

## Faculty Development Program for IIHMR Group of Institutions

# Building Entrepreneurial Mindset in Management Students and Extending Handholding Support to Studentpreneurs

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Dr. Pallavi is an entrepreneurship specialist and an incubation expert, having worked in policy making, policy implementation and policy advocacy roles in innovation and entrepreneurship domain.

In her prior roles, she has worked with NITI Aayog, Government of India, CIIE.CO IIM-Ahmedabad and has spearheaded the 'Startup Strategy and International Collaboration' vertical at Marwari Catalysts Ventures and Fund.

At NITI Aayog, she has worked for two of its flagship initiatives to promote entrepreneurship in India, namely Atal Innovation Mission (AIM) and Women Entrepreneurship Platform (WEP) NITI Aayog. During her tenure with CIIE.CO IIM-A, one of the leading accelerators in India, she has driven Rajasthan's first women specific incubation and accelerator program 'Project HER&NOW' supported by Ministry of Skill Development and Entrepreneurship, Government of India and GIZ, Government of Germany. She has also contributed to the first of its kind craft accelerator programme for startups in India.

She works as an incubation consultant with multiple universities, incubators and startups across India. She has worked as an entrepreneur-in-residence with various startups and is mentor-on-board with incubators for mentoring their startups in ed-tech, fin-tech, craft-tech, agri-tech, health-tech, social impact and fashion & lifestyle domains. She has been selected as an India Fellow for the coveted India Fellow Social Leadership Programme. She has also been selected as a Jagriti Yatri. She comes from a Chartered Accountancy (CA) and Company Secretary (CS) background and is a post graduate in Commerce- Advance Business Statistics. She is UGC NET qualified and holds a doctorate degree in 'Startup Incubation Strategy and Startup Support'. She has contributed to various government and non government reports and has presented her views through various platforms and is an avid speaker on topics related to startups and incubation strategy. She has written 20+ research and policy papers on innovation and entrepreneurship led growth in India. Her forte lies in capacity building of startups as well as startup incubators with special focus on undertaking catalytic activities in entrepreneurial ecosystem to promote women and social entrepreneurship. She prefers being a business catalyst rather than being a number cruncher. She is a social impact enthusiast who believes in empowerment through entrepreneurship and is a strong advocate of gender equality at all levels.

# BUILDING ENTREPRENEURIAL MINDSET IN MANAGEMENT STUDENTS AND EXTENDING HANDHOLDING SUPPORT TO STUDENTPRENEURS

By : Dr. Pallavi Choudhary Agarwalla

Faculty & Startup Incubation specialist

Entrepreneurship Expert, Innovation Coach, Startup Evangelist



# OBJECTIVES OF FDP SESSION

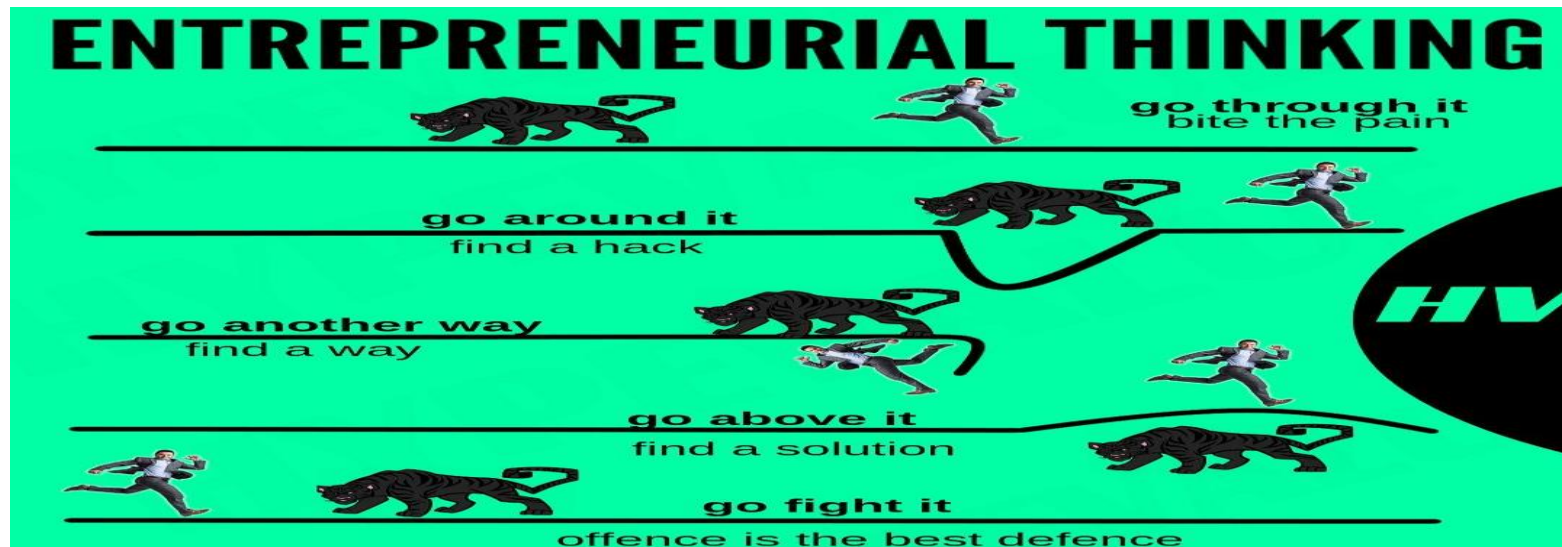
- To talk about and exchange views on entrepreneurship and entrepreneurship development, specially for IIHMR students.
- Inspire a collective effort for the entrepreneurship promotion and entrepreneurial endeavours by IIHMR faculty and students and to develop a conducive entrepreneurial ecosystem in IIHMR University.
- To share tools to integrate entrepreneurship education and awareness through regular modules and courses taken by faculties.
- To share about the 'IIHMR Startups', a newly setup startup Incubation Centre at IIHMR University and how this can help create a conducive entrepreneurial ecosystem at IIHMR and how faculties can contribute to the cause.

