



Dr. D. Y. PatilUnitech Society
Dr. D.Y. PATIL INSTITUTE OF MANAGEMENT & RESEARCH
SantTukaram Nagar, Pimpri, Pune-411018, Maharashtra, India. (NAAC Accredited
(‘A’ Grade with CGPA of 3.29), MBA Programme
Re-Accredited by NBA, Approved by AICTE New Delhi and DTE Maharashtra and Affiliated
to SavitribaiPhule Pune University)

Report

On

“Start-up Day (India)”

Celebrated by

Institution’s Innovation Council

**Dr. D. Y. Patil Institute of Management and Research,
Pimpri, Pune 411018**

Date of Activity : 1stOct 2021
Time : 10:30am
Theme of Activity : Entrepreneurship development
Name of Activity : Showing Movie
Beneficiaries : Students and Faculty Members (MBA& MCA)
No. of Participants: 103
Venue /Mode: Seminar Hall

Objective:

The objective was to celebrate start-up day and to encourage students for taking up startups and make them understand how startups can contribute towards national needs by driving innovation in the country.

Introduction:

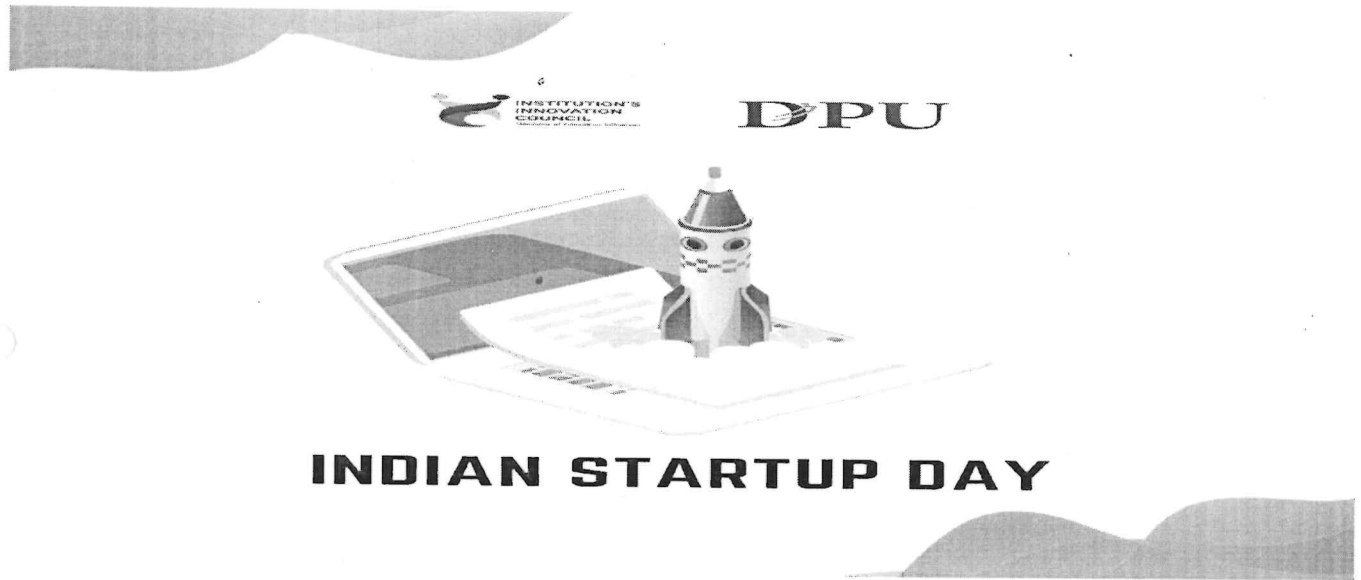
Today, India is rapidly moving towards hitting the century of the unicorns. We all believe that the golden era of India's startups is starting now. The Indian government is running many programmes to motivate the young entrepreneur as well as it launches many funding scheme to grow the start ups in India. With this vision, our Institute celebrated Start up Day under Institution's Innovation Council (IIC) on 1st Oct 2021. We showed movie to the students which is based on Start-up ventures and inspiring Movies for Entrepreneurs. We played "The Founder" movie for the students as one source of inspiration for encouraging the students for having their own start-ups and Entrepreneurs can be surprising: movies

The Founder

This movie tells the story of two brothers, Richard and Maurice McDonald, who started a burger stand that eventually became the McDonald's fast food chain that dots almost every highway in the United States. But it didn't grow that big by chance it grew because Ray Kroc partnered with the brothers to open franchises, grew unsatisfied with his contract, and eventually bought out the McDonald brothers to grow the business and become a multi-millionaire.

