SRI VENKATESWARA COLLEGE
ACTIVITY REPORT
ADD ON COURSE 2019-2020

FACULTY: COMMERCE DEPARTMENT/ COMMITTEE: COMMERCE/ADD ON COMMITTEE IQAC ACTIVITY No: SVC/ 2019-20/COM/AK/1

NAME OF THE ACTIVITY: Add on Course on Entrepreneurship			
DATE	**FACULTY**	**DEPARTMENT/ COMMITTEE**	**COORDINATOR NAME**
31st Aug, 2019-9th Nov, 2019	COMMERCE	COMMERCE/ ADD ON COMMITTEE	**DR. ARPITA KAUL**
TIME	**VENUE**	**NUMBER OF PARTICIPANTS**	**NATURE: Outdoor/Indoor**
	SRI VENKATESWARA COLLEGE, ROOM NO. 202	24 STUDENTS	Indoor
SUPPORT/ASSISTANCE:	SRI VENKATESWARA COLLEGE		

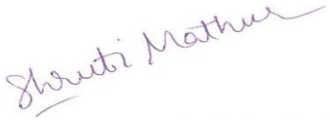
BRIEF INFORMATION ABOUT THE ACTIVITY: (**CRITERION NO. - I ,VII**)

TOPIC/SUBJECT OF THE ACTIVITY	ADD ON COURSE ON ENTREPRENEURSHIP
OBJECTIVES	The objective was to provide a course on Entrepreneurship keeping in mind the opportunities available in the business environment.
METHODOLOGY	The syllabus was designed with the help of academicians and classes were held at SVC on Saturdays and Sundays.
OUTCOMES	The students who took up this course learnt: • The art of mobilizing people and resources • Creating value propositions in the form of business plan • Pitching the business plan so created

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

Notice & Letters√	**Student list of participation**√	**Activity report**√	**Photos** √	Feedback form√
Feedback analysis	News clip with details	Certificate√	Any other	

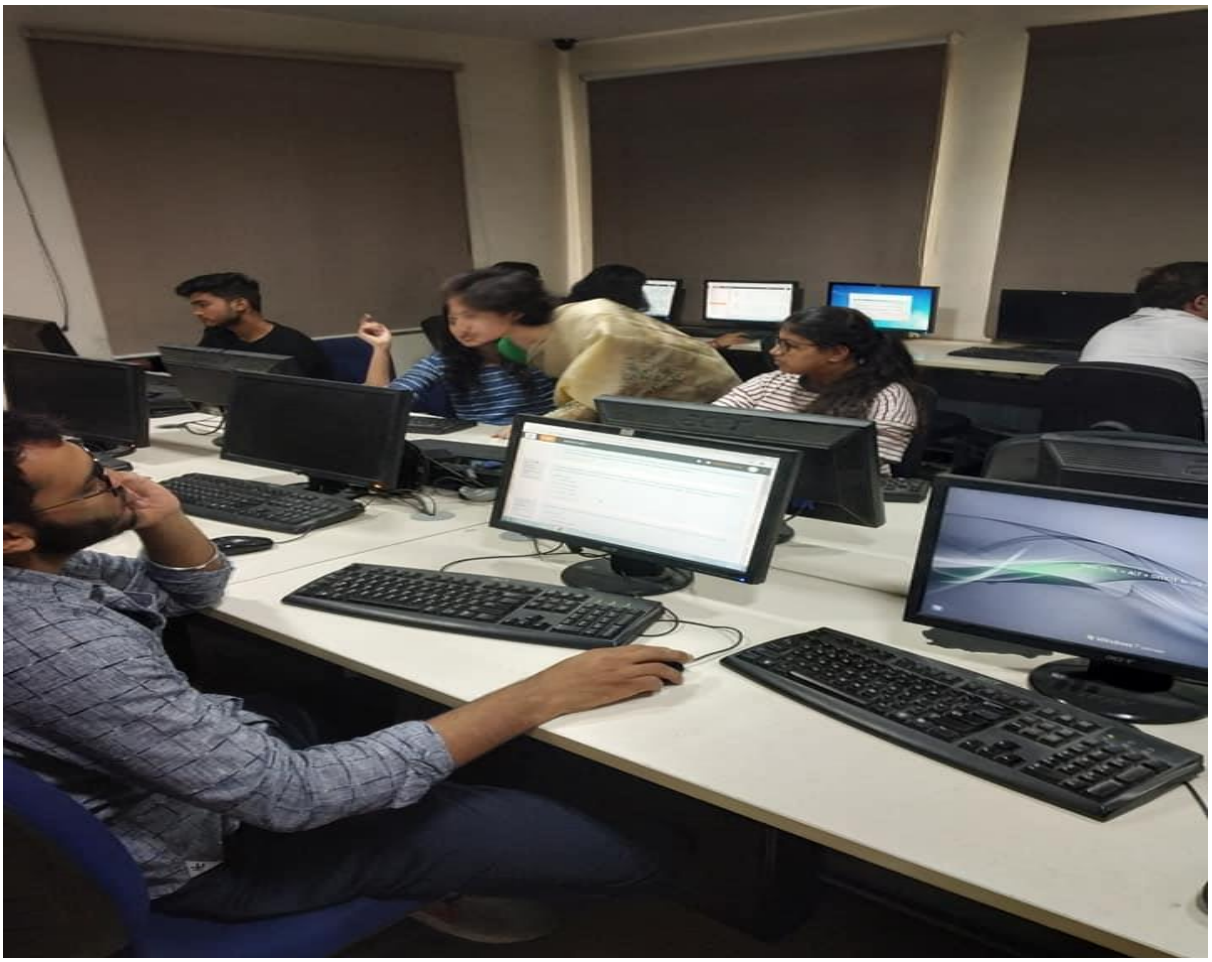
IQAC Document No: SVC/ADD ON COURSE/2019-20	Criterion No: I, VII	Metric No:
Departmental file no	IQAC file No: ADD ON	

