



**Bombay Suburban Art and Craft Education Society's
SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH
ACTIVITY REPORT 2022-2023**

Part A) Information about Organizing Team

NAME OF THE ACTIVITY: MY Story - A Session on Startup Idea Generation and Execution			
ACTIVITY DATE	DEPARTMENT	COMMITTEE	COORDINATOR NAME
05/08/2023	MMS	IIC	Dr.Vaishali Singh
DURATION	VENUE	PARTICIPANTS (Nos)	NATURE: Outdoor/Indoor
3hrs	Master class SRBS	47	Indoor
FACULTY SUPPORT:	1. Prof.Stanley Santamayor	2. Prof.Samadhan khamkar	
	3. Prof.Nitin sawanth	4.	
	5.	6.	
STUDENT SUPPORT:	A. Gaurav Sukla	B. Varsha Shinde	
	C. Rashi	D. Joel Dsouza	
	E. Atharva Choithawale	F. Kunal	

Part B) Brief Information about the Activity

TOPIC OF THE ACTIVITY	MY Story - A Session on Startup Idea Generation and Execution
OBJECTIVES	To help students develop their creativity and problem-solving skills. They will understand importance of Innovation in business and society.
METHODOLOGY	Offline Lecture session followed by Q&A
OUTCOMES	Students are now able to find problems worth solutions, Students are now able to identify and secure customers, stakeholders, and team members through networks. Students can now bring creative ideas for new business for the better world.

Part C) Proofs & Documents Attached (Tick mark the proofs attached):

<input type="checkbox"/> 1. Directions by Authority	<input checked="" type="checkbox"/> 6. Activity Report	<input type="checkbox"/> 11. Account Settlement
<input checked="" type="checkbox"/> 2. Proposal Note	<input checked="" type="checkbox"/> 7. Brief Profile Guest	<input type="checkbox"/> 12. News Material
<input checked="" type="checkbox"/> 3. Approval Letter	<input checked="" type="checkbox"/> 8. Attendance Gender/Sem/Course	<input checked="" type="checkbox"/> 13. Feed Back Report
<input checked="" type="checkbox"/> 4. Notice & Schedule	<input type="checkbox"/> 9. Certificate	<input type="checkbox"/> 14. Any Other
<input type="checkbox"/> 5. Organising Committee	<input checked="" type="checkbox"/> 10. Geotag Photographs	

Part D) Social Media:

Web Site Signature & Date		Twitter Signature & Date		Instagram Signature & Date		Facebook Signature & Date	
DOS	DOP	DOS	DOP	DOS	DOP	DOS	DOP
03/08/23	04/08/23	-	-	14/08/23	15/08/23	-	-

Part E) IQAC Cell:

NAME & SIGNATURE OF COORDINATOR	NAME & SIGNATURE OF DIRECTOR	IQAC Documentation	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Vaishali Singh Vaishali	Dr. Harish Kumar S. Purohit	Total No of Pages 15 J.S. Gijam	R.B. Jais 9/9/2020



For Sheila Raheja School of Business Management & Research

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[Signature]
Director



August-05-2023

Subject: Request for conducting **"My Story - A Session on Startup Idea Generation and Execution"** under the Institution's Innovation Council ("IIC").

To : The Director

From : Dr. Vaishali Singh

As per the directives of the Ministry of Education's Innovation Cell ("MIC") in collaboration with the AICTE, all Higher Education Institutions have to systematically encourage and support the start-up ecosystem and inculcate the culture of innovation among students and the faculty.

In line with this and as prescribed by the MIC, the School's IIC will be organizing an IIC event titled **"My Story - A Session on Startup Idea Generation and Execution"** as per details under:

My Story - A Session on Startup Idea Generation and Execution	
Date & Time	05-August-2023 from 01:00PM to 3.30 PM
Mode of Conduct	Offline
External Expert	Mr.Jaimin Shah Founder and CEO of TeachUS App
Participants	Students
Description	The session will focus on entrepreneur's startup story and sharing of motivational insights towards encouraging students to explore the startup ecosystem.

Your approval is hereby requested to organize the event.

