



ENGINEERING MANAGEMENT TECHNICAL CAMPUS – JEMTEC

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
Plot No. 48/4, Knowledge Park-III, Greater Noida, PIN-201308

Name of the Event: - Workshop on “Entrepreneurship Development Phases”

Resource Person: - Mr. Alok Nikhil Jha, Chief Operating Officer, IIIT, Innovation & Incubation Center.

Day & Date: - Thursday, 3rd December, 2020

Time: - 11.00 AM to 1.00 PM

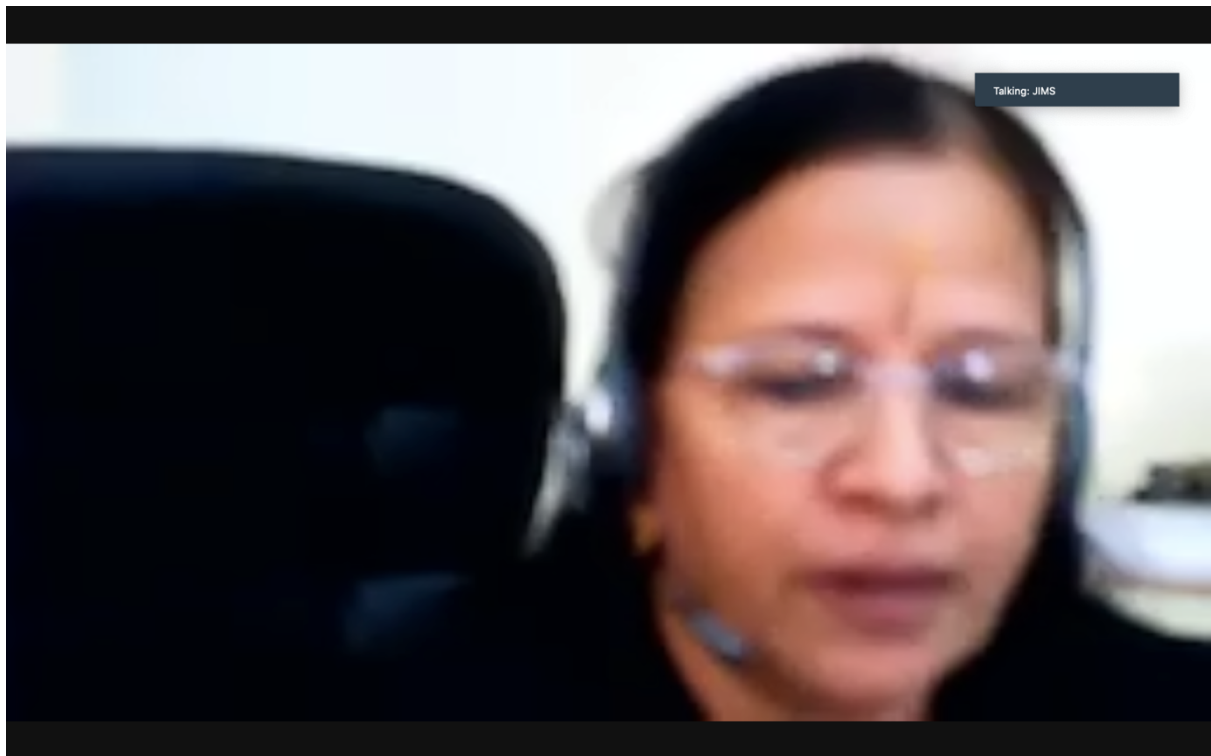
Attended by: - All the second & third year BBA Students

Venue: Online, ZOOM App

The image shows a Zoom meeting interface. At the top, there is a toolbar with icons for Unmute, Start Video, Security, Participants (82), New Share, Pause Share, and More. Below the toolbar, a green banner indicates "You are screen sharing". The main content area displays a presentation slide with a blue background. The slide text reads: "Department of Management Studies (BBA) in association with Institution's Innovation Council (IIC) Jointly organizing a Workshop on 'Entrepreneurship Development Phases' Guest Speaker Mr. Alok Nikhil Jha, Chief Operating Officer, IIITD, Innovation & Incubation Center 3rd December 2020 11:00 AM - 1:00 PM www.jimsgn.org". On the right side of the slide, there is a portrait of Mr. Alok Nikhil Jha, a man with glasses and a beard, wearing a white shirt. Below his portrait is a logo for JIMS Engineering Management Technical Campus JEMTEC. The Zoom interface also shows a "Talking:" label above the speaker's video feed.

The BBA Department of JIMS Engineering Management Technical Campus, Greater Noida organised a Workshop on “Entrepreneurship Development Phases” on Thursday, 3rd December, 2020. Mr. Alok Nikhil Jha, Chief Operating Officer, IIIT, Innovation & Incubation Center was the resource person, he is expert in the field of innovation and entrepreneurship and acting as CEO of an incubation centre.

