

WEBINAR ON IPR AWARENESS

Date: 31 December 2021

Activity: Webinar on IPR Awareness under National Intellectual Property Awareness Mission

Organized By: Computer Science & Engineering Department

Expert Name: Ms. Ujjwal Jaipal Singh

Attended By: 56 Participants

Brief Report:

A webinar on IPR awareness was conducted by the CSE Department with the objective to create awareness about Intellectual Property Rights to I semester students.

Expert for the webinar was Ms. Ujjwal Jaipal Singh, Examiner of Patents and Design, Mumbai Patents Office, Ministry of Commerce and Industry, Govt. of India

Ms. Singh briefed about the concept of IPR, background of Intellectual Property, meaning of Copyright and some examples of Patent and Copyright. She also briefed about the process of filing for IPR.

Total 56 students attended the webinar.


Mr. Shailendra K Mishra proposed vote of thank in the end of the webinar.

Glimpse of Webinar:



The screenshot shows a Zoom meeting window with a slide titled "Background of Intellectual Property". The slide content is as follows:

```
graph TD
    Property[Property] --> Tangible[Tangible  
(Measured)]
    Property --> Intangible[Intangible  
(not measured)]
    Tangible --> Movable[Movable  
Eg: Car]
    Tangible --> Immoveable[Immoveable  
Eg: Building]
    Intangible --> Intellectual[Intellectual Property]
    Intellectual --> Industrial[Industrial Property]
    Intellectual --> Copyrights[Copyrights]
    Industrial --> Patents[Patents, Designs, Trademarks, GI]
    Copyrights --> Patents
```


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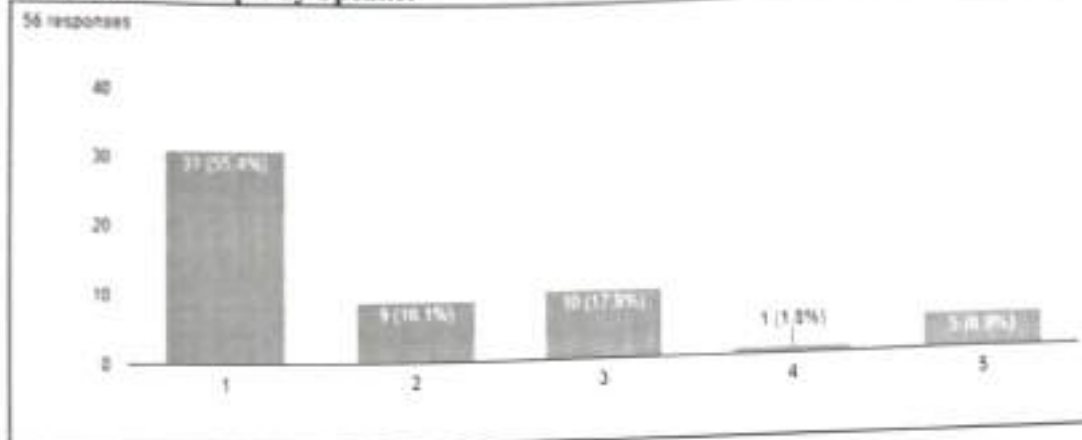
mev
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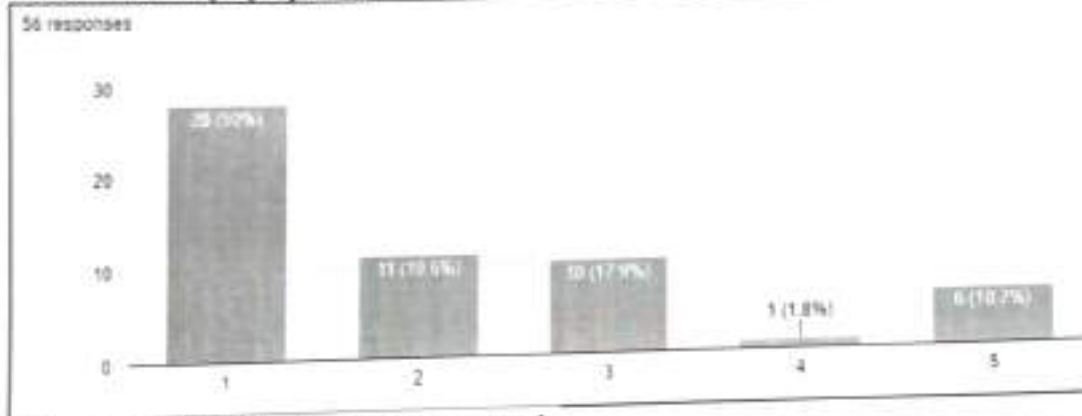
Feedback Analysis:

Feedback Analysis Report on scale of 1 to 5 (1 Excellent and 5 Poor):