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
DR. ARPITA KAUL (CONVENER, ADD ON COMMITTEE)	 DR. SHRUTI MATHUR (TIC)	

For Reference

Criterion I	Curricular Aspects (planning & Implementation)		Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation		Criterion VI	Governance
Criterion III	Research, Innovations & Extension		Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure			

PROOFS



ENTREPRENEURSHIP

(Add - On Course Report)

By:

Department of

Commerce Sri

Venkateswara College

31st August, 2019 - 9th November, 2019

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ACKNOWLEDGEMENT

We consider it a great privilege to be a part of this prestigious institution Sri Venkateswara College. Not only academically but the college has always excelled in all the fields and it feels extremely great to be a part of one such initiative. We would to like to express our special gratitude to our Principal Madam, **Dr. P. Hemalatha Reddy** for fostering great values in the college environment and who constantly encouraged us to start this program and supported us throughout in running the course.

We are also grateful to our mentor, **Professor Amit Kumar Bardhan,** Professor, FMS, for helping us in designing this course.

We are also very grateful to the resource persons **Dr. Ashish Chandra**, Associate Professor, Department of Commerce, University of Delhi, **Dr. Sandeep Kumar Goel**, Associate Professor, Department of Commerce, ANDC and **Mr. Ramesh Kumar**, Associate Professor, Department of Management , SSCBS and ***guest speaker*** **Mr Kunal Kishore Dhawan, Founder Navia Life Care, for enlightening the students with the harsh realities of startups.**

We also thank **Dr Venkat Kumar, Ms. Sunita Chhabra, Dr Mamta Arora and Dr. Shruti Mathur (Teacher-In-Charge)** for always keeping our morale high and guiding us from time to time. Special mention goes to our team members, **Dr. Sindhumani Bag, Ms. Shilpa, Mr Ajit Singh and Ms. Mohini Yadav** who played a vital role in success of the course. Our gratitude to ***all the teachers of Department of Commerce*** who helped us throughout the implementation of the program.

Last but not the least, a special thanks to all administrative, accounting and ICT department for their cooperation throughout.

(Dr. Arpita Kaul)
(Course Convener)

MESSAGE FROM THE PRINCIPAL

It gives me immense pride to congratulate the Department of Commerce, Sri Venkateswara College, on the successful completion of the second batch of the add- on course on Entrepreneurship. This course mentored by Prof. Amit Kumar Bardhan with Dr. Shruti Mathur (Teacher-In-charge) and the Convener Dr. Arpita Kaul received a very popular response from the academic fraternity on account of the well designed syllabus and the pedagogic scheme of the same. The course would not have been a reality without them and their earnest efforts towards the same. I also take this opportunity to thank the resource persons for the same - Dr. Ashish Chandra, Associate Professor, Department of Commerce, University of Delhi, Dr. Sandeep Goel, Associate Professor, Department of Commerce, ANDC and Mr. Ramesh Kumar Barpa, Associate Professor, Department of Management , SSCBS. Their vision and guidance were invaluable for the success and completion of the course. I also congratulate the other team members Dr. Sindhumani Bag, Ms. Shilpa, Mr. Ajit Singh ad Ms. Mohini Yadav for their enthusiasm and support during the entire tenure of the course.

Entrepreneurship is the only platform which provides a meaningful interface between academics and the industry demands. Honing the employability skills of the students at the college level goes a long way in paving the way for new industries and new leaders for the future. Sri Venkateswara College with such efforts as this course, remains committed to the ever evolving dynamics of academics and industry trends. We look forward to such other meaningful and innovative courses in the future.

(Dr. P. Hemalatha Reddy)

1. INTRODUCTION

In the current times, entrepreneurship has been accepted as the fundamental basis of industrialization and economic development. India today has a lot of job seekers but the pace of economic development is determined by successful entrepreneurs who are job creators. Entrepreneurs materialize available opportunities for the working population of the country and their contribution to increasing national income is quite significant, as they are the persons who functionally coordinate various sources of production.

The **Department of Commerce, Sri Venkateswara College**, under the able guidance of our Principal, **Dr. P. Hemalatha Reddy** understood the need of the hour and therefore took the initiative of starting an add –on course on Entrepreneurship for the students in April 2019 for the first time.This course aimed at infusing the problem solving skills, self-critical reflection and open-mindedness in the students attitudes. This course provided an insight into the important concepts of entrepreneurship, which can help our students to understand the mindset of entrepreneurs and key requirements for starting up any business. The students also learnt about idea identification, team building, need gap analysis and value propositions in the form of business plan. They also gained insights about analyzing and generating finances and developing various promotional and marketing strategies to their ideas of business plan. As the first batch got such a warm response the Department introduced its second batch in August, 2019 and improvised upon the assessment procedure.

