

**Brief report**

**ENTREPRENEURSHIP INCUBATION WORKSHOP**

Date: 24/02/2108

**Total no. of participants:** 29

**Duration:** 8:30 am to 3:30 pm

**Resource Person:** Mr. Mathew Mattam (Secretary, CYDA & Chair, YouthAid Foundation, Pune)

- Mr. Mathew Mattam asked the participants to write down their expectation from the workshop and read it aloud. Also, he asked what idea of business they have on mind.
- Then the session started with guidance on 'what an entrepreneur is'
- Mr. Mathew wanted to know from participants 'why they want to start a business'
- He discussed 'why one should start business' and gave one important objective 'don't start up to make money, identify a need and start a business as a service to fulfill that need. Money will come along'.
- Then time allocated for filling form A (regarding personal/ bank details etc.).
- Small business ideas were shown, factors to take into account such as when and where to launch, improving on required set of skills etc. for startup were discussed, examples of young entrepreneurs from India and videos of their interview were shown.
- Time to fill form B (regarding business idea, plan, relevant details).
- Sample format of market survey was also given. Students are supposed to come up with market survey (sample size ~100).
- Qualities an entrepreneur should have in words of Narayana Murthy were shown and discussed in details.
- Lunch break
- Success stories were discussed.
- Short film on business based on trash.
- Form C (revenue model) was explained. This form also was given as a task must done later before seeking funding.
- Overall the workshop was quite interactive and very informative.

After workshop, Sunetra Dhere, Shewta Valanju and Dr. Parulekar had informal discussion with Mr. Mathew regarding tourism potential in Devgad, prospects for Mithmubari tourism and related business, mangrove tourism etc.

Later, Sunetra and Shweta took Mr. Mathew for an hour to show around Mithmubari and the mangroves.

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| <b>Expenses:</b> | Accommodation of resource person:                          | Rs. 7070        |
|                  | Lunch (Participants, concern faculty and resource person): | Rs. 1635        |
|                  | <b>Total:</b>  | <b>Rs. 8705</b> |

Dr. Sunetra Dhere, Prof. Shweta Valanju

**Coordinators**

**Principal**