While this movie doesn't leave you exactly rooting for its main character, it tells the story of how a simple idea for a product sold at a fair price can explode with popularity. (It also teaches a good lesson about contract negotiating with any partners you go into business with.)

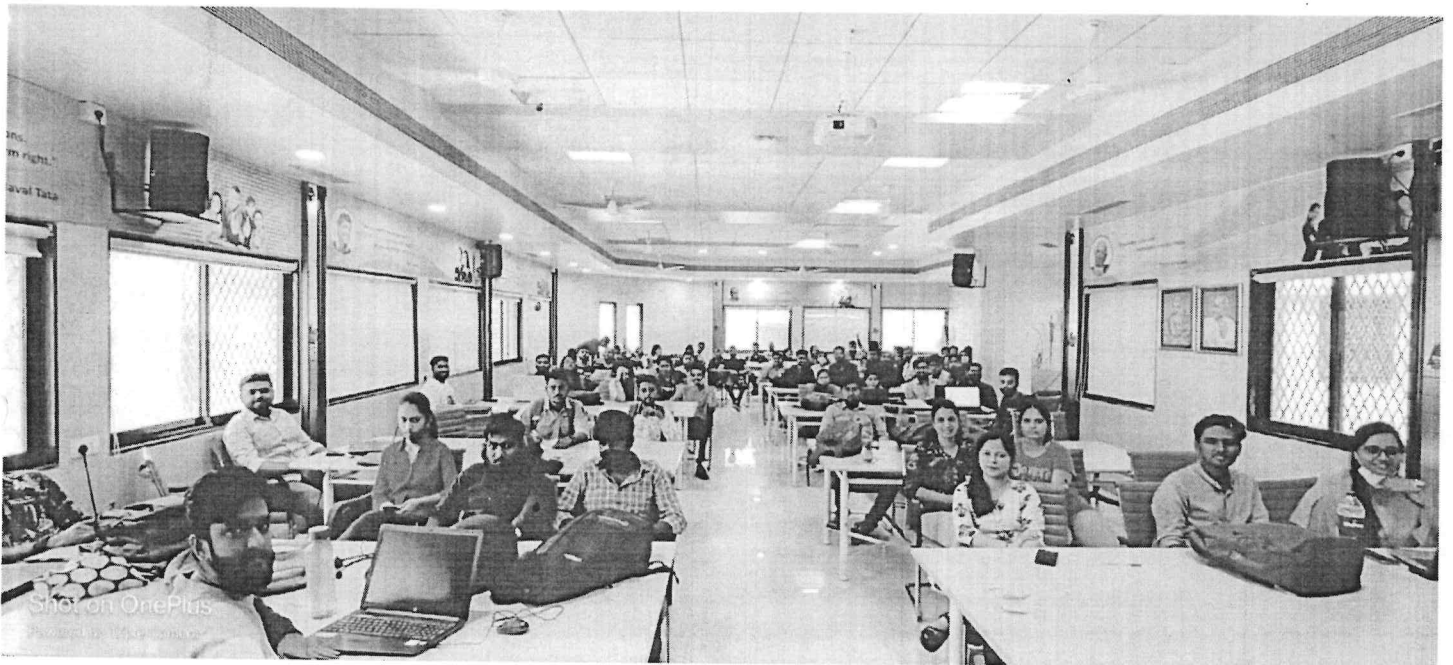
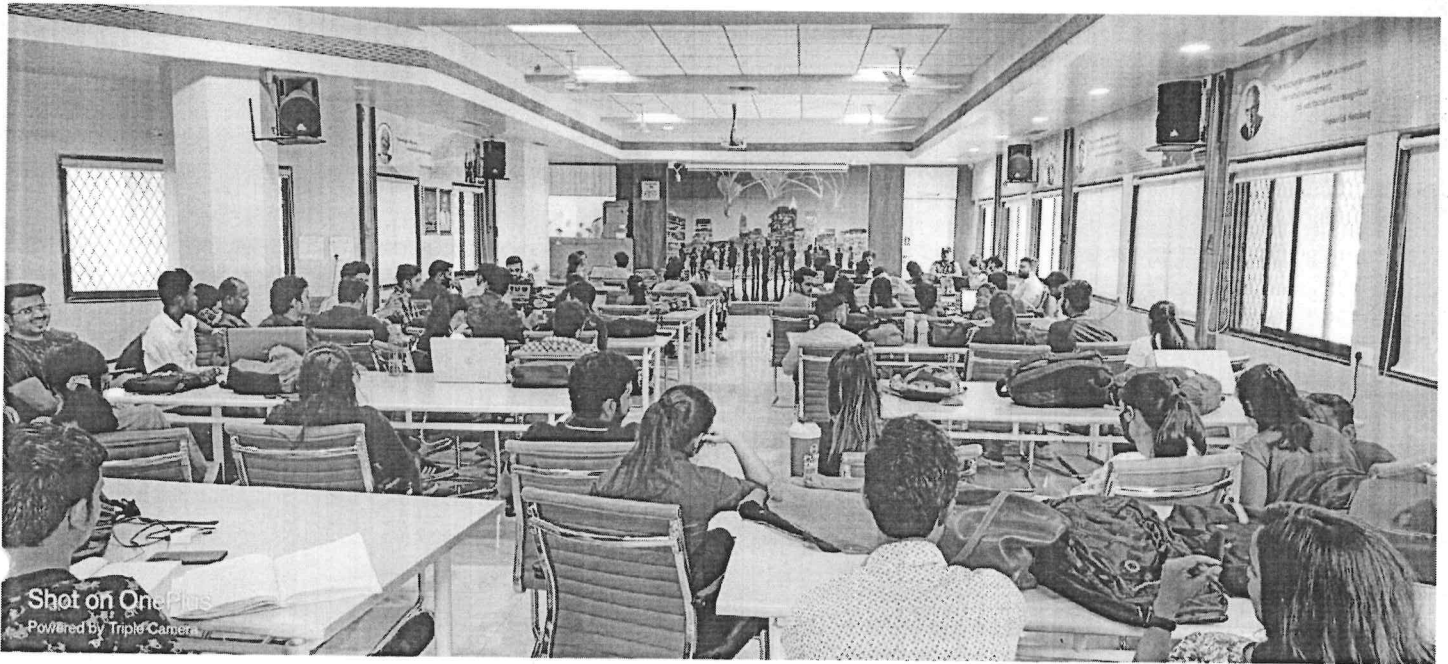
Flyer of Event:

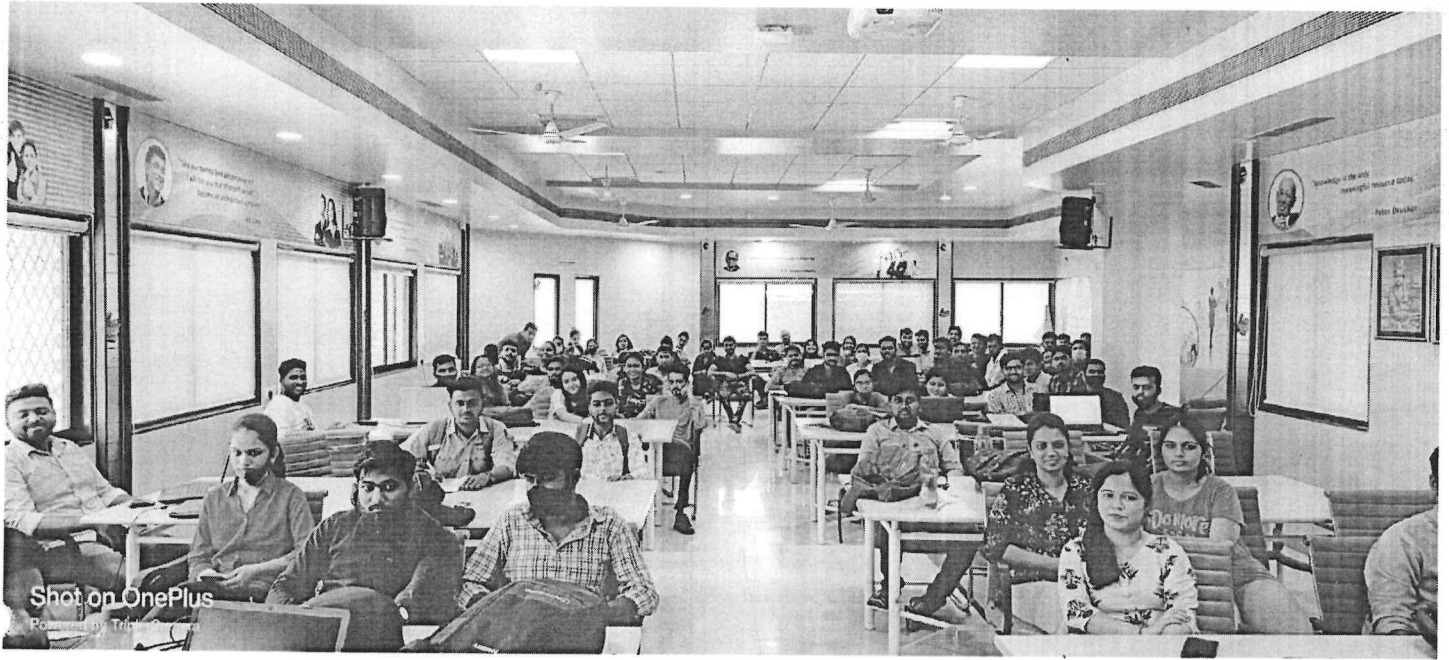


Outcomes:

