explained the importance of goal setting for an entrepreneur in the present day situation.

In her speech she emphasized that, once you have your goals articulated, take some time to turn them into a creative and artistic visual. She said goal setting is important for number of reasons: goal setting provides clarity and focus, goal setting helps in identifying the progress and goal setting helps you stay motivated.

She said, goal setting is critical for success. She said who set goals are more likely to achieve their desired outcomes. In the end, Capt. Manjula answered the queries of the students. Students gave their feedback at the end of the session.



Links : https://www.instagram.com/p/CzA3R28PfLZ/?img_index=4

<https://twitter.com/DronacharyaDgi/status/1714494934516908142/photo/1>

Objective: To empower young entrepreneurs with the knowledge & skills to effectively set & achieve their goals

Benefits: participants understood the importance of goal setting, how to set effective goals and strategies for overcoming challenges.

Session on “Opportunities for Entrepreneurship in India”

24th June, 2023

Institution’s Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized an enlightening session on **24th June, 2023**, titled “**Session on Opportunities for Entrepreneurship in India**” under the guidance of **Ms. Nancy Mary Prakash (Acxiom Consulting)**. The session aimed to inspire and guide aspiring entrepreneurs by shedding light on the current entrepreneurial landscape in the country and discussing the emerging sectors.

The event commenced with a warm welcome by **Prof. Sanghamitra V Arora, IIC Convenor**, she emphasized on the importance of fostering an entrepreneurial spirit among students and highlighting the role of innovation in driving India's economic growth. Later, Ms. Nancy Mary Prakash shared her career journey in India and underscored the critical role of innovation and perseverance in overcoming challenges. She emphasized that the Indian market is ripe with opportunities across various sectors due to rapid digitization, increasing consumer demand, and government initiatives to support startups. Session included a thought-provoking conversation on the current trends in entrepreneurship and the sectors that hold immense potential for new businesses. The discussion covered topics such as:

Technology and AI: The rise of technology-driven businesses, including artificial intelligence, data analytics, and blockchain. She emphasized that India's pool of skilled tech professionals provides a competitive advantage in this domain.

Healthcare and Biotechnology: The speaker discussed the increasing demand for healthcare solutions, especially in the wake of the global pandemic and highlighted the opportunities in telemedicine, medical devices, and biotech startups.

Sustainability and Clean Energy: The importance of sustainable business models and clean energy solutions was highlighted. The speaker emphasized that environmentally conscious startups have the potential to make a significant impact while also being economically viable.

E-commerce and Retail: With the growing e-commerce market in India, the speaker discussed the potential for niche ecommerce platforms and innovative retail solutions.

Agri-Tech: The discussion also covered the role of technology in transforming the agricultural sector, with a focus on precision farming, supply chain optimization, and agri-marketplaces.

The session concluded with a networking session, allowing students to ask questions and seek personalized advice from the speaker, further enriching their understanding of entrepreneurship in India. The event ended with a vote of thanks from **Prof Sanghamitra V Arora, IIC Convenor.**

Objective: To inspire and guide aspiring entrepreneurs and discuss the emerging sectors.

Benefits: Students learnt an insight of current trends in entrepreneurship and knowledge of sectors that hold immense potential for new businesses.



Session on Angel Investment/VC Funding Opportunities for Early Stage Entrepreneurs

15th July, 2023

Institution's Innovation Cell (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida hosted an insightful and engaging event on **15th July, 2023**, titled "**Session on Angel Investment/VC Funding Opportunities for Early Stage Entrepreneurs.**" The event aimed to provide a comprehensive understanding of the crucial aspects of angel investment and venture capital funding, catering to early-stage entrepreneurs eager to take their startups to the next level.

An illuminating keynote address was delivered by **Prof. Richa Jaiswal**. She highlighted the significance of angel investment and venture capital funding in driving innovation and startup growth. She explained, VC Funding or venture capital funding is capital that you get from investment groups that work with startups and small businesses. These groups oversee the money of investors who want to invest in

companies with strong growth potential in exchange for an equity share in the business. VC funding is one way for small businesses to get money to start or grow business. She also explained the strategies to be used for crafting compelling pitches, understanding investor expectations, building a sustainable business model, establishing valuable relations with the investors and best practices for securing funding.

The event received overwhelmingly positive feedback from attendees. Participants expressed their gratitude for the valuable insights shared by the speaker, the in-depth knowledge they received, and the clarity they gained about the investment landscape.

Objective: The session educated students on early-stage start-up and funding strategies.

Benefits: The aspiring entrepreneurs learned valuable knowledge. They were better able to understand the various facets of funding.



Bootcamp on “Successful Entrepreneurs: Challenges and Opportunities”

10th – 12th April, 2024

Institution’s Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized **Bootcamp on “Successful Entrepreneurs: Challenges and Opportunities”** from **10th – 12th April, 2024**. Prof. (Dr.) S.K. Srivastava (IIC Member) coordinated the event. B.Tech 2nd, 3rd and Final Year Students participated in the Bootcamp.

Day 1: Expert talk on Innovation-Incubation-Entrepreneurship - 10th April, 2024

The day began with an opening address by Prof. (Dr.) S.K. Srivastava (IIC Member), introduced participants to the theme of the Bootcamp and setting the tone for the next three days. Mr. Anay Pathak (Global Business Director – Dell Technologies) delivered a keynote speech on "Innovation, Incubation, and Entrepreneurship. The talk covered:

- The importance of innovation in driving entrepreneurial success.
- The incubation process: turning ideas into startups.
- Real-world examples of successful businesses that began as innovative ideas.
- The challenges faced by entrepreneurs during the incubation phase and strategies to overcome them.

Participants had the opportunity to engage with the expert, ask questions, and discuss their ideas and challenges. The day concluded with a networking session, allowed participants to connect with each other, the speaker, and potential mentors.

Day 2: Case Study Competition – 11th April, 2024

Day 2 was designed to provide participants with practical insights into the challenges and opportunities of entrepreneurship through a competitive case study analysis. The day began with an introduction to the selected case studies, which focused on real-world entrepreneurial challenges. Participants were divided into teams, each assigned a specific case study to analyze. The teams were given time to discuss, analyze, and prepare their solutions. The judges provided feedback on each presentation, highlighting strengths and areas for improvement.