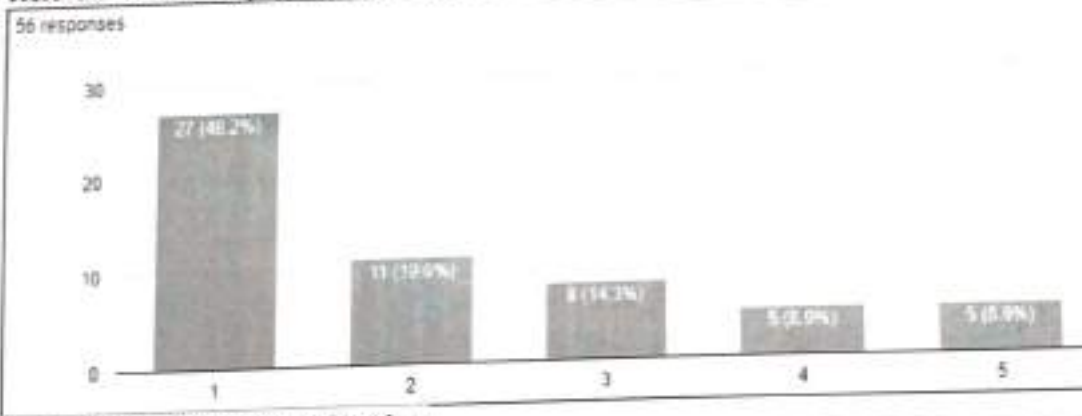
Selection of the topic by Speaker



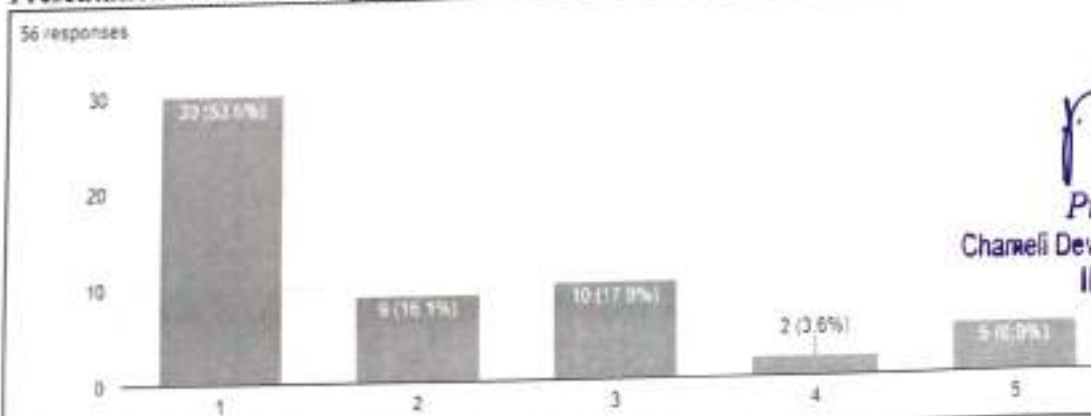
Content Delivery by Speaker



Relevance of the topic with current scenario

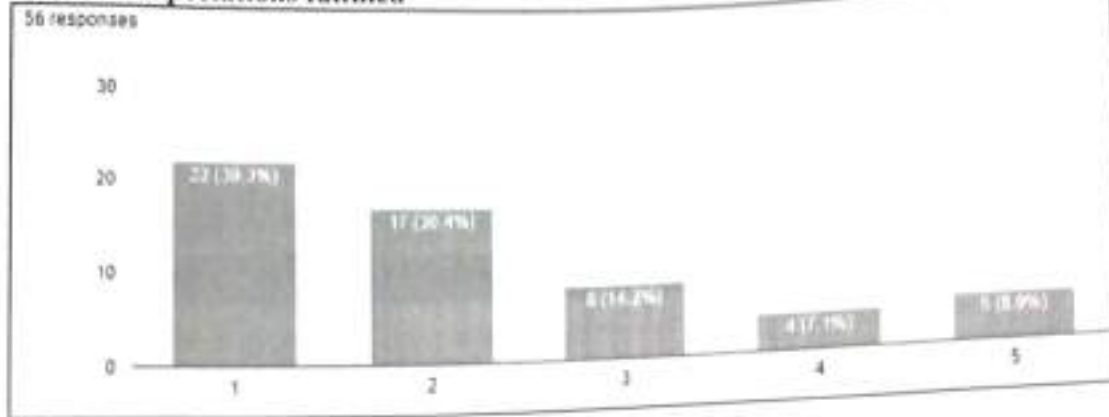


Presentation Skills of the Speaker




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Extent of expectations fulfilled



Webinar Coordinator:

Mr. Shailendra K Mishra
Associate Professor & HOD
Computer Science & Engineering Department


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IPR Awareness Session Attendance		
S. No.	Student Name	Branch
1	Akanksha Marathe	Artificial Intelligence & Data Science
2	Kuldeep Parmar	Artificial Intelligence & Data Science
3	Muskan Rathore	Artificial Intelligence & Data Science
4	Shivam Patel	Artificial Intelligence & Data Science
5	Sourabh Parihar	Artificial Intelligence & Data Science
6	Gabbar Kha	Civil Engineering
7	Aditya Pratap	Computer Science & Engineering
8	Ajit Mavi	Computer Science & Engineering
9	Harbhajan Sahu	Computer Science & Engineering
10	Harsh Verma	Computer Science & Engineering
11	Jaspreet Singh Kalsi	Computer Science & Engineering
12	Jaya Sisodiya	Computer Science & Engineering
13	Jayant Chouhan	Computer Science & Engineering
14	Ketan Kakde	Computer Science & Engineering
15	Kartik Mishra	Computer Science & Engineering
16	Krish Chandel	Computer Science & Engineering
17	Lokesh Chandra Dongre	Computer Science & Engineering
18	Madhur Jain	Computer Science & Engineering
19	Mayank Gangrade	Computer Science & Engineering
20	Palash Matani	Computer Science & Engineering
21	Patel Yash Nilesh	Computer Science & Engineering
22	Prasanna Samadhiya	Computer Science & Engineering
23	Priyanshi Upadhyay	Computer Science & Engineering
24	Shraddha Varade	Computer Science & Engineering
25	Shubham Mourya	Computer Science & Engineering
26	Shubham Singh Sendhav	Computer Science & Engineering
27	Sonal Mishra	Computer Science & Engineering
28	Soumya	Computer Science & Engineering
29	Sukhjot Bhatia	Computer Science & Engineering


