



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

ENTREPRENEURSHIP WEBINAR ON “HATCH FROM SCRATCH”

September 30, 2020

Platform: G-meet

“Entrepreneurship is an essential life skill and it’s never too soon to get started.”

Entrepreneurship is important as it has the ability to improve standards of living and create wealth, not only for the entrepreneurs, but also for related businesses. Entrepreneurs also help drive change with innovation, where new and improved products enable new markets to be developed. The path towards entrepreneurship and an entrepreneurial mindset can be pursued by anyone, but the problem is how to start. To apprise the students with practical insights, Bizmind, The Ecell of Maharaja Agrasen Institute of Management Studies organized a webinar “Hatch from Scratch” on September 30, 2020 by Mr. Gundeep Singh. Mr. Gundeep Singh, currently working with Myntra is an alumnus of Columbia University, pursuing a management degree in Entrepreneurship, innovation and strategy from Harvard University. He has been a TEDx speaker and a keynote speaker at institutions like IIT, IMA, etc. Besides listening to podcasts, Mr. Gundeep is an avid skier, lover horse riding and also maintains an adventure list. But what he holds close to his heart is having been the youngest to scale the Pindari Glacier.

The programme had the delightful presence of Prof. G. P. Govil, Advisor MATES, Dr. Manju Gupta, HOD, Department Commerce, faculty members and students of MAIMS. The programme opened with Dr. Manju Gupta, welcoming one and all. All the organizers and the participants were highly motivated by the address of Prof. Dr. Gyan Govil, who shared a part of what he knows and thinks about entrepreneurship with the people present. He also congratulated the team of Bizmind for the successful launch of the ‘Bizshow’. With experience comes knowledge. He gave the people of the house a small glimpse of that knowledge by sharing his thoughts on the matter with them. According to him, “Dreams aren’t those which you see in your sleep, by those which don’t let you sleep”. He also shared some incidences from the lives of great people, who became great not because of their natural talent or luck but because of their will to never give up.

The highlight of the event is the inauguration of the Bizshow, brainchild of students of BIZMIND by launching their inaugural video. BIZSHOW is a video series which promises to focus on different facets of this world that we live in. The basic idea behind every video is to analyze the situation through a business angle. And that is what makes the videos interesting! The theme of the video was the business idea behind the launch of CORONA Vaccine.



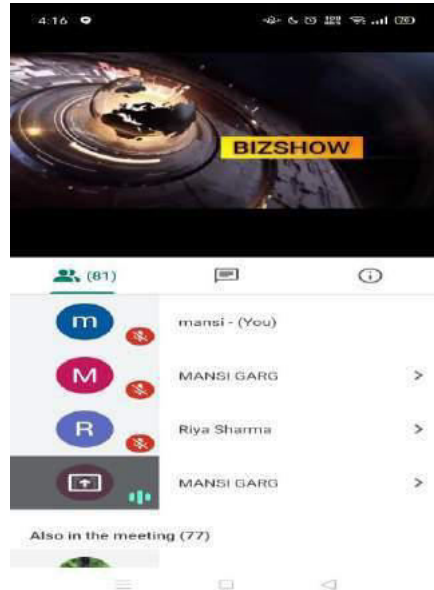
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Mr. Gundeep is a personality with immense knowledge about business. The name of the seminar 'Hatch from Scratch' is of his own making. According to him, the first step in the process of starting a business is an idea. The idea is the beginning of everything. He said that there is seldom any eureka moments in a wannabe entrepreneur's life. Most of the time he/she has to improvise and then execute the idea. He took a very fun example of Harry Potter's magic wand. He told the people that when thinking about the idea, use the figurative wand of Harry's and make all the problems vanish. When you do that you get a clear idea. He used the example of companies like Dropbox and OYO to expound on his point. He also talked about a few models through which people can get ideas to start a business. One such notable model is the disruptive model. A disruptive model, according to the speaker, is a business model that employs a strategy for creating new business markets by improving upon or making a change to existing business model. In the course of the growth of these new markets, it eventually uproots established businesses, also called incumbents. He put forth the following points too:

- **Short listing the Idea:** Short list the ideas to choose from.
- **Devil's advocate:** At this stage become the devil's advocate and question everything about your idea.
- **Validate the Idea:** Get the proper validation for the idea.
- **Get ready to market:** Get ready to market your idea. Marketing is what gets your product sold.





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Total 73 students participated in the webinar with great zeal and enthusiasm. The audience was very pleased with the speaker's systematic way of putting forth his ideas and then expounding on them. Because of the speaker's communication skills and the way of presentation, the audience participation was staggering to say the least. Almost every other person had a question of his own. And what can we say, the speaker tried to sate the thirst for knowledge of his audience to his level best. The speaker also talked about his own startup-Honcho, an app which helps people in a group make important decisions. He also conducted a quick exercise to challenge the audience and make the program more interactive. All in all, the webinar was a huge success, and audience was delighted by the value addition the webinar provided.