Day 3: Ideation session and pitching of ideas – 12th April, 2024

The final day of the Bootcamp was dedicated to fostering creativity and encouraging participants to develop and pitch their own entrepreneurial ideas. The day started with an ideation workshop, where participants were guided through brainstorming techniques to generate innovative business ideas. The session emphasized creativity, market needs, and potential impact.

After the ideation session, participants refined their ideas with the help of mentors and peers. They focused on developing a clear value proposition, identifying target markets, and outlining a basic business model. Participants prepared a pitch for their refined ideas, focused on clarity, impact, and persuasiveness. Each participant or team had the opportunity to pitch their idea to a panel of judges. The pitches were evaluated based on innovation, market potential, and execution plan.

The Bootcamp concluded with a closing ceremony, where the best pitches were recognized and awarded. Participants received certificates of completion.





Objective: To guide students how to become successful entrepreneurs, its challenges and opportunities

Benefits: Students understood Innovation-Incubation-Entrepreneurship and got a platform to pitch their ideas and had case study of entrepreneur.

Innovation & Entrepreneurship Outreach Program

18th January, 2024

Institutions Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida conducted an “**Innovation & Entrepreneurship Outreach Program**” for school students of ‘**Government Inter College , Nandgram** on **18th January, 2024**. The theme for the program was “Future Creators: Innovate, Build, Transform” **Dr. Kaustubh Kumar Shukla (Innovation Ambassador, DGI)** conducted the session at college campus. 11th & 12th Grade Students of the school attended the program.

The objective of the program was to spark interest in STEM fields and entrepreneurship among high school students and provide hands-on experience with cutting-edge technologies.

Dr. Kaustubh Kumar Shukla explained the concept of Innovation by way of presentations. He said, in simple term, Innovation is the act of inventing something new in tangible as well as intangible form. She urged the students to participate in mind games, brain teasers, visual puzzles and trying to solve logical

& critical reasoning questions to the fullest. He also asked students to be conscious for the environment and also start pondering for various means to make the Earth a safer and greener place to live. Afterwards, there was a competition for the students wherein students showcased their innovative models and ideas and were also applauded for the efforts thus made.

At last, he mentioned the contributions of Dronacharya Group of Institutions, Greater Noida towards promoting research and innovation activities. He also guided students about various career prospects available.

It was an interactive session and students empowered to see themselves as capable of creating future solutions.





Objective: To inspire innovation and foster entrepreneurship.

Benefits: Students gained tech skills, business acumen, and creative confidence.

BOOT CAMP

Catalyst for Creativity: A Deep Dive into Innovation, Prototyping, and Startups

18th -20th Janurary 2024

Institutions' Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a bootcamp on “Catalyst for Creativity: A Deep Dive into Innovation, Prototyping, and Startups” from 18th -20th January 2024. 150 students attended the bootcamp.

The objective of boot camp was to guide students so that they can transform their innovation into a valid solution.

Day 1 (18th Jan 2024): Session on “What are the challenges in the Startups”

On the first day of bootcamp, a session on “What are the challenges in the Startups” was organized. Mr. Jitender Kumar (DGM – North and East Region – Seco Tools and India Pvt. Ltd.) was the resource person of the session. Mr. Jitender Kumar emphasized, startups do not only fulfill the dreams of young aspiring entrepreneurs but also bring economic stability for a nation. Thus it is important to discuss the challenges that lead to failure of a startup.

He proceeded to outline the primary challenges encountered by Indian startups in the market. A significant cause of startup failure, as Mr. Kumar highlighted, is a misalignment with market demand.

He informed the students, 42% of startups in India fail because there is no genuine need for their product. Mr. Kumar emphasized the importance for entrepreneurs to thoroughly analyze market needs and develop solutions accordingly. Furthermore, Mr. Kumar discussed the common struggle of aspiring entrepreneurs to secure funding for their ventures. Despite having promising ideas, many find it challenging to identify suitable technical partners to bring their products to life. He also underscored the necessity of forming a cohesive team that shares a unified vision. Unfortunately, startups in India often struggle to overcome these obstacles, leading to their downfall in the initial stages.

The session ended with a vote of thanks from the **(Prof.) Dr. S.K. Srivastava (Registrar)**. He thanked Mr. Jitender for the enlightening session. The students were excited and inspired by the informative session.

Day 2 (19th Jan 2024): Exposure Visit

On the second day of the bootcamp an exposure visit was organized to Supreme Industries Ltd with an objective to provide an ample knowledge innovation and growth and to cultivate knowledge and insight into key areas such as marketing strategies, operations and research and development (R&D).

Day 3 (19th Jan 2024): Debate Competition

On the third day of boot camp a debate competition on topic **“Unicorns vs. Small Businesses: Balancing Growth and Sustainability”**

Students were divided into two groups. **Group A:** Argues that India should focus on creating more unicorn startups to compete globally and attract investment. **Group B:** counters, advocating for the importance of nurturing small and medium enterprises (SMEs) for job creation and local economic development.

The debate intensified during the rebuttal phase, with both teams presenting compelling arguments to refute their opponents' claims. Team A countered by emphasizing the potential for unicorns to drive technological disruption, while Team B highlighted the risks of over-reliance on unicorns and the importance of supporting grassroots entrepreneurship.

The panel of judges deliberated on the arguments presented by both teams. After careful consideration, Team B advocating for small businesses was declared the winner for their compelling case on the importance of local economies, sustainability, and community impact.



Twitter : <https://x.com/DronacharyaDgi/status/1779026739101856185>

Instagram: https://www.instagram.com/p/C5sOadovU_p/?hl=en&img_index=1

Objective: To guide students so that they can transform their innovation into a valid solution.

Benefits: students were motivated towards entrepreneurship, its challenges and how to transform ideas into startups.

Workshop on Business Model Canvas (BMC)

7th – 8th March, 2024

Institution's Innovation Council, (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a Workshop on “Business Model Canvas (BMC)” on 7th – 8th March, 2024. The eminent trainer of the workshop was Ms. Shilpa (Softage Information Technology Ltd.) B.Tech 3rd year students of all branches attended the workshop.

