



Swami Keshvanand Institute of Technology, Management & Gramothan,  
Ramnagar, Jagatpura, Jaipur-302017, INDIA

Approved by AICTE, Ministry of HRD, Government of India  
Recognized by UGC under Section 2(f) of the UGC Act, 1956  
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Name of the event: An interactive session on  
"E-Week"

Date of the event: 22-26<sup>th</sup> April 2024

Venue of the event: J.C.Bose Auditorium



जयपुर 23-04-2024

पांच दिवसीय ई-वीक का हुआ शुभारंभ



जयपुर | जगतपुरा स्थित स्वामी केशवानंद इंस्टिट्यूट ऑफ टेक्नोलॉजी में सोमवार से पांच दिवसीय ई-वीक का शुभारंभ किया गया। कार्यक्रम में विशेष अतिथि वि. सरवन कुमार आईएस, एसएल सुराणा डायरेक्टर एसकेआईटी, आरके जैन डीन, प्रो. बी.एल. शर्मा, पुनीत शर्मा, एसके गुप्ता उपस्थित रहे। कार्यक्रम में 150 से

ज्यादा प्रतिभागियों ने भाग लिया। कार्यक्रम में पुनीत शर्मा ने सेशन 'माइंड सेट डवलपमेंट' में छात्रों को उद्यमशीलता की बारीकी से अवगत करवाया। कार्यक्रम के दूसरे भाग में आमंत्रित डॉ. मनोज गड्डानी फाउंडर एंड डायरेक्टर आईजीईटी इनोवेशन ने बहुत ही प्रभावी तरीके से माइंड सेट खेल खिला के छात्रों को प्रभावित किया।

## स्टूडेंट्स को उद्यमशीलता में करिअर बनाने की कराई जानकारी मुहैया



### Glimpse/s of the event

The E-cell and IIC cell proposes to jointly organize the E-week in the month of April (22 April to 26<sup>th</sup> April 2024)

#### Objective of E-Week

1. To nurturing creativity, fostering collaboration, and generating innovation solutions. This will provide a platform for diverse teams to come together, share their unique perspectives, and collectively work towards solving complex challenges.
2. To meet the concern higher authorities and gain the knowledge.
3. To enhance the capabilities of being an entrepreneur.
4. To grab the opportunities of funding and relationships.

#### Outcomes

1. Globally Recognition
2. Innovation centers interconnections
3. Fulfill the Expectations from NAAC,NBA and Nirf ranking.

Name or contact number of event coordinator:- Ajay Dhanopia, 9928909235

# **Report on**

E-week

**Date, Time and Venue of the event:** - 22nd April -26th April/ J.C. Bose Seminar Hall

**Level of the event:** - College level

**Event brochure / banner:-**



**NAAC A++**  
CGPA of 3.67 on 4 point scale  
**6** Engineering Programs  
Accredited by NBA



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiative)



# Swami Keshvanand Institute of Technology Management & Gramothan

# eWeek



**22nd-26th April, 2024**



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# Swami Keshvanand Institute of Technology Management & Gramothan

## eWeek



**22nd-26th April, 2024**

## INAUGURATION CEREMONY



### Chief Guest

**Sh. V. Saravana Kumar (IAS)**

**Secretary and Commissioner  
Department of Science &  
Technology  
Govt. of Rajasthan**

**Monday, 22nd April, 2024**

**10.00 - 11.00 AM**

**Open Media Auditorium, SKIT, Jaipur**

**Details/List of invited guest/speakers:** - Shri Puneet Sharma (Publicity Head , SKIT Jaipur) Dr. Manoj Gatani (Founder & Director IGET Innovation Lab) , Shri Rakesh Rao (Project Consultant-I start , Jaipur ) , Ms Anila Choraria (Asst Director Dc-Msme Jaipur) , Shri Ajay Dhanopia (Head Incubation Cell , Skit Jaipur ) , Prof Rakesh Mohan Joshi (Director , Indian Institute Of Plantation , Management , Jaipur) , Dr Akhilesh Trivedi (Global Mentor & strategist , Startup & Enterprenurship Development ) , Shri Abhishek Gupta (Startup Consultant Wadhvani foundation ) , shri Nikhil Bansal (CEO , Bs advocates & associates , Jaipur)

**Objective of the event:-** - The objective of E-Week at Swami Keshvanand Institute of Technology, Management and Gramothan is to provide students with invaluable mentorship from top industry experts. The program aims to foster innovation, entrepreneurship, and practical knowledge by connecting students with influential leaders such as Shri Puneet Sharma (Publicity Head, SKIT Jaipur), Dr. Manoj Gatani (Founder & Director, IGET Innovation Lab), Shri Rakesh Rao (Project Consultant, I Start Jaipur), Ms. Anila Choraria (Assistant Director, DC-MSME Jaipur), Shri Ajay Dhanopia (Head, Incubation Cell, SKIT Jaipur), Prof. Rakesh Mohan Joshi (Director, Indian Institute of Plantation Management, Jaipur), and Dr. Akhilesh Trivedi (Global Mentor & Strategist, Startup & Entrepreneurship Development), among others.

Through workshops, interactive sessions, and networking opportunities, students will gain insights into the latest industry trends, entrepreneurial strategies, and practical skills necessary for their future careers. This initiative aims to empower students to transform their ideas into impactful solutions while building essential connections within the industry.

## **Details (Execution):-**

### **Day 1: Inauguration Ceremony and Sessions**

#### **Inauguration Ceremony:**

The E-Week kicked off with an enthusiastic inauguration ceremony, attended by faculty, students, and distinguished guests. The event began with a welcome address, highlighting the importance of entrepreneurship and innovation in today's world.

#### **Key Highlights**

- Opening Remarks: A faculty member delivered a motivational speech on the objectives of E-Week, emphasizing the value of mentorship and collaboration.

- **Ribbon Cutting:**The ceremony concluded with a symbolic ribbon-cutting event to officially launch E-Week, followed by a group photo with all attendees.

### **Session 1: Mindset Development for Entrepreneurship**

**Speaker:**Shri Puneet Sharma, Publicity Head, SKIT Jaipur

Following the inauguration, Shri Puneet Sharma delivered an inspiring session on “Mindset Development for Entrepreneurship.” He shared insights on cultivating a growth mindset, the importance of resilience, and strategies to overcome challenges in the entrepreneurial journey.

#### **Session Highlights:**

- **Key Concepts:** Understanding the entrepreneurial mindset, embracing failure as a learning opportunity, and setting clear goals.

-**Interactive Discussion:** I Students actively participated by sharing their thoughts and asking questions, creating an engaging atmosphere.

### **Session 2: Brainstorming Games**

**Facilitator:** Dr. Manoj Gatani, Founder & Director, IGET Innovation Lab

The second session was led by Dr. Manoj Gatani, focusing on “Brainstorming Games.” This interactive workshop aimed to enhance creativity and problem-solving skills among students through fun and collaborative activities.

#### **Session Highlights:**

- **Engaging Activities:** Students were divided into teams to participate in various brainstorming games designed to stimulate innovative thinking.

- **Team Collaboration:** Each activity encouraged teamwork and communication, allowing students to brainstorm solutions to real-world challenges.

- **Feedback and Reflection:** At the end of the session, teams shared their ideas, and Dr. Gatani provided constructive feedback, reinforcing the importance of collaboration in the innovation process.

### **Conclusion of Day 1:**

The first day of E-Week successfully set the tone for the upcoming events, with students leaving inspired and energized. The combination of mindset development and interactive brainstorming equipped them with essential tools for their entrepreneurial journeys. Participants expressed excitement for the following sessions and workshops lined up throughout the w

## **Day 2: Startup Planning and Funding Opportunities**

## **Session 1: How to Plan for a Startup and Legal/Ethical Steps**

**Speaker:** Shri Rakesh Rao, Project Consultant, I Start BTH Jaipur

Day 2 of E-Week commenced with an insightful session led by Shri Rakesh Rao on “How to Plan for a Startup and Legal/Ethical Steps.” His presentation provided students with a comprehensive overview of the critical steps involved in launching a startup, focusing on both strategic planning and the importance of adhering to legal and ethical standards.