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IPR Awareness Session Attendance

S. No.	Student Name	Branch
30	Vaishali Atoot	Computer Science & Engineering
31	Vimal Mishra	Computer Science & Engineering
32	Ankit Panwar	Computer Science & Engineering
33	Parth	Computer Science & Engineering
34	Swayam Kalaskar	Electronics & Communication
35	Vikas Raghuvanshi	Electronics & Communication
36	Udit Sharma	Electronics & Communication
37	Priyansh Agrawal	Information Technology
38	Aditya	Information Technology
39	Abhishek Umre	Information Technology
40	Gaurav Deshmukh	Information Technology
41	Harsh Mourya	Information Technology
42	Himanshu Parihar	Information Technology
43	Kashish Rathore	Information Technology
44	Kratika Jhala	Information Technology
45	Lakshika Vijayvargiya	Information Technology
46	Mahak Kahar	Information Technology
47	Mohit Chouhan	Information Technology
48	Muskan Verma	Information Technology
49	Rashi Vishwakarma	Information Technology
50	Vishaldeshmukh	Information Technology
51	Mansi	Information Technology
52	Aditya Parmar	Mechanical Engineering
53	Devendra Chouhan	Mechanical Engineering
54	Rikesh	Mechanical Engineering
55	Sachin Rathore	Mechanical Engineering
56	Vishal Jaat	Mechanical Engineering


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MY STORY - MOTIVATIONAL SESSION BY SUCCESSFUL INNOVATORS.

OVERVIEW

Objective:	Benefit in terms of learning/Skill/Knowledge obtained:
The objective of this motivational session is to ignite the young minds about the innovation	Acquire enough knowledge regarding the approach towards various forms of innovation
Academic Year:	Program driven by:
2021-22	IIC Calendar Activity
Month:	Program /Activity Name:
November	My Story - Motivational Session by Successful Innovators.
Program Type:	Other:
Motivation Speech	null
Program Theme:	Other:
Startup	NA
Date & Duration (Days):	External Participants, If any:
11/13/2021-11/13/2021-0	null
Student Participants:	Faculty Participants:

52

18

Expenditure Amount, If any:

Remark:

1350

null

ATTACHMENTS

Video:

<https://youtu.be/28wddVGugPE>

Photograph1:



Photograph2:

</uploads/institutes/monthlyReport/Photograph2/5569-IC202015135.jpg>

Session plan, If any:

<https://api.mic.gov.in/uploads/institutes/monthlyReport/report/8735-IC202015135.pdf>

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WORKSHOP ON "ENTREPRENEURSHIP AND INNOVATION AS CAREER OPPORTUNITY";

OVERVIEW

Objective:	Benefit in terms of learning/Skill/Knowledge obtained:
To create awareness among student & faculties about Entrepreneurship as career opportunity	Acquired knowledge related to the initiation of Startup, market approach and financial gain which will benefit the career
Academic Year: 2021-22	Program driven by: IIC Calendar Activity
Month: November	Program /Activity Name: Workshop on "Entrepreneurship and Innovation as Career Opportunity";
Program Type: Workshop	Other: null
Program Theme: Startup	Other: NA
Date & Duration (Days): 11/27/2021-11/27/2021-0	External Participants, If any: null

Student Participants:

41

Faculty Participants:

12

Expenditure Amount, If any:

null

Remark:

Virtual mode with physical presence of audience and speaker delivery through online

ATTACHMENTS**Video:**<https://www.youtube.com/watch?v=SPp6Cc4KYVw>**Photograph1:****Photograph2:**</uploads/institutes/monthlyReport/Photograph2/5285-IC202015135.jpg>**Session plan, If any:**<https://api.mic.gov.in/uploads/institutes/monthlyReport/report/1433-IC202015135.pdf>

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ORIENTATION SESSION ON IIC4.0 & FEATURES

OVERVIEW

Objective:	Benefit in terms of learning/Skill/Knowledge obtained:
To create awareness among IIC institutions regarding IIC 4.0	Acquired knowledge related to the new portal of IIC 4.0 and its various features
Academic Year:	Program driven by:
2021-22	MIC driven Activity
Month:	Program /Activity Name:
January	Orientation Session on IIC4.0 & Features
Program Type:	Other:
Other	Orientation
Program Theme:	Other:
Entrepreneurship	NA
Date & Duration (Days):	External Participants, If any:
01/24/2022-01/24/2022-0	null
Student Participants:	Faculty Participants:

10

20

Expenditure Amount, If any:

Remark:

null

null

ATTACHMENTS

Video:

null

Photograph1:



Photograph2:

NA

Session plan, If any:

<https://api.mic.gov.in/uploads/institutes/monthlyReport/report/5779-IC202015135.pdf>

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**MY STORY - MOTIVATIONAL SESSION BY SUCCESSFUL ENTREPRENEUR/START-UP
FOUNDER.**