The workshop was designed to provide engineering students with a comprehensive understanding of how to conceptualize, develop, and analyze business models. Recognizing that innovation and entrepreneurship are key skills for engineers, the workshop aimed to equip participants with the tools to translate their technical ideas into viable business models.

On Day 1, the workshop began with an introductory session on the Business Model Canvas. The facilitator explained the significance of BMC as a strategic management tool, used to visualize and develop business models. The interactive session encouraged students to think critically about the various elements that contribute to a successful business. The day concluded with a hands-on session where students began working on their own business ideas. Using the BMC, they started outlining the initial concepts for their startups. Mentors were available to provide guidance and feedback.

On Day 2, the session focused on refining the business models developed on Day 1. Participants were guided on how to validate their assumptions, test their models, and make necessary adjustments. The concept of the Minimum Viable Product (MVP) was introduced as a way to test ideas with minimal resources. Each student presented their ideas in front of panel of judges. The presentations were followed by a Q&A session, where the judges provided constructive feedback. The exercise not only helped participants improve their business models but also enhanced their presentation and pitching skills.





Objective: Equip engineering students with BMC skills to turn technical ideas into successful businesses.

Benefits: Students learned to refine presentation and pitching skills and create viable business models.

Link :

https://www.instagram.com/p/C_nRXAqvthA/?hl=en

<https://twitter.com/DronacharyaDgi/status/1832377372156256497/photo/1>

Guest Lecture on Entrepreneur Talk

6th May, 2024

Institution's Innovation Council (IIC), Ministry of Education (MoE) and ED Cell, Dronacharya Group of Institutions, Greater Noida organized “**Entrepreneur Talk**” for the students of MBA and B.Tech on **6th May, 2024**. The session boasted illustrious keynote speaker, Mr. Kartik, the visionary founder of Cosy Toys, who took center stage to impart their wisdom on the topic, “Crafting Success: Empowering Minds through Practical Entrepreneurship Insights”. Ms. Aarti Mohan, MBA First year student anchored the event with finesse.

The event unfurled with the gracious welcome extended to the distinguished speaker by Prof. (Dr.) Arpita Gupta (Director, DGI.) A gesture of gratitude resonated through the presentation of saplings by Director DGI and Prof. (Dr.) S.K. Srivastava (Registrar, DGI), symbolizing the nurturing of entrepreneurial endeavors and the promise of growth.

In the course of his presentation, Mr. Kartik and Mr. Jyotish unfolded a treasure trove of invaluable insights gleaned from their arduous entrepreneurial journey. They delved into the intricacies of

establishing and scaling a business in the cutthroat landscape of soft toy manufacturing and distribution, candidly addressing the hurdles encountered in the nascent stages and articulating the strategic maneuvers that propelled them forward.

A pinnacle moment of the session transpired with the revelation of their latest stress-relief product line, igniting fervor and curiosity among the attendees. The interactive demonstration by Cosy Toys team captivated both students and faculty members alike. The founder shared his personal narratives, recounted the inception of their venture devoid of substantial backing, yet brimming with determination to conquer challenges, a narrative that resonated deeply with the aspiring entrepreneurs in the audience.

The crescendo of the event was a harmonious conclusion, marked by a heartfelt vote of thanks delivered by Prof. (Dr.) Ritu Soryan (IIC Member), expressing gratitude to all participants for their fervent engagement. Candid photographs immortalized the shared moments of enlightenment and inspiration, encapsulating the essence of the occasion.

The Entrepreneurship Talk catalyzed a ripple effect, stirring the entrepreneurial fervor within the academic community, furnishing actionable insights and a surge of motivation for future ventures in the realms of business and innovation.



Objective: Make student learn from a successful entrepreneur, gain insights & inspiration from their journey.

Benefit: Gain practical insights into the entrepreneurial journey and understood the key characteristics and skills required to be a successful entrepreneur.

Exposure visit to Startup Mahakumbh

18th – 20th March, 2024

60 students along with **Dr. Aadarsh Malviya** from **Dronacharya Group of Institutions, Greater Noida** in batches of 20 each attended **three days program “Startup Mahakumbh”**, first-of-its-kind event in terms of vision and magnitude, scheduled from **18th – 20th March, 2024** at the iconic Bharat Mandapam in New Delhi.

The first day started with registration and stall allocation to showcase the project and the Ideas. The event had participation from more than 1000 high-potential startups from India and the globe, with key global and Indian stakeholders such as unicorn startups, global and domestic venture capitalists, corporates, and industry leaders.

The Exhibition at Startup Mahakumbh started just after the registration and stall allocation. Students gained unparalleled visibility and access to key stakeholders from the Startup Ecosystem like angel investors, alternative investment funds, family offices, HNIs, bankers, academic, corporate and ecosystem-driven incubators, accelerators, captains of industry, government agencies, and the international community.

There were 10 thematic pavilions focused on industries like Deeptech, AI & SaaS, Fintech, Agritech, Biotech & Pharma, Climate Tech, Gaming & E-Sports, D2C, B2B & Manufacturing, and Incubators. Students gained valuable insights into the lifecycle of a startup, from ideation to scaling, as successful entrepreneurs shared their journeys, offering real-world examples of innovation, perseverance, and adaptability. The exhibition area hosted a wide range of startups from various industries, including technology, healthcare, and sustainability. Students had the opportunity to explore these ventures, engage with startup founders, and learn about the role of disruptive technologies such as artificial intelligence, blockchain, and the Internet of Things in modern business models.