Dr. Chandra Shaardha, HoD, BBA welcomed the guest and thanked him for accepting the invitation.



Mr. Jha began the Workshop with a positive note on entrepreneurship. He discussed phases of entrepreneurship in detail and motivated them to begin with enthusiasm and they will attain success. He said motivation is the most important factor for one to start with an entrepreneurship, it's all about sorting the prevailing problems in the society. One needs to be aware and observant of such problems in order to explore new ideas for being an entrepreneur.

The screenshot shows a Zoom meeting interface. At the top, a green status bar indicates "You are viewing Alok Nikhil's screen". Below this, a toolbar includes options like "View", "Zoom", "Add Slide", "Play", "Table", "Chart", "Text", "Shape", "Media", "Comment", "Collaborate", "Format", "Animate", and "Document". The main presentation slide is titled "Entrepreneurship Development - Phases- In & Out" and features a silhouette of a person jumping against a sunset background. The presenter's name, "Alok Nikhil Jha", and his title, "Chief Operating Officer", are listed, along with his affiliation, "IIITD Innovation & Incubation Center", and contact information: "www.linkedin.com/en/aoknikhil" and "alok@iiitd.ac.in". A sidebar on the right shows "Style" and "Shape Styles" options. At the bottom, a video feed of Alok Nikhil is visible. The Zoom control bar at the very bottom includes icons for "Unmute", "Start Video", "Security", "Participants", "Chat", "Share Screen", "Pause/Stop Recording", and a red "Leave" button.

The image is a screenshot of a Zoom presentation. At the top, there's a status bar with 'Recording...' and a play button. Below that, a green banner says 'You are viewing Alak Nakhle's screen'. The presentation title 'DEVELOPING DISCOVERY SKILLS' is in large blue letters. The main content is a blue rectangle with a white list of five skills. At the bottom, the Zoom toolbar is visible with icons for Unmute, Start Video, Security, Participants (94), Chat, Share Screen, Pause/Stop Recording, Breakout Rooms, and an End button.

DEVELOPING DISCOVERY SKILLS

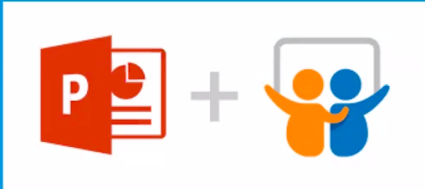
- Associating – Ability to make connections between unrelated things, problems, object, process- project, cause and effect
- Questioning – Why, Why Not, What if... Question the conventional systems. iPod was developed when MP3 players were well established
- Observing – People behavior – customers, Ex. Ratan tata observed people using moped/scooter with 3-4 people and then created NANO
- Experimenting – Keep trying and experiment. iPod was first formed using the fishing boards
- Networking – Like minded people, connectivity about observation and association

He talked about developing discovery skills. He gave live examples and illustrated how various have come in the market merely by following this path. He asked to associate themselves and have ability to make connections between unrelated things, problems, object and various processes. Questioning skill is also considered to be important, specifically questioning the conventional systems. Further is also mentioned that observing, experimenting and networking skills are very helpful in developing an entrepreneurship.

Recording... Play You are viewing Alok Nikhil's screen View Options Collaborate Format Animate Document

REPURPOSE

- Change something in Product or Service so that it can be used for different Use Case
- Slideshare : Founders planned for a "Youtube" of Presentations and launched Sideshare




Unmute Start Video Security Participants 93 Chat Share Screen Pause/Stop Recording Breakout Rooms More End

Recording... Play You are viewing Alok Nikhil's screen View Options Collaborate Format Animate Document

TRANSPLANT

- Take an idea from one place and introduce to another place
- Replicate the Model in different country

