

3.2 Innovation Ecosystems

3.2.1 Institution has created an ecosystem for innovations including Incubation centre and other initiatives for creation & transfer of Knowledge. JSPM's Jayawantrao Sawant Institute of Management & Research (JSIMR) actively promotes entrepreneurial attitude among the students and offers them a prosperous network of entrepreneurs, mentors, expert faculty, alumnus entrepreneurs and other entrepreneurship eco-system partners. The Entrepreneurship Development Cell (ED Cell) at the Institute develops students' knowledge of entrepreneurial opportunities, competencies and the key success factors.

JSIMR officially inaugurated ED Cell in 2016-17; (27th Nov 2016) named it "Swayam". Before Swayam, institute was offering Entrepreneurial sessions through Knowledge Session activities (Industry Academia Forum)

ED Cell of JSIMR

Vision: To be well acknowledged centre of brilliance for entrepreneurship development to create successful entrepreneurs.

Mission: To motivate aspiring entrepreneurs to become successful business leaders.

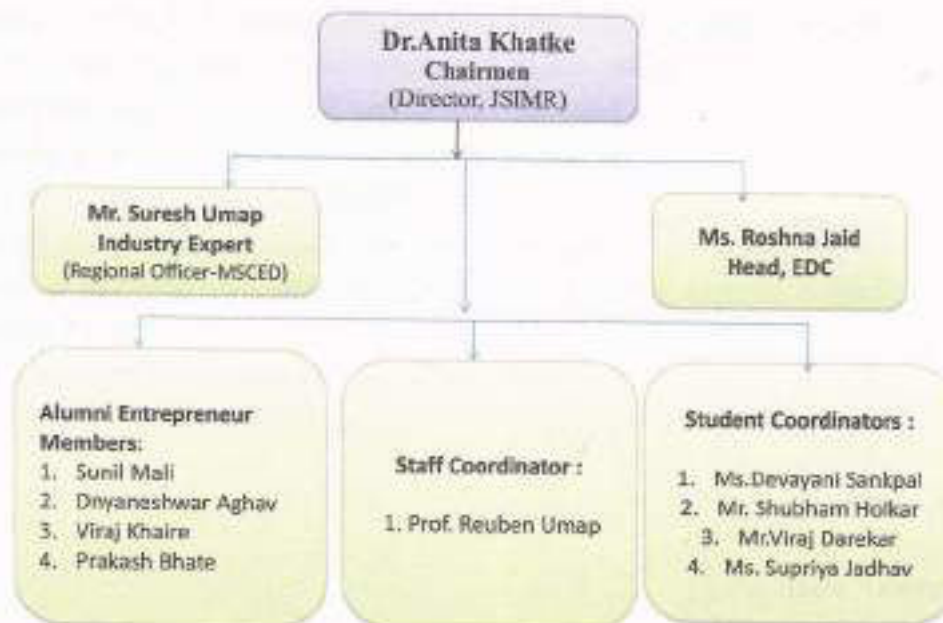


Fig: ED Cell for Academic Year: 2017-18

Objectives set for ED are as follows:

- To inculcate the values of entrepreneurial attitude among students & staff.
- To encourage ethnicity of innovation to enterprise among the students.
- To enable students to remain self-reliant in their employment.

ACTIVITY REPORT

1. ENTREPRENEURSHIP DEVELOPMENT

Session Name: Opportunity to Start own Consultancy & Training Centre.

As part of curriculum activity for MBA program under Savitribai Phule Pune University an session was organized on **Entrepreneurship Development** in the institute for which the details are as follows:

- ✓ **Name of the event** : "Opportunity to start own Consultancy & Training Centre."
- ✓ **Date & Day** : **Thursday, 18/01/2018**
- ✓ **Time** : **12.30PM**
- ✓ **Venue** : JSIMR, Seminar Hall.
- ✓ **Resource person** : **Mr.Sunil Mali**
- ✓ **Event Coordinator/s** : Prof. Roshna Jaid
- ✓ **Organised by (Cell/Forum/Club)** : Entrepreneurship Development Cell
- ✓ **Student Coordinators** : Mr.Amey Dhadge, Mr.Moiz Sayyad


The purpose of the said session was to impart practical knowledge and understanding of the subject on the topic "**Opportunity to start own Consultancy & Training Centre**". This Session was organized specially to the budding entrepreneurs on demand. Speaker spoke on the current market trends, market opportunity in small scale business, need to do swot analysis of our self for starting any type of business. Speaker resolved all queries of students.

