

International Conference on Students' Progression (ICSP'2021)

Theme: Reengineering Higher Education for Students' Progression: Skillsets that will Dominate in the Knowledge & Digital Economy

SESSIONS DESCRIPTION

Track 6: Entrepreneurship, Innovation, and Fine Arts

Session 6.1: Theme: Entrepreneurial Opportunities in Digital Era

Overview:

Successful reengineering in higher education must commence with understanding our ever-changing physical, social, environmental and, technological changes. We should recognise that there will be new/existing opportunities and learning to update on new skill sets to enhance multi-disciplinary knowledge. Addressing new and continuous learning, adapting to various educational processes will drive healthy student progression in unknown areas. This requires opportunity identification, recognition, building information, finding approaches, and exploiting various opportunities. The aim is to focus on learning and re-learning through student-teacher-industry interaction for optimal experiential process and eventual success. The elaborated framework encourages students to realize novel learning opportunities via reengineering of Higher education.

Session Objectives:

1. To learn new techniques/tools in opportunity identification and recognition.
2. To build prior knowledge and information about various opportunities in students for early student progression
3. To explore approaches to new and continuous learning in higher education.
4. To enrich practical know-how, competencies, and skill-sets for student progression through reengineering of Higher Education
5. To differentiate between what's adding value and what's not happening for beneficial student progression
6. To provide access to high quality in re-engineering higher education for building knowledge, skills, values, and dispositions of student learners

Session 6.2: Design-driven entrepreneurship: A Game Changer for Students' StartUps

Overview:

Design Driven Entrepreneurship is a systemic method of building enterprises by taking a user-centric innovation approach. Design is a process that provides a clear competitive edge to businesses and allows them to apply the principles of human-centricity in whatever they do.

A design-driven business aims to offer solutions to problems from the perspective of those facing these problems. The designers empathize with the users/customers to understand their pains and gains. A solid

understanding of the problem through user insights paves the way for triggering creativity to develop out of the box ideas. The ideas are prototyped and presented again to the users for their feedback. The process is repeated until reasonable acceptability of the idea is established. The solution that is generated is a result of a meticulously driven iterative problem-solving process. There are several design techniques that entrepreneurs can use to design their ventures. According to some studies, design-driven firms yield better profits than traditional firms. The need for design-driven enterprises has been felt since the turn of the century and is being realized two decades into it.

Session Objectives:

The purpose of this session is to familiarize the students and the young entrepreneurs with the need and the benefits of human-centric design. The body of knowledge in this discipline has grown tremendously over the past few decades and has demonstrated excellent results in practice. Understanding the focal aspects of design is more than necessary for startups to build robust, scalable, and agile business models.

The session covers several aspects of the 'Design' process and presents models, frameworks, and techniques to help the businesses develop and retrospect their business models.

Session 6.3: Fostering collective leadership, lateral thinking, and inspiring initiatives

Overview:

The goal of this session is to introduce creative and lateral thinking techniques to transform organizations into a hotbed of entrepreneurial spirit brimming with new ideas. Young Entrepreneurs can manage change by focusing on developing the skills of the team in innovative, creative, risk-taking, and entrepreneurial endeavours.

People perform best when they are driven by inspiration and are encouraged to push their boundaries and think outside the box. A single value-creating idea might finally follow hundreds of dud ideas. When the entire organization brainstorms, the process of refining suggestions towards a single idea happens phenomenally quicker versus when only key staff is involved in the process. And Leadership also plays an important role in setting up an entrepreneurial venture. Leadership is almost 100% about managing people. Having great ideas and a strategic vision won't be effective if your employees aren't willing to follow you. And too many entrepreneurs take leadership skills for granted.

The session, therefore, also aims to discuss how the transfer of knowledge through mentoring allows you to build a strong leadership pipeline in your company.

Session Objectives:

- To understand how to put together a business plan
- To get an in-depth analysis of identifying a target market
- To evaluate intellectual property related to their project/product and also the worth of the IP associated with the product
- To understand how the IP can increase the value of your company as part of your exit plan
- To comprehend what a lean start-up is
- To help the students think creatively and critically

Session 6.4: Importance of raising capital for ventures

Overview:

Raising capital is a significant part of developing one's entrepreneurial venture. Despite having a strong working team, market opportunities, and good operating controls, there is a need of having the right strategy for raising capital for one's venture. This becomes the plan of action one needs to have to develop the right marketing, design, and production for one's product and service. This session aims to explain key financing concepts to give aspiring entrepreneurs a guide to secure funding. The session will also focus on the development of a good business pitch presenting an idea along with the right business strategies and a well-defined growth plan.

Session Objectives:

- To acquaint the attendees with various financing options available to get their venture-funded.
- To emphasise on a deep understanding of capital structure for new ventures
- To understand the difference between early and later-stage funding
- To develop an understanding of the right investor pitch and who and when to pitch

Session 6.5: Building a future-ready workforce in Fashion for Industry 4.0

Overview:

The future of the Fashion industry following COVID-19 is uncertain and the pandemic has forced businesses to make changes to survive. These changes will have an enormous impact on jobs and careers in the sector as roles evolve and emerge alongside new business structures. The coronavirus pandemic has now forced the industry to rethink previous strategies and put digital transformation to the fore; something that has not been done across the board before. Careers in fashion will have to adapt to the changes and diverge from roles that used to be prevalent. We'll start to see new roles emerging that will be vital for the future of the industry, and areas such as e-commerce and digitization will greatly augment the development of businesses. As the industry is remodeling, the conference aims to analyze new careers and job opportunities that are surfacing in the post-pandemic world.