Vaishali
Dr. Vaishali Singh
Faculty Incharge

[Signature]
Dr. Harish Kumar S. Purohit
Director





SRBS

BOMBAY SUBURBAN ART AND CRAFT EDUCATION SOCIETY'S
**SHEILA RAHEJA SCHOOL OF BUSINESS
MANAGEMENT AND RESEARCH**
(Approved by AICTE, DTE and Affiliated to the University of Mumbai)



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)



MY STORY

"A SESSION ON STARTUP IDEA
GENERATION AND EXECUTION"



JAIMIN SHAH

Founder, The TeachUs App

For Sheila Raheja School of Business
Management & Research


Director



5 AUGUST, 2023



12:45 PM ONWARDS



Vaishali



4TH FLOOR, SMART CLASSROOM

**10-August-2023****"My Story - A Session on Startup Idea Generation and Execution"**

The best tool for an innovator is idea generation. Idea generation is the process where you generate ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, Brain Writing, Worst Possible Idea, and a wealth of other ideation techniques. Ideation is also the third stage in the Design Thinking Process. Although many people might have experienced a "brainstorming" session before, it is not easy to facilitate a truly fruitful ideation session.

In line with the above thought process the SRBC IIC organized a session on Startup Idea Generation and Execution. The students were exposed to the idea generation and execution process through real life experience sharing by Mr.Jaimin Shah, Founder and CEO of TeachUS App.

Event Details:

Date	August 5, 2023
Time	1:00 PM to 3:00 PM
Venue	Smart Classroom, SRBS
Department	MMS
Participants	45 nos.
Speaker	Mr.Jaimin Shah-CEO and Founder of TeachUS App for colleges

Mr.Jaimin Shah a founder and CEO of TeachUs App was the resource person for the event. Mr.Shah gave his important insights for the opportunities present in world as an entrepreneur. He elaborated many useful facts about starting a business and exploring it in a good and positive way. He explained about how to grab opportunities from the surroundings. Students were exposed to the steps an entrepreneur would walk through while converting his idea to a successful business enterprise.

- Idea Generation
- Implementation of Idea
- Importance of right Approach
- Execution methodology
- Challenges and how to overcome challenges
- How to set target goal?

He explained about various pit-holes and solutions while going through the new business idea and implementation. "A NEVER GIVE-UP ATTITUDE" Mantra was given by Mr Jaimin Shah to students. And further discussions were followed by a Q&A round, which made the session more interactive and informative for students. Our students asked many good questions to the resource person and obtained clarity on different concepts related to problem identification and designing solutions around it.

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Director

Students found the session very informative and knowledgeable and requested for more similar sessions to be conducted in future.

The session concluded with a word of encouragement by Dr. Harish Kumar S. Purohit, the Director of SRBS, followed by a vote of thanks.

Objective:

- Understanding the process of problem identification and designing solutions around them.
- Enhance the entrepreneurial and innovation quotient of the students.
- To enable students to create volume and variety in their innovation options.

Outcomes of the session:

- Students were able to appreciate the importance of idea generation and innovation for business.
- The session spurred the entrepreneurial curiosity among students which resulted in multiple questions put across in the Q&A sessions.
- Students drew insights into how to create presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge to identify paths to value creation.

