



REPORT

Expert Talk: Session on “Start-up Literacy”

by

Mr. Manish Bhatra, Mentor, iStart

on the occasion of

World Creativity and Innovation Day

April 21, 2023

TABLE OF CONTENTS

1.	Objective		3
2.	Activity aligned with the vision and mission of IIEC-IUJ		3
3.	Committee Members		3
4.	Detailed Report		4-5
5.	Photographs		6-7
6.	Feedback		8
7.	Annexures	a. Expert Speaker: Brief Profile	9
		b. List of participants	10-11
		c. Event Poster	12
		d. Detailed Schedule	13
		e. Copy of approved budget	14

OBJECTIVE

1. To spread awareness and literacy about start-ups and entrepreneurship
2. To focus on its role in career development
3. To encourage and motivate students to develop entrepreneurial mindset

ACTIVITY ALIGNED WITH THE VISION AND MISSION OF IIEC-IUJ

The ICFAI Innovation and Entrepreneurship cell (IIEC) of the ICFAI University, Jaipur is committed to ensure implementation of various instructions from the Innovation Cell of the Ministry of Education from time to time. The expert talk on “Start-up Literacy” organised by the ICFAI School of Liberal Arts in collaboration with the IIEC aimed to promote innovation and incubation in the university.

COMMITTEE MEMBERS

S.No.	Name	Department	Designation
1.	Dr. Shiv Kumar	IBS	President, IIEC
2.	Dr. Manindra Trihotri	IcfaiTech	Convenor, IIEC
3.	Ms. Sugandha Verma	ISLA	Innovation Activity Coordinators
4.	Dr. Ruchi Gupta	IBS	
5.	Dr. Kunal Vijay	IBS	
6.	Dr. Neeraj Kumar	IcfaiTech	
7.	Ms. Karuna Rani	IcfaiTech	
8.	Mr. Ankur Raj	IcfaiTech	
9.	Ms. Monika Yadav	ILS	
10.	Mr. Gaurav Sharma	ILS	
11.	Mr. Ashok Kumar Sharma	Administration	
12.	Mr. Mahendra Singh	Administration	

**The ICFAI University, Jaipur
ICFAI School of Liberal Arts
and
The ICFAI Innovation and Entrepreneurship Cell
A Report on the Expert Talk: Session by Mr. Manish Bhatra on the occasion
of World Creativity and Innovation Day**



April 21, 2023

The ICFAI School of Liberal Arts (ISLA) as part of their Expert Talk Series in collaboration with the ICFAI Innovation and Entrepreneurship Cell (IIEC) organised a session on “Start-up Literacy” on April 21, 2023. The expert speaker of the session was Mr. Manish Bhatra, Mentor, iStart. The session was organised on the occasion of World Creativity and Innovation Day which is held every year on April 21. 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 Mr. Manish Bhatra and Ms. Apurva Jain, Mentors, 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. Mr. Manish Bhatra, who has extensive experience in Cluster Development, MSME Department, Livelihood skills developmental projects, imparting training on procedural gaps and Data Analytics addressed the audience and started the session by familiarizing the audience with the concepts of 'Start-up' and 'Entrepreneurship'. He provided insights into the 'iStart' venture which is a flagship initiative by the Government of Rajasthan intended to foster innovation, create jobs and facilitate investment. Elaboration was further made on the different types of funding incentives being provided by the Government at the Pre-Seed and Seed Stage in the form of Ideation and Viability Grant and the Growth Stage in the form of Scale-up and Startup Equity Fund. He also acquainted the audience with the kind of enabling support being provided by the Government of Rajasthan in terms of outreach and awareness, capacity and skill development, ease of doing business and procurement. Mr. Manish Bhatra later interacted with the audience, responding to the questions asked by them. More than 150 students attended the programme and benefitted from his 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: PHOTOGRAPHS





FEEDBACK



ICFAI University, Jaipur, held an expert talk session on “Startup Literacy”. Mr. Manish Bhatra. told the students about the iStart venture in which we learned that you don’t have to be born with entrepreneurial spirit to start a successful business. You can acquire the knowledge and skills to transform y your idea from a thought to a business that provides a livelihood for you and your family. He also told us how iStart can help students from the school level only to grow their startup ideas. It was overall a great experience listening to him.

-Shivani Bagwal (B.A. Political Science I Year Student)



I attended a seminar called “Start-up Literacy”organized by our university. It was a wonderful experience. The expert speaker’s presentation showcased in-depth knowledge of the Start-up ecosystem, covering various aspects of start-up development. The seminar not only expanded my knowledge but also inspired me to think about pursuing entrepreneurship. Thank you ICFAI School of Liberal Arts, IIEC and The ICFAI University for organising this informative and impactful session.

-Akarsh Chaturvedi (BCA Cyber Security II Year Student)



The expert speaker shared his ideas about how to start and sustain a start-up. I got a lot of knowledge about entrepreneurship, skill development and iStart venture. I would like to attend more of such insightful sessions in the future.