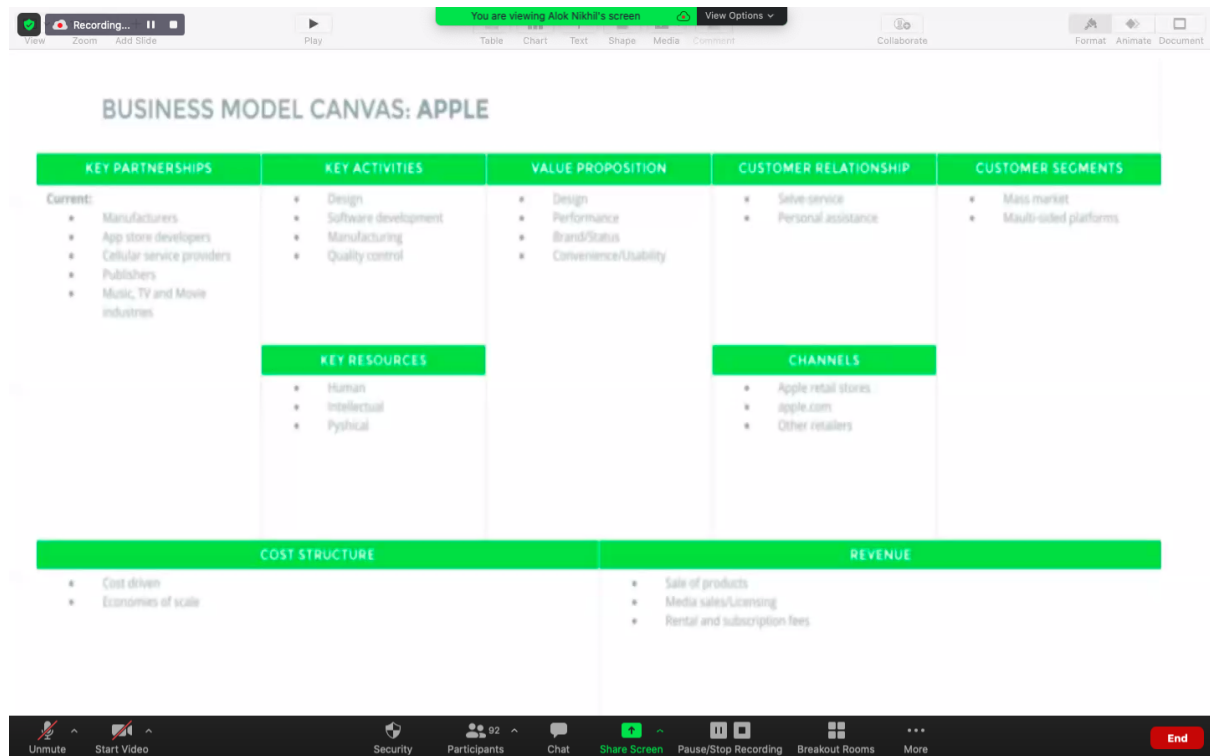


Press ESC or double-click to exit full screen mode

Unmute Start Video Security Participants 93 Chat Share Screen Pause/Stop Recording Breakout Rooms More End

He suggested that innovation is important in entrepreneurship. In this highly competitive world, innovative ideas are what will separate you from the rest. One's goal should not be to build just an average startup, so in order to create an outstanding product, strong brand and to

build their customer network, a person needs to innovate. Innovation doesn't always mean to create something new: innovators often take something that already exists, improve it, change it, make it better and make it the best for their customers. Innovative ideas are what will make a startup competitive. He also discussed the Business Model Canvass in detail taking example like Apple.



Recording... You are viewing Alok Nikhil's screen

DISCOVERING BUSINESS IDEA

Case insight MamanPaz

Ideas from other countries

If you have been to Mumbai you may have come across the 'dabbawallah system' that delivers hot, home-cooked lunches to workers in their offices around the city. For reasons of taste and hygiene, most office workers prefer to eat home-cooked food in their workplace rather than eat outside at a food stand or at a local restaurant. The meals might come from central kitchens, work-from-home women or from home itself. It is estimated that the 'dabbawallah system' delivers 250,000 lunches each day using bicycles and the railways.

MamanPaz is an Iranian online equivalent of the 'dabbawallah system'. It offers Iranian meals cooked by actual

mums to customers who prefer home-cooked meals to canteen food or takeaways. It was founded in 2014 by Tabassom Latifi, who was working for a corporate bank before she started the business. Originally she did everything herself, but within a year she employed four office staff and five motorbike delivery people. She uses a small work-from-home network of women to supply the meals and uses snap inspections of their kitchens and texted customer feedback to maintain quality. She currently supplies about 200 meals a day.

QUESTION:

1 Why is it important to adapt ideas from other countries to suit local circumstances?

Unmute Start Video Security Participants Chat Share Screen Pause/Stop Recording Breakout Rooms More End

Being innovative doesn't happen overnight: it requires time and effort to create something truly innovative that will make difference in the start up world. Innovation and creativity walk hand in hand when we talk about entrepreneurship. He suggested great ways to look at innovation in order to understand its importance in entrepreneurship, education, ideas execution, knowledge and more. He discussed the case on discovering business idea.



