

COEI: ANNUAL REPORT (August 2018-August 2019)

The Overview:

The year 2018-19 has been an eventful one for COEI team. We have made some key additions and changes to our structure and programs over this period such as association with Israeli Consulate in Mumbai, becoming an Institution Innovation Council (IIC) under MHRD's Incubation Centre and successful completion of our annual business plan competition Wings2Vision 2018-19 (this time open to all students under University of Mumbai). We are also grateful to state that one of our incubatees Mr. Rohan Shirke working on producing premium masalas has successfully graduated from COEI. The following report shall cover at length all the activities and associations undertaken by COEI from the period of August 2018 to August 2019.

Centre of Entrepreneurship and Innovation (COEI) conducted many activities brought about several changes and additions in one year's period. Stated below are changes and additions made and updated status of all incubatees and core activities.

I) Incubatees:

These are the current incubatees of COEI and their progress status

Team Name	Status	Employment Generated
R-Cube	The product is in the market on the smaller scale, expansion plan has been undertaken	1 self-employed, 10 full times and 7 interns
Info Bucket Technoplex	Product development	1 self-employed and 1 full time intern
Rosh	This team has GRADUATED!! He is now setting up his own plant at Goregao	1 self-employed and 1 full time employee. 10-25 people to be employed once the plant is set up.
Dropick	Business plan development	1 self-employed
Finomenal Learning	Pilot study has begun	3 self-employed

Potential Incubatees – 2018-19 (May – June)

Team Name	Description	Status	Employment Generated
Moinuddin Sheikh	24 hrs library and reading room	Under consideration for incubation	01
Eye-can	Developing a GPS enabled walking stick for blind persons	Under consideration for incubation	03

COEI Interns: COEI provided internship to the following students. These students also do freelance work for the incubatees.

Sr. No	Name	Class	Profile
1	Pooja Rahate	SYBMM	Graphic Designer
2	Ravi Iyer	SYBMM	Content Development

II) Business Counsellors:

The following business counsellors joined COEI Team in the past year:

Name	Post
Solicitor Darius Dalal	IPR consultant
Chandan Bagwe	In-depth mentor
Jyoti Deshpande	Permaculture consultant
Rujuta Kambli	IT consultant
Abhimanyu Saha	Strategic planning consultant
Rohit Dabholkar	In-depth mentor

III) Infrastructure:

In addition to the existing COEI infrastructure, classroom 204 in PTVAIM has now been given exclusively to COEI to conduct training sessions and other programs with the

incubatees. The training and development program run for incubatees mentioned later in the report has been conducted in this room.

IV) Entrepreneurship Development Activities conducted by COEI:

COEI team conducted various entrepreneurship development activities for PTVA students as well as extended community. Following are some of the core activities conducted by COEI

(1) Entrepreneurship Development Program:

COEI Team organized Entrepreneurship Development Program for budding entrepreneurs from 29th November, 2018 to 5th December, 2018. The participants were a niche crowd of 31 persons; some students, some incubatees and some working professionals all in the age group of 20 to 30 years of age. This week-long series of training and development workshops covered the following:

Day 1 (29th November, 2018) consisted of sessions on Ideation and Achievement Motivation by Dr. Jyoti Gogte, Mentor, Start-ups and Entrepreneurs. She conducted several activities on design thinking which would help them generate business idea. She also gave them markers to check its feasibility.

Day 2 (30th November, 2018) consisted of sessions on Significance of market research for testing sustainability of idea conducted by Dr. Kaustubh Dhargalkar, Founder of Potentials & Possibilities. He taught the participants how to identify their business's eco-system and how to do a feasibility study of their business idea. The other session on the same day was on Founder's Agreement by Mr. Suman Sengupta of Lead Angels. He spoke about the challenges that partnerships in nascent yet evolving businesses may face and the ways to overcome them.