The Prime Minister, Shri Narendra Modi addressed the Start-up Mahakumbh at Bharat Mandapam on 20th March. He also took a walkthrough of the exhibition showcased on the occasion. Addressing the gathering, the Prime Minister highlighted the importance of Start-up Mahakumbh and emphasized the country’s roadmap of working to become a Viksit Bharat by 2047. The Prime Minister highlighted India's making a mark in the IT and software sector in the last few decades and underlined the emerging

trends of innovation and start-up culture. Therefore, the Prime Minister said, the presence of people from the world of start-ups underlines the importance of today's occasion. Dwelling on the success of start-ups in the country, the Prime Minister drew attention to the genius element that makes them successful. He acknowledged the presence of investors, incubators, academicians, researchers, industry members, and present and future entrepreneurs and said, "This is indeed a Mahakumbh in its truest form creating an unprecedented energy and vibe." The Prime Minister mentioned experiencing the same vibe when he was visiting the sports and exhibition stalls where people showcased their innovations with great pride.





Objective: To inspire engineering students with insights into startups and innovation.

Benefits: Students got the exposure to startups, networking, innovation insights, and career-building opportunities.

Session on “How to plan for Start-up and Legal and Ethical Steps”

1st May, 2024

Institution’s Innovation Council (IIC), Ministry of Education (MoE), and Entrepreneurship Development (ED) Cell, Dronacharya Group of Institutions, Greater Noida organized a **Session on “How to plan for Start-up and Legal and Ethical Steps”** on **1st May, 2024**. The distinguished **speaker** of the session was **Mr. Kuldeep Kumar** (Commercial Manager – TVS Motor Company). Final Year B. Tech and MBA students attended the session.

The session began with an overview of the start-up ecosystem, emphasizing the significance of having a clear vision and mission. Mr. Kuldeep Kumar highlighted the dynamic nature of start-ups and the need for innovative thinking and adaptability. He highlighted the importance of a well-thought-out business plan. Key components such as market research, value proposition, and competitive analysis were discussed in detail. Further, he provided practical tips on how to refine a business model and set realistic goals.

A significant portion of the session focused on the legal requirements for starting a business. The speaker outlined the various legal structures (e.g., sole proprietorship, partnership, LLC, corporation) and their implications. Important topics such as business registration, intellectual property rights, and contracts were also briefed to the students. The speaker discussed the importance of maintaining

integrity, transparency, and fairness in all business dealings. Topics included ethical decision-making frameworks and strategies for fostering a positive company culture.

Lastly, Q&A segment helped the students to clear doubts and receive clear explanations by the speaker.



Objective: To guide aspiring entrepreneurs on business planning, legal requirements, and ethical practices.

Benefits: Students gained key insights on business planning, legal compliance, and ethical start-up practices.

Instagram : https://www.instagram.com/p/C-9vzWrPCfL/?hl=en&img_index=1

Twitter : <https://twitter.com/DronacharyaDgi/status/1826530421456470071/photo/3>

Workshop on Prototype/Process Design and Development

5th – 6th April, 2024

Institution's Innovation Council, (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a Workshop on “Prototype/Process Design and Development” on 5th – 6th April, 2024. The eminent trainer of the workshop was Mr. Vikrant (Maverick Quality Advisory Services Pvt. Ltd.) B.Tech 2nd year Students from all branches of engineering attended the workshop.

The first day of the workshop focused on laying the foundation for effective prototype design. Students were introduced to the basic principles of prototyping, including the importance of material selection, design accuracy, and the use of modern tools such as CAD software and 3D printing. The morning sessions were a mix of theoretical discussions and demonstrations of prototyping techniques. In the afternoon, students were engaged in hands-on activities where they were tasked with creating simple prototypes based on a given design challenge. Working in groups, they applied the concepts they had learned earlier in the day, experimenting with different materials and tools to bring their ideas to life. Mentors provided guidance throughout the process, offered insights on how to overcome common challenges in prototyping.

The second day was dedicated to process design and the refinement of prototypes. They learned about process optimization, sustainability, and the importance of iterative testing in both design and process development. As the day progressed, students continued to work on their prototypes, applied the process design concepts they had learned to improve and finalize their creations. A panel of experts evaluated the projects, provided constructive feedback and encouraged students to think about the real-world applications of their designs.

The workshop successfully equipped engineering students with essential skills in prototype and process design, offered a valuable blend of theoretical knowledge and practical experience. The event concluded with participation certificate distribution ceremony.





Objective: To equip students with practical skills in prototype and process design.

Benefits: Students gained hands-on experience, learn real-world applications, and enhanced design and process development skills.

Celebration of National Technology Day

11th May, 2024

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida celebrated “National Technology Day” on **11th May, 2024**. **55 B.Tech students** from ECE and ME departments participated in the lecture delivered by Ms. Mokshi Khatana (Faculty, DGI). The day was celebrated to commemorate the historic Pokhran nuclear tests conducted by the Indian Army in Rajasthan in 1998.

The event highlighted the theme, 'From Schools to Startups: Igniting Young Minds to Innovate,' encouraged young innovators to explore and advance in the world of technology. It was an inspiring day filled with discussions and insights, all geared towards shaping the future of tech. The lecture emphasized the pivotal role that engineers play in national progress. Ms. Mokshi encouraged students to take pride in their profession, as engineers have the power to solve complex challenges and drive economic growth. To connect with students, Ms. Mokshi highlighted current technological trends that are revolutionizing industries, such as Artificial Intelligence (AI), the Internet of Things (IoT), renewable energy, and 5G technology. Students were urged to keep up with these advancements and actively participate in research and innovation in these fields. Special focus was placed on how

technology can solve societal problems, such as smart cities to tackle urbanization issues or green technology for environmental sustainability.

A portion of the lecture was dedicated to celebrating India's achievements in technology. From advancements in space technology by ISRO to innovations in healthcare and education, the faculty outlined India's journey as an emerging tech leader. She encouraged students to pursue not only careers in engineering but also entrepreneurship, highlighting the importance of startups and innovation under the banner of *Make in India* and *Startup India* initiatives.

Lastly, students were reminded that their engineering education is not just about acquiring technical skills but about becoming problem-solvers who can innovate for the betterment of humanity.



Objective: To inspire students to embrace technology for national growth and innovation.

Benefits: Students enhanced tech skills, innovation mindset, and were prepared for future challenges.

Technical Session on

“Women Should Consider Entrepreneurship as Career Option”

8th March, 2024

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a technical session on “Women Should Consider Entrepreneurship as Career Option” on 8th March, 2024. The keynote speaker of the session was Ms. Manisha Zaveri (Joint Managing Director, Career Mosaic). Girl students of the college attended the session.