### **Session Highlights:**

- **Key Topics Covered:** Business planning essentials, market research, and the legal framework necessary for startups.
- **Ethical Considerations:** Discussion on the significance of ethics in entrepreneurship, including transparency and social responsibility.
- **Q&A Session:** Students engaged actively, asking questions about common pitfalls in startup planning and seeking advice on their business ideas.

## **Session 2: Funding Opportunities for Innovation and Startups\*\***

**Speaker:** Ms. Anila Choraria, Assistant Director, DC-MSME Jaipur

The second session featured Ms. Anila Choraria, who spoke about “Funding Opportunities for Innovation and Startups.” Her insights were invaluable for aspiring entrepreneurs looking to secure funding and understand the various avenues available.

### **Session Highlights:**

- **Funding Sources:** Overview of different funding options, including government grants, venture capital, angel investors, and crowdfunding.
- **Application Process:** Step-by-step guidance on how to prepare effective proposals and presentations to attract investors.
- **Real-Life Examples:** Ms. Choraria shared success stories of startups that successfully navigated funding challenges, inspiring students with practical examples.

### **Conclusion of Day 2:**

The second day of E-Week was both informative and empowering, equipping students with crucial knowledge about startup planning and funding. Participants left the sessions with a clearer understanding

of the entrepreneurial landscape and actionable steps to take as they pursue their own ventures. Excitement was palpable as students looked forward to the next set of sessions and continued learning opportunities.

## Day 3 Schedule

**Session 1:** Frontier & Futuristic Technologies for R&D\*\*

**Speaker:** Miss Spandita Sharma

**Position:** Senior Business Consultant Associate, Effectual Knowledge Services

In this session, Miss Spandita Sharma will explore the latest advancements in frontier and futuristic technologies that are shaping research and development across various industries. She will discuss the impact of emerging technologies like AI, blockchain, and IoT on innovation processes, emphasizing their potential to drive efficiency and create new opportunities. Attendees will gain insights into how organizations can leverage these technologies to enhance their R&D strategies and remain competitive in a rapidly evolving landscape.

**Session 2:** Business Management & Economics\*\*

**Speaker:** Prof. Rakesh Mohan Joshi

**Position:** Director, Indian Institute of Plantation Management, Bengaluru

Following the first session, Prof. Rakesh Mohan Joshi will delve into the principles of business management and economics, focusing on their application within the plantation sector and beyond. He will discuss key economic theories, management strategies, and their relevance to contemporary business practices. Participants will engage in discussions about the interplay between economic trends and effective management, equipping them with knowledge to navigate the complexities of today's business environment.

## Day 4: Expert Sessions on Business Models, Startup Mistakes, and Publicity Strategies

Day 4 of E-Week continued to empower participants with critical insights on entrepreneurship, focusing on the practical aspects of building and sustaining a startup. The sessions were led by experienced professionals who shared their expertise on various aspects of the startup ecosystem.

**Session 1:** Business Model Canvas

- **Speaker:** Dr. Akhilesh Trivedi, Global Mentor & Strategist for Startup & Entrepreneurship Development

- **Overview:** Dr. Trivedi introduced the concept of the \*Business Model Canvas\* as a strategic tool for startups to visualize, design, and refine their business models.

- **Session Highlights:**

- **Key Concepts:** Participants learned how to map out business elements such as value propositions, customer segments, channels, and revenue streams.

- **Practical Application:** Dr. Trivedi guided students through real-world examples, encouraging them to apply the Business Model Canvas to their own startup ideas.

- **Interactive Discussion:** Students engaged in an insightful Q&A session, deepening their understanding of the key components of a successful business model.

## **Session 2: Common Mistakes & Suggestions for Building a New Startup**

- **Speaker:** Shri Abhishek Gupta, Startup Consultant, Wadhvani Foundation

- **Overview:** Shri Abhishek Gupta shared practical advice on avoiding common pitfalls in startup development, drawing from his extensive experience in the field.

### **-Session Highlights:**

- **Mistakes to Avoid:** Key points included inadequate market research, poor financial planning, and lack of adaptability.

- **Actionable Suggestions:** He offered tips on building a strong foundation, such as focusing on customer feedback, building the right team, and securing sustainable funding.

- **Real-World Examples:** Through case studies, Shri Gupta illustrated how even promising startups can falter due to avoidable mistakes.

## **Session 3: Budget Preparation, Tagline Creation, and Publicity Strategies**

- **Speaker:** Shri Nikhil Bansal, CEO, BS Advocates & Associates, Jaipur

- **Overview:** This final session provided hands-on guidance on the often-overlooked yet crucial elements of launching a startup: budgeting, branding, and publicity.

### **- Session Highlights:**

- **Budgeting:** Shri Bansal discussed strategies for preparing realistic budgets, managing cash flow, and prioritizing spending for a new business.

- **Tagline Creation:** He explained the importance of crafting an impactful tagline that aligns with the brand's vision and resonates with the target audience.

- **Publicity Strategies:** Students learned how to create effective publicity campaigns, leveraging both digital and traditional media to maximize outreach.

- **Interactive Workshop:** Participants worked in small groups to draft budgets, brainstorm taglines, and design mock publicity campaigns, receiving feedback from Shri Bansal.

## **Conclusion of Day 4:**

Day 4 equipped participants with vital tools for startup success, from designing robust business models to avoiding common mistakes and developing key publicity strategies. The hands-on approach, combined with expert insights, ensured that students gained both theoretical knowledge and practical skills.



# Day 5: Conclusion of E-Week and Expert Sessions on Legal Aspects of Startups

The final day of E-Week wrapped up with an insightful focus on the legal side of entrepreneurship. Esteemed legal professionals offered guidance on the critical legal considerations for startups, providing participants with a comprehensive understanding of intellectual property, legal frameworks, and business protection.

## Session 1: Legal Frameworks and Startup Protection

- **Speaker:** Shri J. Sai Deepak, Lawyer, Supreme Court of India

- **Overview:** Shri J. Sai Deepak, a prominent advocate, delivered an informative session on the legal frameworks surrounding startups, emphasizing the importance of understanding legal compliance and protecting intellectual property (IP).

### - Session Highlights:

- **Startup Legalities:** He discussed the key legal aspects new startups must be aware of, such as business registration, contracts, and compliance with regulatory bodies.

- **IP Protection:** Shri Deepak highlighted the importance of securing intellectual property rights (patents, trademarks, copyrights) early in the startup lifecycle to protect innovative ideas and products.

- **Engaging Q&A:** The interactive session allowed students to raise legal concerns regarding their business ideas, receiving detailed responses that helped clarify the nuances of startup law.

## Session 2: Legal and Patent Aspects for Entrepreneurs

- **Speaker:** Dr. Bharti Jain, Advocate & Founder, Swash Legal Consultant, and Patent Agent

- **Overview:** Dr. Bharti Jain, an expert in legal consulting and patents, delved into the specifics of legal issues related to intellectual property for entrepreneurs.

### - Session Highlights:

- **Patent Process:** Dr. Jain explained the step-by-step process of patenting, from filing an application to securing rights, and the strategic importance of patents in protecting innovations.

- **Legal Agreements:** She stressed the need for strong legal agreements, including non-disclosure agreements (NDAs), partnership contracts, and investor agreements to safeguard business interests.

- **Practical Advice:** Dr. Jain shared examples of legal challenges startups face and how they can be avoided with proper legal foresight and planning.

## Conclusion of the Event:

- **Closing Remarks by Dr. Bharti Jain:** As the event concluded, Dr. Bharti Jain expressed the importance of having a legal mindset for entrepreneurs. She emphasized the significance of strong legal foundations for long-term business success and encouraged participants to stay informed about legal developments that could impact their ventures.

- **Reflections and Takeaways:** Both Shri J. Sai Deepak and Dr. Bharti Jain offered parting advice on the critical need for legal literacy among entrepreneurs. They urged participants to consult legal professionals early in their startup journeys to avoid potential issues down the line.