Day 3 (1st December, 2018) sessions were on Business Formation Strategies by Mr. Pratik Kanitkar, Managing Partner, Kanitkar's Advisory LLP & Kanitkars Strategic Consultants LLP. He discussed the basic legal frameworks required to start a business. The second session was on Introduction to IPR by Mr. Darius Dalal, Partner, Jehangir, Gulabbhai, & Billimoria & Daruwalla assisted by Mr. Swapnil Shenvi, Assistant Professor, M.L.Dahanukar College of Commerce. They discussed different types of intellectual properties and how they can be secured for different products/ services.

Day 4 (2nd December, 2018) sessions were on How to create an effective financially sound business plan by CA. Amit Godse, Director, M/S Asmita Consultants Pvt. Ltd. he spoke at length about how to make a project plan which is fundable especially keeping the banks in mind. The other session was on How to raise capital for your business & Value proposition

canvas by Mr. Amit Mehra (CFA), Principal in Venture Debt Fund, Unicorn India Ventures. He spoke about fund raising opportunities from varied avenues for start-ups.

Day 5 (4th December, 2018) consisted of sessions on Business evaluation from investor's perspective which was co-conducted by Mr. Sushanto Mitra, Founder, Lead Angels & Mr. Ajit Deshmukh, MD, Equirus Capital, they discussed how Venture capitalists and private equity investors assess a business.

Day 6 (5th December, 2018) the final day of the program consisted of one session and an interview. The session was on Building brands by Mr. Rohit Dabholkar – Founder of Value-Sutra. He discussed the process and importance of brand formation and valuation of brands in market space.



(2) Bootcamp by Mr. Kaushik Mukherjee for PTVA students as well as EDP participants:

Mr. Kaushik Mukherjee is the co-founder of India's fastest growing cosmetics brand 'Sugar' and beauty subscription package 'Fab-bag'. He conducted a boot camp on 10th January 2019 on 'How to convert an Idea into Project and Project to Product' for PTVA students as well as EDP participants.