Dr. Ritu Soryan (HOD – MBA Department) gave a brief description of the eminent speaker of the technical session. Speaking about the topic, she highlighted about the importance of keeping the confidence level high and never afraid of experimenting. She said, by developing critical thinking, improving communication skills and carrying innovative activities, one can soar high and achieve big. She motivated the students through the example of her own start-up. She said, there are many reasons why women must consider Entrepreneurship as Career Option like:

- Entrepreneurship gives freedom of Work
- It allows for more rapid advancement
- It increases the confidence level
- It gives you more control
- It offers more fulfillment
- It makes you strong

Students were highly motivated and also asked certain questions related to entrepreneurship with the speaker.





Objective: To motivate female students for taking entrepreneurship as career option.

Benefit: Students got to know the basic rule to follow for entrepreneurship and benefits of becoming entrepreneur.

Links :

Twitter: <https://twitter.com/DronacharyaDgi/status/1818230250356212218/photo/1>

Instagram: <https://www.instagram.com/p/C-CwYuDPsBM/?hl=en>

Intra Institutional Start-up Competition and Rewards for Best Start-ups

24th – 26th July, 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized an event titled "**Intra Institutional Start-up Competition and Rewards for Best Start-ups**" from **24th – 26th July, 2023**. The event was managed through **YUKTI-NIR**. The event was meticulously designed to foster innovation, entrepreneurship, and collaborative spirit among aspiring entrepreneurs within the institution.

Key Objectives:

Promoting Innovation: By hosting a start-up competition, the event aimed to ignite the spirit of innovation and creativity among students and faculty members.

Encouraging Entrepreneurship: The competition was a platform for nurturing entrepreneurial talents, enabling participants to transform their ideas into viable business proposals.

YUKTI-NIR Implementation: The event provided a hands-on experience with the YUKTI-NIR platform, enhancing participants' understanding of its functionalities and advantages.

Event Highlights:

The event spanned across three action-packed days, featuring an array of activities designed to inspire, educate, and recognize outstanding start-up initiatives. The event comprised of the following:

Boot Camp Sessions: A series of insightful boot camp sessions were conducted by industry experts, guiding participants through the essential elements of crafting a strong business plan, pitching ideas effectively, and understanding market dynamics.

Start-up Pitching: Aspiring entrepreneurs enthusiastically presented their start-up ideas to a panel of judges comprising seasoned investors and mentors. The presentations showcased a diverse range of innovative concepts across various domains.

Expert Panels: Engaging panel discussions featured distinguished entrepreneurs, investors, and industry leaders who shared their expertise on building successful start-ups, navigating challenges, and leveraging available resources.

Networking Opportunities: Attendees had the chance to interact with like-minded individuals, mentors, and potential collaborators, fostering an environment of collaboration and idea exchange.

YUKTI-NIR Workshop: A dedicated workshop familiarized participants with the YUKTI-NIR platform, demonstrating how it can streamline the management of innovative initiatives, funding applications, and institutional partnerships.

Rewards and Recognition: The highlight of the event was the announcement of winners in various categories, rewarding the best start-up ideas with cash prizes, mentoring opportunities, and recognition within the institution.

The event received enthusiastic participation from students, faculty, and other stakeholders. Participants expressed their appreciation for the holistic learning experience, exposure to real-world entrepreneurship dynamics, and the opportunity to showcase their innovative ideas. The event ended with a vote of thanks by **Prof. Sanghamitra V Arora, IIC Convenor.**

Objective: Platform for nurturing entrepreneurial talents & transform ideas into viable business proposals.

Benefits: Participants gained hands-on experience enhancing understanding of its functionalities and to foster innovation, entrepreneurship spirit.



Accelerators/Incubation – Opportunities for Students & Faculties – Early Stage Entrepreneurs

4th August, 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized session on “Accelerators/Incubation – Opportunities for Students & Faculties – Early Stage Entrepreneurs.” The orator of the session was **Sqn Ldr (Retd) Anjali Joshi**. **85 students** attended the session.

She explained the difference between Incubator & Accelerator and explained what incubator & Accelerator does. She further added the services/offereings by an incubator & accelerator in terms of infrastructure, Tech credits, knowledge services, proven partner network at discounted prices, software product advisory, product development, CTO Services & fund syndication, portfolio support, product validation & grants & Funds. For raising Capital, she suggested many grants in the form of Govt. schemes (BIRAC, DST, MEITY, State Govt. Programs, Patent reimbursements), CSR & corporate Grants, Awards & Competitions etc. She explained the concept of Pre-incubation to the students as well. The session also encouraged the students to innovative business ideas for their entrepreneurial development in future.

At last, queries were taken up by the speaker of the session. In all the entire session was very informative & students of DGI were benefitted by it very much.

Objective: To make the students understand how Incubation plays a major role in supporting start-ups.

Benefits: Session helped the participants to get the idea of startup ecosystem, Incubators and the funding facilities.



Session on “Importance of Frugal Innovation for Start-ups”

17th – 19th August, 2023

Institution’s Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a **Session on “Importance of Frugal Innovation for Start-ups”** from **17th – 19th August, 2023**. The keynote speaker of the session was Mr. Sanjeet Kumar (Trainer). **80 students** attended the 3 day theoretical and practical session.

Day 1: Understanding the Foundations of Frugal Innovation

The session began with the introduction of the speaker by Session coordinator Dr. Kaustubh Kumar Shukla. He gave a brief introduction of the speaker and offered the dais to him. Mr. Sanjeet Kumar started the session by explaining about the concept of frugal innovation that has emerged as a powerful tool for startups not only to survive but thrive. He said, in the dynamic landscape of entrepreneurship, startups often find themselves grappling with resource constraints, limited budgets, and a pressing need to stand out in competitive markets.

He further elaborated the concept of Frugal innovation, often associated with the term "Jugaad" in India, refers to the practice of creating high-value, cost-effective solutions with minimal resources. It involves finding ingenious ways to do more with less and optimizing every available resource, whether it's time, money, or materials. It is not about compromising on quality but about achieving maximum impact with limited means.

