



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION



Report on

5-Day Entrepreneurship Boot Camp

Date: 22nd to 26th October 2024

Event Type: Boot Camp

Venue: Multipurpose Hall, 4th Floor, A Block & KEIC Co-working Space, B Block Basement, KRMU

Target Group: UG & PG Students of K.R. Mangalam University

Coordinators: Dr. Anshika Prakash, Dr. Monika Yadav, Mr. Akhilesh Yadav, & Ms. Shivani Kain

Student Coordinators: Mr. Nitish Kumar Minz & Mr. Krish Aggarwal

Organized by: K.R. Mangalam Entrepreneurship and Incubation Centre (KEIC Foundation)
In collaboration with SIIF, University of Delhi, and District Administration

Resource Persons:

- Ms. Monika Chauhan: General Manager, Startups & Entrepreneurship Innovation, University of Delhi
- Mr. Kumar Bijoy: Director & CEO, SIIF

Number of Participants

Day 1: 148

Day 2: 80

Day 3: 50

Day 4: 40

Day 5: 45

Objectives:

- To provide students with practical entrepreneurial skills through experiential learning.

- To introduce concepts such as the Business Model Canvas, financial planning, and pitching.
- To offer business exposure through industrial visits and interactive sessions. To enhance students' critical thinking, strategic decision-making, and problem-solving abilities through competitive gaming.

Content:

The 5-day Entrepreneurship Boot Camp by K.R. Mangalam University's KEIC Foundation, in collaboration with SIIF, University of Delhi, provided participants with essential entrepreneurial skills through experiential learning. Held from October 22-26, 2024, the program featured intensive sessions on the Business Model Canvas, financial planning, market research, and pitching skills. Esteemed resource persons, Ms. Monika Chauhan and Kumar Bijoy offered expert insights into problem identification and opportunity recognition.

Participants engaged in interactive sessions, including exposure visits and industrial visits to Saras Ajeevani Mel and STPI Mohali, gaining valuable business exposure to rural entrepreneurship and tech-driven startups. These visits provided insights into diverse business environments, highlighting innovation and sustainability. The boot camp concluded with a pitching competition, where participants presented their ideas and received feedback. Overall, the boot camp offered practical learning, industry insights, and networking opportunities, empowering participants to pursue their entrepreneurial goals confidently.

Day 1 (22nd November 2024):

The inaugural day introduced students to the fundamentals of entrepreneurship. Sessions focused on Problem Identification and Opportunity Recognition, followed by an in-depth understanding of the Business Model Canvas. Participants engaged in group activities to ideate and outline business models for real-world problems.

Photo 1: Inaugural of the Event.



Photo 2: Honourable VC sir addressing the gathering.



Photo 3: Beginning with the event.



Day 2 (22nd November 2024):

Workshop covered essential topics, including:

- **Financial Planning and Fundraising:** Practical insights into budgeting and securing investments.
- **Market Research and Customer Discovery:** Techniques to understand customer needs and market trends.
- **Pitching and Communication Skills:** Training on effective presentation and storytelling techniques for pitching ideas.

The sessions were interactive, with real-life examples and case studies that provided a strong foundation for entrepreneurial thinking.

Photo 4: Students Interacting with the Resource Person.





Photo 5: Students Giving their Pitch.



Day 3 (24th November 2024):

Participants visited the Saras Ajeevani Mela, a rural entrepreneurship hub showcasing indigenous products and sustainable practices. This visit offered insights into the challenges and opportunities of rural entrepreneurship and the role of innovation in empowering local communities.

Photo 5: Students Visting the Saras Ajeevani Mela.



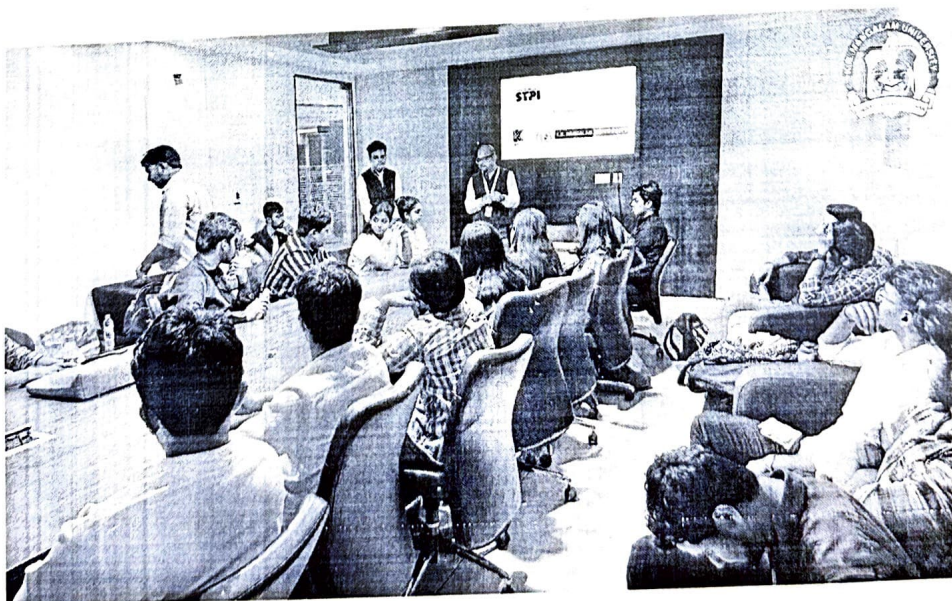
Photo 5: Students Interacting with the Women Entrepreneurs.