Vaishali
Dr. Vaishali Singh

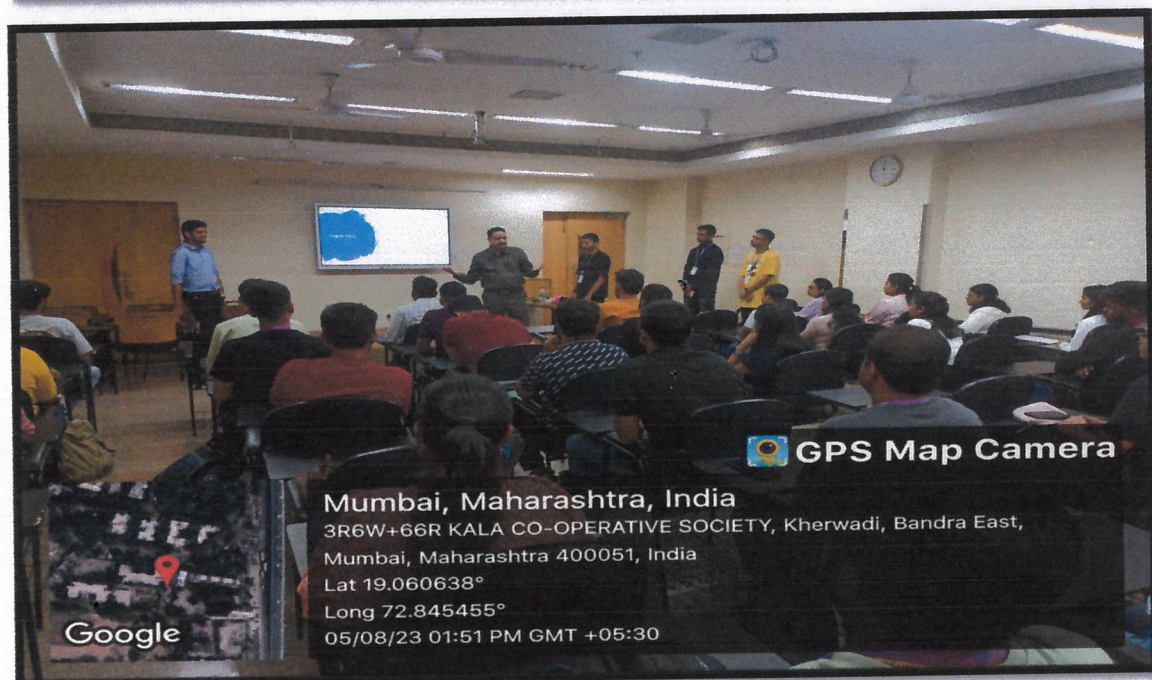
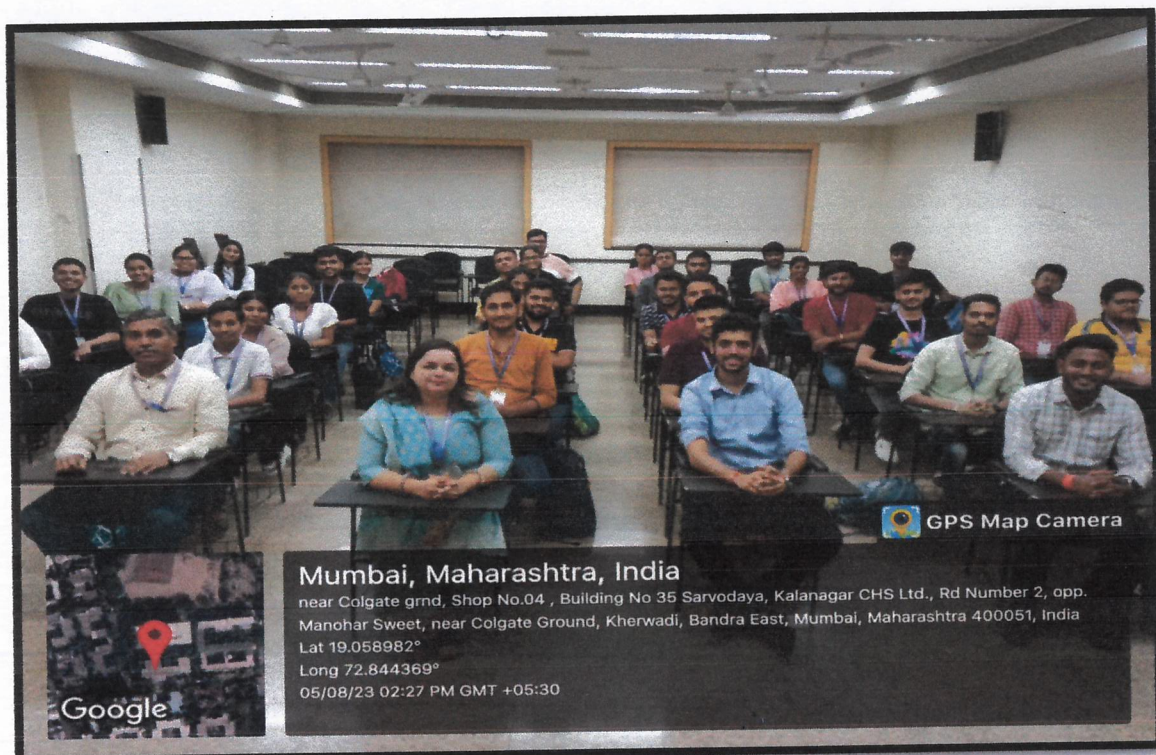
Vaishali
Event Co-ordinator

