

CIIE Report Academic Year 2021

1. Entrepreneurial Opportunities After a Degree in Media-

About the event: An informal discussion with the past and current students of the college who have started their own media ventures, aimed at the second and third year BMM students

The event was hosted in the form of a casual chat with four resource people, all of whom were either current students or the ex-students of the college and had their successful media ventures ranging from an online news platform to a full service digital marketing company. Harshad Santosh Pore, the faculty of Mass Media indulged resource people in conversation to find out more about their startup journeys and to know the nitty-gritties such as how they started, the source of initial investment, current financial standing, future scope, etc. The resource persons interacted freely later with the audience which comprised largely of SYBAMMC and TYBAMMC students. The students found the session eye-opening. They took notes, shared their personal contacts with the resource persons, and demanded more such sessions in the future. The resource people expressed their willingness to take some of the students as interns to train them further in the media industry. Total 110 participants were a part of this event.

2. Smart India Hackathon-

About the event: Smart India Hackathon is a nationwide initiative to provide students with a platform to solve some of the pressing problems we face in our daily lives, and thus inculcate a culture of product innovation and a mind-set of problem-solving. The first four editions SIH2017, SIH2018, SIH2019 and SIH2020 proved to be extremely successful in promoting innovation out-of-the-box thinking in young minds, especially engineering students from across India.

SIH 2022 brings the next generation evolution by inclusion of new methodology to inculcate the culture of startup and innovation ecosystem across different age groups

To participate in the same, The Department of Information Technology and Innovation Cell has organized an intra-collegiate event Smart India Hackathon 2022- Round 1. Total 6 different teams participated out of which 4 Teams were nominated further.

3. Case o' Clock-

About the event: CIIE had organized a National Level Competition, Case-O-Clock, and Case Study Writing Competition on 30th August 2021 at 3PM in Online mode with an objective to spread the awareness about entrepreneurs and their journey by encouraging, innovative and impactful case writing.

This was a platform where students could select Entrepreneurs/ Innovators from around the world and write a case study displaying their history, inception, business process, success or even failures for that matter. We received 7 case studies from the participants who belong to University of Delhi, University of Kashmir and KES Shroff College. Total 18 students benefited from this initiative by acquiring substantive knowledge of various entrepreneurs and develop analytic, collaborative, and communication skills.

4. TELL-A-TALE

About the event: An informative session emphasizing about the opportunities and obstacles faced by entrepreneurs to come-up to current business level. The event started sharp at 11:30 am, and Dr. Ranjana Yavagal , the coordinator of CIIE Introduced the guest speaker. The introduction and explanation of the event was given by a student member of CIIE, Melina Masaun. Speakers were introduced by Raghav Kotak. The participants performed in the following order:

1. Dinesh
2. Shehzeen
3. Shiksha
4. Mayank
5. Aagam

5. Innovation and Entrepreneurship as a career option

About the event: Event started sharp at 3:00 pm, an introduction and guest introduction was given by a CIIE member, Dr Harshad Pore. Dr. Dhargalkar immediately resonated with the audience by talking about some relatable, budding entrepreneurs who have solved their immediate problems without big funding. Dr. Dhargalkar ignited a spark in students and gave them a blueprint of how to actually start a journey as an entrepreneur and earn a living realistically. Total 95 participants were a part of the event.

6. How to Patent Your Idea and Monetize It

About the event: A formal discussion with an entrepreneur where he elaborated upon his journey of successfully filing and being granted an international patent. The guest speaker, Jinav Ghatalia made the audience aware about the mechanism on how to get the patents. Participants understood the detailed procedure and step by step guidelines for filing international patents. This national level event had 140 participants.

7. Talk on 'Entrepreneurship Ideation and Execution'

About the event: Discussion on Entrepreneurship Ideation and Execution was organized to increase awareness among students regarding the importance of entrepreneurship and its ideation and execution. The event helped students in generating, developing and pitching innovative new

ventures ideas. The Resource Person was Mr. Gaurav Kothari. Total 30 participants were part of the event.