He continued the session by throwing light upon the importance of Frugal Innovation for Startups Viz: Cost-Effective Solutions, Rapid Prototyping and Iteration, Market Penetration, Sustainability and Social Impact, Agility and Resilience, Global Competitiveness, etc.

Day 2: Strategies and Implementation of Frugal Innovation

A workshop was conducted on designing a frugally innovative solution with user feedback by the eminent speaker Mr. Sanjeet Kumar. It was followed by throwing light upon Real-world case studies of successful startups using frugal innovation. The second part of the workshop included group discussion and identifying opportunities for frugal innovation in startup followed by Q&A and group sharing.

A hands on exercise on creating a lean canvas for startup and sharing of canvas results was also performed by the participants. Students were asked to prepare a User-Centric Design keeping in mind the importance of customer needs. The design was critically examined by trainer and feedback was shared for making the design more feasible.

Day 3: Practical Implementation and Sustaining Innovation

On the third day, participants present their frugally innovative solutions/designs to the audiences comprising of peer groups and faculty members. The same were evaluated and the winners were awarded with certificates.

Throughout the three-day session, opportunities for networking, group discussions, and hands-on activities to ensure participants gain practical insights and actionable steps to implement frugal innovation in their startups were observed.

Objective: To make students understand the importance of Frugal Innovation for Start-ups.

Benefits: Students gained the knowledge and tools needed to thrive in resource-constrained environments while delivering value to their customers.



Session on Innovative Thinking: A Key to Problem Solving and Success

26th February 2024

Institution's Innovation Council (IIC), Ministry of Education (MoE) Dronacharya Group of Institutions, Greater Noida organized a session on **“Innovative Thinking: A Key to Problem Solving and Success”** on **26th February 2024**. **Dr. S.K Srivastava (Innovation Ambassdor)** was the expert speaker of the session. 55 students attended the session.

The objective of the session was to equip participants with innovative thinking skills to enhance problem-solving capabilities and achieve success.

The session began with an overview of what innovative thinking entails. Dr. S.K Srivastava explained, innovative thinking involves approaching problems from new angles, challenging existing assumptions, and being open to unconventional ideas. Students were introduced to real-life examples of innovative solutions that have revolutionized industries and solved complex societal issues.

Dr. Srivastava said creativity is the foundation of innovative thinking. The speaker demonstrated how creativity can unlock new perspectives and solutions to problems that seem unsolvable with traditional methods. Examples from history, such as inventions like the lightbulb and the internet, were used to illustrate how creative thinking paved the way for these innovations. A brainstorming activity followed, allowing students to practice generating creative ideas on a hypothetical problem.

The session was very engaging for the students fostering a deeper understanding of the importance of creativity in addressing challenges. The interactive activities provided students with valuable tools to develop innovative thinking skills, which will serve them well in their academic pursuits and future careers.



Objective: Equip students with innovative thinking skill to enhance problem-solving capability & achieve success

Benefits: Understood the importance of innovation & were provided with valuable tools to develop innovative thinking skills, which will help in future careers.

Exposure Visit to design Center - Askay Solutions

13th December, 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized an **Exposure Visit to Design Center (Askay Solutions)** on **13th December, 2023**. **2nd and 3rd year B.Tech students** went for the visit along with Dr. Kaustubh Kumar Shukla. The industrial visit was meticulously orchestrated to facilitate learning and practical exposure for the students. The visit aimed to expose students to real-world design practices, cutting-edge technologies, and the professional environment that fosters innovation. The company, known for its expertise in the manufacturing, assembling, and distribution of premium quality trigger sprayers, flip top caps, and closures in the NCR area, provided a rich educational experience.

The visit began with an introductory session where the students were briefed on the design process followed at *Askay Solutions*. The presentation covered everything from conceptualization to prototyping and final product delivery. Students learned about the importance of understanding customer needs, defining project specifications, and iterative design improvements. Students were then introduced to the array of advanced design software used by professionals at *Askay Solutions*, including CAD (Computer-Aided Design), CAM (Computer-Aided Manufacturing), and simulation tools. Experts at the center demonstrated how these tools facilitate the design and testing of high-precision components used in industries like aerospace and automotive.

A major highlight of the visit was the tour of the prototyping and 3D printing lab. Students observed how rapid prototyping technology is used to create physical models from digital designs, allowing for quick testing and iteration. The group was also shown some of the live projects currently underway at *Askay Solutions*. Students got a glimpse of the challenges and solutions in designing components for high-stakes industries.

The team at *Askay Solutions* also took time to interact with students, providing valuable industry insights and career guidance. They emphasized the importance of innovation, staying updated with new technologies, and continuously improving technical skills. The students were encouraged to think creatively and consider careers in design and engineering.



Objective: To expose students to real-world design tools and professional practices.

Benefits: Students gained practical insights, industry exposure, and career inspiration in design engineering.

Session on “Lean Start-up & Minimum Viable Product/Business”

1st May, 2024

Institution’s Innovation Council (IIC), Ministry of Education (MoE), and Entrepreneurship Development (ED) Cell, Dronacharya Group of Institutions, Greater Noida organized a Session on “Lean Start-up & Minimum Viable Product/Business” on 1st May, 2024. The distinguished speaker of the session was **Mr. Kuldeep Kumar** (Commercial Manager – TVS Motor Company). Final Year B. Tech and MBA students attended the session.

The session began with an overview of the start-up ecosystem, emphasizing the significance of having a clear vision and mission. Mr. Kuldeep Kumar highlighted the dynamic nature of start-ups and the need for innovative thinking and adaptability. He highlighted the importance of a well-thought-out business plan. Key components such as market research, value proposition, and competitive analysis were discussed in detail. Further, he provided practical tips on how to refine a business model and set realistic goals.

A significant portion of the session focused on the legal requirements for starting a business. The speaker outlined the various legal structures (e.g., sole proprietorship, partnership, LLC, corporation) and their implications. Important topics such as business registration, intellectual property rights, and contracts were also briefed to the students. The speaker discussed the importance of maintaining integrity, transparency, and fairness in all business dealings. Topics included ethical decision-making frameworks and strategies for fostering a positive company culture.