[Signature]
Dr. Harish Kumar S. Purohit

Director



Geo Tagged Photos:-



Vaishali

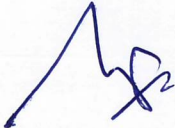


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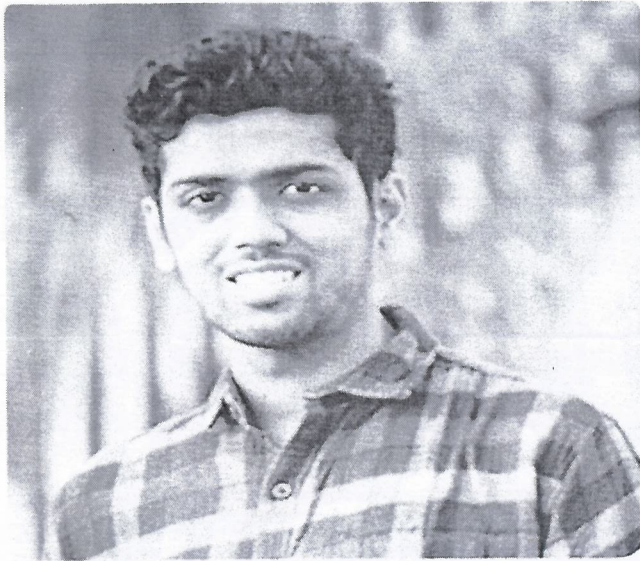
Vaishali
Dr. Vaishali Singh
Faculty In charge
Vaishali


Dr. Harish Kumar S. Purohit
Director



"MY Story - A Session on Startup Idea Generation and Execution"

Speaker Profile:-



Name:- Jaimin Shah –CEO of TeachUS App

1. University of MumbaiUniversity of Mumbai
PET, ResearchPET, Research
2019 - 2022
2. Qualified for Ph.D research by clearing the entrance test of University of Mumbai
University of Master's Degree, EconomicsMaster's Degree, Economics
2013 - 2015
3. University of MumbaiUniversity of Mumbai
Master's Degree, Accounting and Finance
2012 - 2014
Grade: CGPA score: 6.5/7
4. Recently completed Seed Spark program from Stanford
5. 8 years of experience in teaching

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Speakers Message

I've always been a keen learner from school days, and that fortunately continued till now!

Always wanted to do a good corporate job when I was studying in college, but plans don't work every time.

Started teaching finance and economics to final year students as soon as I got graduated, as a time filler, until I get a good corporate job. Then I got one, but the students didn't let me leave teaching as it was mid of the year (may be they liked me too, and by the time the year ended, I fell in love with teaching.

Taught for straight 8 years into different colleges, ended up finding a problem in the Higher Education industry which I felt I should solve.

Finally established a company with two of my college buddies, Shreekant and Chintan, with the sole objective of simplifying academic processes of colleges.

Users are loving it, and so do I. Life is good

Vaishali



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Attendance Sheet for Session on "MY Story A Session on Startup Idea Generation and Execution"

05-Aug-2023

S.no	Student Name	Course	Signature
1.	Dev Choudhury.	MMS	<u>Dev</u>
2	Yash Kawade.	MMS	<u>Yash</u>
3.	Avi Malik	mms	<u>Avi</u>
4.	Shreerany Deshmukh	mms	<u>Shreerany</u>
5.	Vaibhav Jadhav	mms	<u>Vaibhav</u>
6.	Dhananjay Umek	MMS	<u>Dhananjay</u>
7.	Raman Suradkar	mms	<u>Raman</u>
8.	Amit Patole	MMS	<u>Amit</u>
9.	Piyush .Dusseja	MMS	<u>Piyush</u>
10.	Gaurav Bhandari	MMS	<u>Gaurav</u>
11.	Kunal vijay Mate	MMS	<u>Kunal v. Mate</u>
12.	Ashish Shetty	MMS	<u>Ashish</u>
13	Sahil Patil	mms	<u>Sahil</u>
14	Shraddha Surangkar	MMS	<u>Shraddha</u>
15	Amarva P Ingle	MMS	<u>Amarva</u>
16	Hrishikesh Skeltg	MMS	<u>Hrishikesh</u>
17	Shyamal Suryavarni	mms	<u>Shyamal</u>
18	Tushar S. Kulkarni	MMS	<u>Tushar</u>
19	Rishabh Sharma	MMS	<u>Rishabh</u>
20	Riya. Parab	MMS	<u>Riya</u>
21	Nidhi R. Patel	MMS	<u>Nidhi</u>
22	Anasha A. Wagh	MMS	<u>Anasha</u>
23	Yogita Malik	MMS	<u>Yogita</u>
24	Aakanksha Shirke	MMS	<u>Aakanksha</u>