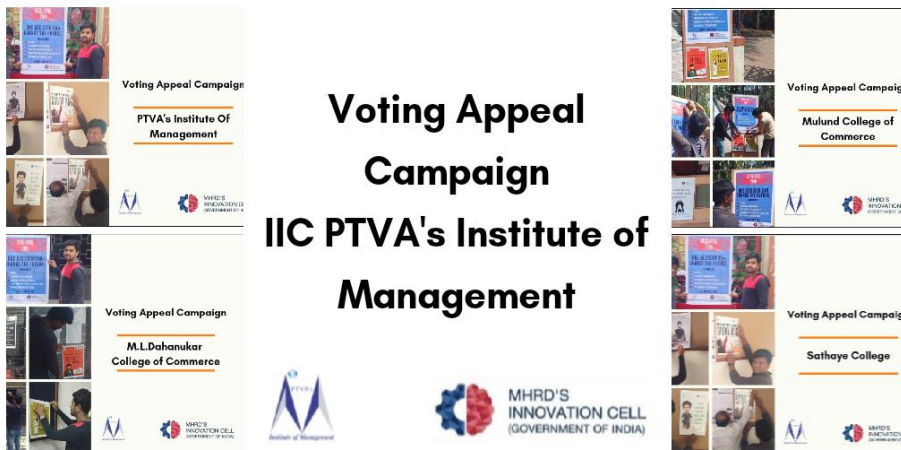
(3) Wings2Vision Chapter 2: 2019

Wings2Vision, flagship training based business plan competition of Parle Tilak Vidyalaya Association's Institute of Management's Centre of Entrepreneurship and Innovation (COEI) saw 74 business ideas by graduate and post graduate students of University of Mumbai. Post screening, 54 teams underwent one- day workshop on 'how to build a business plan?' After hand holding by mentors and evaluation of ideas by 24 industry experts, 9 teams qualified for finale, held on 23rd February, 2019, in Keshavrao Ghaisas Auditorium. Mr. Nitin Potdar, Senior Corporate Lawyer and Mergers and Acquisitions Partner at J.Sagar Associates and Founder and Director of Maxplore School of Business and Mr. Anay Joglekar, Journalist, Political Analyst and Former Political Affairs and Social Projects Officer, Israeli Consulate Mumbai; were guests of honour for the function. Mr. Aditya Shridhar of Sardar Patel Institute of Technology, Ms. Bhoomi Harsora of Narsee Monji College of Commerce and Mr. Suraj Karjavkar, Ms. Dipali Kokare of M.L.Dahanukar college with Ms. Samiksha Bhavde of Sathaye College won Rs. 1 Lakh, Rs. 75 thousand and Rs. 50 thousand respectively and access to incubation centre for 1 year. Event was co- partnered by Union Bank of India, Media Partners; Maharashtra Times and ABP Majha.



(4) Voting awareness campaign:

MIC had instructed all IICs to conduct a voting appeal campaign in their locality before the Lok Sabha 2019 elections. COEI team conducted the campaign in all sister concerns as well as localities of COEI team members. The campaign was a great success.





(5) Lectures organized by MIC:

MIC broadcasted web lectures of various eminent personalities for budding entrepreneurs. COEI incubatees and team members have taken benefit of the same over the entire year.



(V) COEI Outreach Activities

1. Interactions and possible tie-up opportunities with Maniben Nanavati Women's College: COEI has intensified its outreach activities. Maniben Nanavati Women's College affiliated to SNDT University had invited Dr. Sucheta Pawar and Ridhima

Mahabal on 26th April, 2019 to the college to address their teachers and guide them regarding the function and role of incubation centre and how to start an incubation centre in their campus. The session was a great success. We are currently in the process of creating and signing MoU with Maniben Nanavati College, it will mutually enable colleges to be one another's talent and resource partner.



2. COEI had signed MoU with SP-TBI on 22nd March, 2019. SP-TBI is now our resource and talent partner. In accordance to the same, incubatees and employees of SP-TBI attended sessions organized at COEI, similarly COEI incubatees and team members attended sessions organized at SP-TBI. The incubatees benefited from attending the sessions titled: 'Demystifying Facebook Ads' and 'What makes Product Managers Awesome'. The team also got to visit SP-TBI and see and experience their AR-VR technology based products.



3. COEI had the unique opportunity of hosting a meeting with Consul General of Israel Mr. Ya'akov Finklestein on 10th April 2019. The Consul General understood the work done by COEI, interacted with the incubatees and was positively inclined to start a dialogue between COEI and the Israeli Consulate. Following

aspects of possible tie-ups with Israel and Israeli Institutions was discussed in the form of:

- Visit to Israel Consulate in Mumbai as a first step.
- Paid/ Unpaid projects/ internships in India based Israeli companies for students of PTVAIM
- Exchange Programs in the area of Entrepreneurial Development and other areas of interests of students.
- Joint Courses in the area of entrepreneurship and research
- Post-doctoral research opportunities for faculty members
- International Conference hosted by PTVAIM in the area of sustainable Farming systems: A platform to share Israel's and India's farming innovations
- Possible collaborations in the field of Agriculture.
- Scholarship programmes for Indian Students in Israel.
- Training programmes for Professors from India, in Israel.
- Collaborated learning programmes between India and Israel, benefiting both the Countries

The Consul General responded very favourable to all the ideas stated above and promised to surely help build a good nexus between the Consulate and PTVAIM. He spoke especially of Mashav program for teachers and urged everyone to consider applying for the same.



This meeting was followed by the visit of Deputy Consul General of Israel Mr. Nimrod Kalmar and two of their cadets Ms. Halevy and Ms. Yakhnes on 22nd May, 2019. They conducted a session with COEI faculty, volunteers, incubatees and also the incubatees from SP-TBI on Start-up eco-system in Israel.



