



# REPORT: INCEPTIO, 2021

**Inceptio - An Innovation and Entrepreneurship Carnival** was held on **6<sup>th</sup> and 7<sup>th</sup> of March, 2021** by the **Innovation & Entrepreneurship Cell (IEC) of NMIMS' MPSTME**. **The entire event was hosted on Zoom call platform.**

## Overview:

In the fourth edition of Inceptio this year, the fest was successful in creating a platform for this institution and its students to become an integral part of the entrepreneurship, business, innovation and research communities- bringing together academicians, industry veterans and enthusiastic students from all over the country to collaborate, innovate and create sustainable business solutions through various events, workshops and competitions in an online mode.

Having established the Institution, Innovation Council under the Ministry of Human Resource Development, Govt. of India, at NMIMS, Team IEC strived to provide a bigger and better platform at Inceptio this year.

There were more than 1,000 participants from across the country at this fest. It consisted of 11 exciting events conducted as a part of the carnival, broadly classified under workshops, speaker sessions and competitions.

The 11 events that were held are given as follows:

### 1. **Inceptio Talks (Speaker Session):**

To start of with the carnival, we had two prominent speakers to motivate students by sharing their start-up journeys. We had with us Dr. Gaurav Garg who told the students his journey, the challenges and hurdles he faced and motivate them towards the startup world. We also had with us, Mr. Sharad Sagar who spoke about how to get an innovative mindset and raise awareness about practical and revolutionary ideas in the business world. He provided his insights and inspire young minds to pursue their entrepreneurial dream. Inceptio talks will be very helpful for young and budding entrepreneurs as they get an idea of what all things to do and how even they can achieve their future start-up dream.



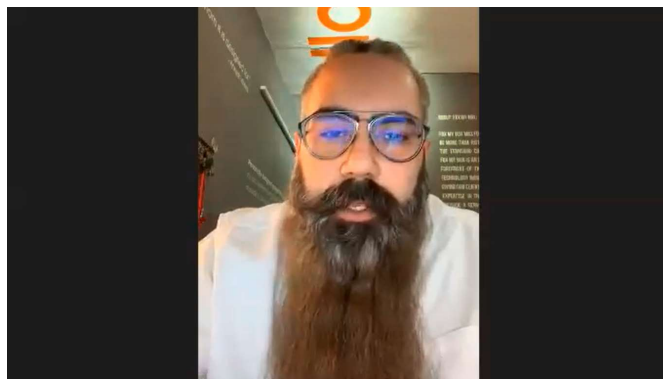
**Mr. Sharad Vivek Sagar**



**Dr. Gaurav Garg**

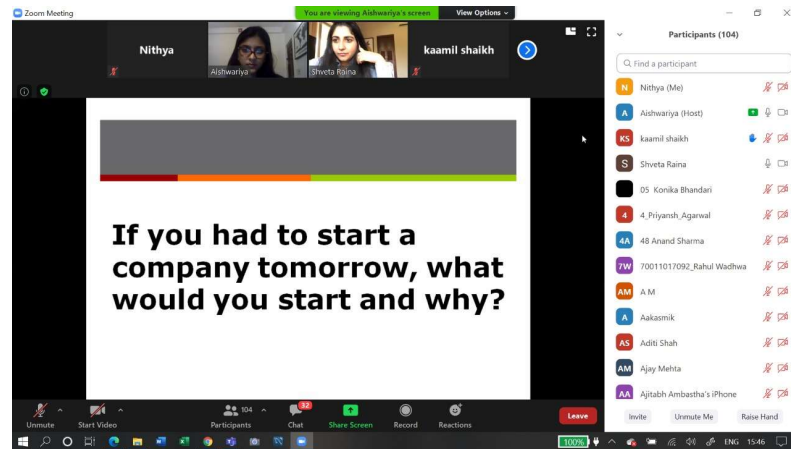
## 2. Creativity Workshop:

This event aimed to develop innovative ideas in the young minds of students by focussing on the creative aspect of the brain and on how to use it to build and generate new ideas. We had Mr. Ankush Khera for the same. He shared how he started his journey and what it took to reach where he is now. He threw light upon how he managed to take his interest in creativity into making a whole company out of it. He gave real life examples and helped students gain an insight on how things can be done differently and through a different perspective. Students were asked to interact and notice such real-life problem statements and were asked to find creative solutions for the same.



