

INSTITUTION'S INNOVATION COUNCIL (IIC) 4.0



Report of IIC Calendar Activity

Organized by: Mentor IIC under Mentor-Mentee Scheme 2021-22
K. J. Somaiya Institute of Engineering and Information Technology, Mumbai

Session by
“Innovation & Start-up Ecosystem Enabler in India”

- **Date:** July 12, 2022 (Tuesday)
- **Time:** 06:00 PM
- **Duration:** 02 Hours
- **Mode:** Online
- **IIC Calendar Quarter:** IV
- **No. of Participants from Dr. D. Y. Patil Institute of Management & Research (DYPIMR):**217
- **Resource Personage:**
Mr. Sanjay Mudnaney
 - Co-Founder and Consulting CMO, Benow
 - Co-Founder at Social Flutur - CMO office as Service
 - Co-Founder at CrowTales - A Non-Profit & CSR Storytelling Company
- **Objective:** To inspire the budding entrepreneurs, provide solutions, and suggest strategies to overcome basic entrepreneurial issues at the initial stage.
- **Event Key Points:**

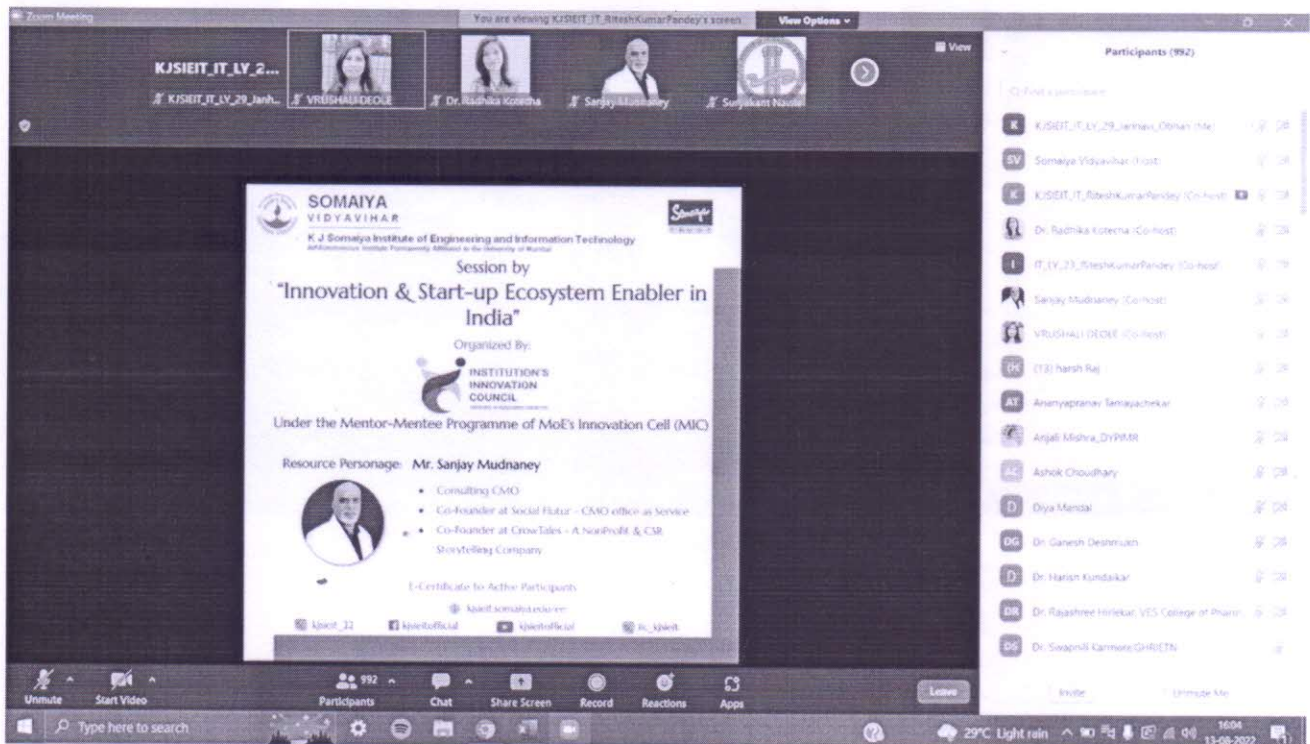
The expert conversed on the inspirational power-stories for the potential start-up part to be able to flourish commercially. Sharing from his personal anecdotes, he urged the young audience to follow one's true bliss or passion and experiment with multifarious avenues. He cited from iconic legendary tycoons—Steve Jobs, Oprah Winfrey, Bill Gates, etc. who imagined the unrealistic goals but emerged as empire-builders – sticking to the conscience & intuitive feeling.

The expert also shared his aspiration of having built a social commerce platform for small business enrolling over a million small merchants on the platform and building digital stores.

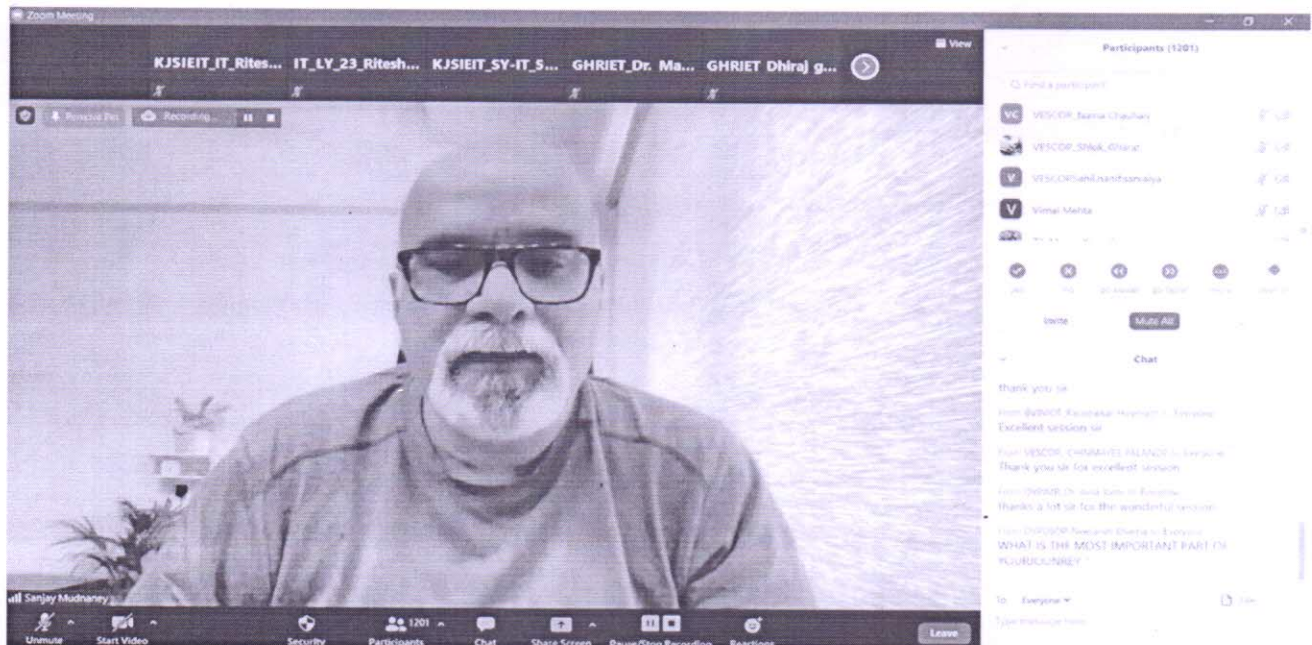
● **Outcomes:**

- The participants gained a strategic road-map & wisdom for starting up the business venture with viable resources
- As a start-up apprentice, it offered umpteen avenues to be able to stay afloat with unique identity in the crisis situations.

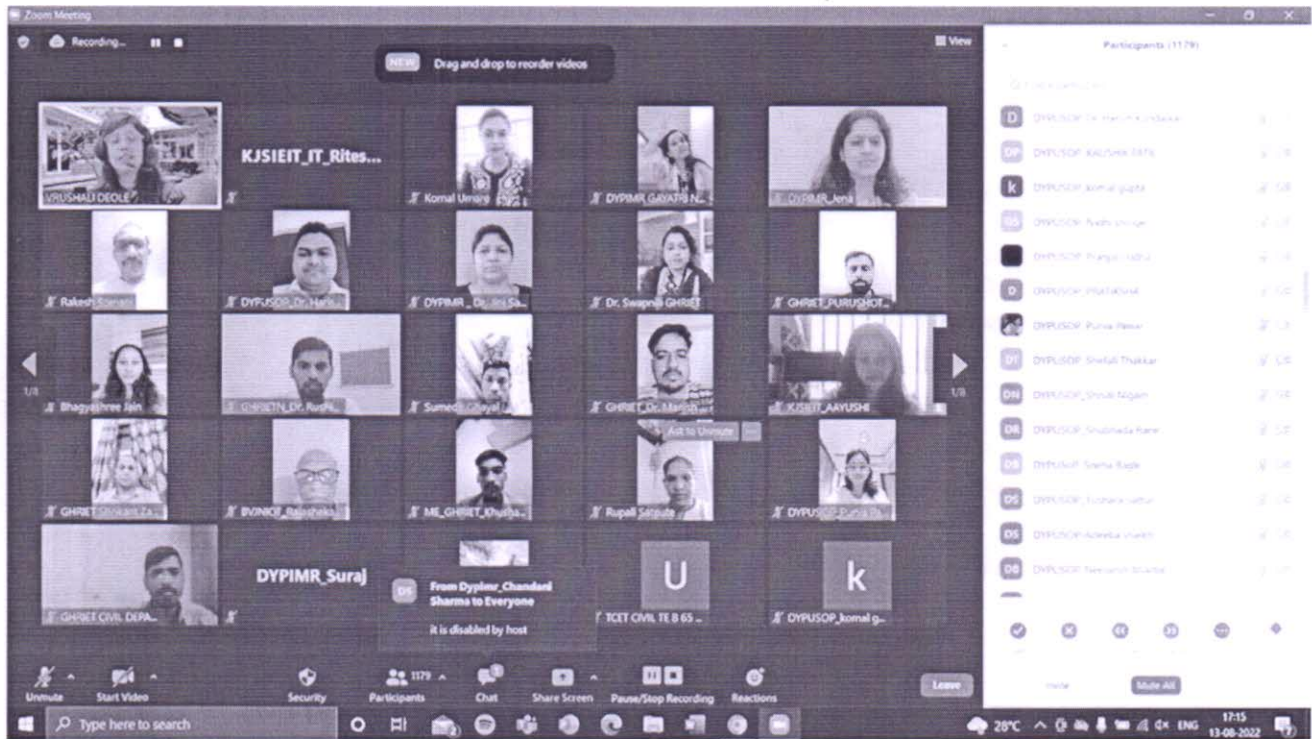
● **Activity Screenshots:**



Glimpse 1 of Session



Glimpse 2 of Session



Glimpse 3 of Session

Approved by:

Dr. Meghana Bhilare

Director, DYPIMR