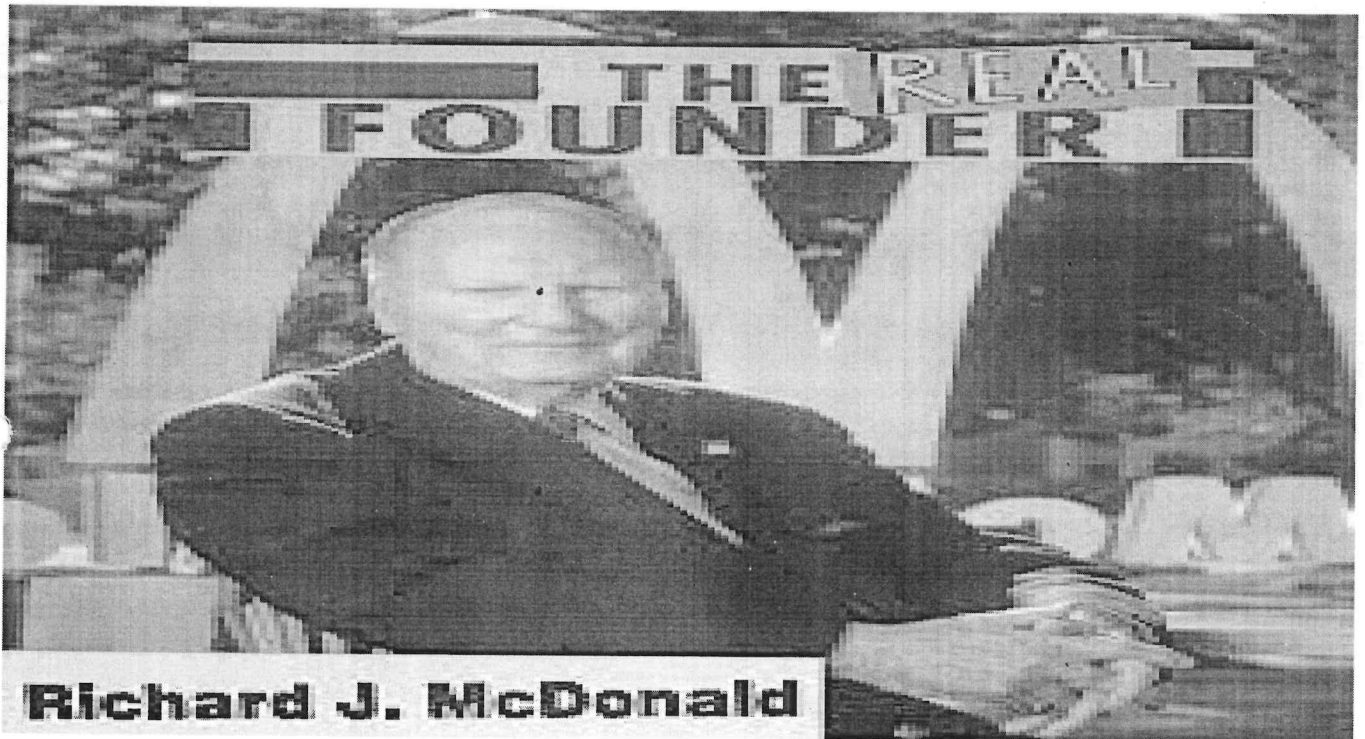
- By watching Entrepreneurial based movie, students' mind was stimulated towards taking up startup and it helped bring imagination, originality and vision to students.
- It helped students to generate and shape up the idea in their mind related to start-up /Entrepreneurial skillsets.
- Through the entertainment, students were motivated to set high standards, warn against greed, and it exhibited the ethics one needs for true and lasting success.

Some glimpse of the activity:





Shot on OnePlus
Powered by Tri



Richard J. McDonald



Feedback:

Maximum number of students and faculty were the part of this activity. Students appreciated the initiative taken by IIC and enjoyed a lot as well as they opined that such kind of more activities should be organized in future also.



Dr. Jena Joshi & Dr. Shraddha Dudhani
IIC Coordinators


Dr. Meghana Bhilare
I/C Director