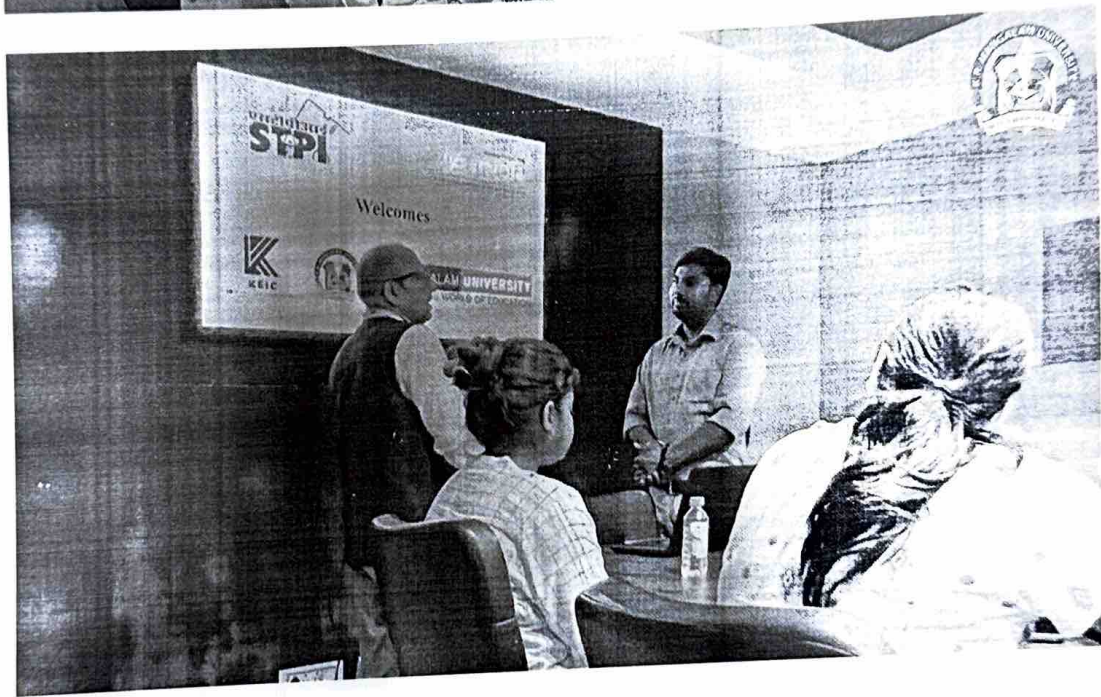
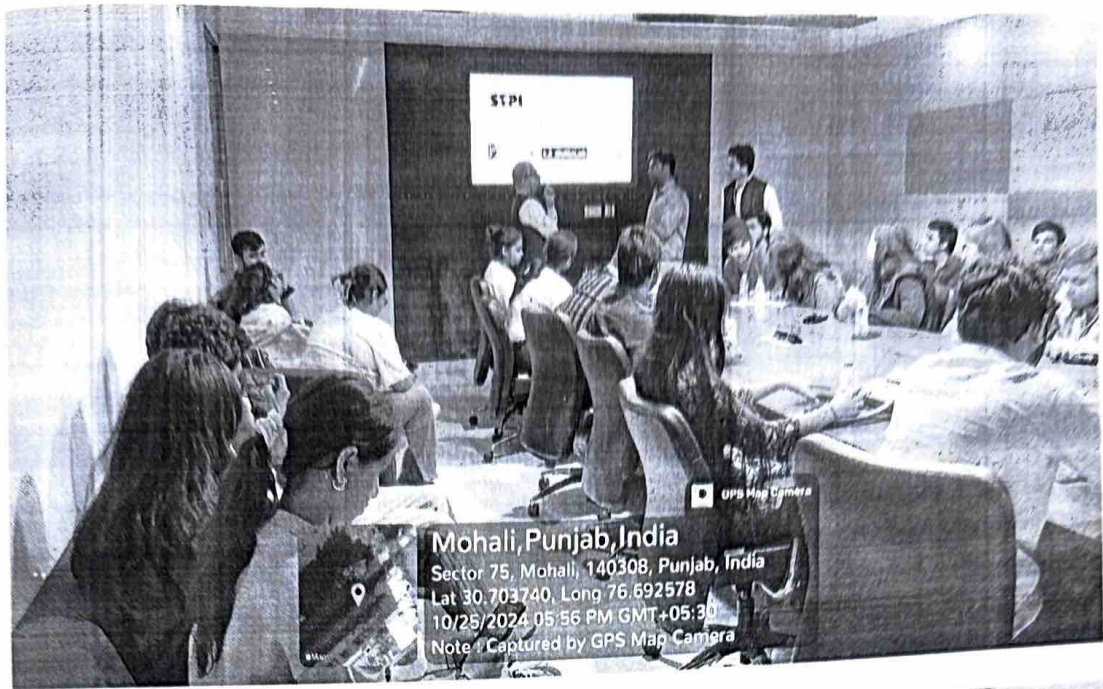