**Overall Conclusion of E-Week:**

The closing sessions marked a fitting end to an eventful week filled with learning, collaboration, and innovation. By covering essential topics like legal frameworks, IP protection, and business strategy, E-Week provided participants with a well-rounded toolkit to navigate the entrepreneurial landscape. Students left the event feeling empowered, equipped with both the knowledge and the inspiration to pursue their entrepreneurial goals.



# Swami Keshavanand Institute of Technology Management & Gramothan, Jaipur

**E-WEEK**  
**(22nd-26th April 2024)**

## Program Schedule (Day-1)

Topic	Session no	Time	Invited Guest
Inauguration ceremony	-	10:00am-11:00am	-
High Tea	-	11:00am-11:30am	-
"Mindset Development- Become an Entrepreneur" Expert Talk	1	11:30am-12:00pm	Sh Punnet Sharma
Lunch Break	-	12:30pm-1:30pm	-
Brainstorming Games related to Entrepreneurship	2	1:30pm-3:30pm	Dr. Manoj Gatani Founder & Director IGET Innovation Lab





## Swami Keshavanand Institute of Technology Management & Gramothan, Jaipur

**E-WEEK**  
**(22nd-26th April 2024)**

### Program Schedule (Day-2)

Topic	Session no	Time	Invited Guest
"How to plan for Start-up and legal & Ethical Steps" (Expert Talk).	1	10:00am-11:00am	Sh. Rakesh Rao Project Consultant– i Start, BTH Jaipur
"Funding Opportunities for Innovations and Startups" (Expert Talk).	2	11:00am-12:00pm	Ms. Anila Choraria, Asst. Director O/o DC- MSME Jaipur
Lunch Break	-	12:00pm-12:30pm	Sh Punnet Sharma
Preparing a Proposal for funding (Workshop).	3	12:30pm-3:30pm	Sh. Ajay Dhnopia Head , Incubation Cell SKIT Jaipur





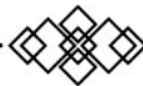
# Swami Keshavanand Institute of Technology Management & Gramothan, Jaipur

**E-WEEK**

**(22nd-26th April 2024)**

## Program Schedule (Day-3)

Topic	Session no	Time	Invited Guest
"Frontier and Futuristic Technologies for R &D" (Expert Talk).	1	10:00am-11:00am	Ms. Spandita Sharma, Senior Business Development Associate, Effectual Knowledge Services.
Business Management & Economics	2	11:00am-12:00pm	Prof. Rakesh Mohan Joshi- Director, Indian Institute of Plantation Management, Bengaluru
Lunch Break	-	12:00pm-12:30pm	-
Visit to MIIC (Incubation Centre), MNIT Jaipur.	3	12:30pm-3:30pm	Dr. Sanjay Gaur Manager, MIC Jaipur





# Swami Keshavanand Institute of Technology Management & Gramothan, Jaipur

**E-WEEK**  
**(22nd-26th April 2024)**

## Program Schedule (Day-4)

Topic	Session no	Time	Invited Guest
"Business Model Canvas" (Expert Talk).	1	10:00am - 11:00am	Dr. Akhilesh Trivedi Global Mentor & Strategist " (Start-up & Entrepreneurship Development)
"Common Mistakes and Suggestions for building a new Startups" (Alumni Expert Talk).	2	11:00am - 12:00pm	Sh. Abhishek Gupta Startup Consultant Wadhvani Foundation
Lunch Break	-	12:00pm - 12:30pm	-
Discussion about the readiness for Prototype/Process Design and Development. Budget Preparation Logo designing Tag line making Publicity strategies Profit strategies. Collaboration/Funding ideas. ( Business Plan Competition	3	12:30pm -3:30pm	Sh. Nikhil Bansal, CEO, BS Advocate & Associates, Jaipur.







# Swami Keshavanand Institute of Technology Management & Gramothan, Jaipur

**E-WEEK**  
**(22nd-26th April 2024)**

## Program Schedule (Day-5)

Topic	Session no	Time	Invited Guest
Inauguration Ceremony of IPR Day (Theme: IP & the SDGs: Building our common future with innovation & creativity)	1	09.30 -10:00 AM	-
"Navigating the Future: IPR and Innovation Ecosystems". (Panel Discussion)	2	10:00am- 11:30am	<b>Sh. J. Sai Deepak</b> Lawyer, Supreme Court of India  <b>Ms. Iha Jain</b> Scientist C and Deputy Director IT National Informatics Centre, MeitY, New Delhi  <b>Dr. Bharati Jain</b> Advocate & Patent Agent Founder. SwaSh Legal Consultants  <b>Sh. Prateek Shrivastava</b> Patent Attorney   Founder PNA Intellectual Property & Technology Attorneys



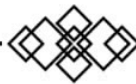


## Swami Keshavanand Institute of Technology Management & Gramothan, Jaipur

**E-WEEK**  
**(22nd-26th April 2024)**

### Program Schedule (Day-5)

Topic	Session no	Time	Invited Guest
Lunch Break	-	11:00am-12:00pm	-
Activity - Participants Practices for the Forms filling of IPR –Trade mark, Logo, Tagline, Patents etc. by the expert form IPR department. (Workshop)	-	12:00pm-1:30pm	Dr. Bharati Jain Advocate & Patent Agent Founder. SwaSh Legal Consultants
Valedictory Ceremony	3	1:30pm-2:30pm	-



**Details/List of participants:-**

Sr. No.	Name of Student	Branch
1	Somil Khandelwal	ECE
2	Gaurav Khandelwal	CSE
3	Anant Khandelwal	CSE
4	Anushka Gupta	ME
5	Vansh Rawat	EE
6	Raghav Sharma	CSE
7	Gaurvi Sharma	CSE
8	Gantavya Jain	EE
9	Harshal Arora	CE
10	Harsh Pareek	CSE
11	Sachin Kukkar	CSE
12	Shubham Sharma	CSE
13	Soumya Bansal	ECE
14	khushi Rathi	ECE

	Aman Jain	
15	Astha Sharma	EE
16	Suhani Sharma	EE
17	Parisha Thada	EE
18	Sahil bohra	EE
19	Kavyanjali Singh	CSE
20	Karan Sharma	EE
21	Jasspinder Manak	CSE

**Details of winners / prize distribution:- NA**

**Photos of event (without Geotagged at least 4):-**

















**Certificates of event :-**



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**SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY  
MANAGEMENT & GRAMOTHAN, JAIPUR**

**CERTIFICATE OF EXPERT**

**THIS IS TO BE CERTIFIED THAT**

Prof./Dr./Mr./Ms. \_\_\_\_\_ has delivered an Expert Talk in Five Day  
"E-Week" event organized by Swami Keshvanand Institute of Technology Management & Gramathan,  
Jaipur from 22nd April 2024 to 26th April 2024.

असतो मा सद्गमय



*monika*

**Prof. Monika Mathur**  
Convener  
E-cell

*Savita*

**Dr. Savita Chaudhary**  
Convener  
IPR-Cell

*Ajay*

**Mr. Ajay Dhanopia**  
Convener  
IIC



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**SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY  
MANAGEMENT & GRAMOTHAN, JAIPUR**

**CERTIFICATE OF COORDINATION**

**THIS IS TO BE CERTIFIED THAT**

Mr./Ms. \_\_\_\_\_ has coordinated as a student coordinator in Five Day "E-Week" event organized by Swami Keshvanand Institute of Technology Management & Gramothan, Jaipur from 22nd April 2024 to 26th April 2024

असतो मा सद्गमय



*monica*

Prof. Monika Mathur  
Convenor  
E-cell

*Savita*

Dr. Savita Chaudhary  
Convenor  
IPR-Cell

*Ajay*

Mr. Ajay Dhanopia  
Convenor  
IIC



**Signature of Event Coordinator: -**

**Dr. Monica Mathur**

**Mr . Ajay Dhanopia**

**Aditya Sharma**

**Vibhansh Jain**

**Vidit Khandelwal**

**Sanskar Chaturvedi**





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## Daywise Details



**Swami Keshvanand Institute of Technology  
Management & Gramothan**

**eWeek**

**22nd-26th April, 2024**

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**SCAN TO REGISTER**

Organized By  
**SKIT M&G, Jaipur**



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## DAY-1

Date:- 22<sup>nd</sup> April 2024 (Monday)

### Invited Guests:-

#### Session-I

(11:30 A.M-12:00 P.M)

Venue: Meghnath Sah Auditorium

- Theme: “Mind Set Development: Become an Entrepreneur” **(Expert Talk)**

#### **Expert:**

Sh. Puneet Sharma,  
Adviser, IIC, SKIT Jaipur.