## 3. Ideation Workshop:

This workshop aims at helping people come up with ingenious and profitable business ideas. We had with us Ms. Shveta Raina who helped students to come up with a number of innovative ideas and inspired participants with disruptive cases, future tech, and trends, along with opposite thinking. She spoke to the participants and enable them to gain a different perspective. She helped in creating the foundation of a concrete plan whether it comes to a business or life. The event helped the participants to create strategies for brainstorming great ideas and helped them understand what it takes to stay committed to their respective idea, and finding ways to make it grow.



#### 4. **Idea Validation Workshop:**

In essence, this workshop is a platform where students can assess, or verify, their business plan under the guidance of seasoned players of this industry. They will help you learn how to transition the idea to the real world. The feedback received will help stretch your idea to its maximum potential, and will drastically improve its chances of succeeding. And, for this we had Mr. Tarunesh Mathur. He explained what Idea validation is and what qualifies as a good idea, he gave examples from his own journey and expertise as he has great experience. He then discussed ideas with students, validated them and provided his insights and views to the same.



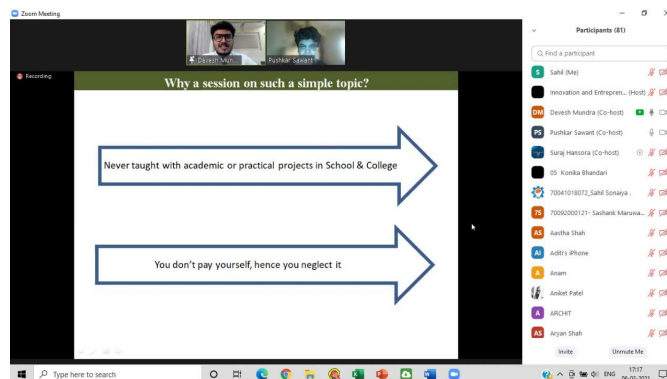
#### 5. **B-Plan writing Workshop:**

The purpose of this workshop is to help participants formulate a concrete plan of action with regard to their idea with the help of experts. We had with us Mr. Procyon Mukherjee for this event. He mainly spoke about Supply Chains. He also spoke about some success stories and case studies from his experiences in the different areas of supply chains that can be replicated in organizations. He taught Strategic Sourcing and how it would create a competitive advantage if included in the business plan. There was a discussion about the new frontiers to look at due to the pandemic and how do global firms re-configure themselves to respond to the disruptions. He taught the participants how to write a perfect business plan.



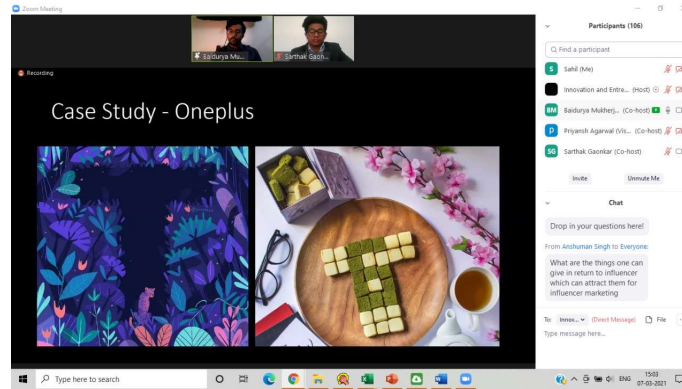
#### 6. **Managing Personal Finances (Speaker Session):**

Since this fest is exclusively for students, students who would soon complete their courses and start working in the real world. As much as important it is to manage finances for a company, managing personal finances is equally important. We would have our speaker teaching the participants the basics to managing personal finances through this event. This would educate the students with the knowledge they would carry on for their entire lives. Mr. Devesh Mundra very well explained the terms in Finance. As the event proceeded various ways of investing money were presented and later discussed. There was a clear idea on how to manage personal finances that was being discussed throughout. Various financial options, their risks and benefits were told to the attendees.



#### 7. **Influencer Marketing Workshop:**

Through this workshop, the participants would get an insight on how influencers sell their products and business online. Since many people are focusing on starting businesses completely online due to the pandemic, this would help them and provide knowledge to them to achieve their goals. Mr. Baidurya Mukherjee started off by sharing his journey and entry into the digital marketing world and then moved on to influencer marketing along with the perks it comes with. He took up various case studies in order to make the session interactive and help students understand the agenda better.