Expected Learning outcomes

The students who took up this course learnt:

- The art of mobilizing people and resources
- Creating value propositions in the form of business plan
- Pitching the business plan so created

Course Duration

This was a three months course with a 36 hour duration which started on 31st August, 2019 and ended on 9th November, 2019. The classes were held on Saturday/ Sunday.

Student Participants

The course was open to students pursuing under graduation and post-graduation from any university. Twenty four students from different courses across various colleges of University of Delhi, Delhi Technological University and Guru Gobind Singh Indraprastha College enrolled in this course. The course found participation from students of not only Sri Venkateswara College but also Bhaskaracharya College of Applied Sciences, Shaheed Bhagat Singh Evening College, Dayal Singh College, School of Open Learning, Aditi Mahavidyalaya, Kalindi College for Woman and Gitarattan International Business School. Students were from different streams like B.Com Prog., B.A. (Prog), B.Sc. Computer Science (Hons), Biomedical Sciences (Hons), B.Com (Hons) and BA(Hons) Economics, and MBA reaped the benefits of this course.

2. TEAM BEHIND THE COURSE

COURSE MENTOR: PROFESSOR AMIT BARDHAN

Professor Amit Bardhan. is a Professor in FMS. Along with teaching and research he is involved in sponsored research, consulting and management development programs. He has teaching and research experience of more than 15 years in University of Delhi. Worked as a research fellow in school of management, University of Texas at Dallas. His PhD thesis was awarded the joint best PhD thesis (Prof MN Gopalan award) in operational research for the year 2002 by the operational research society of India. Recipient of BOYSCAST fellowship from department of science and technology, government of India. He has various international publications to his credit and has guided various doctoral thesis.

Professor Bardhan kindly consented to be the course mentor and provided valuable suggestions while designing the structure & contents of the course.

COURSE CONVENER

DR. ARPITA KAUL

TEAM MEMBERS

DR. SINDHUMANI BAG

MS. SHILPA

MR. AJIT SINGH

MS. MOHINI YADAV

The journey of this add on course on ***Entrepreneurship***, right from idea inception to materialization, would not have been possible without the collective initiative taken by the team co-ordinators and its members, in terms of creativity, techno-savvy skills, diligence and patience. This course is an initiative taken by the faculty members of the **Department of Commerce**. The course was started for the first time in April 2019 by, ***Ms. Sunita Chhabra*** (Associate Professor) and ***Dr. Shruti Mathur*** (Assistant Professor). The second batch began in August 2019 under the Course Convener **Dr. Arpita Kaul** who worked tirelessly for the successful implementation and completion of the course. The team members of the course, ***Ms Dr. Sindhumani Bag*** (Assistant Professor), **Ms. Shilpa** (Assistant Professor ***Mr. Ajit Singh*** (Assistant Professor) and Ms. Mohini Yadav (Assistant Professor) also deserve a special mention for their valuable inputs and untiring efforts for the successful completion of this program.

3. RESOURCE PERSONS

Our resource persons included three eminent subject experts.

Dr Ashish Chandra, Associate Professor, Department of Commerce, Delhi School of Economics. He is the topper and Gold Medalist, and also awarded by Hon‟ble President of India Dr. Chandra has extensively presented and published number of papers in various national and international conferences as well as reputed journals in India and abroad. He has to his credit, eight Books. He has successfully organized and conducted several events like, *international & national conferences* and *workshops, seminars, panel discussions* in capacity of convener. He has conducted many projects, out of which one was funded by Micro, Small & Medium Enterprise, Ministry of Industry, Government of India**.** He is involved in Teaching, Training, Research and Consultancy.

Dr. Sandeep Kumar Goel, is Associate Professor, Department of Commerce, Acharya Narendra Dev College, University of Delhi. He is a Certified Faculty for PMYUVA Course by Ministry of Skills Development and Entrepreneurship. He has a teaching experience of 16 years to his credit in University of Delhi. He takes keen interest in research, theatre and social service. He is an Executive Member of Indian Accounting Association. He is Convenor of the Theatre Society and an add-on course on "Effective Communication and Personality Development through Theatre". He is also an active member of the Finance Committee. He has been NSS Programme Officer and Convenor of Add-on course on Foundations of Banking.

Mr. Ramesh Kumar is Assistant Professor in Department of Commerce, Shaheed Sukhdev College of Business Studies, University of Delhi. He is the Director in SSCBS Innovation and Incubation Foundation (SIIF). He has worked with education department of H.P. Govt. as lecturer in commerce for 9 years. He has joined Hindu college of Delhi university in July 2013 as assistant professor and worked there for 10 months before joining SSCBS. His area of interest is Marketing, HRM, Financial Accounting, and foundation course Business Entrepreneurship and Management. He has published four research papers in refereed national and international journals. He is a life member of All India Commerce Association.