-Parth Gotharwal (BCA Cyber Security I Year Student)



I wanted to express my gratitude for the informative and engaging session about “Start-up Literacy” and iStart, Rajasthan. iStart Mentor Mr. Manish Bhatra’s ability to explain complex concepts made it easy to understand about facilities provided by iStart Rajasthan to new start-ups in a clear and concise manner. The interactive discussion allowed us to actively participate and enhance our learning experience.

-Parv Methi (BCA I Year Student)



I attended the session on “Start-up Literacy” organized by our university. The speaker acquainted us about the start-up ecosystem and the iStart, Rajasthan venture. We came to know about how the government is providing facilities and opportunities to startups registered under the venture.

-Deepshikha (BBA LLB I Year Student)

Annexure a

EXPERT SPEAKER: BRIEF PROFILE



MANISH BHATRA



Total Exp. (Yrs.) 10	Relevant Exp. (Yrs.) 6	Expertise <ul style="list-style-type: none">• Mentoring• Entrepreneurship Development• Change Mgmt.	Sectors <ul style="list-style-type: none">• Skill Development and Livelihood• MSME
--------------------------------	----------------------------------	--	--

Profile Snapshot

Manish having more than 10+ years of professional experience in cluster development, MSME department, Livelihood skill developmental projects, social transformation, providing and imparting Training on procedural Gap, Audit and compliance, Data analytics. His experience in market linkage will help in start up and incubation activities.

Education

MBA (Marketing)
PGDCA

Sector Experience


- Understand the individual MSME business Conduct a Training Needs Assessments and prescribe a preferred approach.
- Ensure the delivery of mentoring sessions for micro, small and medium enterprises virtually and physically as per agreed timelines.
- Analyze and evaluate MSME requirements and challenges to recommend appropriate corrective strategies.
- Identify potential partners and Subject matter experts to for the required support
- Networking with mentor volunteers and local service providers and maintaining relationship with all relevant stakeholders.
- Provide any other necessary, financial, mentorship support services to micro, small and medium enterprises physically or virtually

Annexure b**LIST OF PARTICIPANTS**


BA.LLB	BBA-I	BBA-II & B.COM	BCA & B.TECH	B.A. POLITICAL SCIENCE
Ananya	Ajay Biarwa	Abhay Agarwal	Aaradhya Sharma	Alok Raj Singh
Arjun Verma	Ankit Sharma	Aditya Gupta	Ajay Shersiya	Ankit Kumar Mahawar
Aryan Vidholiya	Bishesh Bengani	Agnes Kuriakose	Akshat Gupta	Damini Biswas
Ashish Kumar Meena	Dakshata Karki	Ajay Pancholi	Akshita Medda	Gourav Kalarwal
Ashish Meena	Disha Mundhra	Alfaiz Qureshi	Aman Sharma	Kunika Bhat
Deepanshu Jangid	Govinda Jaynani	Ankit Singh	Anish Tamboli	Muneesh Kumar
Devanshi Jaiman	Harsha Bulchandani	Bharat Singh	Ashutosh Gurjar	Narendra Singh Rajput
Dushman Sal Gurjar	Harshit Maheshwari	Chetan Kumar Bairwa	Deepak Kumar Sharma	Rahul Sharma
Harshita Pohiya	Hemant Lakhwani	Dev Kasara	Gauresh Sharma	Ravina Jangid
Himanshi Sharma	Jahnvi Khatri	Dimple Patel	Guddu Yadav	Sapna Maurya
Jayant Shambhu Yadav	Kunal Jain	Gajendra Gaur	Gulshan Kumar Bairwa	Shivani Bagwal
Khwahish Sharma	Naman Chawla	Harsh Kriplani	Himanshu Puri	Suhani Singh
Kumari Vijaya	Nandini Heda	Heerak Khandelwal	Kuldeep Bairwa	Bhoomika Bahri
Maansi Shekhawat	Navdeep Singh Bajaj	Indrajeet Kumar	Kushal Khandelwal	Vinod Kumar Kundara
Mansi Katara	Nehal Sharma	Komal Bihani	Lokesh Kumar Meena	Harish Meena
Mohammad Suphiyan	Palak Sharma	Kunal Choudhary	Lokesh Mahawar	
Nandkishor	Paridhi Soni	Lakshya Kumawat	Mohit Sharma	
Nischay Choudhary	Prashant Sharma	Mayank Rupani	Mukund Sharma	
Nitin Meena	Shubham Singh	Naman Sharma	Nikhil Sharma	
Param Jain	Suman Meena	Nandini Sharma	Nitin Kumar Rajput	
Prachi Parashar	Tanu Jain	Navya Shahi	Nivesh Khandelwal	
Prakhar Tak	Tilak Vashistha	Palak Rathi	Pallavi Soni	
Prashant Byadwal	Yashvardhan Singh Shekhawat	Palak Sonatakke	Pankaj Sharma	
Prateek Soni	Shaklya Tyagi	Piyush Sharma	Parv Methi	
Priyamvada	Nishika Fenin	Preet Sharma	Pawan Kumar Choudhary	