OVERVIEW

Objective:	Benefit in terms of learning/Skill/Knowledge obtained:
To create awareness among student & faculties about Entrepreneurship	Acquired knowledge related to the journey of an entrepreneur from scratch
Academic Year:	Program driven by:
2021-22	IIC Calendar Activity
Month:	Program /Activity Name:
November	My Story - Motivational Session by Successful Entrepreneur/Start-up founder.
Program Type:	Other:
Motivation Speech	null
Program Theme:	Other:
Entrepreneurship	NA
Date & Duration (Days):	External Participants, If any:
02/24/2022-02/24/2022-0	null

Student Participants:

23

Faculty Participants:

12

Expenditure Amount, If any:

null

Remark:

Virtual mode with physical presence of audience and speaker delivery through online

ATTACHMENTS**Video:**<https://www.youtube.com/watch?v=MHGzUxWoLCY>**Photograph1:****Photograph2:**</uploads/institutes/monthlyReport/Photograph2/8048-IC202015135.jpg>**Session plan, If any:**<https://api.mic.gov.in/uploads/institutes/monthlyReport/report/5217-IC202015135.pdf>

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FIELD/EXPOSURE VISIT TO PRE-INCUBATION UNITS SUCH AS FAB LAB, MAKERS SPACE, DESIGN CENTRES, CITY MSME CLUSTERS, WORKSHOPS ETC.

OVERVIEW

Objective:	Benefit in terms of learning/Skill/Knowledge obtained:
To create awareness among student & faculties about R&D and Innovation	Acquired knowledge related to various innovative methods adopted by the industry to enhance the production
Academic Year:	Program driven by:
2021-22	IIC Calendar Activity
Month:	Program /Activity Name:
November	Field/Exposure Visit to Pre-incubation units such as Fab lab, Makers Space, Design Centres, City MSME clusters, workshops etc.
Program Type:	Other:
Field Visit	null
Program Theme:	Other:
R&D and Innovation	NA
Date & Duration (Days):	External Participants, If any:

02/12/2022-02/12/2022-0	null
Student Participants:	Faculty Participants:
25	11
Expenditure Amount, If any:	Remark:
null	null

ATTACHMENTS

Video:	https://www.youtube.com/watch?v=o3iym6ogpWI
Photograph1:	
Photograph2:	/uploads/institutes/monthlyReport/Photograph2/9598-IC202015135.jpg
Session plan, If any:	https://api.mic.gov.in/uploads/institutes/monthlyReport/report/3991-IC202015135.pdf

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**WORKSHOP ON ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOR
DEVELOPMENT**

OVERVIEW

Objective:	Benefit in terms of learning/Skill/Knowledge obtained:
To create awareness among student & faculties about the skills and attitude required in Entrepreneur	Acquired knowledge related to the skill & attitude building in an entrepreneur so that their venture will be a success
Academic Year: 2021-22	Program driven by: IIC Calendar Activity
Month: November	Program /Activity Name: Workshop on Entrepreneurship Skill, Attitude and Behavior Development
Program Type: Workshop	Other: null
Program Theme: Startup	Other: NA
Date & Duration (Days): 02/23/2022-02/23/2022-0	External Participants, If any: null

Student Participants:

37

Faculty Participants:

11

Expenditure Amount, If any:

null

Remark:

Virtual mode with physical presence of audience and speaker delivery through online

ATTACHMENTS**Video:**<https://www.youtube.com/watch?v=OFYANZJbfn0>**Photograph1:****Photograph2:**</uploads/institutes/monthlyReport/Photograph2/7074-IC202015135.jpg>**Session plan, If any:**<https://api.mic.gov.in/uploads/institutes/monthlyReport/report/8120-IC202015135.pdf>

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NATIONAL SCIENCE DAY

OVERVIEW

Objective:	Benefit in terms of learning/Skill/Knowledge obtained:
To create awareness about science among the students	Acquired knowledge related to the importance of science and contributions of various Indian scientist
Academic Year:	Program driven by:
2021-22	Celebrations
Month:	Program /Activity Name:
February	National Science Day
Program Type:	Other:
Other	Awareness Talk
Program Theme:	Other:
R&D and Innovation	NA
Date & Duration (Days):	External Participants, If any:
02/28/2022-02/28/2022-0	null
Student Participants:	Faculty Participants:

24

12

Expenditure Amount, If any:

Remark:

null

null

ATTACHMENTS

Video:

<https://www.youtube.com/watch?v=IduPHVhrDu4&t=428s>

Photograph1:



Photograph2:

</uploads/institutes/monthlyReport/Photograph2/7394-IC202015135.jpg>

Session plan, If any:

<https://api.mic.gov.in/uploads/institutes/monthlyReport/report/3228-IC202015135.pdf>

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Institution's Innovation Council

IMPACT LECTURE SERIES 2022 – SESSION 1

Date: 28/06/2022

Day: Tuesday

Lecture 1: Idea Generation for Start-Up

Expert Name: Dr. Jitendra Saxena

Mode: Online (Zoom Meeting)

Objective & Aim:

The theme of the first session under Impact Lecture Series was “Start-Up Ecosystem”. The main objective of this session was to make the audience aware about the need of startup ecosystem at HEI, the principle behind the establishment of the start-up ecosystem and various concepts involved in the process. The session was aimed at providing solutions to the participants especially students related to the various dilemmas that they face during the journey of completing the degree course that they have enrolled at.