4. Interactions and possible tie-up opportunities with Rambhau Mhalgi Prabodhini's Atal Incubation Centre:

Dr. Sucheta Pawar, Ms. Ridhima Mahabal and Mr. Omkar Kanerkar (incubatee) visited Atal Incubation Centre of Rambhau Mhalgi Prabodhini (AIC-RMP). They got the opportunity to talk to AIC-RMP team, see their campus and more over to interact with AIC-RMP CEO Mr. Uday Wankawala. COEI and AIC-RMP are currently in process of signing MoU whereby they shall be talent and resource partners.



(VI) IIC 2.0

The new academic year has begun on a fast paced note for COEI. Ms. Ridhima Mahabal attended an orientation program organized by AICTE and MHRD's Innovation Cell (MIC) conducted at Welingkar Institute on 25th July, 2019. AICTE and MIC spokespersons

discussed new and improved guidelines for IICs to optimize their functioning. IIC restructured this year onwards is titled IIC 2.0. Following are the expectations from IIC 2.0 in the forthcoming year:

- o An IIC now comprises of all institutions (sister concerns) in its campus.
- o IICs should integrate entrepreneurship activities in the entire campus.
- o Objectives of IIC should be to work in collaboration with E-Cells of sister concerns and reach maximum students.
- o IIC has to form council in which students and faculty persons from all campus institutes must have representation.

In lieu to this, COEI team met Principals of PTVA sister concerns, explained this model to them and has successfully formed a new IIC council in which teacher and student representatives from PTVAIM, M.L.Dahanukar College, Sathaye College and Mulund College of Commerce have been integrated. There is also an expert's panel on the IIC.

Following are the faculty members and experts on the IIC council:

SR. NO	POST	FACULTY/EXPERT
1.	President	Dr. Sucheta Pawar
2.	Convenor	Ms. Ridhima Mahabal
3.	Innovation Activity Co-ordinator	Ms. Shivani Naik
4.	Start-up Activity Co-ordinator	Mrs. Chandana Chakraborty
5.	Internship Co-ordinator	Mr. Sujit Apte
6.	IPR Activity Co-ordinator	Dr. Shilpa Jadhav
7.	Social media Co-ordinator	Mrs. Viji Kannan
8.	ARIIA Co-ordinator	Dr. Tejashree Deshmukh
9.	NIRF Co-ordinator	Dr. Tejashree Deshmukh
10.	Members (unlimited)	Mr. Ajinkya Kumavat, Dr. Sukruta Pethe, Ms. Manasi Mule
11.	Vice President (industry expert)	Mr. Manoj Sathe
12.	IP expert	Solicitor Darius Dalal
13.	Eco-system enabler	Mrs. Minal Mohadikar
14.	Angel investor/ VC (expert)	Mr. Ajit Deshmukh
15.	Incubation Centre (expert)	Mr. Vikrant Potnis

There shall be a total of 30-40 student representatives from all 4 PTVA colleges on the IIC student council.

IIC 2.0 is also expected to run a full schedule of entrepreneurial activities that comprise of activities prescribed by IIC, self-driven activities and certain activities organized by

MIC. MIC has divided the academic calendar into quarters. Each quarter consists of 2 months. The IIC has to conduct at least 5-6 activities each quarter and upload a report of the same on MIC activities. A successful completion of the same in each quarter gives the said IIC performance stars.

Activity	Weightage in %	Q1	Q2	Q3	Q4	Total score
IIC annual calendar	50%	12.5	12.5	12.5	12.5	50
Self-driven activities	30%	7.5	7.5	7.5	7.5	30
MIC programs	20%	5	5	5	5	20
Total score		25	25	25	25	100

- 5 stars for 80+ score
- 4 stars for 70-80 score

COEI has prepared the following calendar for the forthcoming year. This calendar includes MIC activities, self-driven activities and IIC calendar based activities.