Session Objectives:

- To understand new requirements of the fashion industry in the post-covid era
- To learn about future roles & skillsets in the fashion industry in Post Pandemic Era
- To strengthen relations with the industry for mutual benefit
- To develop Future Strategies for Students' progression as per the changing scenario.
- To share Best Practices by HEIs in Career Progression as per Aspirations of Graduates.

Session 6.7: Post Pandemic Era and the future of India's Art Industry

Overview:

Industry 4.0 has taken over the global Fashion industry and has brought with it a connected Digital Experience. Its importance became even more prominent when the pandemic completely disrupted operations and overall business operations. Connected Digital Experiences deliver contactless operation

capabilities, which have become a necessity in the new normal. The Indian Fashion ecosystem has been proactive in digital transformation, strategically investing in technologies like AI, advanced analytics, robotics and automation, and so on. The conference aims to discuss the rapid transformation and the way forward for educational institutions in building a future-ready workforce.

Session Objectives:

- To understand how Industry 4.0 has impacted the fashion & textiles industry.
- To understand future roles & skillsets in the fashion industry as Industry 4.0 unfolds.
- To strengthening relations with the industry for mutual benefit
- To develop Future Strategies for Students' progression as per the changing scenario.
- To sharing Best Practices by HEIs in Career Progression as per the Aspirations of Graduates.

Session 6.10: Strategies for creating young technopreneurs in the post-pandemic scenario

Overview:

The goal of this session is to share certain key strategies that potential young Entrepreneurs can incorporate to have a better chance of success. The session aims to inculcate a systematic thought process among Entrepreneurs to understand key focus areas. As technology is impacting every sector in a big way, it is imperative that most of the innovations, and consequently start-ups, in the imminent future use technology to solve any real-world problem. Going forward too, the technology will continue to inspire and make new Entrepreneurs. This trend is further likely to accelerate in the post-pandemic world. The session, therefore, also aims to discuss what is essential for young Technopreneurs of tomorrow to have in their knowledge repository to be successful. These might include understanding one's area of interest, learning how to prepare a business plan and how to increase shareholder's value.

Session Objectives:

- To understand the significance and impact of technology in the post-pandemic world
- Opportunities for young Entrepreneurs in the digital/technology field
- Key steps to explore such opportunities and build a viable business

Session 6.11: Tips on how to build and leverage Network to Access resources On and Off-Campus to Grow Your Venture

Overview:

Entrepreneurship is, extremely vital, from driving innovation, to creating jobs, to promoting social change. Great entrepreneurs can change through their experiences in the way we live and work. Their innovations improve standards of living and contribute to a growing economy. It is therefore important to know the tips and Mantra's how to build a network that will enable the buddy entrepreneurs to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of settings. While changes in the economy and student interest and demand certainly played a part in the rise of entrepreneurship education on college campuses, many educational institutions and Universities are encouraging and motivating students to fulfill their dream of having their own venture by introducing entrepreneurship courses, degree programs, e-summits, innovative incubation programs, start-up workshops, and venture seed funds. Various support schemes have also been provided by the Government to make them self-employable.

Session Objectives:

The objective of this session is to break the various myths related to entrepreneurial education. To succeed, students must interact with the community, outside as well as inside the university; attend programs, discuss with mentors employers, and investors who hail from outside the academy. The academic ecosystem needs to respond to a changing balance of forces: the mix of students and their aspirations, the needs of the community, and the roles in shaping the economy. The session will help the budding entrepreneurs to learn from the experiences of experts, learn new business skills, explore opportunities both on and off-campus, the highs and lows of self-employment, the sense of pride in honing your venture.

Session 6.12: Assessment and Valuation of Start-up Ventures for Funding by Angel Investors, Venture Capitalists, and Funding Agencies

Overview:

Funding is a significant factor to build, grow and sustain any startup. The funding process is intricate and strenuous and needs impetus at every stage of the startup journey. To acquire capital funding, one needs to possess social, cognitive, and persuasive skills. Entrepreneurs should be adept in financial networking and have a tactical understanding of the funding process. The process ranges from assessing the startup valuation to demonstrating value when soliciting funds. It goes through several stages such as 'Seed Capital, Venture, Series A, B and C and finally an IPO.' Funding agencies are not just limited to equity investors. Debt financing is also an effective means for raising capital. The strategy for every startup somewhat differs from the others, and so do the timelines for funding. It becomes imperative for entrepreneurs to understand the subtle aspects of the process to ensure a smooth and timely flow of funds. Every stage in the funding process involves different expectations and a different set of investors. Knowledge about the various stakeholders and their expectations is the key to a well-funded enterprise.

Session Objectives:

The purpose of this session is to familiarize the students and the young entrepreneurs about this central aspect of entrepreneurship. The digital economy is poised to witness a surge in new enterprises that would need the functional knowledge of raising capital funds and understanding the various stakeholders involved in the process.

The session aims to generate insights about various strategic investment techniques through interaction with industry experts.

Session 6.13: Translational Research - From lab to market

Overview:

In today's technological scenario, a lot of investment is made by government agencies, research labs, and academic institutions to develop breakthrough technologies that have the potential to convert an invention into an innovation. But only a few of these discoveries are developed into practical and commercially relevant applications and products. This session aims to provide a practical insight to translate research from lab to marketplace. The session will focus on the parameters that determine the success of a technology translating itself from a lab idea to the product in markets. The session will also

emphasize the importance of matching and aligning an assuring technology with consumer needs to create new innovations and turn them into new entrepreneurial ventures.

Session Objectives:

- To understand the roadmap to translate research from lab to marketplace
- To learn about key points that determine the success of a technology
- To match technology with customer needs to launch successful new business ventures.
- To apply critical thinking to commercialize technologies
- To introduce the venture creation process.