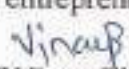
Objectives of the Program:

- ✓ To motivate students to start their own venture in their own area of interest.
- ✓ To guide students how to get financial assistance for the venture / enterprise.
- ✓ To share the experience of starting new venture / enterprise in area of consultancy & training centre's.

Purpose:

- ✓ To inculcate the values, morals amongst students to start new enterprise & ventures.
- ✓ To help them to understand & discuss the current market issues & scenario with them.
- ✓ To provide platform & exposure to them to have an interaction with real time entrepreneurs & ex alumni.
- ✓ To instill the culture of entrepreneur amongst the students.


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ED Cell Coordinator


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Academic Head


Prof. Reuben Umap
Department Head


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Outcome:

- ✓ The students understood that to become an entrepreneur means to be a Decision maker in life.
- ✓ Students interacted with the speaker – understood the reality & ground level things.
- ✓ They also understood that money comes only after a value-adding venture had first been created.

Glimpses of Event



Session Picture

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ACTIVITY REPORT

2. ENTREPRENEURSHIP DEVELOPMENT

Session Name: Financial Assistance to Risk Avoidance in New Start up.

As part of curriculum activity for MBA program under Savitribai Phule Pune University a session was organized on **Entrepreneurship Development** in the institute for which the details are as follows:

- ✓ **Name of the event** : "Financial Assistance to Risk Avoidance in New Start up."
- ✓ **Date & Day** : Thursday 10/08/2017
- ✓ **Time** : 11.30PM
- ✓ **Venue** : JSIMR, Seminar Hall.
- ✓ **Resource person** : Mr.Suresh Umap
- ✓ **Event Coordinator/s** : Prof. Jyoti Meshram
- ✓ **Organized by (Cell/Forum/Club)** : Entrepreneurship Development Cell
- ✓ **Student Coordinators** : Mr.Amey Dhadge, Mr.Moiz Sayyad

The purpose of the said session was to impart practical knowledge and understanding of the subject on the topic "**Financial Assistance to Risk Avoidance in New Start up.**" This Session was organized specially to the potential entrepreneurs on demand. Speaker spoke on the issues related to financial assistance, financial assistance providing agency as per core area of business. He discussed about the scope & opportunities available for starting any venture. While doing business activity what type of risk arises, how to control the risk factors, provision for risk avoidance etc.

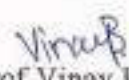
Objectives of the Program:


- ✓ To provide information about financial assistance providing agency to new start up in Maharashtra.
- ✓ To direct the students on how to manage the risk of new start up in Maharashtra.
- ✓ To assist student in their own idea of starting new venture..


Purpose:

- ✓ To motivate students to start up their own enterprise.
- ✓ To instill the passion & spirit amongst students to pursue own business.
- ✓ To provide interaction with expert speakers.


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ED Cell Coordinator


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Outcome:

- ✓ Students interacted with Mr. Umap very enthusiastically, discussed & asked many queries on risk & financial assistance from various bodies.
- ✓ Students received appropriate knowledge regarding how to start & run a business.
- ✓ Students responded in large no towards session.
- ✓ Many students get motivated & enroll for MCED short courses.

Glimpses of Event



Pics: Session on ED Cell - Financial Risk & Avoidance

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Prof. Jyoti Meshram
ED Cell Coordinator

Vinay
Prof. Vinay Bhalerao
Academic Head

Umap
Prof. Reuben Umap
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Anita
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ACTIVITY REPORT

3. ENTREPRENEURSHIP DEVELOPMENT

Session Name: Opportunity to be an Entrepreneur.