The resource persons used interactive pedagogy including group discussions, case studies and Audio visual tools to deliver the content.

4. SYLLABUS AND STRUCTURE OF THE COURSE

The Course covers four modules:

- **Module 1: Basic Concepts**
- **Module 2: Problem Identification & Team Building**
- **Module 3: Preparing a Business Plan**
- **Module 4: Launching the idea**

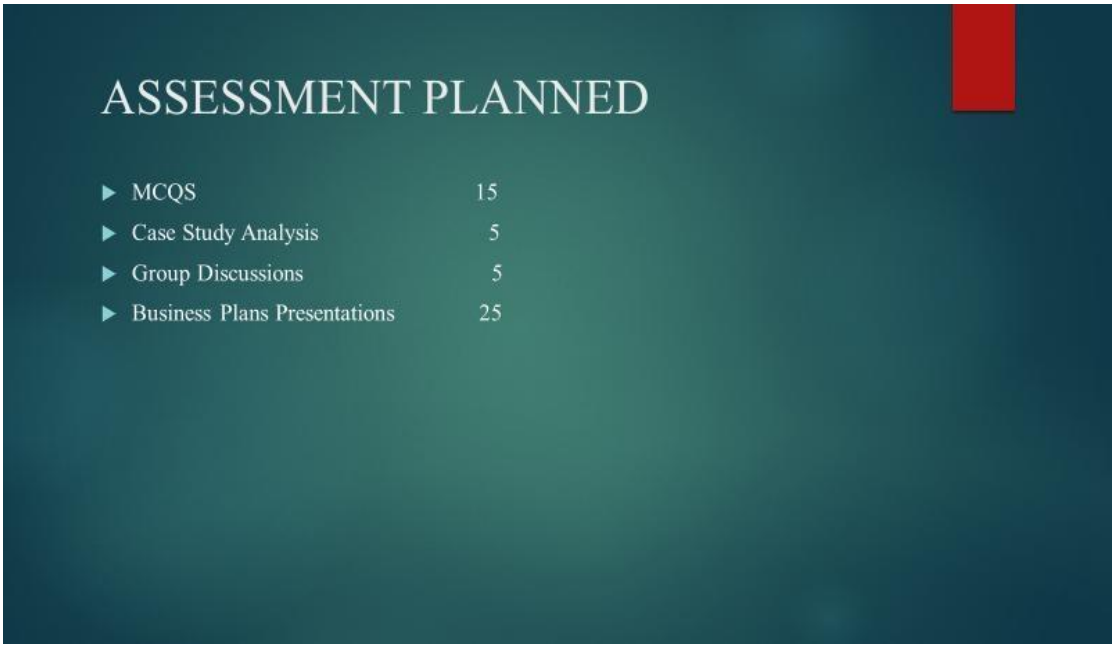
Module 1: Basic Concepts • Insights into entrepreneurship • Importance and role of entrepreneur • Understanding the mind-set of entrepreneurs • Skill-set: Key requirements for starting up • Challenges, Pitfalls and avoiding pitfalls • Activity: Case studies of successful Entrepreneurs	**Module 2: Problem Identification & Team Building** • Idea Identification and Prioritization: How to generate ideas? • Innovation and Creativity • Need Gap Analysis • Value Creation • Team Formation / Building • Market Size estimation • Segmenting & Targeting • Business Incubators and their role • Relevant Case studies
Module 3: Preparing a Business Plan • What is a Business Model? • Designing business process, location, layout • Contents of Business Plan • Competitive Analysis- SWOT/SWOC • Feasibility Analysis • B-Model of different start-ups (Including Case Studies)	**Module 4: Launching the idea** • Resource Mobilisation-man, money, machinery, material, methods • Mobilizing Finance: Analysing and generating finance- Sources of finance-VCs, Angel Funding, PEs etc. • Schemes run by Government of India • Marketing Plan- Developing marketing strategies, promotion and distribution • Commercialization • Legal Implications/Formalities

The content was also made available through the Moodle learning platform

5. ORIENTATION

The Orientation was held on 31st Auguest, 2019 at 10 a.m.in Room No. 202 of Sri Venkateswara College. The students were introduced to the curriculum framework of the course. As this was the second batch it was made more comprehensive by introduction of continuous and summative assessment.

Dr. Arpita Kaul, apprised the students about the four assessments that they will be going through during the three months course. The assessment included group presentation on business plan, group discussion, case assessment and Multiple Choice Question Online test on Moodle.



Mr. Ramesh Assistant Professor in Department of Commerce, Shaheed Sukhdev College of Business Studies, University of Delhi did an activity with the students in which he tried to find who has how many entrepreneurial skills.

6. INDUSTRY INTERACTION

This year the Industry Interaction focused on the realities of start up in order to give the students exposure to the issues faced by entrepreneurs in the real world.

MR. KUNAL KISHORE DHAWAN, Healthcare entrepreneur; Co-founder and CEO at Navia Life Care - a data-driven innovative health tech startup. He is a Strategy and business development professional, globally experienced with top private and public sector companies. He holds a Master of Science degree in Biotechnology and Management from Carnegie Mellon University, USA.

