

**The ICFAI University, Jaipur
ICFAI School of Liberal Arts & The IIEC
A Report on the Expert Talk: Session by Ms. Jyotsana Singh and Mr.
Siddharth Sharma**



August 7, 2023

The ICFAI School of Liberal Arts (ISLA) under the aegis of the IIEC organised an expert talk on “Converting Innovation into a Start-up” on August 7, 2023. The expert speakers of the session were Ms. Jyotsana Singh and Mr. Siddharth Sharma, both Mentors at iStart, Rajasthan. The recent past has witnessed a tremendous rise in the number of start-ups in India. The session was organised with the aim to instil and promote a culture of innovation and entrepreneurship in the students of the university. The dignitaries invited and present on this occasion were Ms. Jyotsana Singh and Mr. Siddharth Sharma, Mentors at iStart, Jaipur, Rajasthan and Prof. (Dr) H P Singh, VSM, Hon’ble President, The ICFAI University, Jaipur. Other dignitaries in attendance were Dr. Shiv Kumar, President, IIEC, The ICFAI University, Jaipur and Deans, Associate Deans, Head of Departments and faculty of all departments of the university.

Ms. Sugandha Verma, Assistant Professor in the ICFAI School of Liberal Arts and Innovation Activity Coordinator, IIEC welcomed the guests and started the proceedings. Ms. Jyotsana Singh, who is working as Consultant, iStart at Grant Thornton and in her previous roles has worked as District Manager, Rajasthan Gramin Ajeevika Vikas Parishad and facilitated training and deployment of female mates under Mahatama Gandhi NREGS, through Panchayat Samiti addressed the audience and started the session by familiarizing the audience with the concepts of ‘Start-up’, ‘Entrepreneurship’ and ‘Business’. Audience were then addressed by Mr. Siddharth Sharma, Consultant, iStart at Grant Thornton. The speakers discussed about the different stages of a start-up – ‘Ideation’ or the Pre-Seed stage, ‘Validation’ to determine risk factors and profitability and ‘Scaling’ which involves growing customer and employee base and improving revenue, infrastructure and operations. Insights were also provided into the iStart initiative and the various facilities and grants being provided by the organisation. The speakers later interacted with the audience, responding to the questions asked by them. More than 150 students attended the programme and benefitted from their extensive knowledge and experience. Prof (Dr) H P Singh, President, The ICFAI University, Jaipur addressed the gathering and emphasised on the significance of the newfound scope of Start-ups and Entrepreneurship and encouraged students to formulate innovative ideas under the guidance and support of the university. The programme was coordinated by Ms. Sugandha Verma, Assistant Professor, ISLA and concluded with a vote of thanks presented by Dr. Minal Sharma, HoD, ISLA.

Submitted by:

Ms. Sugandha Verma
Asst. Prof. & Event Convenor
ICFAI School of Liberal Arts
The ICFAI University, Jaipur

Glimpses:





Event Poster:



THE IIEC, THE ICFAI UNIVERSITY, JAIPUR

&

ISLA INNOVATION CELL

PRESENTS

EXPERT TALK

CONVERTING INNOVATION INTO A START-UP

SPEAKER



Ms. Jyotsana Singh
Mentor, iStart

SPEAKER



Mr. Siddharth Sharma
Mentor, iStart



August 7, 2023



11:00 am onwards



016 Seminar Hall

Convenor: Ms. Sugandha Verma

