



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A Unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGS IP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA

Tel. Office: 8448186947, 8448186950

www.maims.ac.in

Report of Webinar & Quiz on “Entrepreneurship: The Path from Invention to Innovation”

Date : Thursday, 22nd July 2021

The Department of Business Administration, MAIMS, under the aegis of IQAC, organized a webinar and quiz titled “**Entrepreneurship: the path from invention to innovation**” on Thursday, 22nd July 2021, between 3:00- 5.00 P.M. Focus is on setting future entrepreneur’s expectation and preparing them for “how it works” in the real world to advance from ideation to commercialization.

The Guest Speaker for the event was Ms. Shilpi Kulshreshtha, Company Secretary and Lawyer with rich experiences in MNCs dealing with the packaging, building materials and IT Industry. She is an associate member of ICSI since 2012. She is a learned professional with a bachelor’s degree in law (LLB) from the Faculty of Law, University of Delhi, and master’s in commerce from IGNOU. She is also a trainer at The Institute of Company Secretaries, Noida Chapter. Apart from that, she has a good experience in conducting corporate training workshops. She is also fond of writing articles for magazines. She is a winner of Under 40 Award and Excellent Performer-COVID Special Award at Compliance 10/10/2020.

The Webinar commenced at 3.00 P.M. with student coordinators Mr. Mahi and Ms. Bhoomi welcoming Ms. Meenakshi Gupta, Convener of the event. She welcomed all the esteemed guests, and the dignitaries present in the meeting, and introduced Prof. (Dr.) Vijay Kumar Khurana, HOD, Department of Business Administration & Coordinator, IQAC to the audience. Prof. Khurana started by thanking all the dignitaries for providing permission for the valuable opportunity for students. He highlighted many valuable points explaining the importance of Start-Ups and focused on the future of Entrepreneurship.

The student coordinators Mr. Mahi and Ms. Bhoomi thereafter welcomed Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, who lauded the organizers for their efforts in organizing the event. He also lauded the students who took part in the event. This was followed by an address by Ms. Tanjot Kaur, Entrepreneur. She is an alumna of BBA batch 2010-2013 at the College. She had done BBA, MBA, and Diploma in French Patisserie. She has



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A Unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGS IP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA

Tel. Office: 8448186947, 8448186950

www.maims.ac.in

previously worked as Research Manager at the Kantar Group, and she is now currently running her own brand of bakery under the name of Ambrozzia Patisserie.

The student coordinators Mr. Mahi and Ms. Bhoomi thereafter welcomed the guest speaker of the day, Ms. Shilpi Kulshreshtha. She graced the occasion with her words. She explained the steps to develop the idea into setting of the Start-up. She listed various ways through which the students can approach to multiple sources for crowd funding for starting their business. She also listed various types of Tax Registrations required for Start-Ups such as TAN, TIN, GST etc. She also explained as to how to secure new business ideas through Intellectual Property Rights in the form of Copyright, Trademark, Trade Secret and Patent. Through a case study, Ms. Shilpi explained Licenses and Registrations required for Food Industry and Cosmetic Industry.

The event then proceeded with the Questions & Answers round, which was followed by a Quiz. Overall, 237 persons registered for the webinar cum quiz; nearly 100 participants attended the webinar and quiz; and 96 candidates finally participated in the quiz. Quiz involved fastest finger round. Three Winners were selected who were awarded Cash Prize of Rs 500 each. List of the Quiz Winners and Glimpses of the Program are given at the end. The event concluded with Dr. Bharti Chaudhary, Co-Convener of the event, giving the vote of thanks.

Faculty Conveners

Ms. Meenakshi Gupta, Assistant Professor

Dr. Bharti Chaudhary, Associate Professor

List of Cash Award Winners of the Quiz

Name	Program / Discipline	Institute
Mr. Harsh Tomar	BMS	Keshav Mahavidalya (Cash Award Rs 500/-)
Mr. Shivam Bhardwaj	BBA	MAIMS (Cash Award Rs 500/-)
Ms. Lakshit Bhalla	BBA	MAIMS (Cash Award Rs 500/-)



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
 (A Unit of Maharaja Agrasen Technical Education Society)
 Affiliated to GGS IP University; Recognized u/s 2(f) of UGC
 Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
 Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA
 Tel. Office: 8448186947, 8448186950
www.maims.ac.in

Glimpses of the Event: