

#### 4. ECell Event: #4

**Resource Person: Mr. Vinay Mistry, Co-founder & Director, CoEqual Associates**

10/27/22, 11:06 AM

**Held on 30.10.2021 (Online mode)**

Screenshot 2021-10-30 at 2.14.30 PM.png



## 5. ECell Event: #9

**Resource Person: Mr. Girish Batra, Founder & Director - Sarthy Venture Investment Partner0s & Consultants Pvt. Ltd.**

**Held on 22.01.2022 (Online mode)**



### **Activity / Event Report**

Name of event Center	: <b>Innovation Entrepreneurship &amp; Incubation (IEIC) and Center of Incubation and Entrepreneurship (CIE)</b>
Date(s) of conduction	: 22 <sup>nd</sup> January 2022
Class / Semester0	: PGDM / MMS Batch 2021-2023
No. of students & faculty	: 118
Faculty Coordinator	: Prof. Gaanyesh Kulkarni
Student Coordinator / committee	: Shivang Sharma, Mansi Mhatre
Resource Person	: Mr. Girish Batra
Organization &	: Sarthy Venture Investment Partners JumpStrat Business Consulting
Designation	: Strategy lead & Co-founder

**Objective:** To help students learn and understand the concepts on how to become successful entrepreneurs.

## Description

The session started with our host; Sairaj Nagvekar (MMS-III-Mktg) introducing himself and greeting everyone. After the greetings, the virtual lighting of the lamp and Ganesh Vanadana took place. The host then gave brief introduction of the guest speaker; Mr. Girish Batra who is a Strategy Lead at Sarthy Venture Investment Partners and Co-founder of JumpStrat Business Consulting.

Mr. Girish Batra opened his talk session by asking the students to narrate the difference between Entrepreneurship and Ideapreneurship.

- Entrepreneurs: Trader, factory owners, service provider and business.
- Ideapreneurs: Inventor, innovator, disruptor and start-up.

He further made it more interactive by making the students guess some famous and inspiring Ideapreneurs by telling their stories.

- How Steve Jobs became a Ideapreneur.
- How Vijay Shekhar Sharma became a Ideapreneur.
- How Shashank ND became a Ideapreneur.

Mr. Girish Batra explained the essential stages one should know, when it comes to starting a company.

- Stages of Start-up.
- Problem / Pain Point.
- Idea.
- Proof of concept / minimum viable product (MVP).
- Founder(s) and Skeletal team.
- Angel Fund.
- Venture Capital (VC) fund.

The journey while building the business is not easy and these following steps are what an entrepreneur goes through before the business is in terms called as “successful”.

- Unicorn Journey.
- To survive.
- To strive.
- To thrive.

Our guest speaker further also explained the success factors and the right things required that are needed to be taken into action to achieve the said goal.

- Success Factor; Timing; Team / Execution; Idea.

He then stated some very essential points that will help our aspiring entrepreneurs greatly.

- The nine things to know while becoming an entrepreneur.
- Taking risk.
- Patience is a valuable asset.
- Can work unsupervised.
- Always have a big picture in mind.
- Team work is critical.
- Always have a plan B.
- Have faith in yourself.
- Accept / Expect a low resource work environment.
- Big joys in small things.

Mr. Girish Batra then further explained the positive factors that as a college student will be beneficial for the debut as an entrepreneur.

- Confidence.
- High expectations.
- Intuitive understanding of newer technology.
- Better suited to exploit social media.
- Can be category creators (CC).

To motivate the students further he gave examples who can act as a role model like Elon Musk, Bill Gates, Nitin Kamath etc. After explaining the students, the strategy and the road map they have to make and follow, some important questions stated below were asked from his side and were answered by him.

- What to expect five to ten years from now?
- Which is a good idea?

- **Key Takeaways:**

Our speaker explained to the students the very essential process that will help them become the ideal Ideapreneur / Entrepreneur they aspire to become.

As the session came towards its end, Mr. Girish Batra held a quiz session that helped the students have a clear understanding about the concepts and the critical terms that were explained. Following it, there was a question-and-answer session that took place between our guest speaker and the students as well as our faculty.

The session was concluded by giving the vote of thanks from our host Sayush Yadav, towards our Director of Atharva Institute of Management Studies, Dr. R. G. Ratawat and Director of Atharva School of Business, Dr. Harshita Kumar, our humble faculty and students due to whom this session was a success.

**AIMS ATHARVA** ATHARVA INSTITUTE OF MANAGEMENT STUDIES  
(Affiliated to Mumbai University)

## INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)



**Mr. Girish Batra**  
Strategy lead at Sarthi Venture Investment Partners & Co-founder at JumpStrat Business Consulting  
Guest Speaker

**About**

- Girish Batra is a Co-founder of JumpStrat Business Consulting.
- In addition, he is also the strategy lead at Sarthi Venture Investment Partners.
- As a Business Coach, he is also affiliated with Development Dimensions International.
- Among his other accomplishments, Mr. Girish Batra is also founder of Global projects and co-founder of the Ipreneur Startup Accelerator and Milgaya Global Property Services.
- He was also the Global CEO of Threads (India) Limited.
- Furthermore, he was a visiting faculty member at Mumbai's Narsee Monjee Institute of Management Studies.