Priyansha Agarwal	Prem Kumar Sen	Priyanshi Saini	Payal	
Priyanshu Sharma		Rishika Pareek	Rizwan Mohammed	
Rishabh Sharma		Sahil Jangam	Robinson Limbu	
Ritu		Shriti Saini	Rohan Kumar	
Sagar Naruka		Siddhant Soni	Rohit Kumar Saini	
Saif Khan		Sohan Jangid	Roshan Vaishnav	
Saloni Mangal		Suraj Kumar	Sachin Kumar Gaur	
Shiksha Thakur		Tanish Gupta	Saddam Khan	
Sonu Yadav		Tanvi Gupta	Sakshi Chouhan	
Suhani Jain		Yashika Goyal	Sanjay Kumar Fulwariya	
Vakil Ray		Vishakha Kumari	Shivam Sharma	
Vanshika Sharma		Ayush Agarwal	Sonu Kumar Saini	
Vijaylaxmi Meena		Harshil Khandelwal	Tanishq Singh	
Riti Mishra		Dikshita Sharma	Tushar Puri Goswami	
Tanushka Chandra		Divanshu Jethwani	Uday Singh	
Aanchal Soni		Navya Shree	Utkarsh Singh	
Khushi Choudhary		Rajesh Yadav	Varsha Khinchi	
		Tanisha Meena	Vimal Kumar Saini	
		Anil Rajpurohit	Yuvraj Singh Meena	
			Tushar Sharma	
			Kalpita Sharma	
			Dilkhush Sharma	
			Shreya Sharma	
			Chetan	
			Harshit Sharma	
			Virendra Saini	
			Aakarsh Chaturvedi	
			Parth Gotharwal	
			Bhawana	
			Vanshita Soni	

EVENT POSTER



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)



The ICFAI Innovation and Entrepreneurship Cell

**World Creativity and
Innovation Day
Expert Talk Session**
on
Start-up Literacy




Mr. Manish Bhatra
iStart Mentor

April 21, 2023
Time : 10:30am onwards
Venue : 016 Seminar Hall


Convenor :
Ms. Sugandha Verma



ICFAI School of Liberal Arts, Jaipur



ICFAI School of Liberal Arts



icfai_islaofficial

Annexure d**DETAILED SCHEDULE**

10:30 am - 10:35 am	Welcome of the dignitaries by Ms. Sugandha Verma
10:35 am – 11:10 am	Address by the Honourable Guest
11:10 am – 11:20 am	Question and Answer session
11:20 am – 11:25 am	Address by the Honourable President, IUJ
11:25 am – 11:27 am	Presentation of Memento
11:27 am - 11:30 am	Vote of thanks by Dr. Minal Sharma
11:30 am	High tea

Annexure e

COPY OF APPROVED BUDGET

THE ICFAI UNIVERSITY, JAIPUR
ICFAI SCHOOL OF LIBERAL ARTS
THE ICFAI INNOVATION AND ENTREPRENEURSHIP CELL
NOTESHEET

EXPERT TALK SESSION: START UP LITERACY

Ref: IUJP/

Date: 24-04-2023

ICFAI School of Liberal Arts, Jaipur organised an Expert Talk session on the occasion of World Creativity and Innovation Day on the topic "Start-up Literacy" in which Mr. Manish Bhatra, empaneled mentor in iStart Rajasthan was invited to interact with the students on April 21, 2023. iStart Rajasthan is a flagship initiative by the Government of Rajasthan intended to foster innovation, create jobs and facilitate investment.

The recent past has witnessed a tremendous rise in the number of startups in India. ICFAI School of Liberal Arts had organised the above mentioned programme to instill and promote a culture of innovation and entrepreneurship in the students of the university.

This note sheet is humbly submitted to you for your kind perusal.

Following are the expenses which were incurred in conducting the above mentioned programme:

S.No	Particulars	Quantity	Amount	
			Per unit	Total
1.	Memento	1	Rs. 295	Rs. 295
3.	Posters	8	Rs. 20	Rs. 160
4.	High tea with snacks, water bottles			Rs. 570
5.	Rangoli Colours			Rs. 290
	Total			Rs. 1315

Submitted for your kind approval and fund transfer.

Sugandha
24/4/23
Ms. Sugandha Verma
Convenor
ICFAI School of Liberal Arts
The ICFAI University, Jaipur

Minal Sharma
Dr. Minal Sharma
HoD, ICFAI School of Liberal Arts
The ICFAI University, Jaipur

(PB) Arya
24/4/2023
Dr. Pramod Kumar Arya
Officiating Registrar
The ICFAI University, Jaipur

HP Singh
Prof (Dr) H P Singh, VSM
President
The ICFAI University, Jaipur