



**Parle Tilak Vidyalaya Association's
PTVA's Institute of Management**

(Approved by AICTE, DTE and affiliated to University of Mumbai)

Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.

Tel.: 022-26100100/200, Email: admin@ptvaim.com, Web: www.ptvaim.com

**CENTRE OF ENTREPRENEURSHIP AND INNOVATION 2019-20
ANNUAL REPORT**

At a glance.....

COEI conducted a range of activities in the year 2019-20. Some of these activities were IIC (Institution Innovation council) based, some MIC (MoE's Innovation Council) based and some were self-driven activities of COEI.

Number of incubatees: 03

Number of pre-incubatees: 05

Number of activities conducted in the year:

1.	Lectures	49
2.	Workshops	05
3.	B-Plan Contest	01
4.	FDP (Faculty Development Program)	01
5.	EDP (Entrepreneurship development program)	01
6.	Start-up Expo	01
7.	Tie- ups	02
8.	Outreach project: Project Saksham: rural entrepreneurship and rural urban connect	01
9.	Meetings and Interactions with Industry experts (excluding statutory meetings of advisory council, IIC experts committee members and business counselling and hand holding sessions)	05
10.	Trainings and short-term courses undertaken by COEI team members	04
11.	Number of internships provided by COEI	02



Awards and accolades:

COEI runs PTVAIM's Institution Innovation Council. Our performance was analysed by Ministry of Education's Innovation Cell and AICTE and following is the result of the same:

- **92.5 points out of 100 and 30 reward points.**
- **4.5 stars out of 5** for quality and quantity of entrepreneurial activities conducted throughout the year.



Parle Tilak Vidyalaya Association's
PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)

Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.

Tel.: 022-26100100/200, Email: admin@ptvaim.com, Web: www.ptvaim.com

- **We are among top 13% institutes across the country** for quality entrepreneurial education!
- **We are selected as the guiding team for other IICs.**

Special mentions:

Following incubatees have done a noteworthy job in their 1 year of incubation:



R-Cube- Founder, Ravi Ravariya: Has been certified by Maharashtra State Innovation Society for being one of the top 50 finalists of Maharashtra start-up week 2020.



Finomenal Techserve LLP- (Co-founders, Manjeet Basniwal and Mikhail Gonsalves) has been registered as start-up with Government of India.

A) INCUBATEES:

The incubation period of 1 year of all incubatees was complete in March and April 2020. After assessing their progress and their incubation need, they were granted an extension of another 6 months.
Activities for Incubatees:



Parle Tilak Vidyalaya Association's
PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)

Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.

Tel.: 022-26100100/200, Email: admin@ptvaim.com, Web: www.ptvaim.com



1. Lecture series for incubates: a series of 9 lectures was conducted. Cost accounting, advanced excel, articulation of business idea and elevator pitches and on-going market research were the topics covered in this series. The sessions were conducted by our inhouse faculty members who have been trained and certified in the topics mentioned above.



2. Ms. Sneha Vaskar, a faculty at NM College and a certified soft skills trainer conducted a session for the incubatees on soft skills and grooming.



3. Mrs. Meenal Mohadikar, the founder of Aamhi Udyogini conducted a session on Government funding opportunities.



4. Prof. Milind Atrey from IIT Bombay visited the centre. He is a renowned researcher himself and has played vital role in building entrepreneurial culture on campus at IIT. He interacted with the incubatees and guided them with reference to their future road map.

B) PRE-INCUBATION PROGRAM





Parle Tilak Vidyalaya Association's
PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)

Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.

Tel.: 022-26100100/200, Email: admin@ptvaim.com, Web: www.ptvaim.com

An exhaustive pre-incubation program has been run for 5 teams who have shown interest in developing their business ideas further and are interested in pursuing entrepreneurship seriously.

4 teams are finalists of Wings2Vision. 1 team is from rural empowerment project. These teams have been receiving consistent training and one to one handholding with COEI team as well as industry mentors to help them build their proof of concept. Since April 2020, over 60 hours have been invested in teams in form of handholding. This is exclusive of their mentoring sessions with industry experts and the lectures that COEI organizes for them. The objective is to help them develop proof of concept and admit promising teams into incubation program by the start of 2nd semester. A special session regarding IPR was conducted by Sol. Darius Dalal for the pre-incubatees to discuss the IP components in their respective ideas.