#### Session-II

(2:00 P.M-03:30 P.M)

Venue: Meghnath Sah Auditorium

- Theme: Brain Storming Games related to Entrepreneurship **(Fun Activity)**

#### **Expert:**

Dr. Manoj Gattani,  
Founder & Director  
IGET Innovation Lab

“Throughout the day-2 session, 5 faculties and 35 students were present, their attendance duly noted.”



## Session:I

Sh. Puneet Sharma gave insights and detailed breakdown of the mindset required to become a successful entrepreneur:

1. **Creativity:** Entrepreneurs need to think outside the box to develop innovative solutions to problems or identify new opportunities in the market.
2. **Resilience:** Facing setbacks and failures is inevitable in entrepreneurship. Being resilient means bouncing back from these challenges, learning from them, and continuing to move forward with determination.
3. **Risk-taking:** Entrepreneurship inherently involves taking risks, whether it's investing money, time, or resources into a new venture. Successful entrepreneurs are willing to take calculated risks and step out of their comfort zones.
4. **Drive and Passion:** Passion fuels the entrepreneurial journey. It's the internal motivation that keeps entrepreneurs committed to their goals even when faced with obstacles or uncertainty.
5. **Adaptability:** The business landscape is constantly evolving, so entrepreneurs must be adaptable and open to change. Being able to pivot strategies or adjust plans based on new information is essential for long-term success.
6. **Persistence:** Building a successful business takes time and effort. Entrepreneurs need to be persistent, staying committed to their vision even when progress is slow or challenges seem insurmountable.
7. **Strategic Thinking:** Entrepreneurs must be able to set clear goals and develop strategic plans to achieve them. This involves analyzing market trends, understanding customer needs, and making informed decisions about resource allocation.
8. **Opportunity Recognition:** Successful entrepreneurs have a knack for spotting opportunities where others might not. They can identify gaps in the market, anticipate trends, and capitalize on emerging opportunities.
9. **Continuous Learning:** The business landscape is constantly changing, so entrepreneurs must be committed to lifelong learning. This involves staying updated on industry trends, acquiring new skills, and seeking out feedback to improve their ventures.
10. **Networking and Relationship Building:** Building a strong network of mentors, advisors, and potential collaborators is essential for entrepreneurs. Networking provides valuable support, guidance, and access to resources that can help accelerate growth and success.

Developing these traits and adopting an entrepreneurial mindset takes time and effort, but it's a crucial foundation for building a successful business venture.



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## Session:II

Dr. Manoj Gattani delivered an expert lecture on brainstorming games related to entrepreneurship which included the following points

1. **Idea Box:** Participants write down business ideas and elaborate on them collectively.
2. **Pitch Perfect:** Groups create business pitches and present them for feedback.
3. **Problem-solving Scenarios:** Teams brainstorm solutions to hypothetical business challenges.
4. **Role Play:** Participants act out entrepreneurship-related scenarios.
5. **SWOT Analysis Game:** Analyze business strengths, weaknesses, opportunities, and threats.
6. **Prototype Challenge:** Design mock-ups of products or services to solve a given problem.
7. **Future Trends Forecast:** Identify emerging trends and brainstorm business ideas based on them.
8. **Random Word Association:** Generate ideas inspired by random words related to entrepreneurship.



Dr. Manoj Gattani



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## DAY-2

Date-: 23<sup>rd</sup> April 2024 (Tuesday)

### Invited Guests-:

#### Session-I

(10 A.M-11:00 A.M)

Venue: Meghnath Sah Auditorium

- Theme: How to plan for Start-up & Ethical steps (**Expert Talk**)

**Expert:**

Sh. Rakesh Rao,  
Project Consultant-i Start, BTH,  
Jaipur.

#### Session-II

(11:00 A.M-12:00 Noon)

Venue: Meghnath Sah Auditorium

- Theme: Funding opportunities for Innovations and Startups(**Expert Talk**)

**Expert:**

Mr. Yogesh Kumar,  
ME Department SKIT,  
Jaipur

#### Session-III

(01:30-03:30 P.M)

Venue: Meghnath Sah Auditorium

- Workshop: Preparing a proposal for Start-up Funding

**Expert:**

Sh. Ajay Dhnopia,  
Head, Incubation Cell SKIT  
Jaipur

“Throughout the day-2 session, 5 faculties and 35 students were present, their attendance duly noted.”



## Session-I:

### Event Overview:

The speaker of session Sh. Rakesh Rao (Project Consultant, iStart, BTH, Jaipur) shared information about iStart.

iStart Rajasthan is a flagship initiative by the Government of Rajasthan intended to foster innovation, create jobs and facilitate investment. The program aims to nurture innovation and entrepreneurship which would further help in the economic growth and development of the state.

He also explained about the planning of startups and their legal & ethical foundations.

### Key Points Covered:

#### **1. Conceptualizing Your Startup:**

- Preparing the groundwork: Understanding what a startup is and why meticulous planning is pivotal sets the stage for a successful business journey. A startup is more than an idea; it's an ambition turned into action, often with a technology-driven and scalable business model.
- Validating your vision:
  - Defining your business idea.
  - Accessing market demand.
  - Identifying your audience.
- Formulating your business strategy.
  - Starting with a business plan.
  - Laying down the vision.

#### **2. Structuring Your Business Entity:**

- Selecting the Right Legal Structure: Choosing the appropriate legal structure for your startup is critical and impact everything from taxes to personal liability.
  - Proprietorship Vs Partnership
  - LLCs and Corporations
- Factors Influencing Entity Choice:
  - Weighing advantages and disadvantages.
  - Aligning with business goals.





### **3. Legal Formalities and Protections:**

- Registering Your Venture: Registration legitimizes your business. Steps to registration, obtaining permits, and understanding laws are crucial.
  - Business Registration Process
  - Permits and License's
  - Local Regulations and Zoning
- Safeguarding Your Innovations:
  - Understanding Intellectual Property
  - Protecting your IP assets.

### **4. Upholding Employment and Data Standards:**

- Navigating Employment Laws: The intricacies of employment laws ensure fair treatment and outline the obligations towards those you employ.
  - Hiring Essentials
  - Understanding Worker Rights
- Committing to Data Privacy: Data privacy isn't just about compliance, it's about respecting customer trust and securing your business's reputation.
  - Data Regulations Compliance
  - Implementing Data Security

### **5. Negotiating Contracts and Maintaining Ethics:**

- Mastering Contractual Agreements: Contracts are the lifeblood of business, setting expectations and protecting interests.
  - Grasping Contract Types
  - Drafting and Negotiation
- Cultivating Business Ethics: Building an ethically sound business is foundational to long-term success and stakeholder trust.
  - Ethical Decision-Making
  - Corporate Social Responsibility

### **6. Fostering Compliance and Managing Risks**

- Embedding Compliance Culture: Compliance isn't a one-off task; it's a continuous commitment that safeguards your business's legal and ethical integrity.





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- The Importance of Compliance
- Developing Compliance Programs

- **Risk Management Foundations:**

- Identifying Risks
- Mitigating Risks.



Sh. Rakesh Rao



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## Session-II

### Event Overview:

The speaker of session Mr. Yogesh Kumar (ME Department, SKIT, Jaipur) shared his entrepreneurship journey and explained how entrepreneurs see a problem as an opportunity for business. It was an expert talk and the moderator was Sh. Puneet Sharma. He spoke about his startup and challenges he faced as an entrepreneur.

### Key Points Covered:

1. Starting a Salon Business: The entrepreneur shared insights into how he started his salon business. This could include details such as identifying a niche market, understanding customer needs, and establishing a brand identity.
2. Emotional Connection with Customers: The entrepreneur emphasized the importance of connecting with customers on an emotional level. This could involve creating a welcoming and inclusive atmosphere in the salon, building trust with clients, and offering personalized services tailored to individual preferences.
3. Utilizing People's Emotions: By understanding and catering to people's emotions, the entrepreneur was able to create a unique selling proposition for his salon. This might involve offering stress-relief services, providing a space for self-care and relaxation, or using uplifting and positive messaging in marketing efforts.
4. Resilience in Entrepreneurship: Resilience was highlighted as a crucial trait for entrepreneurs. This involves the ability to adapt to challenges, overcome setbacks, and stay motivated in the face of adversity. The entrepreneur likely shared personal anecdotes or examples of how resilience played a role in his journey.
5. Perseverance and Persistence: Building a successful business requires perseverance and persistence. The entrepreneur likely shared stories of times when he faced obstacles or encountered setbacks but persevered through determination and hard work.
6. Seeking Support and Mentorship: Finally, the session might have emphasized the importance of seeking support and mentorship as an entrepreneur. Surrounding oneself with a strong support network and seeking guidance from experienced mentors can provide valuable insights and encouragement during challenging times.



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These key points capture the essence of the session on entrepreneurship and resilience, offering valuable insights for aspiring entrepreneurs and business professionals.



Mr. Yogesh Kumar,



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### **Session-III**

#### Event Overview:

Sh. Ajay Dhanopia, Head of Incubation Cell at SKIT, Jaipur, emphasized the importance of effectively representing a startup proposal to secure funding. He highlighted key strategies for crafting compelling proposals that resonate with potential investors. By leveraging his expertise in incubation and startup support, Ajay provided valuable insights into the essential elements of a successful funding proposal. His guidance serves as a valuable resource for aspiring entrepreneurs seeking to secure funding for their ventures.

#### Key Points Covered:

The following points should be covered while preparing a presentation for funding proposal.

- Name of the company
- Tagline of the company
- One Line Description of the Company
- Problem - Pain Point
- Core Customer
- Proposed Solution
- Customer/Market Analysis
- Customer Value Proposition
- Product/Service Details
- Competitive Benchmarking
- Progress and Future Roadmap
- Financial Information and Forecast
- Funding Ask
- Management Team and/or Advisors





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(Left)Sh. Ajay Dhnopia(Right)Sh. Puneet Sharma



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## DAY-3

Date-: 24<sup>th</sup> April 2024 (Wednesday)

### Invited Guests-:

#### Session-I

(9:30 A.M-11:00 A.M)

Venue: J C Bose Auditorium

- Theme: Business Management Economics  
**Chief Guest:**  
Prof. Rakesh Mohan Joshi  
Director, Indian Institute of Plantation Management,  
Bengaluru.

#### Session-II

(11:00 A.M-12:00 Noon)

Venue: J C Bose Auditorium

- Theme: Frontier and Futuristic Technologies for R&D (**Expert Talk**)  
**Guest:**  
Ms. Spandita Sharma,  
Senior Business  
Development Associate,  
Effectual Knowledge  
Services.

#### Session-III

(12:30-03:30 P.M)

Venue: MIIC Jaipur

- Visit to MIIC (Incubation Centre),  
MNIT Jaipur.  
**Manager:**  
Dr. Sanjay Gaur Manager,  
MIIC Jaipur.



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“Over the course of the day-3 session, 5 faculties & 30 students graced us with their presence meticulously accounted for.”

## **Proceedings**

### **Session-I:**

Event overview:

Guest Professor Rakesh Mohan Joshi, Director of the Indian Institute of Plantation Management, Bengaluru, delivered a keynote address. With a focus on business management and economics, he shared his life experiences, emphasizing the significance of effective strategies for sustainable growth in the global business arena. Professor Joshi's insightful discourse set the tone for scholarly discussions and deliberations throughout the conference.

*Key Points Covered:*

1. *Vision for Economic Growth:* Outline a vision for fostering economic growth and prosperity through sound business management practices and effective economic policies. Emphasize the importance of innovation, entrepreneurship, and investment in driving economic development.
2. *Strategic Management Principles:* Highlight the fundamental principles of strategic management, including setting clear goals and objectives, analyzing market dynamics, formulating competitive strategies, and implementing strategic initiatives to achieve sustainable business success.
3. *Importance of Ethical Leadership:* Stress the significance of ethical leadership in business management, emphasizing integrity, transparency, accountability, and corporate social responsibility. Discuss the role of ethical leadership in building trust with stakeholders and maintaining long-term viability.
4. *Promotion of Entrepreneurship:* Promote entrepreneurship as a catalyst for innovation, job creation, and economic resilience. Encourage aspiring entrepreneurs





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to pursue their ideas, take calculated risks, and contribute to the growth of the economy.

5. *Investment in Human Capital*: Emphasize the importance of investing in human capital through education, training, and skill development. Discuss the role of a skilled workforce in driving productivity, innovation, and competitiveness in the global marketplace.

6. *Globalization and Trade*: Address the opportunities and challenges presented by globalization and international trade. Advocate for open markets, free trade agreements, and multilateral cooperation to facilitate cross-border commerce and economic integration.

7. *Sustainable Development*: Commit to promoting sustainable development practices that balance economic growth with environmental protection and social equity. Discuss the importance of corporate sustainability initiatives, renewable energy, and resource efficiency in building a resilient economy for future generations.

8. *Adaptation to Technological Change*: Recognize the transformative impact of technological advancements on business management and economics. Encourage businesses to embrace digitalization, automation, and innovation to stay competitive in an increasingly digital economy.

9. *Government-Private Sector Collaboration*: Advocate for collaboration between government and the private sector to create an enabling environment for business growth and investment. Highlight the importance of regulatory reform, infrastructure development, and fiscal policies that support entrepreneurship and innovation.

10. *Resilience and Recovery*: Address the challenges posed by economic crises, natural disasters, and global pandemics. Discuss strategies for building resilience, managing risk, and facilitating economic recovery in times of uncertainty.



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By addressing these key points in inaugural address on business management and economics, he articulates a vision for driving economic growth, fostering entrepreneurship, promoting ethical leadership, and building a sustainable and inclusive economy for the future.



(Left) Prof. SL Surana (Right) Prof. Rakesh Mohan Joshi



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**Session-II:**

Event overview:

Ms. Spandita Sharma, Senior Business Development Associate at Effectual Knowledge Services, delivered a session addressing students on the topic of "Frontier and Futuristic Technologies for R&D." In her presentation, she elucidated the significance of research and development (R&D) activities, offering valuable insights into its importance within contemporary business landscapes. Ms. Sharma provided a comprehensive understanding of R&D, emphasizing its role in driving innovation and fostering technological advancements essential for organizational growth and competitiveness.

*Key Points Covered:*

1. *Technological Advancements:* Highlight the rapid pace of technological advancement and its transformative impact on research and development (R&D) across various industries. Discuss emerging technologies such as artificial intelligence (AI), quantum computing, nanotechnology, biotechnology, and robotics that are pushing the boundaries of innovation.
2. *Disruptive Innovation:* Explore the concept of disruptive innovation and its potential to revolutionize traditional R&D processes and business models. Discuss how breakthrough technologies have the power to disrupt industries, create new markets, and drive economic growth.
3. *AI and Machine Learning:* Discuss the transformative capabilities of AI and machine learning in R&D, including data analysis, predictive modeling, and decision support. Explore applications in drug discovery, materials science, genomics, and personalized medicine that are revolutionizing research methodologies and accelerating scientific discovery.
4. *Robotics and Automation:* Explore the role of robotics and automation in R&D, including laboratory automation, autonomous vehicles, drones, and industrial robots.



Discuss how robotics technologies are enhancing productivity, efficiency, and safety in R&D processes.