As part of curriculum activity for MBA program under Savitribai Phule Pune University an session was organized on **Entrepreneurship Development** in the institute for which the details are as follows:

- ✓ **Name of the event** : "Opportunity to be an Entrepreneur."
- ✓ **Date & Day** : Wednesday 12/07/2017
- ✓ **Time** : 10.00AM
- ✓ **Venue** : JSIMR, Seminar Hall.
- ✓ **Resource person** : Mrs. Priya Gokhale
- ✓ **Event Coordinator/s** : Prof. Jyoti Meshram
- ✓ **Organized by (Cell/Forum/Club)** : Entrepreneurship Development Cell
- ✓ **Student Coordinators** : Mr. Amey Dhadge, Mr. Moiz Sayyad


The purpose of the said session was to impart practical knowledge and understanding of the subject on the topic "**Opportunity to be an Entrepreneur**". This Session was organized specially to motivate students to be an entrepreneur. Speaker discussed about how interesting & challenging is to be an entrepreneur. To be an entrepreneur is not only get profit & earn money but it gives many other aspects achievements. Speaker shared her view / opinions, challenges she faced etc during the session.

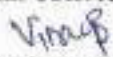
Objectives of the Program:

- ✓ To help the students about the opportunities to become an entrepreneur.
- ✓ To guide the students on how to take assistance from the government.
- ✓ To guide the students on how to start your own enterprise.

Purpose:

- ✓ To teach the students the importance of being significant from others and making a difference rather than survival.
- ✓ To impart in the mind of the students the purpose of life and how you really have a passion to do something significant.
- ✓ To inculcate the personal convictions of having own business and clarity of the purpose


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Outcome:

- ✓ The students understood that entrepreneur is simply a problem solver.
- ✓ They understood the recognition of a need (problem) and conception of an idea (solution).
- ✓ They also understood that money comes only after a value-adding venture had first been created.

Glimpses of Event




Pics: Priya Gokhale: To be an Entrepreneur


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ACTIVITY REPORT

4. ENTREPRENEURSHIP DEVELOPMENT

Session Name: "Digital Marketing Business Opportunity"

As part of curriculum activity for MBA program under Savitribai Phule Pune University an session was organized on **Entrepreneurship Development** in the institute for which the details are as follows:

- ✓ **Name of the event** : Digital Marketing Business Opportunity.
- ✓ **Date & Day** : Thursday 09/03/2017
- ✓ **Time** : 10.00AM
- ✓ **Venue** : JSIMR, Seminar Hall.
- ✓ **Resource person** : Mr. Dnyaneshwar Aghav
- ✓ **Event Coordinator/s** : Prof. Jyoti Meshram
- ✓ **Organized by (Cell/Forum/Club)** : Entrepreneurship Development Cell
- ✓ **Student Coordinators** : Mr. Amey Dhadge, Mr. Moiz Sayyad


The purpose of the said session was to impart practical knowledge and understanding of the subject on the topic "**Digital Marketing Business Opportunity**". Session was organized on inspiration of Alumni Entrepreneur Mr. Dnyaneshwar Aghav. Speaker shared market opportunity in areas of digital marketing. He shared views on Digital marketing concepts, advantages & disadvantages of digital marketing. Booming market situation for digital marketing. He is owner & CEO of digital market organizations – how he is tackling all the problems of digital marketing.


Objectives of the Program:

- ✓ To share knowledge on digital marketing concept, advantages, loophole.
- ✓ To create interest to start employment in digital marketing.
- ✓ To showcase the opportunities available in Digital marketing area.

Purpose:

- ✓ As Management students, they need to cope up themselves with the technology.
- ✓ Students should understand the current trends of management for themselves from career point of views.
- ✓ Students must get exposed themselves to the current / recent trends & practices of managements.
- ✓ Marketing is the core area of any business, current trends of marketing also gives an opportunity to start their own start up & venture.


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Outcome:


- ✓ Speaker was ex alumni, CEO of Net Gyani Services Pvt.Ltd – specialist in Digital marketing
- ✓ Students understood, discussed, interacted in healthy way with the speaker. Cleared the concept, meaning & ways / types of digital marketing.
- ✓ Get exposed to the opportunity available in the same area.
- ✓ Students responded positively

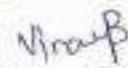
Glimpses of Event



Pics: Digital Marketing Session




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ACTIVITY REPORT

5. ENTREPRENEURSHIP DEVELOPMENT

Session Name: "Opportunity in Hospitality Tourism Management".