Profile of the Speaker:

Dr. Jitendra Saxena did his Ph.D from Department of Information Technology Bhopal having vast experience in the field of academic and industry, joined The Institution of Engineers (India) on 9 September 2016 as Director (education, examination and accreditation). He has more than 25 years of experience in teaching of technical education. He started his modest career in industries and switched over to technical education. Gradually, he rose to the level of director of a technical institution imparting courses of both B.Tech and M.Tech. He also served at the Military College of Telecommunication Engineering (MCTE) as visiting professor. He was associated with various technical and industrial activities of PHD Chamber of Commerce and Confederation of Indian Industry (CII) in various capacities.

Summary report of the Activity:

The session began with the introduction of the event by the program coordinator Mr. Srinidhi Rao P to the audience. It was then handed over Dr. Jitendra Saxena. Dr. Saxena continued the session focussing on the common sources of start-up ideas wherein he said that 45% from prior work experience, 22% from personal interest or hobby, 11% from chance happening, 7% from suggestion, 6% from Education/Family Business, 5% from friends/relatives and 4% from others. Later he talked about the concepts of idea generation and what all steps are involved in the same.



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At the end of first lecture, Q&A session was arranged where all the queries posted by the audience were answered by the speaker.

Brochure & Captured Glimpses of Lecture 1:

The brochure is a vertical rectangular poster with a light blue background. At the top left is the CDGI logo. The main text is centered and includes the organization's name, council, and funding sources. Below this, the lecture series title and theme are prominently displayed in red and black. The date and time are listed. The bottom half features two circular portraits of experts with their names and titles. At the bottom, there is a registration link, a Zoom logo, and contact information.

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Institution's Innovation Council

MHRD'S INNOVATION CELL (GOVERNMENT OF INDIA) AICTE

Impact Lecture Series
Theme: Start-up Ecosystem
Funded by MIC / AICTE

Date : 28 Jun 2022 • Time : 1.00 pm to 4.00 pm

TOPIC-1
IDEA GENERATION FOR START-UP

Expert-1
Dr. Jitendra Saxena
Director (EEA) IEI, Kolkata

TOPIC-2
INCUBATION SCHEME FOR START-UP

Expert-2
Mr. Gaurav Goyal
Assistant Director, MSME, Indore

To participate kindly register through the Google form link
<https://forms.gle/p6JYzSZ2WX1R9or78>

Participants will be provided with e-certificate
Mode: Zoom Meeting platform (Online)

CDGI Campus, Gram Umrikheda, Khandwa Road, INDORE (M.P.) 452020

www.cdgi.edu.in [/cdgiindore](https://www.facebook.com/cdgiindore) [/cdgi_indore](https://www.instagram.com/cdgi_indore) admission@cdgi.edu.in



The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "ADVANTAGES OF STARTUPS". The slide content is as follows:

- Sky is the Limit When it Comes to Innovation
- Create Your Own Rule, You're the Boss
- No Dearth of Seed Funding if the Start Up is Promising
- Start Ups Better at Pricing than Corporations
- Availability of Start Up Eco System
- Availability of an Incubator

The Zoom interface includes a toolbar at the bottom with icons for Mute, Stop Video, Security, Participants, Polls, Chat, Share Screen, Remote Control Recording, Reaction, Apps, Whiteboard, and More. On the right side, there is a vertical list of participant thumbnails, including one with the letter 'Z' and another labeled 'Dr. Arvind Sharma'.



The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "EVALUATING MARKET OPPORTUNITIES". The slide content is as follows:

- Capabilities
 - Routines and processes that can coordinate the combined use of productive assets in order to achieve desired outcomes.
- Core Competencies
 - Capabilities that provide a firm with a competitive advantage over its rivals and reflect its personality.

The Zoom interface includes a toolbar at the bottom with icons for Mute, Stop Video, Security, Participants, Polls, Chat, Share Screen, Remote Control Recording, Reaction, Apps, Whiteboard, and More. On the right side, there is a vertical list of participant thumbnails, including one labeled 'Dr. Arvind Sharma' and another labeled 'Deepak R. Phalke'.



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The screenshot shows a Zoom meeting interface. The main window displays a presentation slide with the following content:

OBJECTIVE OF THE STUDY

- The primary objective of the study is to analyze trend of the growth after startup India initiative.
- The secondary objective of the study is to focus on aids provided by government to startup founders.

Below the text is an illustration of an open book with a lightbulb above it, symbolizing knowledge and innovation.

The Zoom interface includes a toolbar at the bottom with icons for Mute, Start Video, Unmute, Participants, Polls, Chat, Share Screen, Remote Control, Reaction, Apps, Whiteboard, and More. On the right side, there is a vertical list of participant thumbnails, including one with a large 'Z' and others with names like 'Deepak & P...'. The top of the Zoom window shows 'Recording...' and 'New Laptop'.



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Institution's Innovation Council

IMPACT LECTURE SERIES 2022 – SESSION 1

Date: 28/06/2022

Day: Tuesday

Lecture 2: Incubation Scheme for Start-up

Expert Name: Mr. Gaurav Goyal

Mode: Online (Zoom Meeting)

Objective & Aim:

The theme of the first session under Impact Lecture Series was “Start-Up Ecosystem”. The main objective of this session was to make the audience aware about the need of startup ecosystem at HEI, the principle behind the establishment of the start-up ecosystem and various concepts involved in the process. The session was aimed at providing solutions to the participants especially students related to the various dilemmas that they face during the journey of completing the degree course that they have enrolled at.