JAN 22nd, 2022 | SATURDAY | 11:30 AM - 1:00 PM

*in association with*  
OUR ENTREPRENEURSHIP MENTORS



**ATHARVA** ATHARVA SCHOOL OF BUSINESS  
(Approved by AICTE)

## CENTER FOR INCUBATION & ENTREPRENEURSHIP (CIE)




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## Glimpses

REC | Girish Batra is presenting


### Design Thinking: A 5 Stage Process



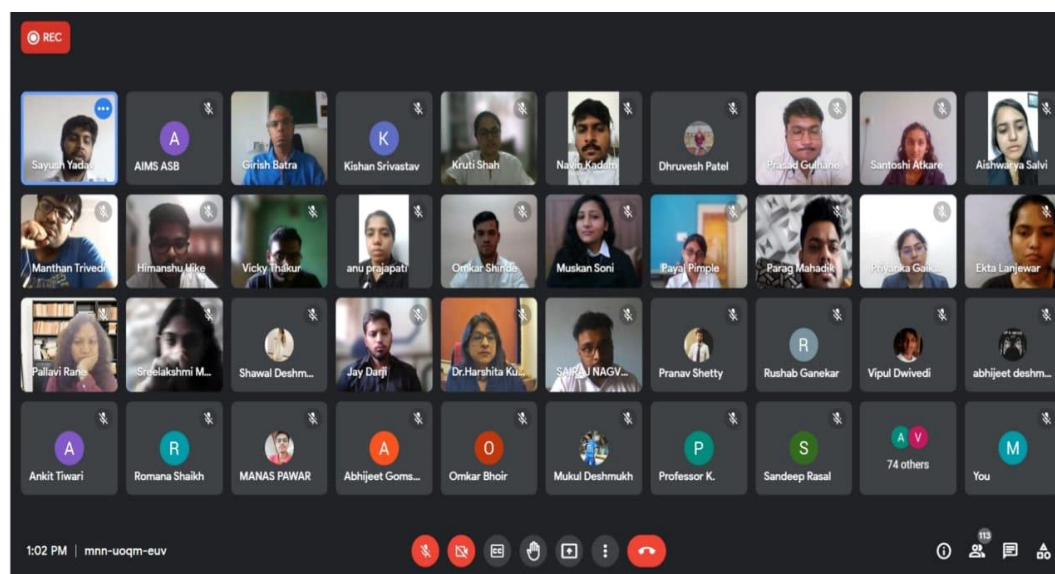
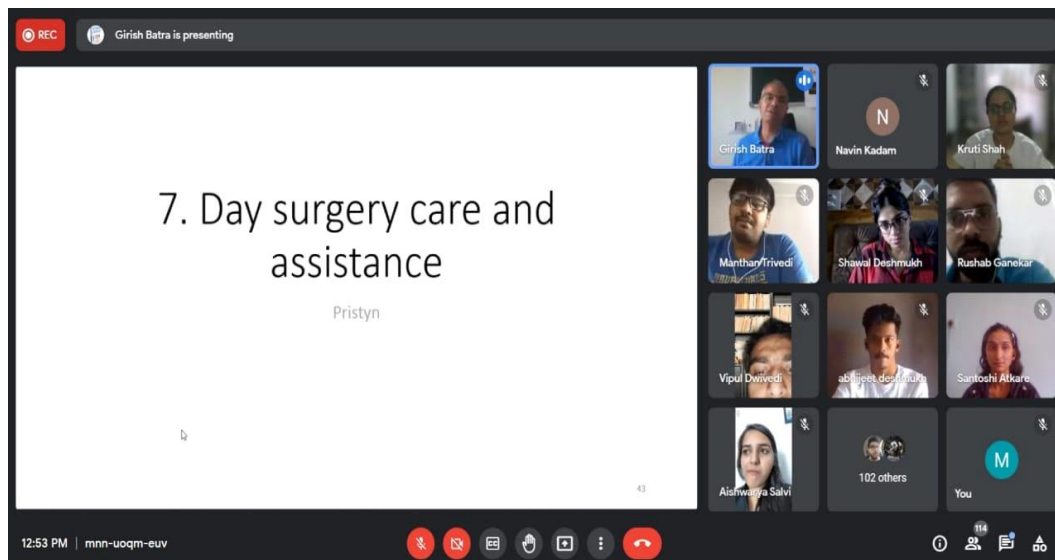
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Participants: Girish Batra, abhijeet deshmukh, Prasad Gulhane, Navin Kadam, Aishwarya Salvi, Aditya Dod, Manthan Trivedi, Payal Pimple, Rushab Ganekar, Kruti Shah, 106 others, You

REC | Girish Batra is presenting



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**Event report prepared by:** Anushka Bondre, Student, PGDM\_

**Verified by:** Prof. Gaanyesh Kulkarni, HOD, Marketing.

**Submitted to:** Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies and Dr. Harshita Kumar, Director, Atharva School of Business.

*This video was recorded on the Email ID [researchconference@atharvacoe.ac.in](mailto:researchconference@atharvacoe.ac.in)*

Hosting was done by Sairaj Nagvekar and Sayush Yadav.

**This event was conducted under the guidance of Prof. Gaanyesh Kulkarni.**