



## MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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

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

Tel. Office: 8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)

### REPORT

#### Students' Personality Development Activity

#### 'How to Start your Entrepreneurial Journey of your Startup'

Saturday, July 4, 2020

MAIMS has always taken concrete steps to work towards the holistic development of the students. The importance of the development of entrepreneurial skills by every graduate cannot be over-emphasized because gone are the days when jobs were available everywhere both in the private and public sector of the economy. Indeed, in the past, it was the employers who went round universities to hunt for potential employees. But the changing times have made many graduates desperate to get any job to keep body and soul going. Indeed, there is a paradigm shift in the labour market now. Realizing this change, **Illuminate – The Learning Hub** of Maharaja Agrasen Institute of Management Studies organized a webinar on 'How to start your entrepreneurial journey of your startup' on Saturday, July 4, 2020. The webinar was conducted using the digital platform, YouTube Live at 5: 00 pm. The resource person for the webinar was Mr. Saurabh Trivedi.

Mr. Saurabh Trivedi, a MAIMS Alumni, is an entrepreneur, intellectual property enthusiast, business consultant, investor and seasoned trademark attorney. He is currently the Co-founder and Director at Boudhik Venture. His expertise includes, Entrepreneurship Building, Consulting to universities/ incubation centers, Improvising brainstorming process of startups, IPR, Multi-disciplinary team building and Leadership.

Mr Trivedi initiated his talk by presenting the true, though gloomy picture of the changing employment prospects for the youths in the present times of increasing competition. At present, employment in the public sector is decreasing and job prospects are diminishing by the day. Added to this ugly situation are the increasing trend of job outsourcing, casualization of labour across industry and the increasing phenomenon of rightsizing of labour among big firms and corporations in the country. As a side effect, the figure of tertiary graduates who have not been able to secure the first employment since graduation for upward of five years is on the increase and even those with professional qualifications are not spared from the ugly phenomenon. Others are paid peanuts if they are lucky to secure paid job. So, what to do in this scenario. The answer – Become a Job Creator, rather than a Job Hunter!

Having set the platform for the students to become entrepreneurs, he swiftly moved towards elaborating what does the entrepreneurship really entail? In his opinion, basically, entrepreneurship really entails: the building of skills in negotiation, building leadership skills, new product/service development, creative and innovative thinking and exposure to technological innovation. He also explained that some of the personal characteristics of an



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entrepreneur are optimism, vision, initiative, desire to lead, drive, persistence, risk tolerance and resilience. The role of creativity and thinking out of the box, rather change the box in the

skill set of an entrepreneur was very aptly and lucidly presented by Mr. Trivedi in the webinar. The various steps to be taken to build your own venture and the concept of creative financing and crowd funding to finance one's start – up was also explained by our resource person.

The session was very interactive and total of 87 students participated in the webinar. The enthusiastic audience raised many thought - provoking questions like What are the expected challenges we are likely to face in our entrepreneurial journey? How can we mentally prepare our self for the likely setbacks? How to capitalize networking effectively to attain success in my entrepreneurial journey? How to check the feasibility of the new idea developed? Can creativity be improved? What is the role of venture capitalist in entrepreneurship development? etc.

It was indeed a valuable session wherein the take away would encourage participants to get involved in networking, create and manage businesses of their own and facilitate progress and success in entrepreneurial career. Nevertheless, entrepreneurship is the need for developing the requisite entrepreneurial skills which would make people not only to be job creators but also wealth creators. We are sure that the valuable insights would help our 'new entrepreneurs' get their ideas and ventures to the next level through the structured learning provided in the webinar.



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**MR. SAURABH TRIVEDI**  
He is an entrepreneur, intellectual property enthusiast, business consultant, investor and seasoned trademark attorney. He is currently the Co-founder & Director at Boudhik Venture.

His expertise includes:

- Entrepreneurship Building
- Consulting to universities/ incubation centres
- Improvising brainstorming process of start-ups
- IPR Expert
- Multi-disciplinary team building and leadership

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## HOW TO START THE ENTREPRENEURIAL JOURNEY OF YOUR STARTUP

Hello everyone, we welcome you all to today's session on "How to start the Entrepreneurial journey of your startup".

The seminar is going to cover everything about startups like:

- How can you start your entrepreneurial journey?
- What all you need to start your start-ups?

WE HOPE YOU ARE GOING TO GAIN THE BEST OF TODAY'S SESSION.



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**ILLUMINATE: THE LEARNING HUB**  
OF MAHARAJA AGRASEN  
INSTITUTE OF MANAGEMENT  
STUDIES, IS AN INITIATIVE BY THE  
STUDENTS TO PREPARE AN  
EDUCATIONAL STRUCTURE  
WHICH PROVIDES VARIOUS SETS  
OF HARD AND SOFT SKILLS TO  
THE FUTURE ENTREPRENEURS  
AND GIVES THEM AN  
OPPORTUNITY TO APPLY THOSE  
SKILLS IN REAL LIFE SITUATIONS  
THROUGH EVENTS AND  
COMPETITIONS.

Esha Gulati

Saurabh Trivedi

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Anika Jain

how can we figure out the threats and opportunities while starting up a business