5. *Investment and Policy Support:* Advocate for increased investment in R&D and supportive policies that foster innovation and entrepreneurship. Highlight the role of government, academia, and industry in driving R&D agendas and creating an enabling environment for frontier and futuristic technologies to thrive.

*Insights:* By emphasizing these key points, she inspired stakeholders to embrace frontier and futuristic technologies, foster collaboration, and accelerate progress in R&D to address pressing global challenges and unlock new opportunities for innovation and growth.



(Left) Ms. Spandita Sharma (Right) Ms. Monika Mathur



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### **Session-III:**

Visit overview:

The visit to the Incubation Centre at Malaviya National Institute of Technology (MNIT), Jaipur provided participants with a comprehensive overview of its facilities and initiatives. The speaker, representing MIC Jaipur, distinguished between an incubation centre and an entrepreneurship cell, elucidating their respective roles and contributions to fostering innovation and entrepreneurship. Highlights of MNIT were presented, including the nurturing of 121 startups and the extensive 50,000 square feet area dedicated to the incubation centre. Moreover, the speaker conducted a tour of the incubation centre, offering participants firsthand insight into its infrastructure and resources. Opportunities for internships with startups were discussed, providing attendees with a glimpse into potential avenues for practical engagement and experiential learning within the entrepreneurial ecosystem.



Visit to MNIT Incubation Centre





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## DAY-4

Date:- 25<sup>th</sup> April 2024 (Thursday)

### Invited Guests:-

#### Session-I

(10:00 A.M-11:00 A.M)

Venue: Meghnath Sah Auditorium

- Theme: Business Model Canvas (**Expert Talk**)

**Expert:**

Dr. Akhilesh Trivedi

Global Mentor & Strategist

Start-up & Entrepreneurship Development

#### Session-II

(11:00 A.M-12:00 Noon)

Venue: Meghnath Sah Auditorium

- Theme: Common mistakes and suggestions for building a new Start-ups (**Alumni**

**Expert Talk**)

**Expert:**

Sh. Abhishek Gupta

Startup Consultant

Wadhvani Foundation

#### Session-III

(12:30-03:30 P.M)

Venue: Meghnath Sah Auditorium

- Theme: Discussions about the readiness for prototype/Process Design and Development. (Budget Preparation, Logo Designing)

**Expert:**

Sh. Nikhil Bansal,

CEO, BS Advocate & Associates,

Jaipur.



“The attendance of faculties and students throughout the of day-4 session, with 7 faculties and 35 students present, is documented.”

### **Session-I:**

#### Introduction:

"Akhilesh Trivedi: Master strategist leveraging Business Model Canvas to illuminate pathways for business success."

The Business Model Canvas (BMC) is a strategic tool that allows businesses to visualize, analyze, and refine their business model. Developed by Alexander Osterwalder, the BMC provides a structured framework to understand key elements of a business and how they interact.

Structure of BMC: The BMC consists of nine key building blocks:

1. *Customer Segments*: Identifying target customer groups.
  2. *Value Proposition*: Describing the value created for customers.
  3. *Channels*: How products or services reach customers.
  4. *Customer Relationships*: Types of relationships with customers.
  5. *Revenue Streams*: Sources of revenue generation.
  6. *Key Resources*: Assets required to operate the business.
  7. *Key Activities*: Core activities for value creation.
  8. *Key Partnerships*: Collaborations necessary for success.
  9. *Cost Structure*: All costs incurred to operate the business.
- *Application to Amazon*:  
As an exemplar, let's examine Amazon's business model:
    1. *Customer Segments*: Individuals, small businesses, and enterprises seeking various products and services.
    2. *Value Proposition*: Convenience, vast product selection, competitive pricing, and efficient delivery.
    3. *Channels*: Online platform, mobile applications, and physical stores (e.g., Whole Foods).
    4. *Customer Relationships*: Personalized recommendations, efficient customer service, and Prime membership benefits.



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5. *Revenue Streams*: Sales of products, subscription services (Prime, AWS), and advertising.
6. *Key Resources*: Warehouses, technology infrastructure, data analytics capabilities.
7. *Key Activities*: E-commerce operations, logistics management, technological innovation.
8. *Key Partnerships*: Suppliers, third-party sellers, delivery partners.
9. *Cost Structure*: Fulfillment costs, technology development, marketing expenses.

*Key Insight*: The Business Model Canvas offers a holistic view of a business, enabling strategic decision-making and innovation. Through the lens of Amazon, we see how a robust business model contributes to its success by effectively addressing each building block. Understanding and optimizing these elements are crucial for sustainable growth and competitive advantage in today's dynamic business environment.



Dr. Akhilesh Trivedi



## Session-II:

### Introduction:

In the realm of entrepreneurship, the journey from ideation to establishment is fraught with challenges. “Abhishek Gupta”, a distinguished startup consultant, sheds light on the common mistakes that plague startups and offers insightful suggestions to navigate these pitfalls successfully.

### *Key points:*

1. No Market Need: A fundamental oversight among startups is launching products or services without validating market demand. Without a clear understanding of customer needs, startups risk investing resources into ventures that fail to gain traction.
2. Solo Founder Syndrome: Startups led by solitary founders often suffer from a lack of diverse perspectives and expertise. Collaboration and shared leadership are essential for mitigating risks and driving innovation.
3. Time to market: Delayed product launches diminish a startup's competitive edge and result in missed opportunities. Streamlining processes and prioritizing speed-to-market are crucial for seizing market opportunities swiftly.
4. Poor Market Study: Inadequate market research leads to misguided assumptions about consumer preferences and behaviours. Thorough market analysis is indispensable for making informed decisions and mitigating risks.
5. Lack of Innovation: Startups that fail to differentiate themselves struggle to gain market share and sustain growth. Embracing innovation as a core value drives creativity and fosters a competitive edge in dynamic markets.



6. Out of Cash: Financial mismanagement and lack of funding often lead to premature closure of startups. Prudent budgeting, diversification of revenue streams, and strategic fundraising are essential for ensuring financial stability.
7. Losing Focus Without a Roadmap: Startups without a clear roadmap risk drifting aimlessly and losing sight of their objectives. Establishing SMART goals and regularly reviewing progress mitigates the risk of losing focus and direction.

*Suggestions for Success:*

- a. Validation Framework: Implement a robust validation framework to assess market demand and validate product-market fit before proceeding with development.
- b. Innovate: Foster a culture of innovation by encouraging experimentation, embracing failure as a learning opportunity, and rewarding creativity.
- c. Building MVP (Minimum Viable Product): Adopt an agile approach to product development, focusing on delivering a minimum viable product to gather feedback and iterate based on user insights.
- d. Pilot Testing: Conduct thorough pilot testing to validate assumptions, refine product offerings, and mitigate risks associated with scaling prematurely.
- e. Iterative Learning: Embrace a culture of iterative learning and adaptation, leveraging insights from successes and failures to refine strategies and improve outcomes continually.

*Key Insights:*

- Focus on problem, the core customer and then build the solution.
- Customer validation is important.
- Startups need full time team members with complementary skills
- The business model is the product.





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Sh. Abhishek Gupta



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### Session-III:

#### Introduction:

During the session facilitated by Mr. Nikhil Bansal, CEO of BS Advocate & Associates, Jaipur, valuable insights were shared regarding budget preparation, logo designing, and prototype/process design and development.

Here are the key takeaways:

#### 1. Prototype/Process Design and Development:

The readiness of prototype/process design and development hinges on meticulous planning, efficient resource allocation, and strategic execution.

Key factors influencing readiness include:

- Clarity of objectives: Ensuring a thorough understanding of project goals and deliverables.
- Resource availability: Access to skilled personnel, technology, and materials required for prototype/process development.
- Scalability: Assessing the potential for scaling the prototype/process to meet future demands.
- Risk management: Identifying and mitigating potential risks to avoid delays and cost overruns.

#### 2. Budget Allocation:

Budgetary considerations play a pivotal role in determining the feasibility and success of prototype/process design and development.

A comprehensive budget should encompass:

Direct costs: Expenses related to materials, labor, equipment, and overheads.

Contingency funds: Reserves for unforeseen expenses or project scope changes.

