



RAMAIAH
Institute of Technology

ENTREPRENEURSHIP DEVELOPMENT CENTRE



Highlights Of Entrepreneurship Development Cell 2017

Dr.C.S.Chethan Kumar
EDC-Coordinator

Entrepreneurship Development Cell (EDC)

Entrepreneurship Development Cell (EDC) was established in July 2003.

The National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology (DST), Govt. of India (GoI) funded EDC, MSRIIT from 2004 to 2009 and had supported EDC activities for 5 years.

EDC is a Platform for the RIT students dedicated to development of multidimensional skills. Creating a forum where we can bring Interdisciplinary students to bring the heterogeneous culture together. It invites various eminent entrepreneurs to deliver lectures to educate students about the joys and hardships of entrepreneurship. Guest Lectures, Workshops, Case Study, Group Discussions are conducted throughout the year to involve students in activities that are essential to be an entrepreneur. E-Cell also actively incubates startup ideas by creating required eco system to be an entrepreneur. Entrepreneurship Development Cell basically aims at recognizing and developing soft skills of individuals. To be a successful entrepreneur it is important for an individual to be a leader, a team player and a risk taker. He should also be an excellent judge of opportunities and recognize the potential a market can offer. A good entrepreneur has to analyze the market, plan and implement his ideas for a better society. Keeping these objectives in mind E-Cell functions to guide the budding Entrepreneurs in their endeavour.

Centre for Advance Training and Continuing Education (CATCE) RIT

This CATCE is an abstract view of Finishing School Concept of AICTE. Under this banner not only the training related to Leadership & Entrepreneurship, it will also focus on the training required for RIT students related to their academic, & Industry requirement. The main Objective is to enable them in lifelong learning.

VISION

To provide and sustain entrepreneurial activities to foster startup culture and strive to implement environmental, social and economic solutions.

MISSION

- To generate new and innovative ideas.
- To organize entrepreneurial Conclaves/ Ideathon / Hackthon / Competitions.
- To convert innovative ideas into tangible products and solutions.
- To encourage start-ups and its ecosystem.

CORE VALUES

- To identify creative students and inspire them with an innovative ecosystem which provides professional and ethical inputs to become successful entrepreneurs.
- To enable students to follow the path of enterprise with commitment to service.

EDC-RIT EVENTS- 2017

EMPYREAL 2017

The Entrepreneur Development Centre (EDC) is an organization run by the students of Ramaiah Institute of Technology (RIT) with the vision to spread the spirit of leadership and entrepreneurship, to nurture and encourage the expression of creative and innovative ideas and channelize the same to actual implementation. In the same interest, EDC organised an E-summit called “EMPYREAL 2017”. This was a summit comprising of different events relating to entrepreneurship. EMPYREAL 2017 was the first ever launched Ramaiah Institute of Technology’s Entrepreneurship Fest under the Entrepreneurship Development Centre. Through the launch of its new event Empyreal (RIT E-WEEK) held from 17th to 22nd of February 2017 EDC aims to encourage entrepreneurs and provide a platform for their participation and make it big this time around. Empyreal is a one-of-its-kind event with equal bits of knowledge, fun, motivation and indulgence. In this regard, we plan to carry out inter-college events through E-Summit along with intra-college events. EMPYREAL 2017 proposed to consist of two phases- E-Fiesta and the E-Summit. The former was restricted to the students of RIT, while the latter was an inter-college affair. This fest celebrates the skill of entrepreneurship over a huge scale. It basically focuses on the development and exposure of the new comers in the field of the Startup world. Empyreal means ‘pertaining to the highest sky’ where this fest aims to push the new talents up to.

