

## **Global Entreprenuership Summit REPORT (2012)**

The Drafting & Archiving wing from **DAM** council of **KLUSO** has archived the report of **Global Entrepreneurship Summit** from the below listed students to share their experience with the entire student potential of KLU.

Students from KLU who participated in GES:

- V.Bhaskar Teja- ECE
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## Global Entrepreneurship Summit REPORT (2012)

### What is this conference?

Global Entrepreneurship Summit(13th-15<sup>th</sup> january,2012),flagship event, and one of the biggest entrepreneurial platform for academicians, new-age entrepreneurs, eminent business personalities, venture capitalists and the students to gather at one place and share their entrepreneurial endeavors and experiences, and to pledge to take entrepreneurship to greater scales.

GES 2012 has its theme "Innovators: The creators of Tomorrow" and Witnessed the presence of person such as Mr.Suneet Singh Tulli, CEO,Datawind,Popularly known as the brain behind 'Aakash',World's cheapest tablet device.

It also brought together universities across the global in the International conference on Entrepreneurship.

Besides these, it will play host to numerous Guest Lectures, Workshops (technical and non-technical), and the National E-cell Conference "Connect the Dots".

GES 2012 also brings our very own start up camp an invaluable fist-of-its-kind opportunity for the best start ups of the country to raise speed capital and hire colleges' students as a full time employee or as an intern. The summit will also pay host to the finals of our prestigious E-Plan competitions: Concipio, Envision and Emprisario, where finalists from across the globe battle it out of incubation and prize money up to 1.8crores INR. In addition there will be a lot of attractions, conferences, workshops and on spot events such as TGIF, Inicio, tag'em ol and Bizturkz to keep you enlightened as well as occupied.

### Why this conference?

It is essential for an aspiring entrepreneur to get a global exposure, as GES (2012) is one of biggest entrepreneurial exposure festival in India it provides a great platform for the international exposure. It provides the necessary information regarding patents, copyrights etc. GES brought a great platform "Connect The Dots" for all the E-cells around the country to represent their university and to exchange their views for the development of their working body.

### What did I learn?

To answer that question, we will provide a brief set of details for each of the sessions that we attended over the 3 day summit. In addition, we will share the summit proceedings.

As a prelude, the goals that we set before attending Global Entrepreneurship summit comprised:

- To get global exposure and get more E-Cell social network around India

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- To get aware and adopt the Functioning and working of IIT-Kgp E-Cell[best working E-Cell in India], and to host many events with their collaboration like EAD-2011.
- To represent E-Cell, K.L.University in the conference ‘Connecting The Dots’[For E-Cell’s around the country]
- Our participation met all the preceding goals in addition to providing the opportunity to represent our E-Cell.

### **Detailed Session Information:**

#### ***Inaugural session on 13-01-2012***

Seminar Title:

Seminar Instructor: Keynote addressed by Mr. Suneet Singh Tuli, CEO Datawind, brain behind the Aakash Tablet and serial entrepreneur.

Address by Mr. Aneesh ReddyMr. Aneesh Reddy is the co-founder and CEO of Capillary Technologies which provides end-to-end customer engagement solutions to retailers and consumer facing businesses.

### **Inaugural Summary:**

Sir Sunneth singh was an serial entrepreneur of India. His first invention was “wide fax machines” which are used to fax civil construction plan sheets,electrical data sheets to other countries where the plans were compiled and sent back to india through fax machines, this made a revolution in infrastructure industry. Due to this invention he was 1<sup>st</sup> recorded in Guinness book of records. Next by inventing world  
Thinnest scanner he was 2<sup>nd</sup> time recorded in Guinness book of records.

\*His comment on opportunity-

“market expansion or contraction, opportunity always exist”

\*Embrace failures-

“set goal’s that are outrageous”

“an achieved goal means it was set too low”

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### ***Innovators conference on 14-01-2012***

**Seminar Title:** Made in India and Made for India

**Seminar Instructors:** Ithi Gupta[Executive at FICCI]

Bhaskar Roy[Director of Engineering (Chikpea)]

Dr.Shantanu SenGupta

#### **Summary:**

The Conference is based on Made in India and Made for India products .The main idea is to increase the quality of our production and to get global market value. There is a discussion regarding the funding organizations like FICCI, MSME for the entrepreneurs to globalize their market. There is a suggestion to discover an opportunity to do market by targeting the rural area for necessary inventions. So finally they concluded by saying that everyone should see P4 (Place, Price, Product, Promotion) when one launch a business.

