

Amity Centre for Entrepreneurship Development

CREATING ENTREPRENEURIAL MINDSETS.....

Annual Report: 2016-17

ACED was mooted in July 2014 with the Mission Statement of providing excellence in undergraduate and post graduate education in the field of Entrepreneurship with a Vision of developing global entrepreneurial mindset citizen, sensitive to professional and Human Values. The Centre is committed to the Mentor-Mentee model in which faculty members are simultaneously engaged in mentoring, teaching and research. The Centre provides service and outreach to its stakeholders in keeping with University's mission to develop entrepreneurial mind set amongst its students. The Centre gives students and managers the skills, knowledge, and experience to create value in organizations. By focusing on leadership, strategy, ethics, and entrepreneurship, ACED connect the external world of competition and collaboration with the critical process of knowledge creation and innovation within organizations.

The department activities are guided towards, three main pillars:

Education	Research & Industry Interaction	Outcome based actions
<ul style="list-style-type: none">• Entrepreneurship Education• Student• Faculty• External Agency• Start-up	<ul style="list-style-type: none">• ACED as profit generation centre• Research centre	<ul style="list-style-type: none">• Developing Entrepreneurs from Amity

Education:

ACED, is actively engaged in developing entrepreneurial ecosystem in the University. This is done by providing the entrepreneurship based education to the students, faculty and entrepreneurs from both

Amity university as well as from outside Amity persons. We regularly conduct the faculty development Programmes for faculties coming from Amity campuses across India and from outside teachers also. We believe that entrepreneurship based education should be a part of all curriculums available. Hence the aim of FDP's is to introduce the basic and advance concepts of entrepreneurship to teachers, so that they can mentor the students in there respective institutes, thereby creating a environment of entrepreneurship at very grassroots level. ACED's thrust is on entrepreneurship awareness camps which is offered as a one credit optional course open for all students of Amity University. In it, the students are taught starting up a new venture & its benefit. 8000 + students have been trained till date in this programme. ACED's aim is to:

- Developing a Centre, which provides world class education at post graduate and undergraduate level.
- To develop world class faculty, in Entrepreneurship subject for the university
- Hand-hold start-up.
- To do innovative research and develop futuristic product.
- To be Knowledge Partner for external agencies.

Some Glimpse of Education based activities in year 2016-17:

S.no	Activity	In collaboration with	Date	Duration (In days)	Achievement
1	Sessions on entrepreneurship (Creativity and Innovation) at PMI in Sri Lanka	PMI	May-16	10	
2	Session on "Innovation and Creativity" by Edulink International campus , Sri Lanka	Edulink	Jul-17	4	
3	EAC Inauguration	EDII	30-Aug-16	1	
4	Entrepreneurship Awareness Camps (EAC)-12 Groups of 100 each – 8 UG and 2 PG Level	EDII		3 x 10 = 30	
5	Stories That matters : with Arunima Sinha – Motivational Talk session for students	FICCI-FLO	23-Aug	1	
6	Evaluation of Business plans at Jaipuria Institute	Jaipuria Institute	1-Oct-16	1	
7	Seminar on "GST For startup"	All	21-Oct-16	1	
8	Faculty Development programme (FDP)	EDII	21 November-5th Dec 2016	15	
9	Participated in KITE – EDII workshop	EDII	16-Nov-16	1	
10	Discussion with Ms Louise Georgi, Royal Danish Embassy at Novotel Hotel in AeroCity New Delhi		18th Nov. 2016	1	

Research and Industry Interaction:

We provide entrepreneurship based training and mentoring to outside industry organizations (Government and Non-Government Both) such as FICCI, MSME, SIDBI etc. We are Knowledge partners to the programme of Swayam-Ficci flo, for its nationwide implementation. We develop resources which can be beneficial for our country as well as can be helpful for our university in long run. Various women centric Programmes were also conducted regularly to help in women empowerment and building a strong nation with equal women participation.

Some Glimpse of Research and Industry Based activities in year 2016-17:

S.no	Activity	In collaboration with	Date	Duration	Achievement
1	Conducted Women Entrepreneurship Development Programme (WEDP)	EDII	June-July 2016	6 Weeks	
2	Organised Industry Visit under WEDP (Mentioned Above) – Agro Pharma (Kirti Nagar)	EDII	26th June 2016	1 Day	
3	Meeting with Niti Ayog		15th June 2016	1 Day	
4	Workshop On scaling up of Startups : Strategies for Growth	All	26TH June 2016	1 Day	
5	Interaction Session with Hon’ Defense Minister “Mr. Manohar Parikar” at FICCI	FICCI	4TH July 2016	1 Day	
7	Seminar Done on Intellectual Property rights (IPR)	MSME	8th July 2016	1 Day	
6	Participated in New Horizon: Entrepreneurship Conference - With TIE	TIE	15th July 2016	1 Day	
8	Participated in Indian Education Entrepreneurship Day : celebrated at Sheraton with TIE	TIE	2nd August 2016	1 Day	
9	participated in Empowering women Through E-Commerce programme	FICCI	13th August	1 Day	
10	Interacted with Social empowerment Villagers Association (SEVA) – With AIIT Department	AIIT	15th September 2016	1 day	
11	Faculty visit to Mahila E-Haat for direct online selling platform	MSME	19th Oct 2016	1 Day	
12	Seminar On Global Business Network Opportunity	CII and MSME	22-23rd November 2016	2 Day	
13	Run for Entrepreneurship - Programme attended	TIE	1-Dec-16	1 Day	
14	Workshop on Digital Marketing for women entrepreneurs	FICCI FLO	21-22nd March 2017	2 Days	

Outcome based Actions: Developing Entrepreneurs from Amity

One of the Centre main objectives is to promote and sustain students’ idea iteration to a venture. At Amity Centre for Entrepreneurship Development (ACED), encourage and invite student to freely share their business ideas with us. ACED believes that, it is most important to give support and resources at idea generation stage of students business plan. ACED works with our students to develop their business idea into a mature business plan, which can be successfully executed with the support of various mechanisms available within Amity University. We have specialized faculty to mentor the budding entrepreneurs in every aspect of entrepreneurship education and implementation. To develop their competence in the subject and present their idea, we annually organizes the national business plan competition “Lakshya ”, in which teams from various institutes, showcase their business plan to faculty , industrialist and various venture capitalists. The competition is now being held every year for the last 3 years and is very successful and popular with students of Amity and form outside.

With 40-50 % of our students coming from business background, we understand the dynamic nature of Industry, and how the traditional businesses are struggling. We realized that student most of time does not want to join their family traditional businesses. Hence to bridge this gap, we are running a programme by the name of “Family Business: taking it beyond “In this programme, we Invite the parents and the student and with our expert panel, discuss the way to expand, diversify or improve the scope of the traditional family businesses. We are also building up an entrepreneurial community of students to give them a platform to discuss their ideas among the likeminded friends. ACED is also in touch with our alumina , to help them start their own businesses. Our main objectives in this domain are:

- To develop the Centre as an Business Idea Development centre, which will work as a nodal point for all budding entrepreneurs from our university.

- It is envisaged that the department will have all in-house resources, required to convert Idea into a viable business plan and for any further support (Incubator, Mentors, networking supports and other facilities).
- To develop and run a campus company programme for students, to provide experience in low risk environment.
- To develop "Amity Entrepreneurship society" for students (mentored by ACED) – For students' exposure/interaction with each other and other industry sources.
- To promote and convert 50-100 students to entrepreneurs every year from the university.

Some Glimpse of Outcome based activities in year 2016-17:

S.no	Activity	In collaboration with	Date	Duration
1	Organized "Venture" B plan Idea Competition		23-Jan-17	1 Day
2	3rd National level B-Plan Competition: Lakshya-2017 from 14th to 16th February 2017" – With 52 teams participated.	MSME	14-16th Feb 2017	3 Days
3	Session on : "Identifying Opportunity : 7 Domain Framework" (For Students)	All	28th Feb 2017	1 Day
4	Session on : "Identifying Opportunity : 7 Domain Framework" for Students	All	5th March 2017	1 Day
5	Session on Finance planning for Startups for Students	ACED	10th March 2017	1 Day
6	Pitch Presentation to VC maam by 20 Lakshya 2017 Participants	ACED /All	18th March 2017	1 Day
7	Start of the programme : " Meet Your Father " - Interaction session with Parents with Business background , for understanding their expectation from their ward	ACED/All	31st March 2017	For complete year

Apart from above key activations by ACED, we have a concept of Institutional E-Cells

Entrepreneurship Club (e-club) – e-Club was mooted for all the Amity Institutions. It comprised of faculty chairperson, faculty mentors and students (e-leader and e- members). It was student led and faculty mentored structure.

Activities of e-club include:

- Help students generate creative ideas
- Work on their creative ideas and present it to the faculty coordinator /faculty mentors
- Help shape their ideas into B-Plan
- Once their B-Plan is concrete it will be taken up by ACED for further guidance
- Looking at the potential ACED will help nurture them.

Interaction of ACED with e-club takes place through:

- Guest Lectures.
- Advisory Level for B-Plan.

- Developing Business Ideas.
- Idea Generation workshop.
- Opportunity Evaluation workshop.
- Conduction of 50 Rs Game Plan.
- B-Plan Completion at National and International Level.
- National & International Conferences and seminars –organizing & participating.