Navia Life Care is a health technology company building digital tools to improve patient care and experience. Founded by alumni of Carnegie Mellon University (https://www.linkedin.com/in/kunalkishoredhawan) and Indian School of Business (https://www.linkedin.com/in/gaurav1gupta), bringing together experience in healthcare, pharma, life sciences and business. Its key products are a voice-enabled smart EMR system for doctors to create digital prescriptions faster without typing (Demo: https://www.youtube.com/watch?v=KlmfiKO3k-A) and an AI-enabled front-office automation and queue management system, specifically targeted for overworked front-office executives in clinics and hospitals. (Demo: https://www.youtube.com/watch?v=NBEeHbhBDYI).

He interacted with students from 12 p.m. to 3 p.m. on 9 November, 2019. He discussed his personal experiences on how to build a startup and the hardships that one has to go through to make it work. He stressed that vision, passion, eagerness to learn are some of the most needed essentials of an entrepreneur. He prepared the students mentally to be ready to take up challenges in life. He also light heartedly spoke about his college days and what his experiences have taught him.

7. ASSESSMENT

The students were assessed on four major parameters this time:

Assessment Type	Marks	Proportion in Final scheme	Date
A. Innovation Activity (SCAMPER)	25	5	19th October,2019
B. Business Plan	25	25	2nd November, 2019
C. Case Study	10	5	9th November, 2019
D. Multiple Choice Question online Test	15	15	9th November, 2019

A. Group Discussion for 5 Marks

SCAMPER activity was conducted in order to check the aptitude of the students on 19th Oct, 2019 from 11:15 a.m.- 1:15 p.m. Students were evaluated by Mr. Ramesh. They were evaluated on 3 criterions:

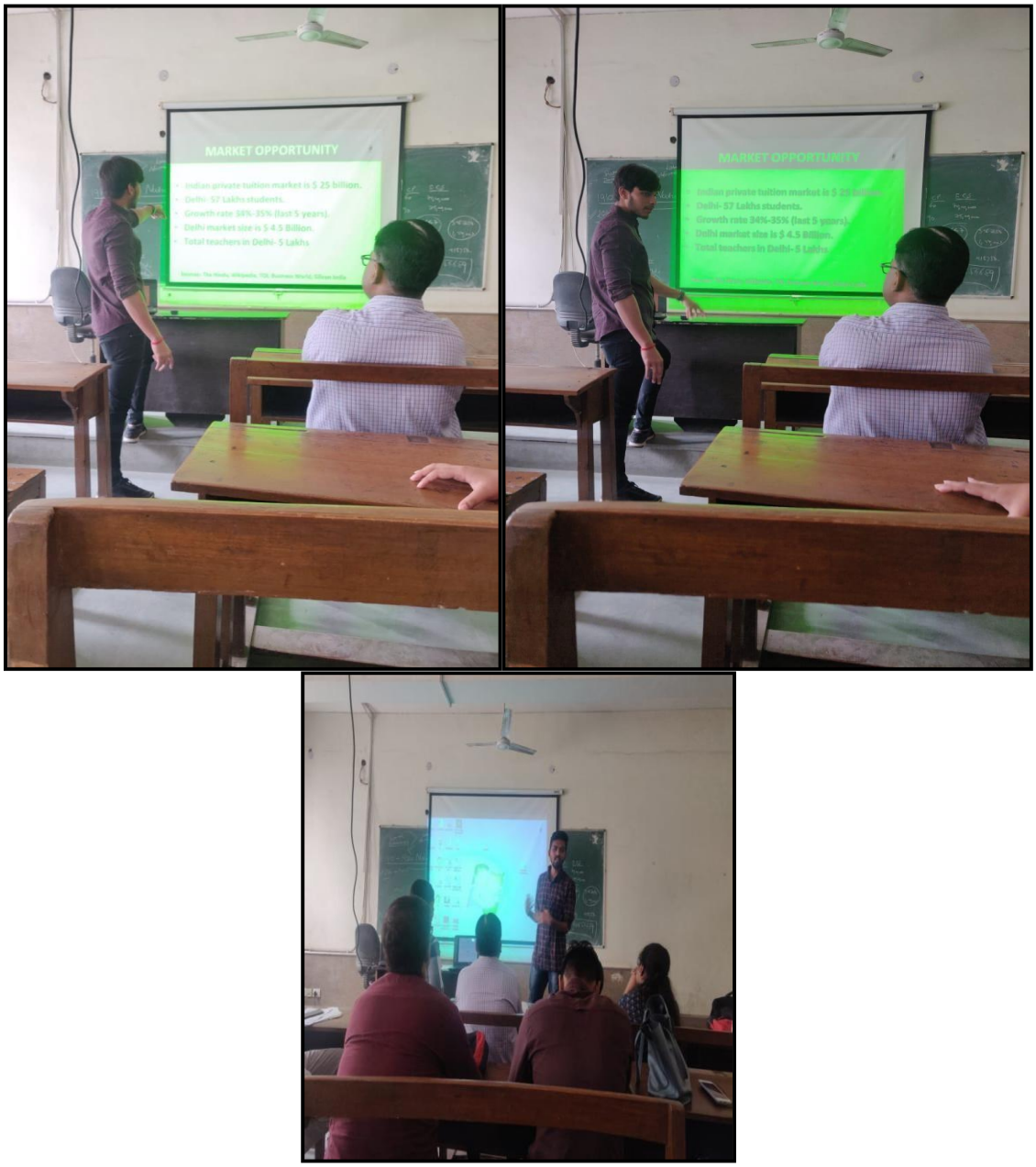
1. Innovativeness (10) 2. Presentation (10) 3. Question and Answers (5)

The students were evaluated out of a total of 25 marks which was further reduced to 5 marks.