The inaugural ceremony of EMPYREAL was graced by Shri S.N. Rangaprasad, the Director of MSME, India, Dr Vijay Kumar, the Head of Dept. of Information Science, and Technology, RIT and Dr Anita Kanavalli, the Head of Dept. of Computer Science and Engineering, RIT and Dr Lingaraju, EDC Coordinator, RIT. Shri. S.N. Rangaprasad, who earned a Bachelor's in Chemical Engineering from SIT, Tumkur, went on to study post-graduation in Plastic Technology. He persuaded the audience to take up a career as an entrepreneur, by highlighting the schemes and policies in favour of start-ups, offered by the Government of India. The ceremony ended up with a token of thanks to the guests and showering down the flags through the ESB and Apex buildings of the Institute as a curtain raiser of the event and a lot of blessings by our teachers and guests for the prosperous start and conduct of the fest. There is hope, there is dream, there is enthusiasm, there is zeal and there is passion in the eyes of the students to make way for a better future by a grand start of this grand EMPYREAL 2017.

ORIENTATION (2017-18)



EDC at Ramaiah Institute of Technology had its orientation on 14th September' 17 for the academic session 2017-18. The event took place in the ESB seminar hall in the presence of core & secondary core members, faculty coordinator and the students from first and second year. While the students were arriving in the auditorium the environment was made interactive by a light question answer session by Mr. Ashwani Jha.

Dr. C.S. Chethan Kumar, EDC's faculty coordinator was welcomed by Shashank on the stage to address the gathering and start the orientation. He spoke about the opportunities of innovation in different countries, MSME being financial support for SSI (short scale industries) and startups, reasons for unemployment, the persistent economic gap, necessity of entrepreneurship skills, growing competition and how finance is the key for any entrepreneur. He also mentioned that entrepreneurship can be briefly and aptly defined as- 'Cherish and achieve your goals and contribute to society', 'he also told about how RIT is a great place to enhance entrepreneurship skills, and explained the need for engineering skills in an entrepreneur. After his addressing, video on Colonel Sanders (Founder of KFC) and WhatsApp was showed to the students. The enthusiasm of the audience boosted up after watching the great founding stories of these great companies and how they succeeded after failures and rejections. Then one of the core heads, Shashank went on the stage and spoke to the crowd. He first asked the crowd about the great startup story of Lijjat Papad. The organisation's main objective is empowerment of women by providing them employment opportunities. Started in the year 1959 with a seed capital of Rs.80, Lijjat has an annual turnover of around Rs. 6.50 billion (over 100 million USD) in 2010, with Rs. 290 million in exports. Then he told how people of Shanti Nagar in Bangalore fixed the problem of people dying due to open potholes during rains by marking it on Google maps. He mentioned that a person doesn't need to think of a highly technical product, we just need to look around, identify the problem and find a solution to it. He also spoke about Denmark's innovative education system and ended by mentioning the initiatives of EDC:

- Idearise 2018
- School awarenesses
- My story session
- Nene week
- Upstarters

Then some of the college startups from RIT were invited on stage to tell about their experiences and life in college and how it helped them to build their startup. First was Mr. Vishnu.A from 366 Brewing company and then Mr. Laxmikant from Hi onevents. The event ended with core and secondary core members introducing themselves and marking a great start to this journey.

FIRST VOLUNTEER MEET



The first meet of EDC MSRIT was conducted on 22nd September 2017 at the DES stairs. The agenda of the meet was to introduce freshers to the environment and different departments of EDC. At first, the students were introduced to EDC's core and secondary core team and then they were briefed about the departments that EDC is bifurcated into. The crowd was also briefed about the events that were planned for the year. In order to give them a hint of what exactly happens in this club, EDC's team anchored a small activity amongst the volunteers and freshers. The crowd was divided into 8 teams and each team was given an item for which they had to enact an ad. These were no ordinary items, they were hard to sell. These items included a transparent t-shirt, used pen cap, inverted umbrella etc. All teams took 20 minutes to prepare and were given 5 to 7 minutes to enact their ad. The teams were also guided by the secondary core which in a way gave them an opportunity to interact with the crowd. The meet was concluded by inviting everyone to the next meet and by wishing them luck for their internals.