Lastly, Q&A segment helped the students to clear doubts and receive clear explanations by the speaker.





Objective: To guide aspiring entrepreneurs on business planning, legal requirements, and ethical practices.

Benefits: Students gained key insights on business planning, legal compliance, and ethical start-up practices.

World Entrepreneurs Day: Case Study Competition

21st August 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE), of Dronacharya Group of Institutions, Greater Noida organized a “Case Study Competition” on the occasion of **World Entrepreneurs Day** celebrated on **21st August 2023**. 56 students participated in the event.

The competition aimed to encourage strategic thinking, and entrepreneurial mindset among the participating students, offering them a platform to showcase their business awareness.

The competition was organized with following key Objectives:

Promoting Entrepreneurship: The competition aimed to instill a sense of entrepreneurship among students, encouraging them to think creatively and critically while addressing complex business problems.

Strategic Thinking: Participants were expected to develop effective strategies to overcome challenges, showcasing their ability to analyze situations from multiple perspectives and devise comprehensive solutions.

Collaboration and Networking: The event provided an opportunity for students to collaborate with peers, enhancing their teamwork and networking skills by engaging in discussions and brainstorming sessions.

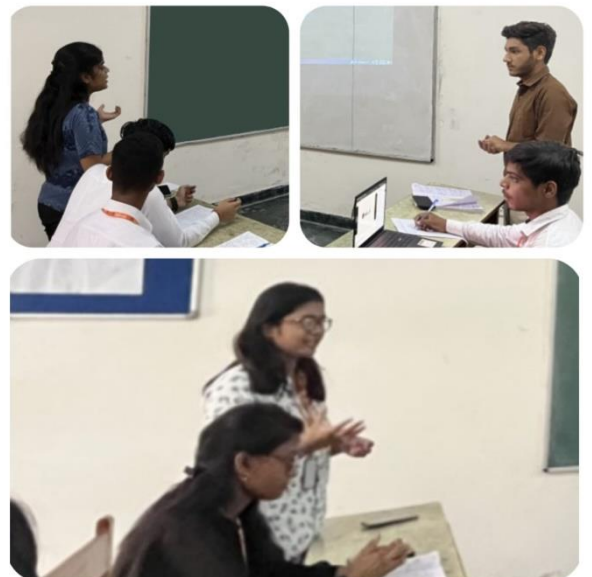
Application of Knowledge: By presenting participants with real-world cases, the competition facilitated the application of theoretical concepts to practical scenarios, fostering a deeper understanding of business dynamics.

The Case Study Competition commenced with an introductory speech from **Prof. Sanghamitra V Arora, IIC Convenor**. She emphasized on the importance of innovation and entrepreneurship in today's rapidly evolving business landscape. This was followed by the announcement of the competition guidelines and the distribution of case study materials. Participants were divided into teams, each comprising diverse skill sets. The case studies were carefully curated to cover a wide range of industries, challenges and opportunities, ensuring an enriching experience for all participants. The teams were given a stipulated time to analyze the case, identify key issues, and develop innovative strategies. The evaluation criteria included the originality of solutions, feasibility, strategic thinking, presentation skills, and the overall impact of the proposed strategies. The event showcased a remarkable display of creative thinking, meticulous analysis, and well-crafted strategies. The winners were awarded certificates as a testament to their dedication and exceptional problem-solving skills.

The event empowered participants to embrace challenges and develop innovative solutions—an essential skill set for aspiring entrepreneurs in today's dynamic business environment. The initiative marked a significant step towards nurturing a generation of enterprising individuals poised to make a lasting impact on the world. The event ended with a vote of thanks from **Prof. Sanghamitra V Arora, IIC Convenor**.

Objective: Encourage strategic thinking & entrepreneurial mindset & engage student to explore entrepreneurs

Benefits: The event empowered participants to embrace challenges & develop innovative solutions—an essential skill set for aspiring entrepreneurs.



Intra Institutional Start-up Competition and Rewards for Best Start-ups

24th – 26th July, 2023

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized an event titled "**Intra Institutional Start-up Competition and Rewards for Best Start-ups**" from **24th – 26th July, 2023**. The event was managed through **YUKTI-NIR**. The event was meticulously designed to foster innovation, entrepreneurship, and collaborative spirit among aspiring entrepreneurs within the institution.

Key Objectives:

Promoting Innovation: By hosting a start-up competition, the event aimed to ignite the spirit of innovation and creativity among students and faculty members.

Encouraging Entrepreneurship: The competition was a platform for nurturing entrepreneurial talents, enabling participants to transform their ideas into viable business proposals.

YUKTI-NIR Implementation: The event provided a hands-on experience with the YUKTI-NIR platform, enhancing participants' understanding of its functionalities and advantages.

Event Highlights:

The event spanned across three action-packed days, featuring an array of activities designed to inspire, educate, and recognize outstanding start-up initiatives. The event comprised of the following:

Boot Camp Sessions: A series of insightful boot camp sessions were conducted by industry experts, guiding participants through the essential elements of crafting a strong business plan, pitching ideas effectively, and understanding market dynamics.

Start-up Pitching: Aspiring entrepreneurs enthusiastically presented their start-up ideas to a panel of judges comprising seasoned investors and mentors. The presentations showcased a diverse range of innovative concepts across various domains.

Expert Panels: Engaging panel discussions featured distinguished entrepreneurs, investors, and industry leaders who shared their expertise on building successful start-ups, navigating challenges, and leveraging available resources.

Networking Opportunities: Attendees had the chance to interact with like-minded individuals, mentors, and potential collaborators, fostering an environment of collaboration and idea exchange.

YUKTI-NIR Workshop: A dedicated workshop familiarized participants with the YUKTI-NIR platform, demonstrating how it can streamline the management of innovative initiatives, funding applications, and institutional partnerships.

Rewards and Recognition: The highlight of the event was the announcement of winners in various categories, rewarding the best start-up ideas with cash prizes, mentoring opportunities, and recognition within the institution.

