

Date: 30th July, 2022

### Theme: Innovation and startup Ecosystem

#### About:

The Institution Innovation Council of SRBS successfully conducted a "One day Session / Panel discussion with Innovation and Start-up Ecosystem Enablers from the Region / State / National Level " on 30th July, 2022. The event was organized by Prof. Deepa Manoj for IIC in association with IQAC and ARIIA

#### Highlight:

- Date: 30th July, 2022
- Time: 11:00 a.m. to 12:00 noon
- Number of Students Participated: 55 (All Management Students)
- Number of Faculties Participated: 7
- Mode of Conduct: Hybrid

#### Expert Panelists for the Discussion:

- Shri Jayan K Pillai : Founder CEO | Non-Executive Director | Independent Consultant | Business Analyst | Growth Strategist | Political Advisor
- Shri. Rahul Jindal : Director, Jindal Trading Co. Pvt. Ltd., Pune, Shambal Homes, Sleek Kitchens.

#### Objective:

To create awareness to the students regarding the Innovation ecosystem by transforming new ideas into reality through access and financial investment and how to create that ecosystem.

#### Session Brief:

- Fundamental Principles of Business
- Brief discussion on small scale industry
- Regulations of logistics and trademark
- Prototype testing marketing for new business
- Challenges faced after testing and check if the product is suitable for B2B or B2C



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- Revenue model

**Key highlights of the session:**

- How to develop business funding
- Generating funds through sponsors, market
- Idea sharing- “Do not share idea with everyone, share with industry peers”
- How to expand existing business
- Thorough study of all resources before starting business or entering market

**Key outcomes of the session:**

- Understanding how existing market players can support and augment the growth of startups
- Understanding how these players / companies maneuver through their logistics in order to gain maximum benefits
- Understanding the prospects, innovative solutions, and the untapped potential of unbundling value chains



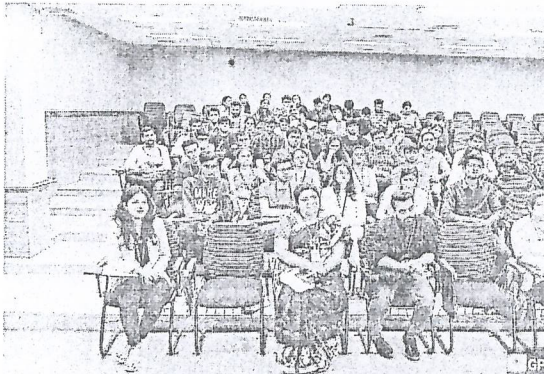
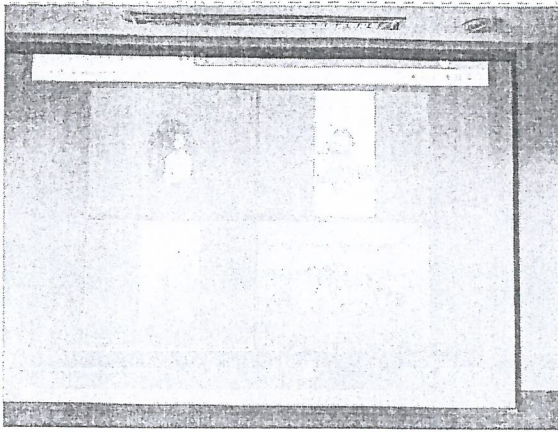
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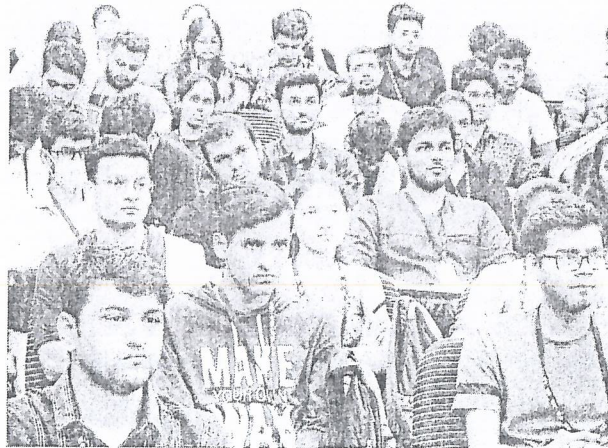
Mumbai Suburban Art & Craft Education Society

**SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH**

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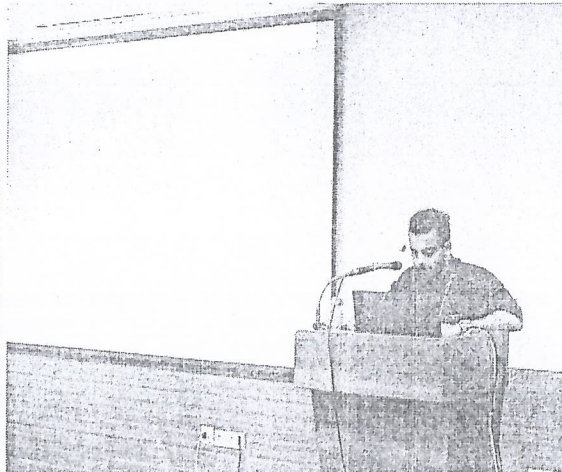
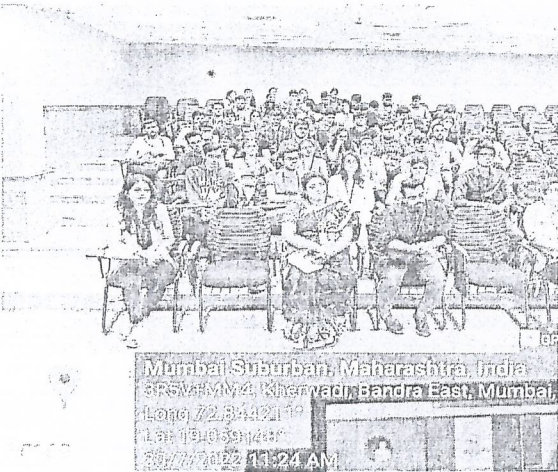
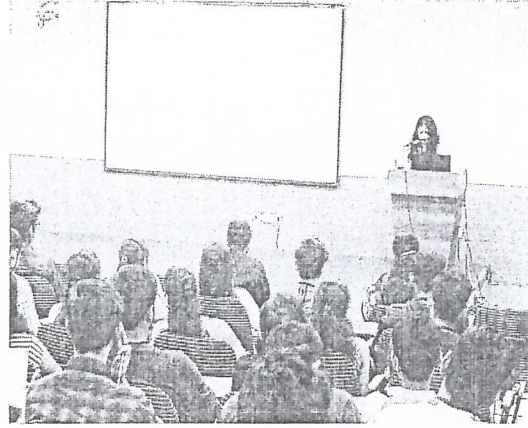
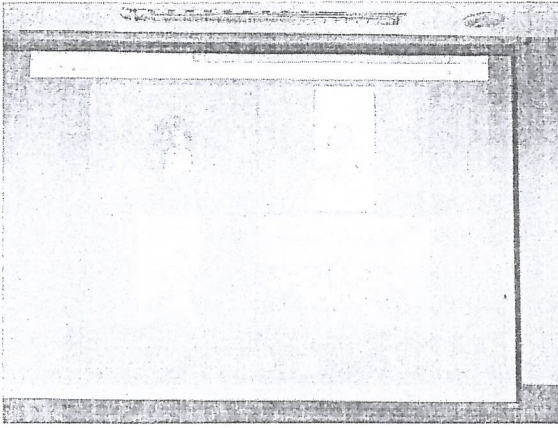
Prof. Deepa Manoj

Assistant Professor - HR

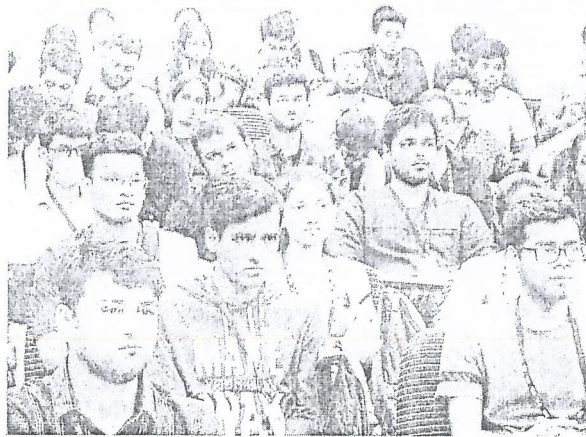
(ARIIA Coordinator)

Dr. H. J. Bhasin

Director



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Prof. Deepa Manoj  
Assistant Professor - HR  
(ARIIA Coordinator)



*Deepa*