### ***FICCI Workshop on IP(Intellectual Property)***

**Seminar Title: Made in India and Made for India**

**Seminar Instructors:** Eittee Gupta, Senior Assistant Director, FICC

#### **Summary:**

The Session on Intellectual Property covered aspects on IP basics, including key criteria to choose between different types of IP protection, viz., Patent, Trademark, Copyright or Geographical Indication. Some common myths surrounding patent protection and recent emerging trends in patents scenario in India are discussed. It is said that like a land is registered an idea should also be registered .For Technology inventions Patents are registered, validity lasts for 20 years. For artistic works copyrights should be taken, validity is for life time. To get differentiation from others Trade Marks should be taken, validity is for 10 years. There are only local patents but no global patents. Aspects on patent monetization are covered ending with key case studies (of L.G & Samsung with Onida), both global and national.

This session also apprised the audience on the India Innovation Growth Programme, the nation-wide flagship Program that FICCI is executing with the Department of Science and Technology, Lockheed Martin Corporation, Indo-US Science and Technology Forum and the IC2 Institute at the University of Texas. This program created to enhance the growth and development of India's entrepreneurial economy aims to accelerate the launch of Indian early-stage technologies into the global marketplace.

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### ***Display of Aakash Tablet***

**Seminar Title:** Display of Aakash Tablet

**Seminar Instructors:** Akshay Sharma [Technology Evangelist]

#### **Summary:**

For the first time in India aakash tablet, made in India is displayed in an educational institution [iit-kgp] and features are discussed with questionnaire session.

### ***Connect the Dots on 15-01-2012***

**Conference Title:** Connect the Dots

#### **Summary:**

Every organization has its own history and varied experience to share, with contemporaries in its field. Entrepreneurship Cells are no exceptions. E-Cells across India met and discussed their various challenges and strategies, in order that a comprehensive plan may chalk out for the overall development of entrepreneurship in India.

We represented KL University E-Cell, that we have got the 8,846 student total strength of our university where we got 400 members for our e-cell with a ten member organizing team with a Dynamic Professor as Mentor. Recently we have conducted EAD (entrepreneurship awareness drive) in collaboration with iit-kgp. We also conducted fundamentals of entrepreneurship workshop by nurture talent academy. All the E-Cells around the country exchanged our ideas and represented their profiles.

Exchange ideas and knowledge.

- Discuss common problems and their solutions.
- Address on Growth and sustenance of the E-cell.
- Share their impact

Some decisions were taken by all the E-Cells to develop the cell and to take entrepreneurship into public.

1. To get Alumni support
2. Incubation Centre Collaboration with E-Cell
3. Should Have Regular Events
4. Should Contact big companies to get collaboration with E-Cell
5. To Create Awareness about entrepreneurship by social media, S.M.S Channel and to inspire and motivate students about entrepreneurship

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### ***Mahindra Spark the Rise***

#### **Seminar Title: Mahindra Spark the Ris**

##### **Summary:**

There is a small presentation regarding the support the Mahindra for the Entrepreneurs.

#### **Workshop Title: Workshop on fundamentals of entrepreneurship**

#### **Workshop Instructors: Prof.Anjan Raichaudari**

##### **Summary:**

An interactive session by Prof. Anjan Raichaudhuri, a veteran both in the fields of education as well as industry on "Fundamentals of Entrepreneurship". Prof. Raichaudhuri, an alumnus of IIT Kharagpur and IIM Calcutta is a senior faculty member and founder of the Centre of Entrepreneurship at IIM Calcutta, the founder of a nation-wide management consulting organization, has spent time as senior executive in various big firms in the country and is currently Dean, Entrepreneurship, IIPM made a workshop on Starting and managing a new business involves considerable risk and effort to overcome all the inertia against creating something new. Apart from the zeal and the enthusiasm to start up, a good knowledge of the entrepreneurial scenario and the various steps needed to start up is very essential. We have also done two case studies of The Birth of Apple and The Lemon Tree Hotel.

#### **Action Items(s):**

- To get Alumini support
- Incubation Centre Collobration with E-Cell
- Should Have Regular Events
- Should Contact big companies to get collobration with E-Cell
- To Create Awareness about entrepreneurship by social media,S.M.S Channel and to inspire and motivate students about entrepreneurship
- To Encourage a start-up and make it into action to inspire fellow students.

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