## 8. Entrepreneurial Wizards (Competition):

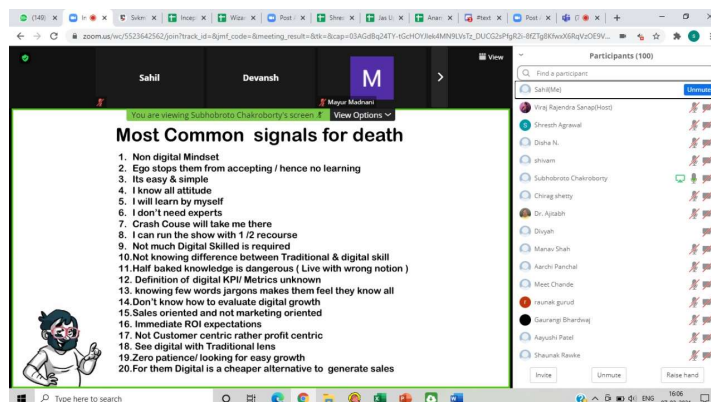
This event started off by Mr. Vivek Pandey explaining the correct way to pitch an idea or product. He explained that a perfect pitch should include six elements, explained those elements and cleared any doubts that the participants had regarding the same. A list of products was then shared to the pre-determined teams. There was a 15-minute time given to the teams to prepare their pitches and one by one, the teams started presenting their 1-minute pitches.

### Winners:

1. **Khatav Rahul Sunil**, presented a pitch for happypets.com and won the first place
2. **Kunawaleen Kaur Chawla**, presented a pitch for sports equipments and won the second place

## 9. Digital Marketing Workshop:

Learn all about the latest trends in digital marketing, how SEO/SMO are revolutionizing customer feedback, satisfaction and service in this comprehensive workshop. Mr. Subhobroto Chakroborty introduced himself and his journey. He spoke about what is digital marketing and how essential it is in today's time, various ways of digital marketing and its pros and cons, how to embrace the tools and techniques required to succeed in digital marketing, how to execute digital marketing plans including aspects such as use of social media, website building, advertising, etc. He also shared the best ways to target the appropriate customers, how to create brand awareness and increase your sales/profit, and discussed the thoughts of the participants and solved any questions that they have.



#### 10. Think Tank (Competition):

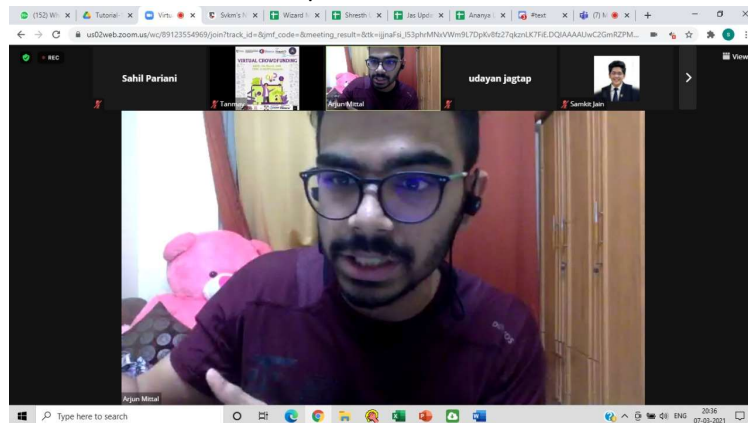
Think Tank is a case study competition that helps identify students how to solve a case study, provide their solutions and win prizes and get internship opportunities. We had with us, from Archroma, Mr. Anjani Prasad. He introduced himself, the company and presented the participants with the case study. They were given a time of 45 minutes to solve and submit the solutions.

##### Winners:

1. **Harsh Mehta**, won the first place and an internship opportunity with Archroma
2. **Saksham Tiwari**, won the second place

#### 11. Virtual Crowdfunding (Competition):

If a student has a start-up idea and if just not sure how much investors and customers will like it, they get to present it. Not only will this help get clarity on the viability of their offering, it will also help gain confidence and deal with the reality of presenting your idea to the industry. We had 11 teams that presented their ideas to our panel. Our panel consisted of Mr. Paresh Gupta, Mr. Gaurav Sharma, Mr. Anjani Prasad and Prof. Ajitabh Ambastha. Based on preparedness and feasibility of the ideas, the panelists and audience invested money in the idea. The teams which acquired maximum virtual funds would win cash prizes.



##### Winners:

1. The team with highest funds '**Kota Lifelines**' won the first place
2. The next team with highest funds '**Agrify**' won the second place