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Attendance Sheet for Session on "MY Story A Session on Startup Idea Generation and Execution"

05-Aug-2023

S.no	Student Name	Course	Signature
1	Khushi Sunil Jain	MMS	Khushi
2	Anuja Milind Nemade	MMS	Nemade
3	Jayshree Shyam Maheshwari	MMS	Jayshree
4	Varsha B. Shinde	MMS	Varsha
5	Shraddha Sagarika	MMS	Sagarika
6	Siddhi Rathod	MMS	Siddhi
7	Rashi Tibrewal	MMS	Rashi
8	Shreyas Mandale	MMS	Shreyas
9	Neha Pandey	MMS	Neha
10	Shreya Sontakke	MMS	Shreya
11	Abhishek Sanjay Daware	MMS	Daware
12	Vinay J Chheda	MMS	Vinay
13	Grantam A. Pandey	MMS	Grantam
14	Aishwarya Bawdekar	MMS	Aishwarya
15	Aastha Ambalia	MMS	Aastha
16	Aureya Korgaonkar	MMS	Aureya
17	Joel J. Souza	MMS	Joel
18	Ashwini Choudhary	MMS	Ashwini
19	Gaurav Shukla	MMS	Gaurav
20	Aaboli Kambli	MMS	Aaboli
21	Tushar Manjorekar	MMS	Tushar
22	Kuldeep Singh	MMS	Kuldeep
23	Rushikesh Ghadi	MMS	Rushikesh

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Feedback of My story session by IIC Google sheet

S.no	Name	Course	Roll.no	Contact No
1	patilsahil219@gmail.com	Mms	237	9529992178
2	Tushar Bhupendra Manjrekar	Mms	134	9082225188
3	Anuja Milind Nemade	MMS	141	9370715464
4	Ameya Korgaonkar	M.M.S	130	8097525591
5	Amit Vijay Patole	MMS	148	8169461284
6	Dev Choudhury	MMS	207	9689651870
7	Shraddha Sarangkar	MMS	154	8652263665
8	VAIBHAV ASHOK JADHAV	FY MMS	217	9284775492
9	Gaurav bhandari	MMS	203	9004934485
10	Aishwarya Bawdekar	MMS	107	9619565346
11	Piyush.Kailash.Dusseja	MMS	211	9623729000
12	Gautam Pandey	M.M.S	234	9987891461
13	Snehal Ghuge	MMS	214	9082124945
14	Aastha Ambalia	MMS	103	7498534104
15	Gaurav Shukla	MMS	158	8655490048
16	Abhishek Rajadhyaksha	MMS	240	7715017810
17	Neha pandey	MMS	143	8879158084
18	Joel Dsouza	MMS	117	7045476823
19	Khushi Sunil Jain	Mms	124	8007713151
20	Hrithik Shetty	MMS	156	9773359251
21	Sakshi Dwivedi	Mms	212	8779291156
22	Siddhi Rathod	Mms	242	9930865926
23	Shreyas Mandale	MMS	229	9930056070
24	Shraddha Sagwekar	FYMMS	243	9082113828
25	Varsha bapu shinde	Mms	250	7710834422
26	Mayuri Mahadeo Naik	FYMMS	233	8652515831
27	Rashi Tibrewal	Mms	164	8383869343
28	Ashish Shetty	MMS	249	9930603156
29	Shreerang Deshmukh	MMS	209	9923979220
30	Yash Kawade	MMS	223	9819053630

