



## ENTREPRENEURSHIP AWARENESS CAMP

IEDC had conducted an Entrepreneurship Awareness camp to DSIT-Diploma students from 10<sup>th</sup> August 2016 to 12th August 2016. This camp was sponsored by National Science & Technology Entrepreneurship Development Board (NSTEDB).

### DAY 1 – Session 1

The Camp was inaugurated by **Mr.Parthasarathi (MD,CEO –Infiquity Technologies )**



**Mr. Pathasarathi** , inspired all the campers as how his journey as entrepreneur has been exciting after serving corporate for 17 years .

### Day 1: Session 2

Continued with Session 2 with **Mr Aman Bajaj- Co-founder of Jiffy Rooms.**



**Student of DSI**-Shared his life experience and talked about startup , all business competition He shared about his life that what all problems he faced in his life before reaching current stage ,He educated about the startup's , what all steps we have to take , what should be the abilities skills we have to build.

### **Day 1 - Session 3**

In the afternoon Session **Ms.Lakshmi Rajesh-Founder & CEO ACS**, shared her work experience and her start up journey. Enlightened on the importance of **creativity and conducted an activity** on the same.



Continued with the session, divided the crowd into a group of 10 students and assigned them to come out with a business plan and present the same. The **B-Plan** had to be prepared taking into consideration the marketing strategy and feasibility of the plan.

She continued the session that {Entrepreneurship= Creativity + innovation}

After that she taught personality traits of creative people which was very interesting.

#### **Day 2- Session 4**

Session started with **Mr. Yeshaswi Nag-Project Officer at EDI, Bangalore**

9 plus years of work experience as an Entrepreneur Trainer Motivator at EDI. I have successfully implemented CSR Projects on behalf of Leading Corporate Houses – Hewlett Packard and Accenture- from 2008-till date.



He briefed about the all skill the entrepreneurs should have to be successful-Think bigger, embrace failure, be confident, decision making , communication skill.

Successfully implemented Entrepreneurship programs in Food Processing as Karnataka State Coordinator, sponsored by Ministry of Food Processing, Govt of India- during 2013-14.

Explained about primary sector development Entrepreneurship activities, and briefed around 50 new startup ideas turned as venture in Primary sector.

## Day 2- Session 5

Session started with **Mr. Sripathi Rao-Assistant Professor, Dayananda Sagar College of Engineering.**



Discussed about the various loans schemes and facilities initiated by the **Govt of India** and how to raise funds for start-ups in India.

### Shared the detailed information of

- SSI Units
- Financial Aspects
- Project Report management
- Financial Assistance
- Schemes of Finance

## Day 3-Session 6

Session Started with **Mr Senthil Kumar-** Founder of Intepat IP Solutions

**Mr Senthil Kumar** is having 15+ years of experience in management of innovation , IP valuation and management advisory and consultancy services to R&D organisation .

He had handled starting from idea generation, devising patent filing strategy, patent search, patent drafting, patent filing in various countries and managing IP portfolios. Further, I have worked to develop IP processes and IP policies for corporates.



Briefed about the “INTELECTUAL PROPRTIES ”

Tools of IP are as follows

- PATENT
- COPYRIGHT
- TRADEMARK
- TRADE SECRETS
- DESIGN REGISTRATION
- GEOGRAPHICAL INDICATION
- PLANT VARIETIES

Explained about patent mining, patent mapping, patent watch, Patent Infringement analysis, freedom to operate analysis, patent landscape, competitors landscaping, conducting IP and patent awareness training to create IP culture in organization, patent search training to Inventors, Engineers, Scientists.

**Day 3- Session 7(Industrial Visit)- “CIMTRIX”, Peenya-Industrial Area.**



This session was the most interesting part of the entire work shop where the management students were taken to industrial visit to “**CIMTRIX**” at Peenya, Which is into Industrial Automation manufacturing, added Solutions in Manufacturing Automation, Special Purpose Machines and Coordinate Metrology.