Note: As a part of MIC's National Innovation contest, COEI submitted ideas of 5 pre-incubatees in the 'ideas' segment, 1 plan of incubatee Mr. Omkar Kanerkar in 'Proof of concept' segment and 1 idea of Mr. Ravariya in 'prototype'. Ravi's plan has been selected for next level mentoring from IIC.

C) ENTREPRENEURSHIP SENSITIZATION AND DEVELOPMENT ACTIVITIES:

COEI conducted numerous activities to sensitize students (from PTVA family and those across Mumbai through Wings2Vision) about Entrepreneurship, Innovation and its scope. Following is the list of activities conducted:

1) Lectures:

Several lectures were organized right from the very basic idea of entrepreneurship itself to various aspects of it. Students got a chance to listen to eminent personalities and understand journey of entrepreneurs from them.



- (i) Motivational talks in context to entrepreneur's journey were delivered by Mr. Deepak Ghaisas: Chairman of Gencoval Strategic Services Pvt. Ltd.



- (ii) Importance of developing entrepreneurial spirit on college campuses by Mr. Ramesh Pokhriyal: Minister for Education Govt. of India.



- (iii) Introductory session on social entrepreneurship by Mr. Uday Wankawala: CEO Atal Incubation Centre- Rambhau Mhalgi Prabodhini (AIC-RMP).



- (iv) Campus entrepreneur's story telling session in which Ravi Ravariya: Founder of RCube Recycling and incubatee of COEI shared his journey with the students.



- (v) Students and COEI team members also attended 21 Leadership Talks organized by MHRD's Innovation Cell virtually. These talks were interactions with famous personalities in the world of business to understand their journey.



- (vi) Students and COEI team members attended a lecture series of 17 sessions organized by IIC virtually. These sessions covered all aspects of entrepreneurship and certain nuances in the same such as the double diamond approach, IPR and its types + how to identify potential IPR in one's venture etc.

2) Workshops:

COEI team conducted several ideation workshops for all PTVA sister concern colleges. One ideation workshop was also conducted for PTV ICSC school children. The format of the workshop was as follows: the concept of entrepreneurship was briefly discussed; students were given a set of problem statements and were given basic training of stake holder analysis and analysis of the problem itself. They were encouraged to come up with as many feasible solutions as possible and present them to their peers, some key cases were discussed for better clarity. COEI team went to each college and conducted ideation workshop for those students. The ICSC school children however came to COEI, attended the session and also got to see the incubation centre, understand its functioning and interact with incubatees.



- (i) 107 students from M.L.Dahanukar college attended the workshop.
- (ii) 95 students from Mulund College of Commerce attended the workshop.
- (iii) 119 students from Sathaye college attended the workshop.
- (iv) 107 students from PTVA's Institute of Management attended the workshop.
- (v) 56 students of 10th standard of PTV ICSC school attended the workshop. The students were given a problem to solve and they presented the solutions
- (vi) COEI team also conducted a Virtual Ideation Workshop for IIC National Innovation Contest, the students from all sister concern who could not attend the previous workshops attended this one.

3) MIC driven competition:



Under MIC guidelines, COEI conducted a slogan writing competition for PTVAIM students. The slogans were pertaining to education and entrepreneurship. The competition judge was Mr. Manoj Sathe, Former Vice President of NSDL and Deep mentor for COEI incubatees. The winning team was given a small cash prize.

4) Faculty Development Program



COEI organized an exhaustive five days Faculty Development Program titled Essentials of Entrepreneurship in association with Association of Indian Management Schools (AIMS) & Atal Incubation Centre – Rambhau Mhalgi Prabodhini from 2nd December 2019 to 6th December 2019. 31 faculty members from 19 colleges across Mumbai participated in it. Sessions on following topics were conducted:

- (i) Orientation to Entrepreneurship Education

- (ii) Engagement of Stakeholders In The Campus
- (iii) Entrepreneurial Ecosystem
- (iv) Forming of Entrepreneurship Cells
- (v) Idea Generation
- (vi) Finance - Back of the Envelope - Cash flow
- (vii) Opportunity Evaluation
- (viii) Business model
- (ix) Business Model Canvas
- (x) Effectuation
- (xi) Panel Discussion with Student entrepreneurs
- (xii) Review and action plan