B. Business Plans for 25 Marks

As part of the assessment, the student participants prepared business plans in groups. The student groups presented these Business Plans on 2 November, 2019 and 9 November, 2019 and were evaluated by Dr. Sandeep Goel and Ms. Mohini Yadav respectively. Students were evaluated out of 25 marks and the following evaluation criteria was used for the same:

1. Originality (7 marks) 2. Feasibility (8 marks) 3.Presentation skills (10 marks)



C. Case Study for 5 Marks

Students were provided case material in advance and then were to present oral reports on the same. They were evaluated on the following criterions:

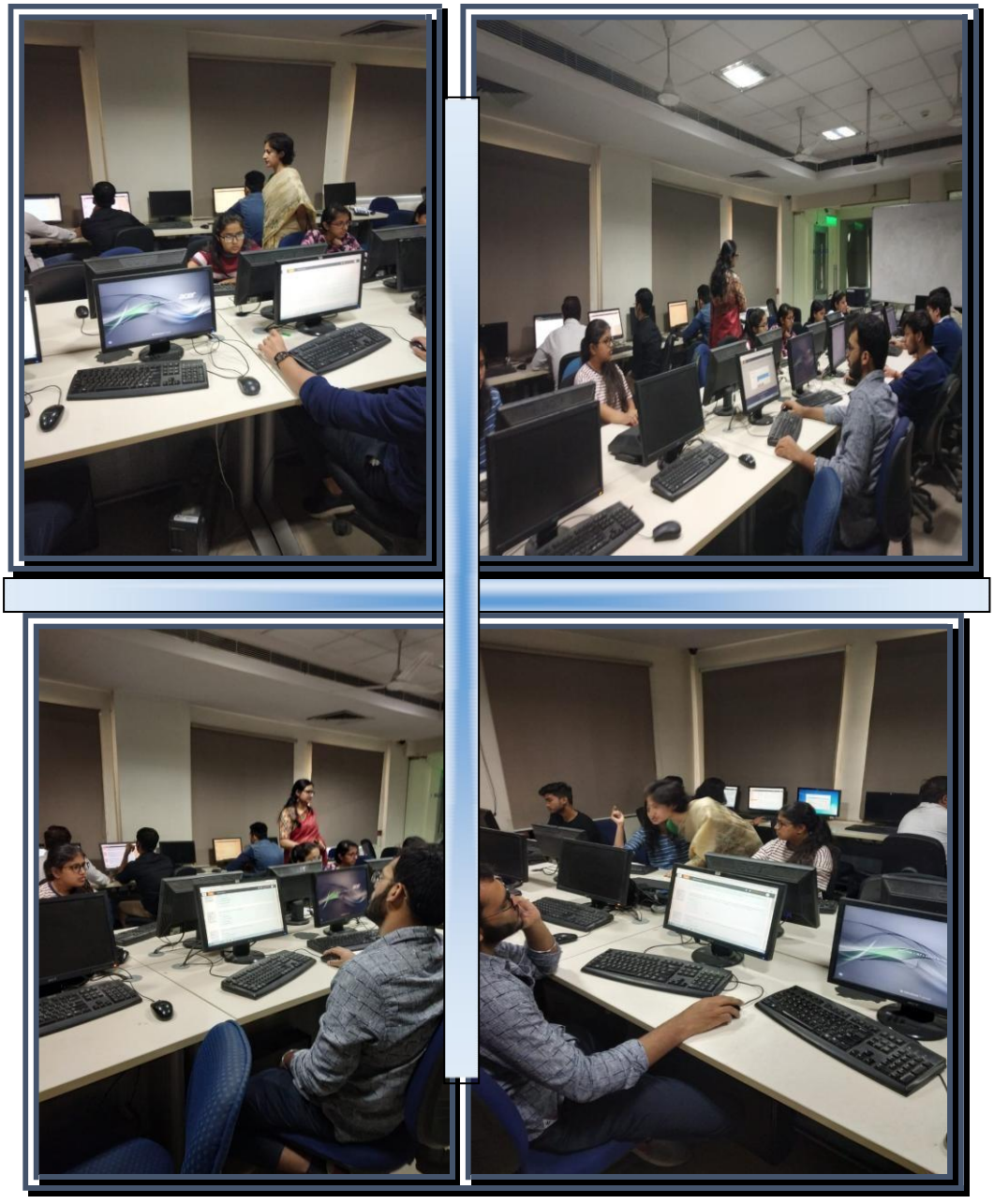
1. Problem/ issue identification (4) 2. Quality of observation (3) 3. Suggestions (3)

The students were evaluated out of 10 marks which was further reduced to 5 marks. The students were evaluated by Dr. Ashish Chandra on 9th November, 2019.

