

Semester 1 Thrust area: Inspiration, Motivation & Ideation

Quarter 1

Theme	Entrepreneurship / Start-up
Activity Name	My Story - Motivational Session by Successful Entrepreneur/Start-up founder.
Mode of Conduct	Online
Mandatory/Elective	Elective
Time	Date: 15 th Feb, 2022 Time: 3:00 PM
Participants	<p>Facebook Link:</p> <p>Google meet link: https://meet.google.com/puh-amqq-joc</p> <p>You tube link: https://youtu.be/Gd_C6Ww7YXI</p> <p><input type="checkbox"/> Students: 230</p> <p><input type="checkbox"/> Faculty: 40</p>
Description	<p>Resource Person: Mr Karan Garg did his Bachelor of Technology (Pulp and Paper Engineering) from Indian Institute of Technology (IIT) Roorkee, India and Masters of Business Administration (MBA Program) from Kellogg School of Management, Evanston, IL, USA. He is currently the Director of Multimelt Steels Pvt Ltd, Punjab. He was also the founder of FRESHSUPPLY. His IOT based analytics solution for SMEs was selected by Neuron STPI Incubator for startups, Govt. of India. He has also been awarded with Appreciation Award by Ministry of Steel, Govt. of India for B2B procurement engine idea for SMEs.</p> <p>Speaker Mr Karan briefed about the journey of an entrepreneur laying emphasis on importance of Critical thinking, Team work and raising capital.</p> <p>He advised young entrepreneur to analyse their risk taking capabilities before starting out venture. He also discussed that each failure itself teaches lot of</p>

	lessons. He also discussed various schemes for Startups like CGTMSE and Startup incubators
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Karan Garg is presenting

CRITICAL THINKING

- Read about MVP (Minimum Viable Product)- for tech startups.
- Marketing of your product is as important as the product itself. (UX)
 - Case study discuss: Make it easy for your customer to understand and use it.
- Experience in industry will always help. Get training, internship, job for some time.
- Try visiting exhibitions, trade fairs, related to your business idea. Gives you industry visibility and people in the mindset to share ideas, plus helps you get connections.

Himanshi Gautam can now join this meeting

Karan Garg

Sabyasachi Senapati

jitendra pattanaik

Davinder singh

76 others

You

3:18 PM | My-Story-Motivational Sessi...

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