Recording... Play

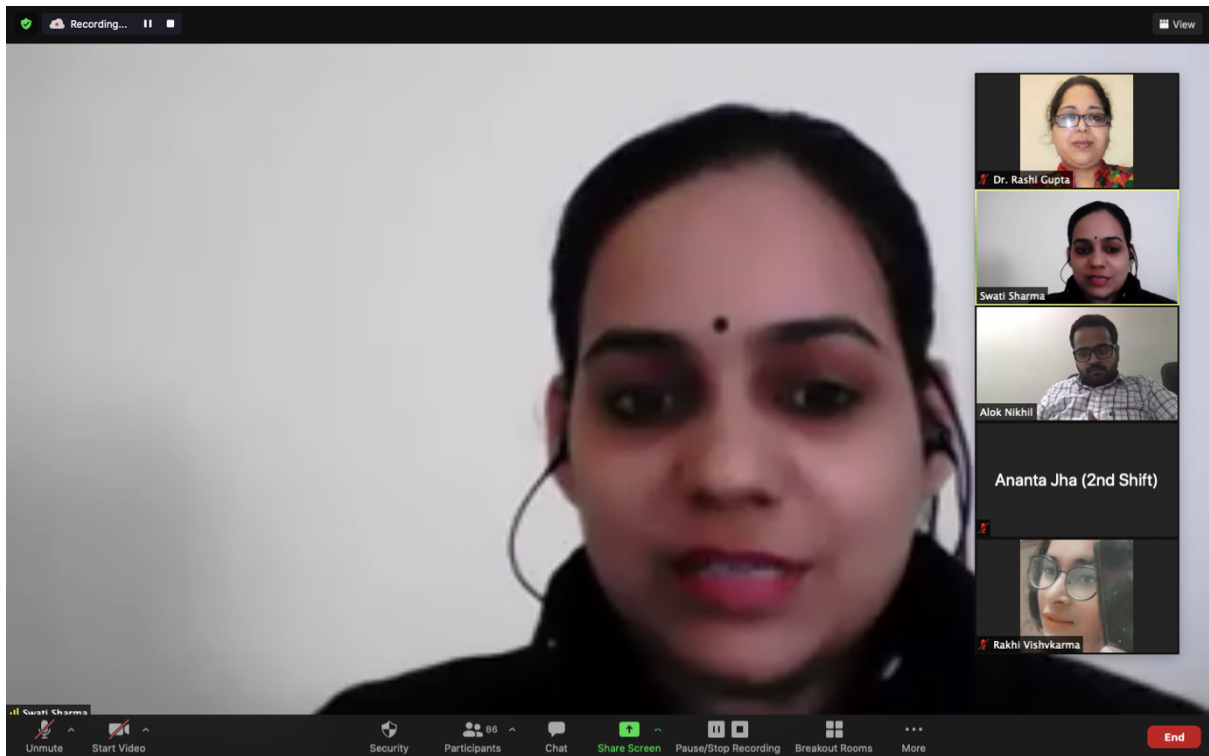
You are viewing Alok Nikhil's screen

Table Chart Text Shape Media Comment Collaborate Format Animate Document

MATRIX FOR COMPUTATION

Factors	Investment Required	Easy to operate	Marketability	Fit with Interest & Strength	Product Differentiation	Weighted Score
Idea						
Weightage	20%	20%	25%	25%	10%	100%
Personal Website for Students	5	4	4	4	2	$1+0.8+1+1+0.2=4$
	$=5*20\%$	$=4*20\%$	$=4*25\%$	$=4*25\%$	$=2*10\%$	
IDEA 2...						



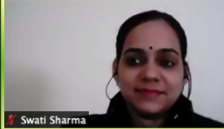




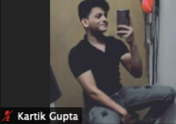





Unmute Start Video Security Participants Chat Share Screen Pause/Stop Recording Breakout Rooms More End



Ms. Swati Sharma, Assistant Professor, BBA gave vote of thanks and expressed gratitude towards the guest for giving his valuable time to the students. Dr. Rashmi Gupta, Assistant Professor, BBA coordinated for the event to make it successful. Mr. Jha answered all the queries with patience. The workshop was highly inventive, informative, practical, needed and interactive for all the students.

Recording...

View

 <div>Alok Nikhil</div>	 <div>Dr. Rashmi Gupta</div>	Ananta Jha (2nd Shift)	 <div>Swati Sharma</div>	 <div>Liza Arora 3B</div>
 <div>Deepti Sharma</div>	Arun 5-B	Tushar bisht 5A	Ishan Thakkar	 <div>pragya Arora</div>
Harshit Kumar	 <div>Aniket Coswami</div>	 <div>Kartik Gupta</div>	 <div>Ritika Singh 5 B</div>	Aditya 3A
Akshad Sharma	 <div>Rakshit gupta 3a</div>	 <div>Shikha Singh 3A</div>	Navya Priyadarshi	Mihir Kaushik
Nitish Anand	 <div>Mayank Kumar</div>	Shivek Narula	 <div>Akhil Madaan (2nd shift)</div>	Anirudh 3A

Mute

Stop Video

Security

Participants 86

Chat

Share Screen

Pause/Stop Recording

Breakout Rooms

More

End