ABOUT JAIPUR

The famous city of Jaipur is the capital of Rajasthan and is universally known as the "Pink City", and pink it is, with beautiful constructed palaces, havelis and forts. Tall, rugged men with handle-bar whiskers sport bright pink turbans. Jaipur which means the city of victory was built 288 years back and is 262 km by road from Delhi (capital of India). A strong wall encircles the old city, protecting all within. Jaipur is predominantly known for its musicians, artisans and craftsmen and fairs and festivals. It has attractive monuments where one can breathe the fragrance of history. Jaipur is a centre for both traditional crafts and modern industries. With changing times, Jaipur has evolved as a centre of learning.

THE THEME – ENTREPRENEURSHIP

For long in the history, Indians have been known to carry the yoke of entrepreneurial spirit to all the corners of the world. But, as the time bade and India went through the hardships of foreign invasions and a prolonged colonial acquisition, this spirit was diminished, and we became a nation of job—seekers from the nation of wealth—creators.

Lately, the realization has dawned on us that, it is only through the rekindling of the entrepreneurial flame, we will be able to become the next super—power that we wish to become. The present Government of India is also taking innumerable and some very important steps towards fostering the pursuit of entrepreneurship in the hearts and minds of young Indians.

This workshop, along with the first edition of the department newsletter is a small contribution in this direction. Through this workshop and newsletter, we wish to motivate and inspire our students and the young generation to take up the responsibility of being the flag—bearers of the prosperous and confident new India.

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Mr. Hariom Gurjar
HoD, SOM and SOC, Poornima University

CONTACT PERSONS

Mr. Priyesh Tiwari
9001331332
Ms. Aditi Kaushik
9571328121

Road Map to Poornima Foundation

IS 2027 to 2031, Ramchandrapura, PO. Vidhani Vatika, Sitapura Extension, Jaipur-303 905 (Rajasthan)
Phone : +91-141-6500250 • E-mail : info@poornima.edu.in

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ABOUT POORNIMA UNIVERSITY

The University aims to achieve world class excellence in imparting knowledge, research and teaching, making invaluable contributions to the social, educational and economic development of the nation. The state of the art research facilities and modern amenities like well stocked libraries along with project centres create a conducive environment for teaching and learning process.

Poornima University is committed to bring about perceptible change in society with its innovative and equitable practices and systems.

OBJECTIVE OF THE WORKSHOP

The primary focus of the workshop will be on entrepreneurial ventures, and innovation, sustainability and leadership in business.

The objective of the workshop is to give the student a framework and some tools for evaluating an entrepreneurial venture and for constructing a plan to pursue the opportunity.

The session will help participants in the concentration in Entrepreneurship and Innovation.

GUIDELINES FOR THE BUSINESS PLAN COMPETITION

The guidelines for the competition are as follows:

- All under-graduate and post-graduate students of any stream are eligible to participate
- Each team will get 8 minutes for the presentation and 2 minutes for Q&A by the judges
- Each student must carry his/her valid I-card, issued by their institute
- Students must submit their presentations in a CD (preferably) or USB drive at the time of registration
- The Business Plan should cover the Idea, Concept, Marketing feasibility, Financial feasibility, Operational feasibility and Competition analysis
- The primary criterion for evaluation will be the practical feasibility of the plan
- Prizes worth Rs. 2100/- for the Winning team and worth Rs. 1100/- for the Runner-up team along with winning certificates shall be awarded
- All the participants shall receive certificates
- All expenses towards travel to Poornima University shall be borne by the student or the team itself.

REGISTRATION FEE

Students INR: 100/- Per Student of a Team
Team Size 2-4 Members

HOW TO APPLY

Registration form has to be filled in the prescribed format along with fees. The registration of the participants would be confirmed on “First-come first serve” basis as the number of seats is limited.

ABOUT EMINENT SPEAKERS

1. Dr Sorab Sadri : Dr. Sorab Sadri is a well-known methodologist and political economist of development who has specialized in Human Resources, Management Strategy and Business Ethics. He has a total of ten years of corporate experience and thirty three years of academic experience.

2. Mr. Dilnawaz Khan: With over 5 years experience in starting his own companies, Mr. Dilnawaz Khan is the Business Development and Program Coordinator at STARTUP OASIS, set up by RIICO, in partnership with CIIE, IIM Ahmedabad. Mr. Khan is a mentor, consultant and advisor to many other startup firms.

3. Mr. Keshav Bansal: Mr. Bansal is a B. Tech in Chemical Engineering from IIT (BHU), Varanasi. He is the Director of Bansal Elastomers Pvt. Ltd. He is an exemplary entrepreneur who is taking care of and expanding the family managed footwear business to new markets.

PROGRAM SCHEDULE

Friday, January 29, 2016 (10:00 AM-3:00 PM)

SESSION I

Inaugural Session + Key Note Address 10:00 AM-11:30 AM
Tea Break 11:30 AM-12:00 AM

SESSION II

B-Plan Competition 12:00-3:00 PM

RELEASE OF QUARTERLY NEWSLETTER “FLASH”

As an initiative by SOM-SOC, department is proud to launch its quarterly newsletter “FLASH”. The first issue of “FLASH” is based on the theme of ‘Entrepreneurship and Economic Development’ and covers a vast scope of entrepreneurial aspects through medium of articles and success stories of a few entrepreneurs.