

## **Best Practice 1: -**

### **Title of the Practice: - Intra-collegiate Start-up Idea Contest 2021-22**

#### **Objectives:**

- To inculcate, motivate and encourage students to think, ideate and implement entrepreneurship ideas.
- To ignite, nurture and develop the spirit of enterprise among students while creating and building a startups ecosystem.
- To provide students with a platform to interact with aspiring and existing entrepreneurs and mentors.
- To encourage students to convert their ideas into successful business ventures.

#### **The Context**

The Government of India's thrust on Atmanirbhar Bharat, Make in India and the Startup India Mission are the backdrop for the establishment of the CIIE at the SPPU, Pune. As a college imparting Business Education, and the start-up cell is already established, it was decided to organise intra collegiate contest. Through this activity the College endeavours to nurture the spirit of enterprise among students and expose them to the idea of starting up. Students are provided with information and exposure to various aspects of entrepreneurship and the startup ecosystem well in advance to make students competent enough to go for entrepreneurship.

#### **The Practice: -**

The Startup and Innovation Cell chalked out its activities for the year according to CIIE, SPPU guidelines. A core committee of students aided by enthusiastic volunteers supported the coordinator in the conduct of the Cell's activities. Workshops on Business Model Canvas, Entrepreneurial Mindset, Creative Thinking and Business Idea Development and Launching a Startup were conducted. Various entrepreneurs and startup founders were invited to share their ideas, insights and experiences with students and faculty members. A pool of mentors was created to provide a support system to students. Students were connected with mentors from our pool of mentors to seek direction in this regard. As per CIIE, SPPU guidelines, a College Level Startup Idea Contest was organized. The contest was organised virtually on the Google Meet platform. Judges for the event were Ms Sunanda Verma Bhatta, Co-Founder, The Daftar, Pune and Aeka Coffee, Mr Vaibhav Jain, Co-Founder Araatrika and Life Coach, Startup Enthusiast, Pune, Ms. Sumedha Datta, Alumna NWCC BBA 2020-2021 batch and finalist at CIIE, SPPU's i2econtest.

Winners went on to represent the College at the cluster-level contest. All the activities collectively oriented students with regard to research, planning, self-belief, fundraising, customer relationship, and people management, brand building, etc all of which are critical ingredients for business success.

**Evidence of Success (200 words)**

Cell organized interactive talks, workshops, panel discussions and visits with the objective of sensitizing students and faculty members towards the concepts of innovation and starting up. As per the directives of the CIIE, SPPU an intra collegiate startup idea contest was conducted and 2 of the best ideas went on to represent the College at cluster level. Two teams from our College Somya Sharma & Venugopal Darekar and Tushar Gopalkrishnan & Akshat Mandalgi were announced as the winning teams. Both winning teams made it to the top 50 ideas at the Cluster Level i2e Startup Idea Contest organized by CIIE, SPPU in January 2022.

**Problems encountered and Resources Required: -**

Nurturing a contest idea is a matter of organisational culture and requires organizational commitment and effort. The involvement and participation of all stakeholder's involvement are imperative. Resistance and an unwillingness to participate, attend events, and contribute on the part of faculty members were experienced. Most students have a greater preference for the stability of jobs vis a vis the risk and uncertainty of starting their own business and hence they are reluctant to participate and explore entrepreneurial ideas through such events. Motivating students to attend events proved to be difficult. Being the first year it was not easy to motivate students to participate.

**Best Practice 2: -**

**Title: - National Level Workshop on " Marketing for Startup Founders"**

**Objectives of the Practice: -**

- To make students aware of the need for strong marketing campaigns
- To propagate the need for honesty and authenticity as Start-up Founders

- To brief students about the importance of e-commerce in selling products
- To make the students understand the necessity of maintaining the value of the product

**The Context: -**

On Wednesday, 16th March 2022, the Startup & Innovation Cell of Ness Wadia College of Commerce, Pune organized a National Level Inter-collegiate workshop on 'Marketing for Startup Founders' sponsored by the Board of Students Development Savitribai Phule Pune University. The workshop was conducted online on Google Meet platform, and, in this context, the Coordinator, Startup and Innovation Cell of the College shared that the online conduct of the event had widened its reach to the national level with registrations from Delhi NCR, Chennai, Bengaluru and Goa.

**The Practice: -**

To ensure the smooth conduct of the webinar, it was divided into three sessions and resource persons were: Mr Yogesh Shinde, Co-Founder Bamboo India, Ms Reeya Sharma, Founder Reeyal by Reeya Sharma, Ms Surbhi Bogawat, Founder Sweet Home Bakery. Before the formal program could begin rules and guidelines to ensure the smooth conduct of the event were shared. In the first session, Mr Shinde talked about the need for a strong marketing campaign, how marketing helped in the major success of Bamboo India, why connecting with customers is very important, and how honesty and authenticity are of prime importance, and so on. He then briefed us about marketing strategies like why 'word of mouth' publicity is very important in business, how e-commerce helps you to sell your products anywhere in the country, how you can maintain customer relations etc. He also shared his insights about the product, marketing and customer preferences. Ms Reeya Sharma shared some wonderful insights and experiences. The next speaker Ms Surabhi Bogawat started the session by shedding light on her venture. She touched upon important aspects like location, how goodwill helped in making her business more profitable, and how she used the already available labour, resources, brand name and goodwill of her father's business. Furthermore, she talked about her marketing strategies. At the beginning of her business, how she used her friend circle as a mode of marketing, how she used social media for marketing and how she used exhibitions for marketing, etc. How all these marketing strategies helped her business grow.

**Evidence of Success: -**

Total of 18 colleges across India attended the event. There was a total of 68 attendees. From Pune 5 Colleges participated, including Ness Wadia College of Commerce, MESCOE (Modern Education Society's College of Engineering, Pune), Abeda Inamdar Senior College, Pune, St. Miras College for Girls and Fergusson College. Other than Pune two other colleges from Maharashtra participated including HRM Rajgurunagar and KBC North Maharashtra University, Jalgaon. From outside Maharashtra total 8 Colleges participated including MES College of Arts and Commerce, Vasco Da Gama, Goa, Shree Damodar College of Commerce and Economics, Margao, Goa, GVM's GGPR College of Commerce and Economics, Ponda, Goa, Shri Krishna College of Arts and Science, Comibatore, Madurai Kamaraj University, Madurai, SRM Institute of Science & Technology, Chennai, Rathinam College of Arts and Science, Virudhunagar, Tamil Nadu and PMB Gujarati Arts and Law College Indore. This workshop marked the beginning of a lifetime of learning about marketing for all attendees.

**Problems encountered and Resources Required: -**

Bringing together students from different parts of the country for a united cause required proper planning and execution. Though real-life meetings with the speakers would make the sessions more riveting, the online session did proper justice to the rationale of the National Level Workshop. Making students interested in Startups and drawing their interest further to the importance of marketing was a little difficult since everyone is not very comfortable with the idea of Startups yet. So, conducting such an effective online session on such an important topic was a challenge, and catering to the interest areas of the students was a cumbersome task that was handled efficiently.