

ENTREPRENEURSHIP SEMINAR
&
ALL-INDIA BUSINESS PLAN COMPETITION 2011

Overview

Entrepreneurship was once ignored because the impacts were small, diffuse, and incremental. But no more. Today, entrepreneurship is more appropriately thought of as economic “gardening” rather than “hunting” (industrial recruiting). Think of it as tending to the seedbed in one’s own backyard as opposed to going out to hunt that one trophy animal. Business growth or sustaining the health of existing businesses is also an important component in this more contemporary approach to economic development. Business growth and viability are based on maintaining a competitive edge rather than just trying to retain and expand businesses.

Entrepreneurial Steps taken at NIILM-CMS

In the same breath, E-Cell of NIILM-CMS strived to capture some valuable moments through an Entrepreneurship Seminar and All-India business plan competition on 15th January, 2011. Intellectuals were invited to share their knowledge and wisdom of path-breaking entrepreneurial experiences, challenges and accomplishments. Their effort paved way for all those ‘*potential to get ignited*’ minds with umpteen ideas, strategies, business models, thus aiding them to go ahead with startup companies in the near future.

Entrepreneurship Seminar and All-India business plan competition 2011

was a remarkable event as the speakers were from diverse background, having entrepreneurial experience with many industries. Not only had they enlightened our students with their impeccable journey towards setting up businesses and cultivating ecosystem for entrepreneurship to thrive in, but their presence itself put an effort to transform our students in terms of looking beyond 24x7 jobs and embrace entrepreneurial challenges.

Theme and Sub-themes

The theme of the Seminar was '*Igniting Entrepreneurial Mindset*' and the ***sub-themes*** that were discussed at length are as under:-

- **Needed: The Entrepreneurial Mindset & Building Breakthrough Competences**
- **Framing the Challenge & Selecting your Competitive Terrain**
- **Entrepreneurial Edge: When Strategy is Discovery**
- **Selecting/Executing your Entry Strategy & Leading Innovation in Good Times and Bad**
- **Entrepreneurial Leadership: The Most Important Job**
- **Banking Deregulations, Financing Constraints and Firm Entry Size**

List of distinguished Speakers:

Mr. Nishant Saxena (<i>Keynote Speaker</i>)	CEO, ElementsAkademia (An IIM Alumni Venture)
Mr. Pankaj Bansal	Co-founder, PeopleStrong HR Services Ltd. and, Director, Withya Group
Mr. Shekhar Ghose	Ex-Director (HR), Indian Airlines
Mr. Kuldeep Sharma	Entrepreneur & Consultant, Noida
Mr. Vikas Rajput	Entrepreneur & Founder, Parallelliving.com
Ms. Ishita Agarwal	Manager, Incubation Centre, Indian Angel Network (IAN)

All-India B-Plan Competition, 2011: We at NIILM-CMS believe in providing the platform that fosters development of the students professionally and personally and helps them to touch the sky. Developing Business Plans and building an entrepreneurial attitude provides them an opportunity to apply the concepts & methods that they have learnt in the classroom to the real work life situations.

This B-Plan contest was our endeavor to encourage students to achieve excellence in their first corporate sojourn.

List of distinguished B-Plan Jury Members:

Mr. D. Ranganathan	Fellow Chartered Accountant, Ex-Founder Partner JRA & Associates
Mr. Deepak Nagpal	Fellow Chartered Accountant, DN & Corporation India

Students from reputed B-Schools have shown immense interest and participated with full vigour, including our own student participants. The winner of the All-India B-Plan Competition, 2011 was declared by Mr. Vikas Rajput, Entrepreneur & Founder, Parallelliving.com. All the participants from different B-Schools performed, brilliantly. First prize of Rs.15, 000/- cash was won by the students of NIILM-CMS viz. Saumya Sharma and Angshukana Dutta, 2009-11 Batch, PGDM programme.

Thus, with the support and cooperation of all the faculty members and staff, the show reached to its end, satisfactorily.

Vimal Babu

**Coordinator
Entrepreneurship-Cell
NIILM-CMS**