Profile of the Speaker:

Mr. Gaurav Goyal is an Assistant Director (Industrial Management & Training) under IEDS service posted at MSME Development Institute, Indore under Ministry of MSME, Government of India, New Delhi. He is looking about all the Entrepreneurship Skill Development Trainings, Zero Effect Zero Defect Scheme of the Ministry to empower youth and MSME sector to develop skills to become a successful entrepreneur and also provide handholding support. He is associated with reputed association of Madhya Pradesh like Lughu Udyog Bharti, FMPCCI, AIMP, GIA, GFID, Mandideep Industry Association etc and also associated with DAVV, AKS and Oriental University for the promotion of entrepreneurial skills.

Summary report of the Activity:

The session began with the introduction of the event by the program coordinator Mr. Srinidhi Rao P to the audience. Lecture 2 began with the introduction of the speaker Mr. Gaurav Goyal. Mr. Goyal continued the session by explaining the difference between the entrepreneur and start-up. Later he told about the concept of incubation centre and its need in HEI. In continuation, the speaker explained various schemes by MSME for start-ups and the process involved in availing such schemes. In the Q&A session, questions related to govt. schemes and procedures of procurement were answered.



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Brochure & Captured Glimpses of Seminar:



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MHRD'S
INNOVATION CELL
(GOVERNMENT OF INDIA)



Impact Lecture Series

Theme: Start-up Ecosystem

Funded by MIC / AICTE

Date : 28 Jun 2022 • Time : 1.00 pm to 4.00 pm

TOPIC-1
IDEA GENERATION FOR START-UP



Expert-1
Dr. Jitendra Saxena
Director (EEA) IEI, Kolkata

TOPIC-2
INCUBATION SCHEME FOR START-UP



Expert-2
Mr. Gaurav Goyal
Assistant Director, MSME, Indore

To participate kindly register through the Google form link
<https://forms.gle/p6JYzSZ2WX1R9or78>

Participants will be provided with e-certificate

Mode: Zoom Meeting platform (Online)



CDGI Campus, Gram Umrikheda, Khandwa Road, INDORE (M.P.) 452020

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Recording... No audio (your microphone is muted) View Options

Identify yourself

Entrepreneur Start-up



Demos Call Video Gallery Participants Polls Chat Share Screen Presentations Apps Whiteboards More

Recording... No audio (your microphone is muted) View Options

What is Incubation Center?



An **Incubation Center** is a place where new startups are provided office space, mentorship, growth guidance and sometime money!

- > Run by private organizations of Government
- > Designed for early stage startups



Demos Call Video Gallery Participants Polls Chat Share Screen Presentations Apps Whiteboards More



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Institution's Innovation Council

IMPACT LECTURE SERIES 2022 – SESSION 2

Date: 09/07/2022

Day: Saturday

Lecture 1: **Target Market for an Entrepreneur**

Expert Name: **Mr. G. S. Juneja**

Mode: **Online (Zoom Meeting)**

Objective & Aim:

The theme of the second session under Impact Lecture Series was “Sustainable Entrepreneurship”. The main objective of this session was to make the audience aware about the need of sustainable entrepreneurship practices at the incubation centers of HEI, the principle behind the establishment of such practices and various concepts involved in the process. The session was aimed at providing solutions to the participants especially students related to the various dilemmas that they face during the journey of completing the degree course that they have enrolled at.

Profile of the Speaker:

Mr. G.S.Juneja is the founder and Managing Director of CAPCO group of Industries. He is an engineering graduate from Pune University and did his management study from IIM Bangalore. He is having 33 years of experience in automobile components manufacturing industry. He has been honored by various awards for his contribution for economic development of the country.

Summary report of the Activity:

The session began with the introduction of the event by the anchor Mr. Amit Kesheorey to the audience. Lecture 1 began with the introduction of the speaker Mr. G.S.Juneja. Mr. Juneja continued the session by explaining the techniques of market targeting with the help of Ansoff matrix wherein he says that the relation between the existing products and new products with the existing and new markets are crucial and are factored by market penetration, product development, market development and diversification. He also shed light on various aspects of target market avenues. The session concluded with Q&A session where queries from the participants were answered.

Brochure & Captured Glimpses of Seminar:



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MHRD'S
INNOVATION CELL
(GOVERNMENT OF INDIA)



Impact Lecture Series Theme: Sustainable Entrepreneurship Funded by MIC / AICTE

Date : 9 July 2022 • Time : 11.00 am to 2.00 pm

TOPIC-1 TARGET MARKET FOR AN ENTREPRENEUR



Expert-1
Mr. G S Juneja
MD, CAPCO

TOPIC-2 VENTURE CAPITAL IN ENTREPRENEURSHIP DEVELOPMENT



Expert-2
Mr. Anurag Joshi
Chartered accountant

To participate kindly register through the Google form link
<https://bit.ly/CDGIILS>

Participants will be provided with e-certificate

Mode: Zoom Meeting platform (Online)