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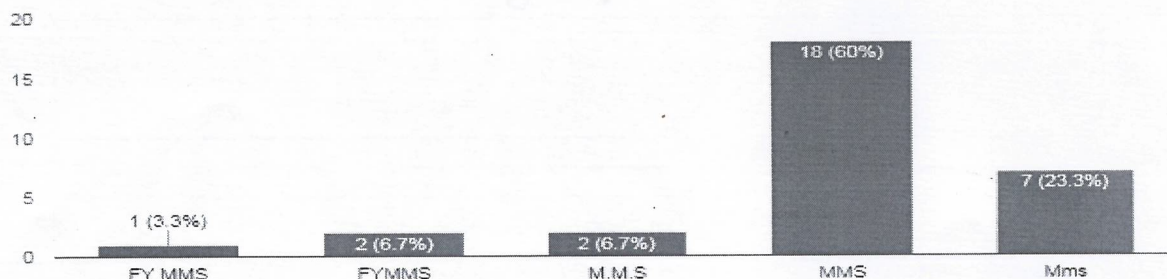
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Director

Course
30 responses


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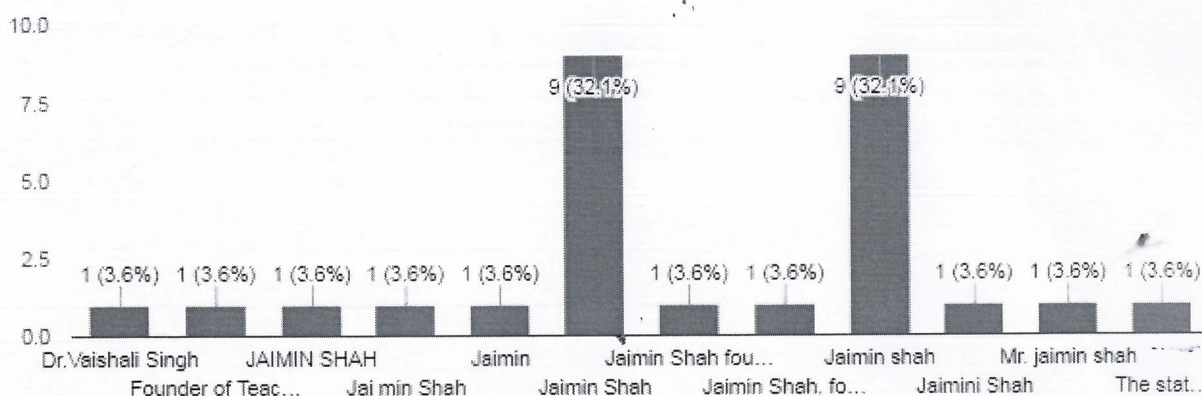
Questions –

Q 1 -Who was the guest speaker for the session?- Mr.Jaimin Shah

Who was the guest speaker for the session?

 Copy

28 responses



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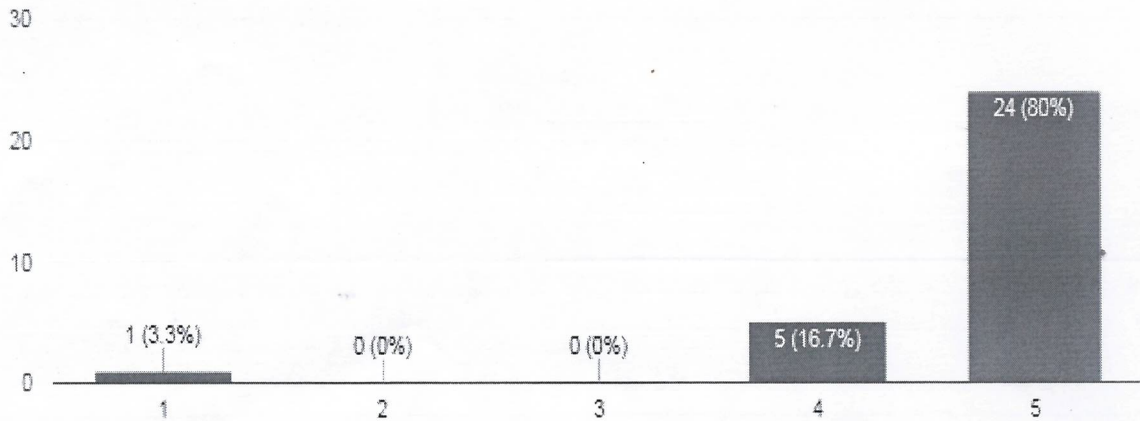

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Q 2 -How was the session?