1 ST QUARTER: July-September 2019				
Sr. No	ACTIVITY UNDER	ACTIVITY	FACILITATOR	TIMELINE
1.	MIC	Leadership Talk	Dr. Ramesh Pokhriyal	22 nd August, 2019
2.	IIC	FIELD VISIT- (post Ganapati festival to Dadar market)	COEI Team	9 th September, 2019
3.	COEI	Lecture at NM College on incubation and related activities	Dr. Sucheta Pawar & Ridhima Mahabal	12 th September, 2019
4.	COEI	Ideation workshop with Maniben Nanavati college	To be finalized	11 th – 14 th September, 2019 (tentative)
5.	COEI	Ideation workshops in MLDC, Sathaye and MCC	COEI team	16 th to 21 st September, 2019

				(tentative)
6.	IIC	Ideation workshop with PTVAIM	To be finalized	23 rd to 28 th September, 2019 (tentative)
7.	IIC	Motivational Talk: Entrepreneur's Journey	To be finalized	23 rd to 28 th September, 2019 (tentative)
2nd QUARTER: October-December 2019				
8.	MIC	NOT DECLARED YET	N.A.	N.A
9.	IIC	Story telling: incubatees speak	Incubatees of COEI, SP-TBI, AIC-RMP	3 rd – 8 th November, 2019 (tentative)
10.	IIC	Field Visit: SP-TBI/ Maker's Asylum/ Riddl	COEI Team	3 rd – 8 th November, 2019 (tentative)
11.	IIC	Workshop : social innovation and entrepreneurship	Mr. Uday Wankawala and team	11 th November/ 13 th to 16 th November, 2019 (tentative)
12.	COEI	Entrepreneurship development workshop (EDP)	COEI advisory and business counsellors	25 th November – 2 nd December, 2019
3rd QUARTER: January-March 2020				
13.	MIC	NOT DECLARED YET	N.A.	N.A
14.	COEI	Faculty Development Program	COEI+ AIC-RMP	6 th – 11 th January, 2020 (tentative)
15.	IIC	Wings2Vision	COEI Team	24 th – 29 th February, 2020 (tentative)
16.	IIC	One day session on legal ethics	To be finalized	24 th – 29 th February, 2020 (tentative)
17.	IIC	One day session on IPR and IP management	To be finalized	24 th – 29 th February, 2020 (tentative)
4th QUARTER: April-June 2020				
18.	MIC	NOT DECLARED YET	N.A.	N.A

19.	IIC	Exhibition and mentorship session	COEI Team	11 th – 14 th March, 2020 (tentative)
20.	COEI	Shark Tank	To be finalized	16 th – 21 st March, 2020 (tentative)
21.	IIC	Session on angel investment	To be finalized	16 th – 21 st March, 2020 (tentative)
22.	IIC	Start-up residency	COEI in collaboration with fellow incubators	Post Sem 2 and 4 examinations

(VII) Current on-going activities:

COEI along-side implementation of afore mentioned calendar has also conducted special sessions for our current incubatees on functional application of cost accounting, market research, use of excel and articulating business ideas.

DATE	SESSION	FACILITATOR
1-6-2019	Market research	Dr. Sucheta Pawar
4-6-2019	Defining your core concept	Ms. Ridhima Mahabal
7-6-2019	Articulation of the idea	Ms. Ridhima Mahabal
7-6-2019	Introduction to excel	Ms. Shamal Parab
8-6-2019	1) What is Cost? 2) Types of cost, 3) Meaning and application of Marginal costing	CMA. Sarvottam Rege
10-6-2019	1) Parameters of success: ROI, IRR, Profit to Sales (Income) ratio, 2) Payback period concepts impact of depreciation on tax. 3) Brief on P&L, Balance Sheet and Cash flow Statement.	CMA. Sarvottam Rege
10-6-2019	Functional utility of excel for business plan development	Smt. Shamal Parab
11-6-2019	1) Cost sheet for various business models. 2) Concept of Budgeting, Forecasting and projections under Zero Based Budgeting.	CMA. Sarvottam Rege
12-6-2019	The elevator pitch	Ms. Ridhima Mahabal
