

Event Report

Organised by Ecell, Jadavpur University

Title of the Event: “Rejuvenating Culture of Innovation and Entrepreneurship in Education Institution” ,by Ecell, Jadavpur University in Association with IIM Calcutta Innovation Park , Meity Startup Hub

Event Date: 3rd August, 2024

Event Time: 2.30 p.m to 7.00 p.m

Venue: Hotel Hindustan International, Kolkata

Faculty Coordinator in Charge: Prof. Aranyak Chakraborty, Prof. Pranibesh Mandal

BRIEF INTRODUCTION

The Entrepreneurship Cell (E-Cell) of Jadavpur University hosted a transformative event titled "Rejuvenating Culture of Innovation and Entrepreneurship in Educational Institutions" on 3rd August. This initiative was designed to invigorate the spirit of innovation and entrepreneurship within academic settings, offering a platform for startups to exhibit their innovations and connect with seasoned mentors for guidance and support.

Objective of the Event

The primary objective of the event was to rejuvenate the culture of innovation and entrepreneurship within educational institutions. By organizing a Demo Day, Exhibition, and Poster Presentation, and linking participants with Innovation Ambassadors and industry experts for mentorship support, the event aimed to:

- Provide a stage for startups to showcase their innovative projects and products.
- Facilitate meaningful connections between startups and experienced mentors.
- Offer practical insights and support to help startups refine their ideas and scale their ventures.

EVENT HIGHLIGHTS

Exhibition/Poster Presentation

The Demo Day featured a diverse range of startups presenting their innovative solutions across various domains, including technology, healthcare, and sustainability. Each startup had the opportunity to demonstrate their product prototypes, explain their business models, and discuss their entrepreneurial journey with a captivated audience.

The exhibition area was set up with interactive displays where attendees could engage directly with the startups. These exhibits allowed participants to experience the innovations firsthand, ask questions, and provide feedback. The hands-on interaction enhanced understanding and sparked discussions about the potential impact of each startup's solution.

In addition to live demonstrations, startups showcased their ideas through detailed poster presentations. These posters provided a visual summary of each startup's

concept, market strategy, and development progress, allowing attendees to quickly grasp the essence of each innovation.

Linkage with Innovation Ambassadors/Experts for Mentorship Support

The event featured mentorship panels with Innovation Ambassadors and industry experts. These panels were composed of successful entrepreneurs, investors, and domain specialists who shared their expertise on key topics such as scaling businesses, product development, and market entry strategies. The discussions were insightful and provided valuable perspectives on overcoming common challenges faced by startups. Mr. Rohan Das , Mr. Sudipta De, Mr. Subhajit Chakraborty ,Mr. Ravin Das, Ms. Mahua Hom Choudhury ,Ms. Simarpreet Singh, and Mr. Subham Sinha were the distinguished panellists.

The event facilitated networking sessions where startups could connect with mentors, potential investors, and other entrepreneurs. These interactions were crucial for building relationships, exploring partnership opportunities, and accessing additional resources and support. Networking also provided a platform for startups to share their experiences and learn from others in the entrepreneurial ecosystem.

Interactive Workshops and Discussions

A series of interactive workshops were conducted throughout the event, focusing on essential aspects of entrepreneurship. Topics included:

- Pitch Development: Techniques for crafting compelling pitches to attract investors and stakeholders.
- Market Analysis: Methods for conducting market research and identifying target audiences.

- **Business Strategy:** Strategies for developing a robust business plan and navigating growth challenges. These workshops were designed to equip participants with practical skills and knowledge to enhance their entrepreneurial journey.

Panel Discussions: Panel discussions featured thought leaders and successful entrepreneurs who shared their experiences and best practices. Key discussion topics included:

- **Innovation Management:** Strategies for managing and fostering innovation within startups.
- **Overcoming Challenges:** Insights into common challenges faced by entrepreneurs and how to address them.
- **Role of Educational Institutions:** The impact of educational institutions in supporting and nurturing startups. The discussions provided valuable insights and inspiration for attendees, encouraging them to think critically about their own ventures and the broader entrepreneurial landscape.

OUTCOME

The event successfully achieved its objective of rejuvenating the culture of innovation and entrepreneurship within educational institutions. The exhibition, and poster presentations provided startups with a valuable platform to showcase their work and gain visibility. The mentorship sessions and networking opportunities facilitated meaningful connections and support, helping startups refine their ideas and advance their ventures.

EVENT ATTENDANCE LIST

Sl. No.	Participants	College(s)
1	Dipendu Gupta	Jadavpur University
2	Sushmita Das	Jadavpur University
3	Aniket Biswas	Jadavpur University.
4	Sourya Das	Jadavpur University.
5	Arka Maiti	Jadavpur University.
6	Partha Pratim Halder	JADAVPUR UNIVERSITY
7	Aditya Kumar	JADAVPUR UNIVERSITY
8	Tuhin Mallick	JADAVPUR UNIVERSITY
9	Alankrita Paul	Jadavpur University
10	Abhirup Guha Roy	Jadavpur University
11	Rebanta bagchi	Jadavpur University
12	Debaditya ghosh	Jadavpur University
13	Soham Mandal	Jadavpur University

14	Plabon Bose	Jadavpur University
15	Riyana Roy	Jadavpur University
16	Ratul Halder	Jadavpur University
17	Sombrata Biswas	Jadavpur University
18	Debarupa Sinha	Jadavpur University
19	Avilasha Banerjee	Jadavpur University
20	Rohit Pal	Jadavpur University
21	Nilangshu Bhattacharyya	Jadavpur University
22	Piyush Gupta	Jadavpur University
23	Sohini Hazra	Jadavpur University
24	Sagnik Mukherjee	Jadavpur University
25	Upasana Roy	Jadavpur University
26	Payel Ghosh	Jadavpur University
27	Sayantika Das	Jadavpur University

28	Chandrima Ghosh	Jadavpur University
29	Mainak Chakraborty	Jadavpur University
30	Rajarshi Basu	Jadavpur University
31	Diya Das	Jadavpur University
32	Ishan Dey	Jadavpur University

EVENT IMAGES