As part of curriculum activity for MBA program under Savitribai Phule Pune University an session was organized on **Entrepreneurship Development** in the institute for which the details are as follows:

- ✓ **Name of the event** : Opportunity in Hospitality Tourism Management.
- ✓ **Date & Day** : Thursday 17/01/2017
- ✓ **Time** : 11.30AM
- ✓ **Venue** : JSIMR, Seminar Hall.
- ✓ **Resource person** : Mr. Viraj Khaire
- ✓ **Event Coordinator/s** : Prof. Jyoti Meshram
- ✓ **Organized by (Cell/Forum/Club)** : Entrepreneurship Development Cell
- ✓ **Student Coordinators** : Mr. Amey Dhadge, Mr. Moiz Sayyad

The purpose of the said session was to impart practical knowledge and understanding of the subject on the topic "**Opportunity in Hospitality Tourism Management**". Session was organized on inspiration of Alumni Entrepreneur Mr. Viraj Khaire, Owner of Vishwakamal Hotel. Speaker shared hotel & tourism industry opportunity. Speaker shared & discussed about the current market situations for hotel & hospitality industry. He answered queries of students, while explaining points of tourism & hospitality industry he narrated story of his own hotel establishments.

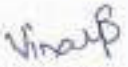
Objectives of the Program:

- ✓ To guide the students about available opportunities in area of Hospitality & Tourism.
- ✓ To help the students to understand the basic needs of the Hotel & tourism industries

Purpose:

- ✓ As we know India is renowned for historical places, culture, variety of foods need to take advantage of same for starting new enterprise in same.
- ✓ In India one can find plenty of options to start new venture. Same message need to convey next generation.
- ✓ Students must understand the ways & opportunities available them to in different areas.


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Outcome:

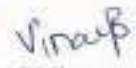
- ✓ The students understood that being an entrepreneur in any area need to locate options & needs of market.
- ✓ They understood the problems, challenges of initial level entrepreneurs.
- ✓ Students found the interest in session because the area was common.
- ✓ Students interacted with the speaker & get solved their queries on the same.

Glimpses of Event




Pics: Hospitality & Tourism Industry


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ACTIVITY REPORT

6. ENTREPRENEURSHIP DEVELOPMENT

Session Name: "Project Feasibility & Financial Funding for New Start ups: Role of DIC" .

As part of curriculum activity for MBA program under Savitribai Phule Pune University a session was organized on **Entrepreneurship Development** in the institute for which the details are as follows:

- ✓ **Name of the event:** Project Feasibility & Financial Funding for New Start ups: Role of DIC.
- ✓ **Date & Day** : Wednesday 09/03/2016
- ✓ **Time** : 10.30AM
- ✓ **Venue** : JSIMR, Seminar Hall.
- ✓ **Resource person** : Mr. Suresh Umap
- ✓ **Event Coordinator/s** : Prof. Jyoti Meshram
- ✓ **Organized by (Cell/Forum/Club)** : Entrepreneurship Development Cell
- ✓ **Student Coordinators** : Mr. Amey Dhadge, Mr. Moiz Sayyad

The purpose of the said session was to impart practical knowledge and understanding of the subject on the topic "**Project Feasibility & Financial Funding for New Start ups: Role of DIC**". Session was organized on as a part of MoU with MCED Pune. MCED is Maharashtra Centre for Entrepreneurship Development. Mr. Suresh Umap came for the session & shared the assistance getting from financial funding agency. He shared how to avail the financial funding from various funding agencies. Preparation of feasibility project report etc.

Objectives of the Program:

- ✓ To share the knowledge about new business opportunities in various areas.
- ✓ To make student aware about the District Industries Centre role & responsibility in new start up.
- ✓ To help the students to understand the project feasibility in current market.

Purpose:

- ✓ To create awareness amongst students that, DIC plays an important role in new start up.
- ✓ To make them aware about the DIC facilities, sponsored projects & provided training etc.
- ✓ To instill the passion & spirit amongst students to pursue their own business.
- ✓ To provide platform to interact with experts of the area.

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Outcome:

- ✓ Students interacted & discussed with Mr. Suresh Umap.
- ✓ Students understood the concept of DIC, objectives of DIC, role of DIC, how DIC helps to start up new enterprise.
- ✓ DIC schemes, financial support & many more related to DIC.
- ✓ Speaker made interest amongst students to go for new start up & venture activity.

Glimpses of Event



Pics: Financial Funding Assistance & Feasibility Project Report.

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