The sessions were facilitated by 5 experts Mr. Uday Wankawala : CEO of Atal Incubation Centre – Rambhau Mhalgi Prabodhini, Dr. Radha Iyer: Professor and the Area Chairperson for the General Management with K.J. Somaiya Institute of Management Studies and Research (SIMSR) and Head of Somaiya College's E-cell, Dr. Hasina Sayed: Associate Professor at Jai Hind College and Head of Department of Commerce. She is also the head of Jai Hind college's E-Cell, Dr. Prema Basargekar: Associate Professor with K.J. Somaiya Institute of Management studies and Research. She is also a researcher in the area of economics and entrepreneurship management & Dr. Rakhi Sharma: Mentor-Start up India /Convener -Entrepreneurship Cell & Skill Hub(under RUSA)/HOD Management Studies-Jai Hind College. All the facilitators mentioned above are Stanford University certified Entrepreneurship Educators.

The sessions were deeply appreciated by all participants. These trained participants were later engaged in mentoring and handholding for Wings2Vision 2020.

5) Basic Entrepreneurship Development Program and Wings2Vision 2020



Like every year COEI organized its flagship event Wings2Vision 2020: a training-based business plan competition. 3 days Basic EDP (Entrepreneurship Development Program) was conducted from 16th January 2020 to 18th January 2020 for 75 student participants across Mumbai. The students were trained on idea generation, how to develop a business model canvas and how to articulate a business

idea by eminent entrepreneurship educators Dr. Kaustubh Dhargalkar and Dr. Hasina Sayed. On the 3rd day the participants presented their ideas individually to 8 industry panellists who gave them guidelines on how to develop their ideas better. Apart from the basic EDP, following sessions were also organized for the participants: IPR & IP Management: Sol. Darius Dalal, Legal Ethics & their importance by Shri. Pratik Kanitkar, Building Costing Models by Shri. Sushrut Chitale and How to build an effective presentation by Shri. Pavan Sawant. From this point onwards, Wings2Vision's competition aspect began, 3 panel scrutiny rounds were organized. A pool of 16 trained entrepreneurship educators (faculty members from COEI's FDP) gave handholding to the student teams assigned to them for duration of 3 weeks in a staggered manner. The first panel round was held on 27th January 2020 (Monday). 15 business ideas were selected after 1st panel round. The second panel round was held on 8th February 2020; 9 business ideas were shortlisted after the 2nd panel round. The final panel round was conducted on 14th February 2020. The top three prize winners were chosen after the final round and were declared during prize distribution ceremony on the following day.

The Prize Distribution Ceremony was held on 15th February, 2020 at 6 pm at Keshavrao Ghaisas Auditorium. Mr. Gautam Thakur, Chairman, Saraswat bank was the Chief Guest for the function. Mr. Thakur felicitated all the faculty mentors who had given personalized handholding to all competitors. Faculty felicitation was followed by declaration of prize winners. It was decided that year 2019-20 onwards the prize money of Rs. 1 Lakh, Rs. 75 thousand and Rs. 50 thousand would be disbursed in staggered fashion, accordingly the top three teams received the first instalment of the prize money Rs. 20,000, Rs. 15,000 and Rs. 10,000 respectively. Following are the prize winners of Wings2Vision 2020



IDEA NO. and NAME	COLLEGE NAME	AWARDED	IDEA	Current status
31: Ms. Nikita Masavkar, Ms. Shweta Wairkar, Ms.	PTVA's Institute of Management	1st prize	Application for Visually Impaired which makes textbooks	Joined Pre-incubation program



Parle Tilak Vidyalaya Association's
PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)

Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.