The event received enthusiastic participation from students, faculty, and other stakeholders. Participants expressed their appreciation for the holistic learning experience, exposure to real-world entrepreneurship dynamics, and the opportunity to showcase their innovative ideas. The event ended with a vote of thanks by **Prof. Sanghamitra V Arora, IIC Convenor.**

Objective: Platform for nurturing entrepreneurial talents & transform ideas into viable business proposals.

Benefits: Participants gained hands-on experience enhancing understanding of its functionalities and to foster innovation, entrepreneurship spirit.



Visit to Atal Incubation Center

22nd January, 2024

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a visit to “Atal Incubation Center” - Technopark, Sonipat, Haryana for its B.Tech 3rd year students on **22nd January, 2024**. Prof. Sanghamitra V Arora assisted the students during the visit.

The visit aimed at exposing students to the startup ecosystem and inspiring entrepreneurial thinking. As soon as the students reach the center, they were asked to wait in the waiting area for some time and then students were given a comprehensive tour of the incubation center, including co-working spaces, meeting rooms, and specialized labs. An overview of the startup ecosystem in India was presented, focusing on the role of incubation centers in nurturing new businesses. Students had the opportunity to meet with founders of several startups currently being incubated at AIC IT Delhi. This provided insights into real-world challenges and opportunities in entrepreneurship.

Afterwards, experienced mentors associated with the incubation center conducted a brief session on the importance of mentorship in the startup journey.



Objective: To expose students to the startup ecosystem and inspiring entrepreneurial thinking.

Benefits: The visit offered practical insights into entrepreneurship and innovation, complementing their academic knowledge with real-world perspectives.

Business Plan Competition 2024

9th - 11th May 2024

Institution's Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a “Business Plan Competition” from 9th – 11th May 2024. Prof. (Dr.) Ritu Soryan (IIC Start-up activity Coordinator) coordinated the event.

The competition brought to the floor the aspiring entrepreneurs from various departments to present their ideas for viable business ventures. The competition served as an excellent platform for students to transform their technical skills into real-world applications, pushing them to think beyond engineering and into the realm of business development.

On the **first day** of the competition, i.e. on 9th May 2024, Prof. (Dr.) Ritu Soryan welcomed all the participants and gave a briefing about the competition. She told about various phases of the competition and articulated the category wise winning prizes. During the first day CSE, ECE, EEE and CSE-AI&ML students were required to present the ideas in front of the judges. Teams were given 10 minutes to present their business plans, followed by a brief Q&A session from the panel of judges. Judges evaluated each business plan based on its potential for real-world impact, creativity, and the team's ability to execute the project. At the end of the day, 5 teams were shortlisted to advance to the final round

During the **second day** of the competition, i.e. on 10th May 2024, students from CSIT, IT, ME and MBA department were required to present their ideas in front of the judges. The teams were shortlisted according to the criteria of judgment and 5 teams proceeded to the final round of evaluation which was held on the subsequent day.

The **final day** of the competition was the most anticipated, as the top 10 teams prepared for their ultimate presentations. Each team was given 20 minutes to present their refined business plan, followed by an in-depth Q&A session from the judges. The presentations were more comprehensive, with teams researching deeper into their market research, competitive landscape, risk assessment, and growth strategies. This round tested not only the creativity of the students but also their understanding of the practical challenges that startups face.

After intense deliberation, the judges announced the winners based on factors such as innovation, feasibility, and potential market impact. The **first-place team** presented a sustainable energy solution that aimed to revolutionize renewable energy access in rural areas and was awarded with cash prize of **INR 3000**. The **second-place team** focused on a cutting-edge AI-driven health diagnostic tool and bagged **INR 2000**, while the **third-place team** proposed an efficient waste management system utilizing IoT technologies and received **INR 1000**. The participants were also applauded for the efforts put by them and were given certificate of participation.



Objective: Brought aspiring entrepreneurs to present their ideas for viable business ventures.

Benefit: By participating in the Competition, young entrepreneurs gained valuable insights, & skills to transform their plan to startups.

Session on “Importance of Frugal Innovation for Start-ups”

6th – 7th June, 2024

Institution’s Innovation Council (IIC), Ministry of Education (MoE), Dronacharya Group of Institutions, Greater Noida organized a **Session on “Importance of Frugal Innovation for Start-ups”** from **6th – 7th June, 2024**. The keynote **speaker** of the session was **Dr. Gaurav Gupta (Director/Scientist ‘F’ @ Cyber Security R&D, Ministry of Electronics and Information Technology, (MeitY), Govt. of India)**. **70 students** attended the 2 day theoretical and practical session.

Day 1: Understanding the Foundations of Frugal Innovation

Dr. Kaustubh Kumar Shukla, the coordinator of the event, introduced the speaker before the session got underway. He extended the speaker's introduction in brief and extended the dais to him. The discussion began with Mr. Gaurav Gupta introducing the idea of frugal innovation, which has become a vital tool for companies to not just survive but flourish. According to him, startups frequently struggle with a lack of resources, tight budgets, and the urgent need to stand out in crowded markets in the ever-changing world of business.

He went on to expand on the idea of frugal innovation, which is sometimes referred to as "Jugaad" in India and is the process of coming up with high-quality, economically viable solutions with the least amount of resources. It entails maximizing all available resources, including time, money, and materials, and coming up with creative ways to accomplish more with less. It is more important to achieve maximum impact with minimal resources rather than sacrificing quality. He shed light on the significance of frugal innovation for startups as he continued the discussion. Viz: Global Competitiveness, Agility and Resilience, Sustainable and Social Impact, Market Penetration, Rapid Prototyping and Iteration, and Cost-Effective Solutions, etc.

Day 2: Practical Implementation and Sustaining Innovation

On the second day, participants showcase their creative yet frugal solutions or designs to audiences made up of faculty members and peer groups. Certificates were given to the winners after the same were assessed.

Opportunities for networking, group discussions, and practical exercises were observed over the three-day program to guarantee that participants gained useful knowledge and doable actions to incorporate frugal innovation in their startups.



Objective: students will recognize the significance of frugal innovation for start-ups.

Benefits: Students learned how to succeed in resource-limited settings while providing value to customers.