



Report on

Innovate and Elevate: Entrepreneurial Insights and Strategies

Date: Thursday, 27th Feb 2025

Venue: Room No. A 215, A Block, K.R. Mangalam University.

Event Type: Workshop

Mode of Activity: Offline

Target Group: Students of SOHS

Resource Person (if any): Mr Sanjay Kapoor, Professor of Practice, Manav Rachna International Institute of Research & Studies

Coordinators: Dr Ambika Bhatnagar (Assistant Professor), Ms. Ojasvi Dixit (Assistant Professor), Prof. (Dr). Renu Verma (Associate Dean)

Organized by: School of Humanities & K.R. Mangalam Entrepreneurship and Incubation Centre (KEIC)

Number of Participants: 86

Event Overview:

The School of Humanities, in collaboration with the K.R. Mangalam Entrepreneurship and Incubation Centre (KEIC), organized the workshop Innovate and Elevate: Entrepreneurial Insights and Strategies at K.R. Mangalam University on 27th February 2025. Held from 11:00 AM to 1:30 PM in A215, A Block, the session encouraged entrepreneurial thinking and innovation. Over 80 students from the School of Humanities participated, gaining valuable insights.

Aligned with Sustainable Development Goal 8 (Decent Work and Economic Growth), the workshop fostered entrepreneurial skills, innovation, and economic resilience through expert discussions and strategic guidance.

Objective:

- The workshop aimed to equip students with essential entrepreneurial skills, insights, and strategies to foster innovation and enhance business acumen.
- By the end of the session, participants were expected to have a deeper understanding of

the tools and techniques necessary for success in entrepreneurship, preparing them to explore startup opportunities and contribute to the entrepreneurial ecosystem.

The workshop was led by Mr. Sanjay Kapoor, an experienced Professor of Practice at Manav Rachna International Institute of Research & Studies. With a wealth of experience in the entrepreneurial world, Mr. Kapoor shared invaluable insights into business strategies, the challenges of entrepreneurship, and the importance of innovation in today's competitive landscape. His session provided both theoretical knowledge and practical skills, giving students the tools they need to succeed in the entrepreneurial field. Mr. Kapoor's dynamic approach to teaching and his real-world examples helped inspire students to think creatively and explore new opportunities in entrepreneurship.

Workshop Highlights:

The workshop featured a combination of lectures, interactive discussions, and hands-on activities aimed at fostering creativity and problem-solving skills.

1. **Problem-Solving Activity:** One of the key activities of the workshop involved presenting students with images of various daily life challenges, such as excessive traffic congestion, overpopulation, and malnutrition. The students were then tasked with brainstorming innovative solutions for these problems, encouraging them to think critically about how entrepreneurial ventures could address these issues. This activity helped students recognize how entrepreneurship can be a powerful tool for solving societal challenges and meeting market needs through innovative business solutions.
2. **Entrepreneurial Mindset:** A key focus of the workshop was cultivating an entrepreneurial mindset. Mr. Kapoor emphasized the importance of qualities such as resilience, adaptability, and creativity in the face of challenges. Students were encouraged to view obstacles as opportunities for growth and innovation, a mindset that is critical for success in any entrepreneurial venture.
3. **Business Strategies and Startup Culture:** The workshop also delved into the core elements of business strategy and the startup culture. Students learned about essential strategies such as market research, understanding consumer needs, competitive analysis, and risk management. Mr. Kapoor shared real-life examples of successful startups, providing students with a practical understanding of how businesses can scale and adapt in a constantly evolving market.

4. **Case Studies and Practical Insights:** Throughout the session, Mr. Kapoor used real-life case studies to illustrate how entrepreneurs have turned initial ideas into successful businesses. These case studies provided students with tangible examples of how innovation, persistence, and smart business strategies can lead to success in entrepreneurship.

Engagement and Participation:

With over 80 students in attendance, the workshop saw high levels of engagement and participation. Students actively contributed to group discussions and worked collaboratively on problem-solving activities. Each group was tasked with presenting their ideas and solutions to the challenges posed during the activity, showcasing their creativity and innovative thinking. This collaborative approach not only helped enhance their problem-solving skills but also encouraged teamwork, communication, and leadership—essential qualities for aspiring entrepreneurs.

Conclusion:

The "Innovate and Elevate" workshop successfully provided students with valuable entrepreneurial insights and strategies. Mr. Sanjay Kapoor's session, along with interactive activities, inspired innovative thinking and problem-solving. The high student participation highlighted their interest in entrepreneurship and readiness for future opportunities. The workshop reinforced the importance of creativity and innovation in shaping the future of business, contributing to K.R. Mangalam University's strong culture of entrepreneurship.

Pictures:



The Speaker Interacting with Students.



Students Participating in the Activity



Group Of Students That Won the Activity



Group Photograph Along with Poster