Tel.: 022-26100100/200, Email: admin@ptvaim.com, Web: www.ptvaim.com

Sanjeevani Patade & Ms. Anjali Atipamula			and guides available to school students in audio format.	
35: Mr. Harsh Kapadia, Ms. Shruti Sonar, Ms. Sayali Maitrani & Mr. Mahesh Patel	Sheila Raheja School Of Business Management and Research	2nd Prize	App (B2B platform) specifically for wholesalers and retailers of switchgear products category.	Discontinued with the development of their idea
34: Ms. Shruti Naik & Ms. Sharvani Patil	Sathaye College	3rd Prize	Customized daily use science kits for undergraduate pure science students and junior college science students.	Have postponed the development of their idea till they complete their post-graduation.

6) Start-up Expo



Start-up Expo 2020 was organized on 22nd February 2020 in Keshavrao Ghaisas Auditorium. The incubatees and pre-incubatees arranged an exhibition of their business plan canvases. The expo was inaugurated by Dr. Abhay Jere, Chief Innovation Officer (CIO) of Ministry of Education, Govt. of India. Dr. Jere interacted with each incubatee and pre-incubatee, understood their business model and gave them valuable suggestions. Dr. Jere then addressed the students and teachers. He spoke about Entrepreneurial Ecosystem in India and ways to survive and progress in it. Students then had a stimulating question – answer session where they asked questions related to the start-up ecosystem. The interaction with Dr. Jere was truly inspiring for all attendees.

7) Project Saksham



COEI in collaboration with Aamhi Udyogini and Learning Space Foundation launched a rural-urban connect based project titled Saksham. PTVAIM students under guidance of Dr. Sucheta Pawar, Mr. Ajinkya Kumawat and Mrs. Aparna Patil planned and executed 2 market visits for their preliminary research (i) a visit to Waada district to meet and interact with women's self-help groups and to understand their problems, their skills and scope of employability. (ii) a visit to Dadar market to understand problems that shopkeepers face and cite opportunities that can be generated through the rural project to bridge that gap. Making and selling of cloth bags was the product finalized upon. Sowing machine for the same were procured from crowd funding initiated by COEI and from aamhi udyogini. 10 adavasi women were given training on how to operate sowing machines. Under leadership of a local girl Chaitali, a small work space was set up in which these women were to take contracts for making cloth bags, however due to COVID and related issues, they quickly adapted, rose to the occasion and started making variety of cloth masks. The PTVAIM team of students and teachers handle major portion of sales, marketing and logistics. Chaitali now plans to convert this project into her own enterprise and hence has been taken on as a pre-incubatee of COEI. Talks regarding bringing more such dynamic rural youth into entrepreneurship is underway. This project was undertaken in April 2020 and is running smoothly and continuously.

8) Field visit to SP-TBI





Parle Tilak Vidyalaya Association's
PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.
Tel.: 022-26100100/200, Email: admin@ptvaim.com, Web: www.ptvaim.com

PTVAIM students were taken to Sardar Patel Technology Business Incubator (SP-TBI) for a field visit. The students understood the functioning of a Technology Business Incubator. They even got to see their tech and AR VR labs. They interacted with their incubatees. It was a fruitful journey and they got to learn a lot.

9) Tie-ups

COEI did 2 major Tie-ups in the year. One was with Atal Incubation Centre- Rambhau Mhalgi Prabodhini (AIC-RMP). We mutually attended some of the programs and co-organized the FDP. The other tie-up is with Lead Angels, our incubatees (those who have established their basic revenue stream) can present their ideas on Lead Angel platform and selected ideas will get angel funding from Rs. 75 lakhs onwards.

10) Internships offered

COEI offered 2 internships to PTVAIM students. Ms Ashlesha Dhuri and Mr. Siddhesh worked for 3 months with COEI for content creation and social media management & marketing respectively. Their internship was completed successfully.

D) FACULTY ENRICHMENT

COEI team members participated in various training workshops and programs throughout the year to enhance their skills and knowledge and also to build lasting connects.

1. Dr. Sucheta Pawar successfully completed her certification course from Harvard on Entrepreneurship in Emerging Economies. (via EdX platform)
2. Ridhima Mahabal completed her certification in Understanding Design thinking and People Centred Design from IIT Kanpur (via Swayam platform)
3. Siyara Pinto completed her PG Diploma in Media & Advertising from Welingkar Institute.

This year has been hugely fulfilling for COEI team and we look forward to a bigger, better and more impactful year even in the face of such trying times.
