

Centre for Entrepreneurship Development (CED) Activity Report, 2010-2011

“The Centre for Entrepreneurship Development (CED), FORE aims to promote Entrepreneurship amongst the management students by creating a conducive ecosystem for the students to develop their creative ideas into brilliant business plans such that they are motivated to come up with their own Start-ups.”

CED Launched (February 26, 2010): The Centre was launched with a Seminar on *‘Charms of being an Entrepreneur in the Challenging Times’*. The inaugural function was graced by the **Mr. N.K. Maini**, Executive Director, SIDBI as the chief guest and **Mr. H. K. Mittal**, Head National Innovation Board, DST as the special Guest of Honor. The other eminent speakers for the seminar were **Ms. Nandini Vaidyanathan** (Mentor & Founder, Start-ups); **Mr. Harpreet Grover** (Founder, Co Cubes); **Mr. Rajan Saxena** (Founder; Live Media); **Mr. Mukul Singhal** (Cofounder, Saif Patners) and **Ms. Meena Kapoor** (Astroyogi.com). The seminar received support from The Indus Entrepreneurs (TiE) Delhi, the National Entrepreneurship Network (NEN), DST and SIDBI.

First, Entrepreneurship Awareness Camp –EAC (July 02 & 05, 2010): **Mr. Pradeep Gupta** (Founder, Cyber Media) and **Mr. Sujit Bannerjee** (Director, DST) inaugurated the first EAC for second year students (PGDBM & IBM). Various concepts of Business Plan right from scanning the environment to opportunity evaluation to operational, marketing and financial aspects of Business Plan were discussed by FORE faculty members: **Dr. Anita T. Lal**, **Prof. Nalin Jain**, **Prof. Freda Swaminathan**, **Dr. D.K. Batra** and **Prof. Vinay Dutta**. The Valedictory function of the two day event was graced by **Mr. Matteo Ciampo** (Eko Pvt Ltd), **Mr. H. K. Mittal** (Head, DST) and **Mr. Pramit Jagannathan** (Founder, Ideas to Impact).

Ideazz (September 01, 2010): Spirit of entrepreneurship was instigated in the new batch of first year with the event Ideazz. The event was judged by **Mr. Shadab Mobin** (Founder Bennigan’s Chain of Restaurant’s in India, as well as NEN Coordinator, Delhi Region) along with **Dr. Anita T. Lal**. **Winner** of the event was **Team : India’s Resources** (tapping unorganized labor sector) followed by the **Runner’s up Team: Swatchh** (providing fresh water).

Dreamzz (November 01, 2010) Dreamzz encouraged the students further to develop their ideas into concrete business plans. CED organized an Intra College Business Plan competition. Dr. Shaleen Raizada & Mrs. Alka Raizada, founders of Sanshadow Consultants Pvt Ltd; along with Dr. Anita T. Lal judged the event. The **joint winners** were **Team: My Baby** (organizing the surrogate motherhood system) and **Team: Eggetarian** (fast food chain having egg based menu). **Runner’s up** of the event were **Pharma Publications**, which is an up & running business venture by second year students of FORE.

MindMine (November 12, 2010): CED organized a National level inter-college Business Plan competition, held during Genesis’10. CED received an overwhelming response of 70 entries from MBA colleges not just in India but also from SP Jain Dubai. **Winners** of the event were **Ummed** (education

through memory card) fMICA Ahmedabad, **DontGiveUpWorld** (motivation workshops and website) IIFT New Delhi and **Bookomania** (Book website), *NITIE New, Delhi.*

Panel Discussion (December 12, 2010): CED organized a panel Discussion jointly with NEN on “**Emerging Entrepreneurial opportunities in Clean-tech and Education Sectors**”,..Panelists were **Manik Thapar**, *Eco Wise Waste Management*, **Gobind Singh** (Founder, Delhi Greens); **Anushri Mishra** (AVP, Advait Life-Educatio); **Manish Upadhaya** (COO, Liquid eLearning Service) **Moderator: Dolly Bhasin** (Founder, SPH Consultants).