8. Professional Interface Forum ‘Cornerstone: a Family Managed Business Summit’

About the event: The family business summit was organized by the Department of Commerce, KES Shroff, College of Arts & Commerce, Kandivali. The chief guest for the day was Prof. Samish Dala and speakers were Mr. Yogeshwar Dande; Mr. Krishna Rana; Mr. Aditya Agarwal. The first speaker of the session was Prof. Samish Dalal. He interacted with students by asking few questions like “which is riskier, business or job?” He spoke about the various aspects of business and explained it to the students with his own real-life examples. He encourages students not to be afraid of failures. He asked the students to work on their weaknesses and focus on their strengths. He said, “Give your life one chance and one opportunity,” Overall the session was very interactive and informative. The second speaker was Mr. Yogeshwar Dande. He spoke about his own experience and his learnings about managing the family business in the position of 3rd generation. He even told the students to learn and observe through experiences. The third speaker of the session was Mr. Krishna Rana. He spoke about the pros and cons of handling the family business. He told the students to adopt their own ideas. The fourth speaker of the session was Mr. Aditya Agarwal. He spoke about how elders can be guiding light for running a successful business. Feedback given by the students was reviewed & was concluded that the conference was instructive & worthwhile.

9. Round Table Mumbai 2021: Business In Challenging Times

About the event: The event was organized on 3rd July, 2021 on zoom platform. Renowned business entrepreneurs were invited for the round table discussion. The entrepreneurs enlightened the audience on the strategies that can be used in carrying a business in these challenging times. The event was successful with a positive response from the audience.

10. Learning from Champion Series

About the event: In this event, successful entrepreneurs were invited to share tips on carrying successful business. In order to facilitate significant development and change throughout the

family, family champions engage and inspire the family to work collectively to sustain their legacy. Ultimately, family champions create champion families.

11. Student Panel Discussion -

About the event: The student panel discussion was held on 24th August, 2021 on zoom platform. The objective of this event was to create awareness for entrepreneurship, innovation, and leadership among the stakeholders and the importance of considering entrepreneurship as a career option after graduation. The event was very successfully attended by 78 participants across the Nation. The participants benefited from this learning program in which speakers who were students shared their views on entrepreneurship and challenges.

12. Intellectual Property Rights and IP Management in Startups. -

About the event: A 3 Day National Level workshop was organized by the Legal Aid Clinic and CIIE of KES' Shroff College on Arts and Commerce in collaboration with CIPAM (Cell for IP Promotion and Management) from 15-12-2021 – 17-12-21 on Zoom Platform at 3:00 pm. Total 99 students participated.

It educated participants about Intellectual Property Rights, its scope and role in startups. In order to educate participants about National IPR Policy and to enhance creativity, innovation, competitiveness and economic growth in India, it is imperative to harness IP. With phenomenal growth of the Indian Economy it is vital that IPRs are generated in India and then legally protected and exploited. Inadequate knowledge about the rights of individuals to protect their ideas and innovations and low awareness about the procedures involved in obtaining an IPR has hindered India's growth in Intellectual Property. With India's potential and its importance in the global arena, it's time we rise and become a leader in innovation and Intellectual Property.

13. Poster Making Competition. -

About the event: Poster making competition was held online on Zoom platform on 04-03-2022 from 11:30 a.m. onwards. Students submitted their work through an online submission link. This online competition was based on making posters related to:

- Start up India
- Atma Nirbhar Bharat
- Personality traits of a successful entrepreneur
- Innovation, Incubation and Entrepreneurship in India
- Small businesses

Students showcased their talent and their work was very appealing. The ideas they portrayed were clear and related to the topics given to them.

14. Screening of the movie ‘THE SOCIAL NETWORK’

About the event: A screening of the social media was organized by the centre under the able guidance of its mentors Prof. Ranjana Yavagal with an objective of to encourage students for start-up with the help of a great example and to give them a different perspective. The event started sharply at 10:00 am with an encouraging and enthusiastic introduction from Prof. Ranjana Yavagal. The screening of the social network movie was followed by questions from students and discussion on these helped the students in thoroughly understanding the gist of the movie. By the time the event approached its end, everyone had something valuable and precious to take back home.

