

# ENTREPRENEURSHIP AWARENESS CAMP

## SUMMARY REPORT

Anand Pharmacy College organized 'Entrepreneurship Awareness Camp' on August 29<sup>th</sup> till 31<sup>st</sup> 2017 sponsored by NSTEDB & EDI.

It was three days camp with total of eleven sessions where one session included industrial visit.

**Session 1** started with Inauguration ceremony which included welcome address given by Dr. Tejal Gandhi (chief co-ordinator, EAC, principal, Anand Pharmacy College).



**Session 2** included lecture by Shri Sharad Amin (Entrepreneur, managing director, energy machines, V.V. nagar). Lecture was on 'Practicing entrepreneur's success stories – common problems faced by entrepreneurs'. He defined entrepreneur that he/she is the one who seeks

opportunity and who converts opportunity to create monetary gain. He explained about 80:20 formula in entrepreneurship.



He described about James Watt who was responsible for bringing in 1<sup>st</sup> industrial revolution. Which was followed by 2<sup>nd</sup> industrial revolution and that we are on the threshold of 3<sup>rd</sup> industrial revolution.

He also encouraged to pursue your dream no matter what. And gave wonderful examples

about stakeholders and how not to be discouraged about criticism. And lastly he explained how to analyse and take good and ignore the rest.

**Session 3** was held by Dr. Mukesh Gohel (PG Director, Anand Pharmacy College) he spoke on 'Entrepreneurship – An yield of a meaningful involvement in the startup process' where sir emphasized on usage of English language, to start learning on your own. He gave an example of core values of Pfizer. He further described about startup. About help government is giving on startup based on criteria upto 5 years. He also explained what successful startup is. He also briefly advised to consider government policies as a training. He suggested a video of psychologist Angella Duckworth's Grit. He gave a close up remark saying, "If you want to do successful business then be different from others, read success stories, do smart work, causes of failure of business and learn to do team work.



**Session 4** was graced by Shri H.D. Dehade (General Manager, District industry center, Anand).



He spoke on 'How to start SSI unit, Support and financial assistance from Govt. agencies, banks, financial institutions, SFCs and others-securities demanded by FIs/banks etc.' where he explained that SSI are now referred as MSME. And that upliftment is due to more MSME, that it is the backbone. Large scale is rather huge where everything is automated so less manpower is required.

He also explained about micro, medium and small scale. He informed about the registration under MSME. He also briefed us about new industrial policy of

2015, assistance to MSME, capital subsidy, interest subsidy, quality certification scheme, market development assistance, assistance for technology acquisition, assistance for patent registration, startup, awards to best MSMEs and also demonstrated how to apply in IFP portal.

**Day 2** included 4 sessions where **Session 1** was by Mr. Sandip Patel (Faculty, center for entrepreneurship development, Gandhinagar), topic was ‘Identification of opportunities for entrepreneurs’ in this session he spoke about knowing your own self and that everyday we can learn something or the other.

He also added that to be a successful entrepreneur one has to think out of box and ideas are not the same as opportunities. He further added that we create opportunities by performing not complaining. He also explained importance of time, creativity, dream, motivation. He also briefed us about the trends of next decade, planning an entrepreneurship. He also showed us how to add value by processing and earn more. He gave various examples of entrepreneurs with small scale industries. He explained further that most promising source of business ideas comes from customers giving various examples. He also explained about sectorial opportunities in Gujarat, policy on agro & food processing.



**Session 2** was taken by Mr. Mayank Mehta (Faculty, center for entrepreneurship development, Gandhinagar) he spoke on topic ‘ Mechanism of product selection and technology – assistance from R&D labs and others on choice of technology etc. where he started with a punch line “understand the unmet need of customers give it to be a successful entrepreneur.”



He described about important parameters for selecting product and also that a good product is that which is:

- Techno-economically sound.
- Commercially viable and feasible.
- Environmentally sustainable proposition.

He also explained how to generate idea in mind giving various examples and also some source of an ideas for product or service. Also he explained that government policy is your opportunity and gave an example of FSSAI act introduced for food safety. Also he added that most promising

source of business ideas comes from customers and a good product or service should meet the need of market and to conduct a broader industry analysis to the industry you are going to work. And types of economic activity.

In **session 3** the lecture was given on 'Tech. and commercial aspects of SSI unit' by Mr. Sandip Patel (Faculty, center for entrepreneurship development, Gandhinagar) He started with a video titled ' We shall overcome someday' showing the initial work done and failure of celebrities we know today. He explained to convert information to knowledge and to wisdom. He showed us the road map to setup any business activity. He further added that organization is the summation of people, purpose, process. He explained how business/industry is network of professional relations. He also briefed us about planning an enterprise. Next he showed a video about south korea, S-oils overcoming the problems of parking and explained about life cycle entrepreneurship development. He also described about the classification of business and technical feasibility. He explained how to select product, types of business, important parameters for identifying business opportunities. He also showed us various websites useful for micro small industry project and project related information. He further gave description on market- economical viability and also explained commercial feasibility.

In **Session 4** Mr. Mayank Mehta (Faculty, center for entrepreneurship development, Gandhinagar). He spoke on 'Financial aspects of SSI unit including salient features of a project report'. He started with information of policy formation agencies for medium, small and micro entrepreneur. Next he explained about venture capital and he further explained about contents of business plan which includes:

- Executive Summary
- Company description
- Product/service description
- Overall industry scenario
- Competitors
- Market Analysis
- Marketing Strategies
- Management

**Day 3** incorporated industrial visit from 10:00 to 12:30 after that 2 sessions were scheduled after lunch.



**Session 1** was taken by Dr. Nirmal kumar Sharma (Director, Anand Institute of management, Anand) he gave lecture on topic ‘Creativity and business – the man behind the venture – the behavioral scientist’s approach’. He started with asking basic questions entrepreneurship requires what, how, when. He further informed us about government policies and about taking risks to be an entrepreneur which can be called planned risks. He gave idea on acquiring raw material giving examples. He advised to setup targets for life. He gave ideas on acquiring raw material giving examples. He also stated that one should imagine beyond vision. He informed about MASK(Management, Attitude, Skill, knowledge) theory. He also gave many ideas on how to start entrepreneurship with zero investment.



**Session 2** was taken over by Dr. Bindiya Soni (Associate professor, Anand institute of management, Anand).

She spoke on ‘Communication skills for better results’ where she started with defining entrepreneurs that they are the one who maintains relationships with stakeholders. As communication can be both written as well as oral she gave an exercise where students had to summarize their experience of entrepreneurship awareness camp.

She further explained about effective communication (7’Cs) which included completeness, conciseness, consideration, concreteness, clarity, courtesy and correctness. Lastly, she made a very important point that ‘to be a good entrepreneur, one has to be good communicator’.

Session 3 was valedictory function which was taken by Dr. Kalpana Patel (Academic head and professor, Anand Pharmacy College).