Second Entrepreneurship Awareness Camp –EAC (January14-15, 2011) : A two day EAC was organized for the first year PGDM & IBM students to build awareness and instill the spirit of Entrepreneurship. The EAC was inaugurated by **Mr. Sanjeev Bhikchandani** (Cofounder Naukri.com) . **Mr. Rajeev Chawla** (Jayraj Group), **Mr.Siddhartha Sharma** (Success monks), **Mr. Jagjit Jain** (Hitting Boundaries), **Mr. Arjun Wadhwa** (Sportscampus.com) and **Mr. Piyush Tiwari** (Save Life Foundation) were the speakers for the first day. They enthused the students by sharing their start-up stories with the students. In the second day, students were taken through sessions on Idea generation, opportunity evaluation, operational, marketing and financial aspects of Business plan and finally how to write a business plan. These sessions were delivered by FORE Faculty members :**Ms. Mohita Sharma, Prof. Nalin Jain, Prof. Shalini K. Sahi and Dr. Anita T. Lal.** The valedictory function of the two day EAC was graced by **Dr. Anita Gupta**, *Joint Director , DST, New Delhi.*

As CED was completing one year on February 26, 2011.so the CED Team decided to celebrate the spirit of Entrepreneurship by organizing an ‘**Entrepreneurship Week**’ from February 14-18, 2011

Marketing Plan for BUILDING BLOCKS on February 14, 2011, showcased some *Interesting marketing Strategies for a Rs 50 Lakh company Building Blocks founded by Mr. Tarun Bhalla* The event was Judged by **Prof. Somayajulu Garimella** (IMI, New Delhi),**Mr. Tarun Bhalla, Dr. Shalini K. Sahi & Dr. Anita T. Lal .** **Winners: Team Madhyama & Runners Up:Team S Cube**

Movie Making Mania“IDEAS FOR INDIA” on February 15, 2011, stirred the audience with short interesting video movies by portraying the various problems India faces & suggesting innovative solutions.

Judges for the event were **Mr. Sanjay Kapoor** (Entrepreneur & NEN Representative Delhi). **Dr. Summeet Kaur** and **Dr. Anita T. Lal.**

Rs 50 Challenge: Selling Activity on February16-17, 2011, transformed the apprehensions into wild enthusiasm amongst the participants which turned out to be an exciting first hand learning experience by working in a team and earning more by investing only Rs. 50/- .The best teams were judged by **Mr. Shadab Mobin**(*Entrepreneur, Bennigan’s*), **Dr. Prachi Bhatt and Dr. Anita T. Lal**

Pirates of Silicon Valley” screened on February 15-2011, depicted the rise of personal computers through the rivalry of Steve Jobs & Bill Gates.

Mentoring Session for Mr. Divanshu Kapoor, 2nd year student @ FORE , who started Pharma Publications in September, 2010 is being organized in the first week of March, 2011.

Valedictory Function of the Entrepreneurship Week was conducted on February 18, 2011. A half day seminar on ***“Scope of Innovation in start-ups”*** was organized by CED. The Seminar got started with the presentation of the CED Activity Report by ***Dr. Anita T. Lal*** and then Welcome Address was delivered by ***Dr. J. K. Das*** , FORE, Director. The speakers for the Seminar were ***Dr. Anil Wali (MD, FIIT, IIT Delhi)***, ***Mr. Pramit Jaganathan*** (Ideas to Impact and Creative Inc-Entrepreneur); ***Mr. Nikhil Nanda*** (Svendgaard Labs, Entrepreneur); ***Mr. Shashank ND*** (PRACTO Pvt Ltd, Entrepreneur); ***Mr. James Nuttall*** (Hector Beverages Pvt Ltd, Entrepreneur); ***Mr. Sunil Kalra*** (Senior Member, Indian Angel Network). The speakers shared their entrepreneurial experience and how they have innovated and become successful. The seminar became very interesting with the Question and Answer session. The seminar came to an end by ***Mr. R. C. Sharma*** , FORE President felicitating the speakers along with a Vote of Thanks proposed by ***Dr. Anita Tripathy Lal***.

Thank You!

Dr. Anita Tripathy Lal
Head, CED FORE