CDGI Campus, Gram Umrikheda, Khandwa Road, INDORE (M.P.) 452020



www.cdgi.edu.in



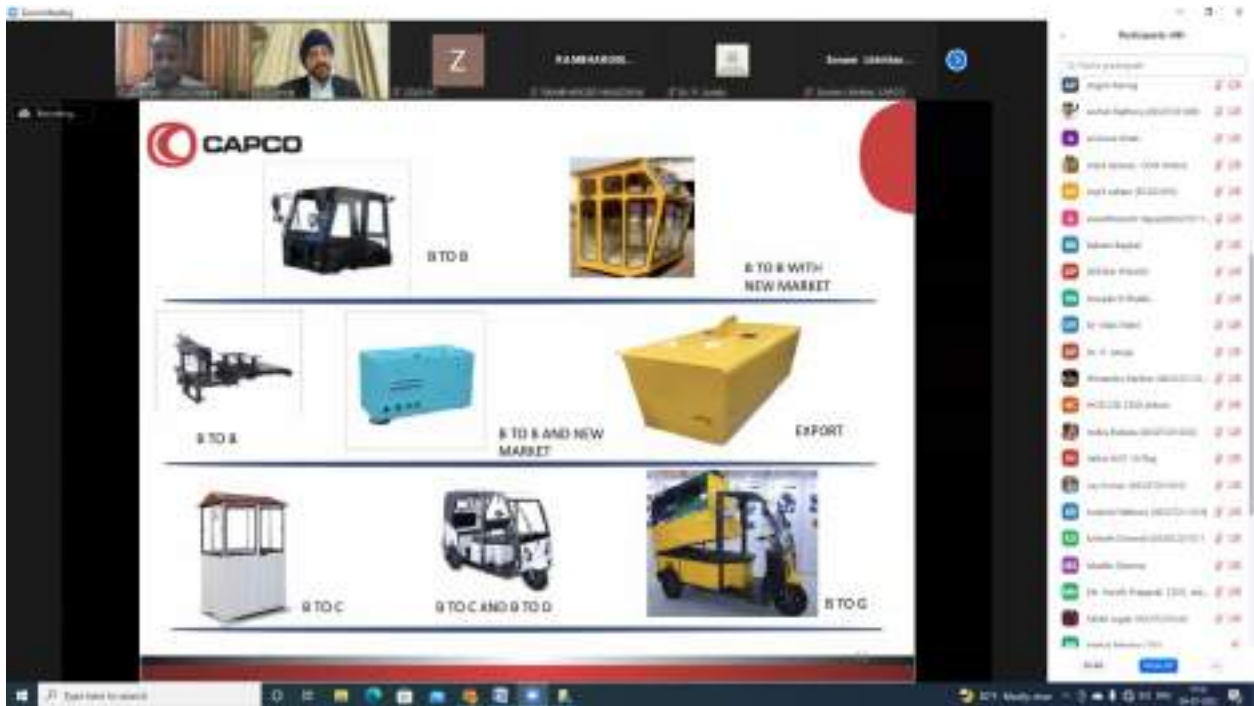
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CAPCO

B TO B B TO B WITH NEW MARKET

B TO B B TO B AND NEW MARKET EXPORT

B TO C B TO C AND B TO D B TO G



CAPCO

TARGET MARKET FOR FUTURE ENTREPRENEURS

HOW TO FIND OUT THE TARGET MARKET AND ACT ON THAT ?

1. FIND OUT THE PROBLEM IN DIFFERENT SECTORS AND USING YOUR STRENGTH THINK FOR INNOVATIVE SOLUTION
2. DO THE MARKET RESEARCH
3. DEVELOP PROTOTYPE
4. TAKE MARKET FEEDBACK
5. PLAN FOR EXPANDING THE SAME



CAPCO Ansoff Growth Matrix

	Existing Products	New Products
Existing Markets	Market Penetration	Product Development
NEW MARKET	IV-Market Development (N/C)	Diversification

Equipment Categories:

- SADHNE LOADER CAR
- HARVESTER CAR
- CONSTRUCTION EQUIPMENTS
- EXPORT
- EV CARGO B TO C AND B TO D
- GARBAGE CARRIER (B TO G)

Participants (16):

- Dr. P. Gupta
- Aravind Kumar (0000000000)
- MOHIT (0000000000)
- Harsh Kumar (0000000000)
- Neha K (0000000000)
- Apurva (0000000000)
- Aravind Kumar (0000000000)
- MOHIT (0000000000)
- Dr. P. Gupta (0000000000)
- Neha K (0000000000)
- Aravind Kumar (0000000000)
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CHAMELI DEVI GROUP OF INSTITUTIONS, INDORE



Institution's Innovation Council

IMPACT LECTURE SERIES 2022 – SESSION 2

Date: 09/07/2022

Day: Saturday

Lecture 2: Venture Capital in Entrepreneurship Development

Expert Name: Mr. Anurag Joshi

Mode: Online (Zoom Meeting)

Objective & Aim:

The theme of the second session under Impact Lecture Series was “Sustainable Entrepreneurship”. The main objective of this session was to make the audience aware about the need of sustainable entrepreneurship practices at the incubation centers of HEI, the principle behind the establishment of such practices and various concepts involved in the process. The session was aimed at providing solutions to the participants especially students related to the various dilemmas that they face during the journey of completing the degree course that they have enrolled at.