D. Multiple Choice Quiz for 15 Marks

The students were assessed on the Online Multiple Choice Quiz, which was held on MOODLE (Moodular Object Oriented Dynamic Learning Environment) on 9th November, 2019 in the ICT Lab II of Sri Venkateswara College. The moodle website used for the purpose of learning material dissemination, mcq and feedback is https://arpitakaul.moodlecloud.com/.

All the registered students were enrolled on this cloud and learning material was disseminated through this time to time. Not only the learning material was disseminated but the MCQ assessment was also taken on this medium. The advantage was that there was no paperwork, no expense on photocopy of question papers, no money, time and energy spent on evaluation as the evaluation was automatic and an excel sheet was generated from the same.



Certificate (3).pdf
Open with Google Docs
DEPARTMENT OF COMMERCE
SRI VENKATESWARA COLLEGE
UNIVERSITY OF DELHI
CERTIFICATE OF APPRECIATION
This is to certify that Ms. Shilpa, Assistant Professor, Department of Commerce, Sri Venkateswara College, University of Delhi was the Member of Committee of Add on Course on Entrepreneurship held from 31st August, 2019-16th November, 2019 (duration-36 hours) and made valuable contribution towards the same.
Dr. Arpita Kaul
Course Convener
Dr. Shruti Mathur
Teacher-in-Charge
Dr. P. Hemalatha Reddy
Principal
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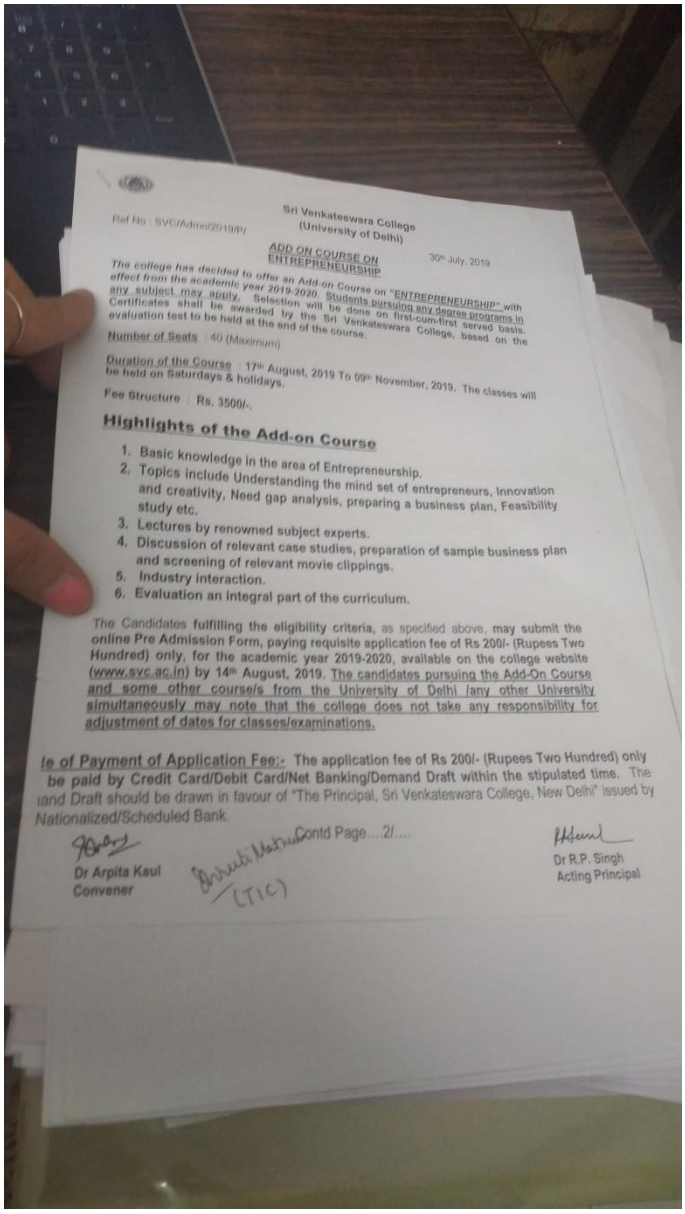

Sri Venkateswara College
(University of Delhi)

Ref No : SVC/Admn/2019/P/

30th July, 2019

ADD ON COURSE ON ENTREPRENEURSHIP

The college has decided to offer an Add-on Course on "ENTREPRENEURSHIP" with effect from the academic year 2019-2020. Students pursuing any degree programs in any subject may apply. Selection will be done on first-cum-first served basis. Certificates shall be awarded by the Sri Venkateswara College, based on the evaluation test to be held at the end of the course.

Number of Seats : 40 (Maximum)

Duration of the Course : 17th August, 2019 To 09th November, 2019. The classes will be held on Saturdays & holidays.

Fee Structure : Rs. 3500/-.

Highlights of the Add-on Course

1. Basic knowledge in the area of Entrepreneurship.
2. Topics include Understanding the mind set of entrepreneurs, Innovation and creativity, Need gap analysis, preparing a business plan, Feasibility study etc.
3. Lectures by renowned subject experts.
4. Discussion of relevant case studies, preparation of sample business plan and screening of relevant movie clippings.
5. Industry interaction.
6. Evaluation an integral part of the curriculum.