SECOND VOLUNTEER MEET

The second meet of EDC MSRIT was conducted on 10th October 2017 at the DES stairs. The agenda of the meet was to introduce freshers to the upstarters department of EDC. Briefing about what exactly is upstarters and therefore resolving the doubt between upstarters and regular meet. At first, the students had a general talk and the people attending the meet for the first time were addressed and introduced to EDC's core and secondary core team. After that an activity called "Entrepreneur's Dilemma" was organized. The activity was linked to the activity of the first meet as the products were the same but this time two teams were given the same product and they had to convince their facing team to buy the product. The crowd was divided into 8 groups, there were 4 games in the first round, 2 in the second and 1 in the final round. The rules of the game were like each of the teams had to present the idea of their product. Now if two teams were taken as A and B then if A and B each betray the other, each of them gets 2 points each. If A betrays B but B agrees, A will win and B will be out. If A and B both agree, both of them will get 1 point each. It was an interactive game which enhanced their abilities as an entrepreneur and moulded their convincing and leadership qualities. After that the info about 'My story' session was given with a brief idea about what will happen in our next meet and when it would be.

The meet was concluded by everyone sharing their views on the activity and wishing them luck for their academics.

INDIA MANUFACTURING SHOW (IMS)

MSRIT had three startups, 366 The Brewing Co., H.O.P.E., and ECO Drives exhibiting their ideas at the IMS. India Manufacturing Show is the country's premier trade fair for engineering companies and is held biennially and the fourth edition is slated between Oct 30 to Nov 1, 2017 at Bangalore International Exhibition Centre (BIEC), Bangalore, India. IMS offers participating companies a unique, never before platform to exhibit products & services to prominent manufacturers. India Manufacturing Show intends to be the catalyst to revive the manufacturing sector by bringing together the best talent, the best technologies and the best minds from across the globe while providing excellent marketing opportunities for all its participants. IMS brings together the most innovative and disruptive startups, along with C level executives from some of the top corporations, government agencies, incubators, investors, HNIs, VC funds, banks, students, and technology companies across the world. It features a 3-day exhibition, a 2-day conference session, an awards evening, and a hackathon. Thought leaders, experienced entrepreneurs, investors, and key policy makers will take part in the event. The startup expo had more than 250 stalls from different companies and startups across the globe. The expo was organized to give the budding startups a push so that they could gain recognition and have an opportunity to meet investors, venture capitalists and mentors from different fields. The students gained valuable experience and were given some very important reviews on their products.

THIRD VOLUNTEER MEET

For the final meet of the odd semester on 30 November 2017, EDC RIT planned to conduct one of NEN's practicums called D.I.S.R.U.P.T. As part of the activity, the participants were divided into teams and each team was given an object and a sheet of paper. Each team was then asked to watch the video related to the activity, which made conducting the event easier. Thereafter, the following triggers were provided to all teams, using which, they had to think of modifications to the object they were given so that it was marketable:

D- Derive: Pick one interesting feature. Use it for something else.

I- Include: Make better. Add. Subtract. Modify.

S- Separate: Disassemble the parts. Create something new.

R-Repurpose: Rethink the function from its intended use.

U- Unite: Create a hybrid, taking elements from two objects.

P-Personalize: Customize it to meet the end user's requirement

T- Transplant: Move it to another place or country.

Each trigger was given after a set interval of time, after which each team was given some time to write their ideas before the next trigger was explained. Mr. Gaurav from the NEN was also present to see how the activity was being conducted and interacted with the members of the EDC- sharing some valuable information in the process. After all the triggers were explained, the teams were given some additional time to think of some more ideas and finalize the best idea out of the ones they had thought. At the end, each team was called to explain their ideas under the various trigger. The teams were scored based on the quality of their ideas and their relevance to the triggers and the team with the highest score was declared the winner.