Return on investment (ROI): Evaluating the projected ROI to justify budget allocations and secure necessary funding.



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Mr. Nikhil Bansal emphasizes the importance of aligning budget allocations with project priorities and strategic objectives to optimize resource utilization.

### 3. Logo Designing:

Logo designing is an integral component of brand identity and marketing strategy.

Factors contributing to effective logo design readiness include:

- Brand positioning: Ensuring the logo reflects the brand's values, personality, and target audience.
- Creative talent: Collaborating with experienced designers capable of translating conceptual ideas into visually compelling logos.
- Brand consistency: Maintaining consistency across various marketing channels and platforms to enhance brand recognition and recall.

Mr. Nikhil Bansal underscores the significance of investing in professional logo designing to establish a strong brand presence and differentiate from competitors.



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Sh. Nikhil Bansal



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## DAY-5

Date:- 26<sup>th</sup> April 2024 (Friday)

### Invited Guests:-

#### Session-I

(11:00 AM-12:00 Noon)

Venue: Gyan Mandir Auditorium

- For Inaugural Ceremony of **IPR Day**:  
**Chief Guest:**  
Prof. Anand Bhalerao, Hon'ble Vice Chancellor,  
Central University of Rajasthan
- **Guest of Honor:**  
Dr Mohit Gambhir,  
President, Verispirecorp,  
USA,  
Founder (Former) Director @ Ministry of Education's Innovation Cell, GOI,  
Adjunct Professor of Practice-Innovation & IP, IIT Jodhpur.

#### Session-II

(12:30-1:30 PM)

Venue: J C Bose Auditorium

- Theme: IP & the SDGs:  
On Building our common future with innovative & creativity  
(Panel Discussion)

**Moderator:** Dr. Puneet Sharma,  
CEO, SKIT Innovation Incubation Entrepreneurship Centre

1. Dr. Bharti Jain  
Advocate & Patent Agent  
Founder: SwaSh  
Legal Consultants
2. Mr. Prateek Shrivastava  
Patent Attorney | Founder PNA Intellectual Property & Technology Attorneys
3. Mr. Raj Kumar Verma  
Add. Director & OIC Software Technology Parks of India, Jaipur





## Proceedings

### Session-I:

Event overview:

“The attendance of faculties and students throughout the session-I of day-5, with 15 faculties and 160 students present, is documented.”

On April 26, 2024, SKIT College commemorated World Intellectual Property Rights (IPR) Day with esteemed guests as Chief guest **Prof. Anand Bhallerao** and Guest of honor **Dr Mohit Gambir**. The event aimed to illuminate the paramount importance of intellectual property rights (IPR) in fostering innovation and creativity while also highlighting key regimes pertinent to the IPR landscape.

*Key Points Covered:*

- Intellectual Property Rights (IPR) is celebrated to raise awareness about the importance of intellectual property rights in encouraging innovation, creativity and economic development.
- Proff. Bhalerao elucidated the distinction between tangible and intangible assets, stressing the pivotal role of intellectual property as an intangible asset in driving innovation and economic growth.
- He further conveyed about the four regimes of IPR:
  - a) Knowledge Regime:- Intellectual property facilitates the sharing and protection of knowledge, enabling creators to monetize their innovations.
  - b) Education Regime:- Intellectual property fosters a culture of innovation in educational institutions, nurturing future inventors and entrepreneurs.
  - c) Policy Regime:- Robust policy frameworks are essential to govern IPR, ensuring fair competition, protection of rights, and incentivizing innovation.
  - d) Economic regime:- Intellectual property drives investment, entrepreneurship, and job creation, contributing to economic prosperity.
- Historical and contemporary examples:



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The speakers provided historical and contemporary examples, including Jagdish Chandra Bose's contributions and modern clashes between industry giants like TVS and Bajaj, to illustrate the importance of protecting intellectual property rights and fostering a culture of innovation.

- To Become job creators: They emphasized the need for individuals to transition from being job seekers to job creators. By leveraging their creativity and intellectual property, they can drive entrepreneurial endeavors, fostering economic empowerment and societal progress.
- The speakers also highlighted the inspiring stories of first-generation innovators, such as Suhani Chauhan (9<sup>th</sup> Std. Student) and Shalini Kumari, who overcame challenges to transform their ideas into successful ventures. By concerning innovations, they got Pradhan Mantri Bal Purashkar.

*INSIGHTS* -: The presentations by Chief Guest Anand Bhalerao and Guest of Honor Mohit Gambir provided valuable insights into the critical role of intellectual property rights in driving innovation and economic development and further mentioned pertinently the critical issue of misuses of IPR laws by corporates and in the concluding line they advised novice entrepreneurs to develop sense of responsibility towards Intellectual Rights (IR).

Attendees were encouraged to embrace entrepreneurship, leverage their intellectual capital, and contribute to a culture of creativity and respect for intellectual property rights.

*“Be a Job creator not a Job seeker”.*



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Prof. Anand Bhalerao



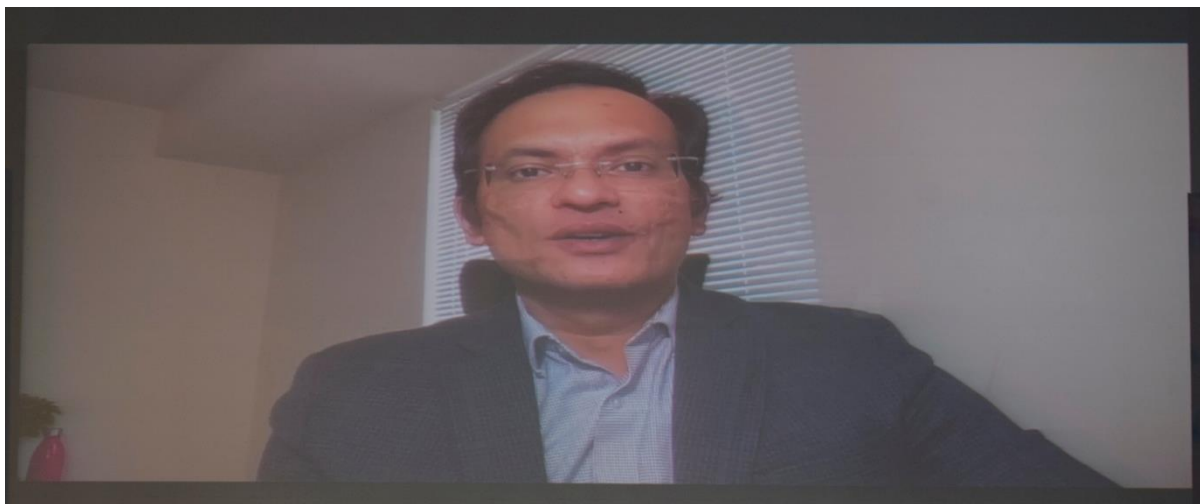
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Dr Mohit Gambhir (Virtually present)

### **Session-II:**

Introduction-:

**Panel Discussion:** Intellectual Property and SDGs: Fostering Innovation for a Sustainable Future.

**Moderator:** Professor Puneet Sharma.

**Panelists:** Dr. Bharti Jain, Mr. Prateek Srivastava, Mr. Raj Kumar Verma.

“The attendance of faculties and students throughout the session-II of day-5, with 7 faculties and 35 students present, is documented.”

### Introduction:

The panel convened to dissect the critical nexus between intellectual property (IP) and the Sustainable Development Goals (SDGs), spotlighting the transformative power of innovation and creativity in shaping our collective future.