How was the session?

 Copy

30 responses



Q. 3 What were steps explained by the speaker for Innovation and Business?

1. 1-Idea generation
2. Entrepreneurship
3. There were many steps
4. There is always competition outside Never give up Have patience Have the proper mindset for solving the problem Accept the rejection and don't let it affect you for a long time
5. 1.Identify the problem 2. Idea Generation 3. Idea Validation 4. Feasibility of Business
6. Idea generation, idea validation, Work with a team
7. Idea generation Idea validation Build a great team Take initiative Execution
8. 1.Idea generation 2.idea validation 3.Build great team 4.Take initiative 5.execution of the idea
9. Idea generation Idea execution Idea validation Execution
10. Identify the problem and try to find solution on it ,Don't get afraid of taking a risk,
11. Have a plan B if plan A doesn't work out
12. Idea Generation and Idea Validation
13. Idea generation Idea validation
14. Find the problem Identify the problem Idea validation
15. Steps for a start up
16. To be a game changer
17. Entrepreneurship
18. Idea Generation: Brainstorming and gathering ideas from various sources, both internal and external. Idea Screening: Evaluating the generated ideas to identify those with the most potential and aligning them with business goals. Concept Development: Creating detailed concepts and prototypes of selected ideas to visualize their feasibility and market potential. Idea Testing:

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Director

Testing the concepts with a smaller audience to gather feedback and make necessary improvements. Business Analysis: Evaluating the potential profitability, market demand, and resource requirements of the refined concept. Development: Developing a minimum viable product (MVP) or prototype based on the refined concept. Testing and Validation: Conducting thorough testing to ensure the product meets quality standards and user expectations. Market Testing: Launching the product in a limited market to gauge customer response and gather insights for further improvements. Commercialization: Scaling up production, marketing, and distribution to reach a broader audience. Monitoring and Adaptation: Continuously monitoring the product's performance, collecting user feedback, and making necessary adaptations to ensure long-term success.

19. Idea Generation, Germination, preparation, Incubation, feasibility Study, evaluation
20. Find the business gap and find the solution for problems
21. To find the business gap
22. Idea Generation, market research, competitive analysis, etc
23. Idea generation, Validation, implementation
24. The speaker kept the session interesting and quite entertaining as he related Bollywood dialogues with business.

Q.4 What did the speaker said about the funding in India for business?

1. It's picking next fool
2. He said the reality facts
3. The investors are going to be more particular and do a lot of research before funding any startups in India. It they think that the idea is really gonna have a huge impact on the society plus going to be a profitable business in future then the will invest in the particular startup
4. Developing and entering a mature state of investment procedure. One investor selling his investment to the other forthcoming investor.
5. There are incubation centres
6. It's a huge field with a no. Of opportunities available
7. There are several incubation centers in india which provides funds for the businesses to the entrepreneurs.
8. Large scope. No. Of opportunities available.
9. The funding would be at a great level in Next 10 years in Indian startup
10. Many times to grow fast startup raise funds.
11. First learn and grow.
12. He said that funding is not a sole of startup
13. That we have the resources available but getting them is a challenging part
14. Its the best in the world
15. Investors are very knowledgeable nowadays. They only invests in those projects which they think will be profitable
16. It is great

Vaishali



17. India's business funding landscape was diverse and growing, with a mix of venture capital, angel investing, and government initiatives supporting startups.
18. Incubation centre
19. Incubation centre's
20. Incubation centers
21. It's the last thing you should think about
22. To first think about your idea and then about the fundings
23. Own capital, loans, govt schemes
24. Gave information about government schemes through which avail the loan upto 40lacs and more
25. Funding in India, the money required to start and run a business. It is a financial investment in a company for product development, manufacturing, expansion, sales and marketing,

Q.5.How was the spirit of rejection explained by the speaker?

1. Take it in a positive way
2. It's very harsh
3. Good
4. To take it in a positive manner
5. Take the rejection in a positive attitude. Look at it in a mode of experience and learning.
6. It was a great one
7. Rejections can be taken as learnings.
8. It increases the learning and acts as a motivation t
9. Learnings can be taken from rejection.

Vaishali
Dr.Vaishali Singh

Faculty Incharge
Vaishali



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[Signature]
Director