MY STORY SESSION



Stopping in India on her two-year expedition, Ms. Rong Li shared her inspirational story that motivated many young minds in the My Story session held on 25th November 2017. Ms. Rong Li is a graduate in International Trade from Jilin University, China and has tremendous experience in international air travel & Operations and Sales. She is the founder & COO of ASLAN Co. Ltd which was ranked number one in international air ticket B2B platform in China. She was also the Head of International Air Tickets at Alitrip (Alibaba's online travel marketplace). With her great level of expertise and knowledge in Tech, Product Sales, and Operations, she built up a product & tech team which started from 0 and reached 10,000 tickets in less than a year.

In the highly interactive talk that was conducted as a question-answer session, Mary told the audience the meaning of her name and about the reason she had to quit her first job. She added her experience of going from a student studying English in a London school to becoming a teacher there to finally becoming the principal of the school, all in a matter of a mere three months! When asked about the obstacles she faced when starting her own company, Mary said that her aim was to make her company profitable. She said that in most cases, handling the business is not the real issue. The real issue is handling oneself during tough times. She also shared a chat she had with the COO of a company in which she learned the importance of trying to forget and to move on from the events of today because that is important to survive and if one doesn't survive, neither does his/her company.

Mary then went on to highlight the importance of selecting the right business partner. She compared the situation between business partners to a marriage because they must understand each other and work together so that the business runs well. She shared how her relationship with her husband, who is also her business partner suffered because they couldn't control each other's emotions, which led to tension between them at home as well as at work. She added that to resolve conflicts, the business partners must talk transparently with each other so that all differences are settled. She highlighted

that more than 95% of the companies fail because of people and not because of the business. Commenting on Alibaba, she said that Alibaba asked their employees to forget the past and be the new in the group. This made the company different because instead of allowing its employees to impress others by sharing their history, the company created a level field by asking them to forget their history and start afresh. She added that those who worked at Alibaba were stronger at heart than those in 99% of the other companies because the company believed that everyone had equal potential to get any job done.

Mary went on to describe the changes that had happened to her during these two years of travel. She said that she had become calmer and more adaptive to new cultures than she had been when she started. She also said that she saw India and China as the two fastest-growing countries 20 years down the line. She also said that she sees Bengaluru as a place where various overseas companies will have research centers in the years to come.

When asked to give advice to the young women who are looking to be entrepreneurs, Mary said that women should consider themselves to be just as good as men and not use gender as an excuse. She then stressed on the meaning and importance of self-discipline and added that success is when one does what he/she wants to do.

She concluded by saying that self-discipline, achieving targets and learning and adapting quickly is what really sets people apart. The thoroughly enjoyable session was concluded once a few members of the audience got the chance to ask Mary some questions and after she was presented with a memento with a vote of thanks.

SCHOOL AWARENESS

At the Entrepreneurship Development Centre (EDC) in Ramaiah Institute of Technology, we organize events round the year, some of which are motivational while others are educational. But most of all these events are conducted in college for the benefit and overall development of the students within the university campus.

Recognizing the importance of entrepreneurs in our society and because entrepreneurship is not a topic limited to a specific campus, we introduced the concept of School Awareness to promote entrepreneurship to the school children and create awareness in those young minds. As a part of this, teams of students from our college visit various schools to present their talk/activities on this subject.

For instance, one of the teams this year, visited Kendriya Vidyalaya, Bangalore. They addressed the students of eighth standard and briefed them about the basic concepts of entrepreneurship and the growing possibilities in this field. The students were asked about their fields of interest and were guided towards those respective fields. Successful startup stories were narrated to them to amplify their interest towards entrepreneurship. The four W's were introduced to them which are Why, What, When and Where, as they form the basis of any idea. The response of the students was quite positive and overwhelming, they took keen interest and expressed a great deal of enthusiasm. A few of them even wanted to follow up on these incentives and stay in touch with EDC volunteers.

Through this Campus Outreach program, we aim to reach out to school children and introduce them to the world of entrepreneurship. Our students showed them the possible paths of becoming an entrepreneur by taking examples of their own startup ventures. This initiative served as a means to plant the seeds of leadership in them at an early age, simultaneously widening their perspective.