Key Discussion Points:





1. IP Protection: The discourse illuminated the spectrum of IP protections, spanning patents, trademarks, copyrights, and designs, all pivotal in safeguarding ingenuity and originality.
2. Safeguarding IP Rights: Attention was drawn to the lacuna in Indian legislation concerning the protection of utility models and trade secrets, underscoring the urgent need for comprehensive legal frameworks.
3. Historical Insights: Analogies to ancient concepts like forest gods and water gods underscored humanity's age-old reverence for nature, correlating the preservation of natural resources with the protection of environmental IP.
4. Documentation's Vital Role: The panel accentuated the indispensable nature of documentation as the linchpin of development and innovation, advocating for meticulous record-keeping to nurture inventive solutions.
5. Governmental Impetus: Significant government allocations towards innovation coupled with grassroots encouragement to document daily challenges signal a proactive stance in fostering a culture of innovation.
6. Defining IP and Its Significance: Intellectual property, encompassing creations of the mind, was defined as the cornerstone of economic growth and societal advancement, embodying innovation's transformative potential.
7. IP and Sustainable Development: The symbiotic relationship between IP and sustainable development was illuminated, highlighting IP's catalytic role in incentivizing innovation, technology transfer, and equitable access to essential goods and services, thereby advancing the SDGs.



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8. Combating IP Infringement: Strategies to combat piracy and misuse of IP, including robust enforcement mechanisms and awareness campaigns, were deliberated, aiming to uphold IP integrity while fostering a culture of respect.

9. Mitigating Monopolistic Tendencies: Acknowledging concerns over monopolistic tendencies, the discussion advocated for balanced regulations to prevent abuse while nurturing an environment conducive to innovation and creativity.

Valuable Insights:-The panel reiterated the indispensable role of intellectual property in propelling sustainable development, innovation, and creativity. Through concerted efforts to fortify IP protections and foster an ecosystem conducive to innovation, stakeholders can collectively pave the path towards a prosperous and equitable future.



(L-R) Prof. Puneet Sharma, Dr. Bharti Jain, Mr. Prateek Srivastava, Mr. Raj Kumar Verma

## Media Coverage

### एसकेआईटी में उद्यमिता पर चर्चा

जयपुर (सीमा सन्देश)। एसकेआईटी (स्वामी केशवानंद इंस्टीट्यूट ऑफ टेक्नोलॉजी मैनेजमेंट एवं ग्रामोल्थान) में आयोजित ई-वीक के तीसरे दिन डॉ. अखिलेश त्रिवेदी (ग्लोबल मेंटर स्टार्टअप एवं उद्यमशीलता विकास) ने बिजनेस मॉडल पर चर्चा से शुरुआत की। उन्होंने कहा कि हमें स्टार्टअप बिजनेस ग्रोथ के लिए हमेशा सक्रिय रहना चाहिए। कोई भी स्टार्टअप तब ही अभिवृद्धि करता है जब उसमें तकनीक के साथ तालमेल बैठाने का सामर्थ्य हो। अभिषेक गुप्ता (स्टार्टअप कंसल्टेंट वाधवानी फाउंडेशन) ने एक नया स्टार्टअप बनाने के लिए सामान्य गलतियाँ एवं सुझाव विषय पर चर्चा की। उन्होंने बताया कि विचारों की दृढ़ता का उद्यमशीलता में कितना महत्व है। अंत में निखिल बंसल (सीईओ बीसी एडवोकेट एंड एसोसिएट जयपुर) ने प्रोटोटाइप प्रक्रिया डिजाइन एवं डेवलपमेंट बजट लोगो डिजाइनिंग पर चर्चा की। उन्होंने छात्रों की टीम बनाकर भाग लेने को कहा। कॉलेज के छात्रों ने इसमें विशेष रूचि दिखाई। गतिविधि में विजेता टीम रनर को पुरस्कृत किया गया। एमआईआईसी में आयोजित वर्कशॉप में सपंडिता शर्मा ने अपने अद्भुत उद्यमशीलता के अनुभव द्वारा छात्रों को प्रेरित किया।



### एसकेआईटी जयपुर में विश्व आईपी दिवस के उपलक्ष्य में अंतर्राष्ट्रीय सम्मेलन की मेजबानी

#### P3 Police Public Politics

जयपुर। विश्व बौद्धिक संपदा अधिकार (आईपीआर) दिवस पर, एसकेआईटी एम एंड जी जयपुर के आईपीआर सेल ने नैकिंगटिंग द फ्यूचर आईपीआर एंड इनोवेशन इकोसिस्टम शीर्षक से एक अंतर्राष्ट्रीय सम्मेलन की मेजबानी की। बौद्धिक संपदा अधिकारों के बारे में जागरूकता बढ़ाने के लिए प्रतिक्रिया आयोजित होने वाला यह कार्यक्रम विश्व बौद्धिक संपदा दिवस 2024 के लिए डब्ल्यूआईपीओ द्वारा घोषित आधिकारिक थीम पर केंद्रित है- आईपीओ एमआईआईटी-नवाचार और रचनात्मकता के साथ हमारे सामान्य भविष्य का निर्माण।

के स्वागत के साथ डॉ. जिसमें नवाचार-अनुकूल वातावरण को बढ़ावा देने के माध्यम पर जोर दिया गया। अकादमिक निदेशक प्रोफेसर एस एल सुग्गा ने नवाचार की जटिलताओं को समझने में अंतर्दृष्टि प्रदान की। आईपीआर सेल की संयोजिका डॉ. सविता चौधरी ने बौद्धिक संपदा अधिकारों के बारे में जागरूकता को बढ़ावा देने में सम्मेलन के माध्यम पर प्रकाश डाला। प्रोफेसर आनंद भारतेराव और डॉ. मोहित गंधी ने भविष्य को आकार देने में नवाचार और बौद्धिक संपदा की महत्वपूर्ण भूमिका पर जोर देते हुए अपनी विशेषज्ञता साझा की। डॉ. पुनीत शर्मा द्वारा संचालित आईपीओ एमआईआईटी-नवाचार और रचनात्मकता के साथ हमारे सामान्य भविष्य का निर्माण विषय पर एक प्रेरक पैनल चर्चा में डॉ. भारती जैन, श्री प्रतीक श्रीवास्तव और डॉ. जितेंद्र शर्मा जैसे विशेषज्ञों का अहम योगदान रहा। उद्यमिता लक्ष्यों ने उज्ज्वल भविष्य के लिए नवाचार का लाभ उठाने में मूल्यवान अंतर्दृष्टि प्राप्त की।

## एसकेआईटी में ई-वीक के दूसरा दिन उद्यमशीलता से संबंधित जानकारी दी गई

#### P3 Police Public Politics

जयपुर / जुगल शर्मा। स्वामी केशवानंद इंस्टीट्यूट ऑफ टेक्नोलॉजी में आयोजित ई-वीक का दूसरा दिन उद्यमशीलता से संबंधित जानकारी से सराबोर रहा। कार्यक्रम की शुरुआत श्री राकेश राव प्रोजेक्ट कंसल्टेंट आई स्टार्ट के संवाद से हुई जहाँ राकेश जी ने अपना अनुभव साझा किया कि किस प्रकार छात्र अपने आइडिया को पूर्णतया प्लेटफार्म पर एक वर्किंग मॉड में ला सकते हैं। अपने स्टार्टअप में फंडिंग कैसे वह कहाँ से ली जाए इस पर प्रकाश डाला। इस संपूर्ण कार्यक्रम का संचालन आयोजक श्री बी.एल शर्मा, प्रोफेसर मोनिका माथुर, डॉ सविता चौधरी, श्री अजय धनोपिया ने किया। इस कार्यक्रम के दूसरे भाग में संस्थान के एल्यूमिनी योगेश कुमार शर्मा (फाउंडर एक्सक्यूटिव सैलोन प्राइवेट लिमिटेड) का प्रो0 पुनीत शर्मा से संवाद हुआ जिसमें योगेश शर्मा ने अपनी कंपनी की यात्रा और बिजनेस में आने वाले अप एण्ड डाउन पर प्रकाश डाला और प्रतिभागियों से स्टार्टअप में आने वाली परेशानियों पर



महत्वपूर्ण जानकारी साझा की। कार्यक्रम के दूसरे अंत में श्री अजय धनोपिया जी का सेशन हुआ जिसमें उन्होंने कंपनी की बारीकियों को छात्रों के साथ शेयर किया। उन्होंने छात्रों का अवगत कराया कैसे एक आइडिया को कंपनी में बदला जाए और महत्वपूर्ण दस्तावेजों पर ओवर व्यू साझा किया।