Day 4 (25th November 2024):

The fourth day featured an industrial visit to Software Technology Parks of India (STPI) in Mohali. Students explored tech-driven startups and gained exposure to cutting-edge innovations in the technology sector. This visit highlighted the significance of leveraging technology to drive entrepreneurial success.

Photo 6: Students at STPI Mohali.

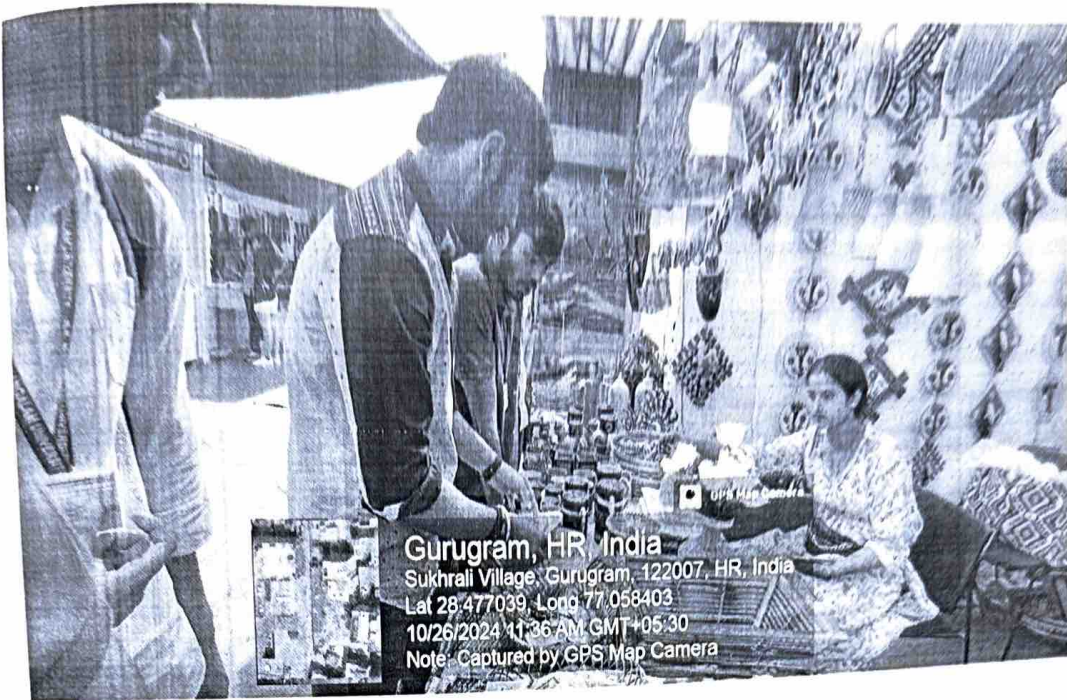




Day 5 (26th November 2024):

The participants revisited the Saras Ajeevani Mel to further explore rural business ecosystems and engage with entrepreneurs. This visit reinforced the importance of community-driven enterprises and sustainable development in entrepreneurship.

Photo 7: Students Interacting with the Women Entrepreneurs.



Outcome:

- Students gained practical knowledge of entrepreneurship through experiential learning activities.
- Enhanced understanding of the Business Model Canvas, financial planning, and market research.
- Real-world exposure to diverse business environments through industrial visits and business exposure.
- Improved communication, pitching, and analytical skills among participants.
- Networking opportunities with industry experts and peers.

Further Scope:

1. Advanced workshops on entrepreneurship and innovation.
2. Collaborations with more startups and industry mentors for enhanced **business exposure**.
3. Integration of digital tools to teach advanced concepts like prototyping and market simulation.

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