Profile of the Speaker:

A leading practitioner of Direct Taxation, Mr. Anurag Joshi is a Chartered Accountant by profession. He was awarded the degree of Chartered Accountancy in the year 1998 and the fellowship in the year 2003. He is the senior partner in Indore-based Chartered Accountant firm M/s Purohit & Joshi dealing in Corporate finance, Auditing, and Taxation. Mr. Joshi has a rich and varied 24 years of experience in auditing of Statutory & Internal Audits of Corporate, Public Sector banks, Regimental Funds of Indian Army, Forest Corporation, Life Insurance Corporation, and various General Insurance Companies. Owing to his flair in academics and corporate training, he has also done MBA from DAVV and he has been associated as a Trainer at German company BASF for the training of its associates on Taxation and working capital finance and HDFC Bank limited for the Taxation and Tax planning of their corporate clients' employees. He is regularly taking expert sessions for MCS and Orientation at the Institute of Chartered Accountants Indore-Chapter office and is also a visiting faculty in the area of Finance, Law & Taxation in the leading management institutions of Indore city. He has also conducted workshops in association with Indore Management Association for industry experts on subjects like working capital management and personal tax planning. He has also been a panel member in Budget discussions at various forums. He is also taking the career counseling sessions on behalf



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of ICAI for commerce students who want to pursue a CA course. Mr. Joshi is also associated with the Rotary and served as president of the Rotary Club of Indore City for successively two years from 2019-21 and presently working as Rotary exchange friendship Co-Chair for Rotary District 3040.

Summary report of the Activity:

The session began with the introduction of the event by the anchor Mr. Amit Kesheorey to the audience. Lecture 2 began with the introduction of the speaker Mr. Anurag Joshi. Mr. Joshi took over the session and spoke about the venture capitalism and how does it support budding entrepreneurs. He gave examples of angel investors who would hear out the pitch of blooming start ups and later once convinced would fund them. Once the establishment gains momentum, later on it would generate steady income and hence the market valuation would be high which in turn help them to become a unicorn. At the end of the lecture, queries posted by the participants were answered by the speaker

Brochure & Captured Glimpses of Seminar:

Chameli Devi Group Of Institutions
INDORE (M.P.)
Institution's Innovation Council

WORLD'S INNOVATION CELL
GOVERNMENT OF INDIA

Impact Lecture Series
Theme: Sustainable Entrepreneurship
Funded by MIC / AICTE

Date : 9 July 2022 • Time : 11.00 am to 2.00 pm

TOPIC-1
TARGET MARKET FOR AN ENTREPRENEUR

Expert-1
Mr. G S Juneja
MD, CAPCO

TOPIC-2
VENTURE CAPITAL IN ENTREPRENEURSHIP DEVELOPMENT

Expert-2
Mr. Anurag Joshi
Chartered accountant

To participate kindly register through the Google form link
<https://bit.ly/CDGILS>

Participants will be provided with e-certificate
Mode: Zoom Meeting platform (Online)

zoom

CDGI Campus, Gram Usrikheda, Kharswa Road, INDORE (M.P.) 452020
www.cdgi.edu.in | t.me/cdgiindore | www.facebook.com/cdgiindore | admission@cdgi.edu.in

Venture Capital in Entrepreneurship Development

CA Anurag Joshi

संडे पॉजिटिव 10 मिनट में गॉसरी डिजीवरी करने वाले स्टार्टअप जेटो ने 450 करोड़ रु. की फंडिंग जुटाई

स्टैनफोर्ड छोड़ा, घर वालों ने रोका...पर इनका लक्ष्य तो विचरू कॉमर्स स्टार्टअप था, कोरोना के बीच शुरू की कंपनी, मार्केट वैल्यू 2250 करोड़

विश्व कक्षा | जुलाई

वे स्टार, उन चारों 18 साल...
 या विचारों शुरू करने की शुरु में
 जॉर्जिया को प्रेरित करने के लिए
 सुनने के लिए मैं समझता हूँ कि
 पढ़ाई कर रहा हूँ। उन्होंने हमें
 एक कि बालक से भी कम समय
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 जबकि वह और बहुत अधिक को
 भाई का भी था वह सब इस जो
 है। हम में एक स्टार्टअप जेटो ने
 450 करोड़ की फंडिंग जुटाई है।
 उन चारों में से एक जेटो की
 जेटो की एक और कंपनी शुरू
 की। जेटो उनकी कंपनी को
 बनाई इसी के बारे में...

स्टैनफोर्ड से एडमिशन करने तक
 होने के बाद वह एक ही विचार
 शुरू करने लगे थे। उन्होंने हमें
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जेटो की फंडिंग
 जेटो की फंडिंग का एक बड़ा हिस्सा
 उनकी कंपनी के लिए था। उन्होंने
 एक स्टार जेटो का एक बड़ा हिस्सा
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 का लक्ष्य शुरू करने के लिए था।
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 शुरू करने के लिए है। जेटो
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 शुरू करने के लिए है। जेटो

जेटो की फंडिंग
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 शुरू करने के लिए है। जेटो
 शुरू करने के लिए है। जेटो

CA Anurag Joshi



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Evaluation – On the basis of Pitch Deck

- **Background** of Founder & Less emphasis on product
 - Qualification – Stanford dropouts
 - Past Work – KiranaKart from June 20 to Mar 2021
 - Co Founder – Kavalya Vohra
 - Failure in past – Thomas Edison
 - Problem & Solution- Time shortage & Dark Store
- **Business Model & USP** – 10 minutes delivery
- **SWOT** – Huge online opportunity but Big Basket & Grofers

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