The Candidates fulfilling the eligibility criteria, as specified above, may submit the online Pre Admission Form, paying requisite application fee of Rs 200/- (Rupees Two Hundred) only, for the academic year 2019-2020, available on the college website (www.svc.ac.in) by 14th August, 2019. The candidates pursuing the Add-On Course and some other course/s from the University of Delhi /any other University simultaneously may note that the college does not take any responsibility for adjustment of dates for classes/examinations.

le of Payment of Application Fee:- The application fee of Rs 200/- (Rupees Two Hundred) only be paid by Credit Card/Debit Card/Net Banking/Demand Draft within the stipulated time. The iand Draft should be drawn in favour of "The Principal, Sri Venkateswara College, New Delhi" issued by Nationalized/Scheduled Bank.

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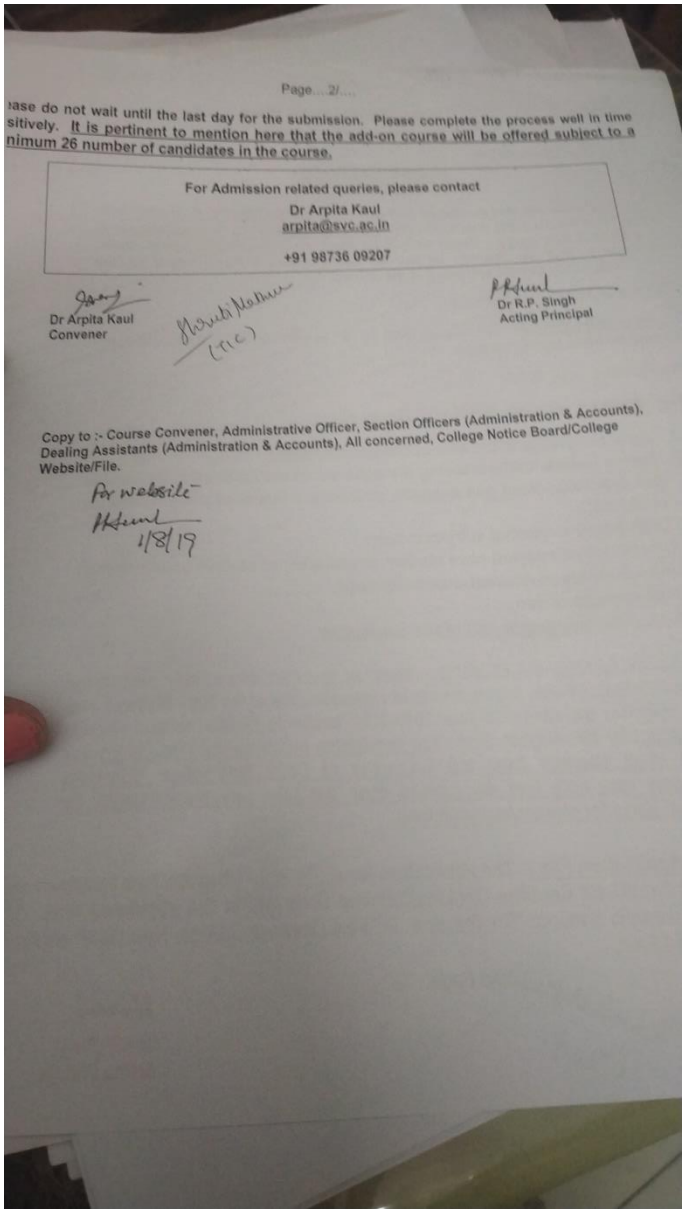
Dr Arpita Kaul
Convener

(TIC)

Dr R.P. Singh
Acting Principal



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ease do not wait until the last day for the submission. Please complete the process well in time sitively. It is pertinent to mention here that the add-on course will be offered subject to a nimum 26 number of candidates in the course.

For Admission related queries, please contact
Dr Arpita Kaul
arpita@svc.ac.in
+91 98736 09207

Dr Arpita Kaul
Convener

(HoC)

Dr R.P. Singh
Acting Principal

Copy to :- Course Convener, Administrative Officer, Section Officers (Administration & Accounts), Dealing Assistants (Administration & Accounts), All concerned, College Notice Board/College Website/File.

For website
1/8/19

STUDENTS PARTICIPATION LIST

S.No	Student Name
1	Jatin Kundra
2	Shivang Tokas
3	Pranay Sharma
4	Yashika Mehta Vaid
5	Shivangi Dash
6	Jahnvi Lakhanpal
7	Muzakkir
8	Tanya Jain
9	Siddhi Gupta
10	Vipul Mehta
11	Shubham Jindal
12	Tanusree Halder
13	Peeyush Chawla
14	Banavath Sachin Nayak
15	Ridam Singhal
16	Vinayak Satsangi
17	B. Nikhitha Reddy
18	Niharika Atriwal
19	Amar Singhal
20	Vansh Puri
21	Khayui Muivah
22	Vanshika Behal
23	Mohak
24	Ruchika Malhotra