15. Entrepreneurial Quiz Competition

About the event: Quiz competitions are always interesting and informative, which provide excitement among the students. The main objective of this event was to make them aware of recent happenings related to entrepreneurship and entrepreneurs. CIIE had arranged quiz which was unique and was held on a virtual platform. Students from various programs were a part of the quiz. The students who got 70% or more were issued certificates for the same. Total 23 Students from various programs benefited.

16. International Symposium on ‘Achieving Self Reliance Through Social Entrepreneurship’

About the event: The event International Symposium on ‘Achieving Self Reliance Through Social Entrepreneurship’ was organized by the Department of Management Studies and CIIE on 4th August 2021. Many esteemed social entrepreneurs like Mr. Subodh Sangle, Mr. Rahul Singh, Ms. Vaishnavee Balaji, Ms. Heidi Quah and Dr. Shyama Gondalia graced the event and instilled confidence in students to become self-reliant and inspired them to fulfill their social obligations. Total 358 participants had joined from all over the globe.

17. Entrepreneurial Development Program

About the event: The family business summit was organized by the Department of Commerce, KES Shroff, College of Arts & Commerce, Kandivali. The chief guest for the day and first speaker of the day was Prof. Samish Dalal. He interacted with students by asking few questions like “which is riskier, business or job?” He spoke about the various aspects of business and explained it to the students with his own real-life examples. He encouraged students not to be afraid of failures. He asked the students to work on their weaknesses and focus on their strengths. He said, “Give your life one chance and one opportunity,” Overall the session was very interactive and informative.

The second speaker was Mr. Yogeshwar Dande. He spoke about his own experience and his learnings about managing the family business in the position of 3rd generation. He even told the students to learn and observe through experiences. He spoke about the pros and cons of handling the family business. He guided the students on how to infuse innovation in the already running family business. He spoke about how elders can be guiding light for running a successful business. Feedback given by the students was reviewed & was concluded that the conference was instructive & worthwhile.

18. Celebration of National Science Day

About the event: CIIE has celebrated National Science Day by organizing poster presentations, one minute video and PPT presentation on the theme of Contribution of Indian scientists’ contribution to the world. Total 40 students had participated and they were encouraged to speak and express their knowledge. The objective of the event was to celebrate the National Science Day by remembering the contribution of Indian Scientists and to spread the message of importance of science and its application among the people. Students were motivated and showcased innovative ideas with the use of science and technology.

19. EX-Pert Gyan

About the event: The event started sharp at 11:30 am with an introduction given by a student member of CIIE, Melina Mausam. Our first speaker was Mona Mehta, Entrepreneur Talent Plus Dance Academy followed by Mr. Sagar Chitroda, CEO Leonard Finance Pvt. Ltd.

The objective of the event was to provide a step-by-step guidance on how to build a successful business. spreading awareness about entrepreneurship. The participants of the event got a pragmatic approach towards building a business. Total 57 participants were benefited and motivated by the realistic and detailed discussion.

20. My Story: How I created a chain of 11 Profitable cafes

About the event: The event which started at 11:30 a.m. began with an introduction which was given by a student member of CIIE, Shiksha Singh. Our first speaker Parth Patel, Co-Founder Tea Pea café enlightened the participants about finding out target audience before starting a business and how conducting business is more important than managing business.

Second speaker, Mr. Ankit Updhyaya B.E IT from DJ Sanghvi College software developer working with Infosys and BNP for 5 Years highlighted on how to look out for a need and finding a gap before starting a business. Total 57 participants were a part of the event and were guided on what to do before starting a business.

21. Entrepreneurship Awareness Program

About the event: Department Of Multimedia And Mass Communication along with CIIE hosted an "Entrepreneurship Awareness Program" with the goal of educating kids about entrepreneurship. Experts provided sessions on a variety of intriguing and practical topics, including Why Startups Fail, Entrepreneurial Motivation Workshop, Creativity and Entrepreneurs – Life Skills, and How to Groom Yourself, among others. Other activities utilized in classroom interactions include group work, simulation exercises, case discussions, and so on. The students as well as faculty were made aware about the degree/diploma courses in S&T offered, services offered by agencies of support systems and why entrepreneurship as an alternative career can be good option.