# WHAT IS ENTREPRENEURSHIP

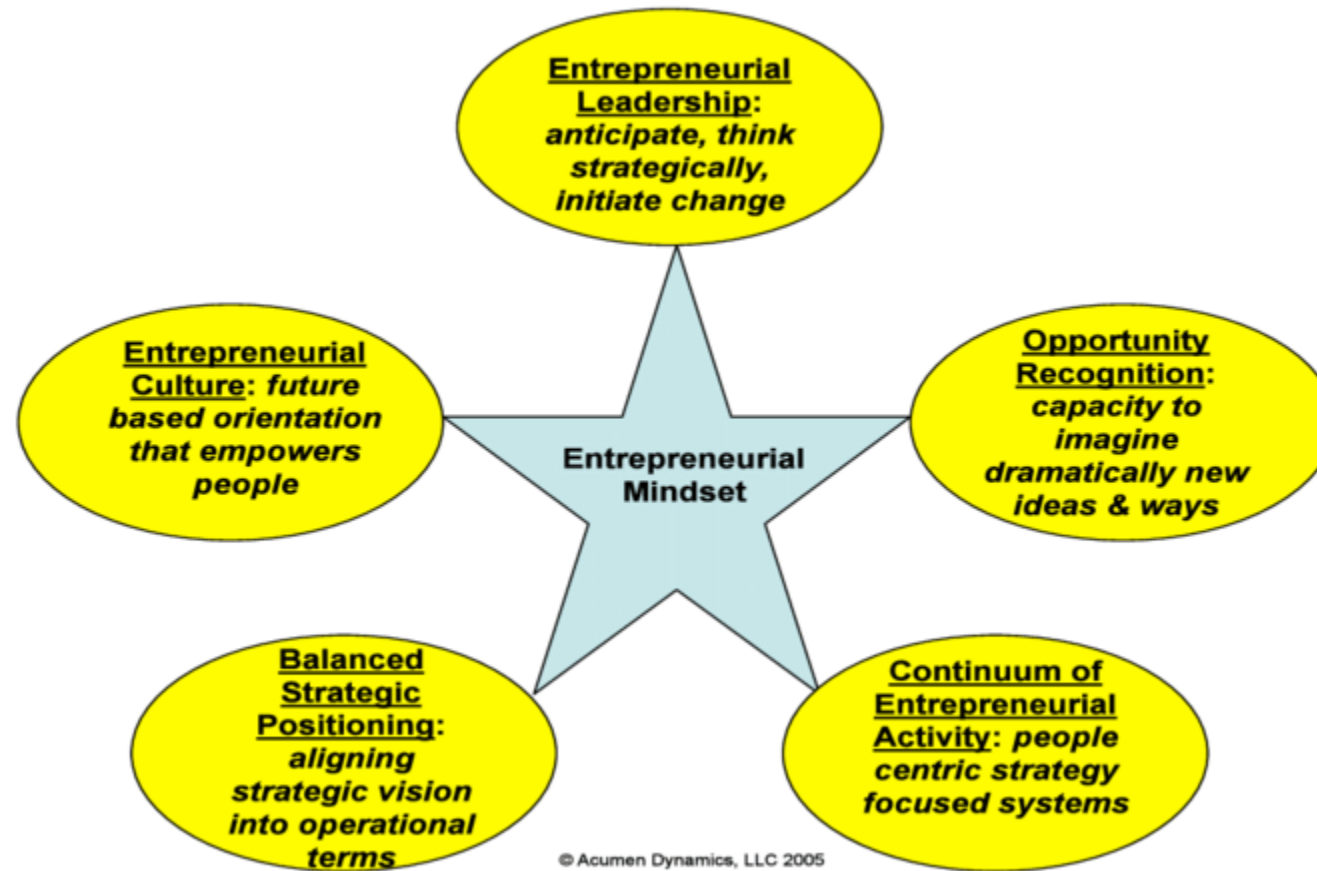
- Entrepreneurship is taking an idea and turning it into a sustainable business
- Idea + Action = Ideation
- Startup Model
- Identifying/Seeing a problem + Solving a Problem + For Customers + In Return of Money + Social Impact + Risk
- Set of activities + actions + strategies
- Traditional Business v/s Startup

# WHO IS AN ENTREPRENEUR

- Job creator
- Problem seer+solver
- Learning and Researching
- Opportunist
- Working for money v/s money/profit is a byproduct



# COMPONENTS OF ENTREPRENEURIAL MINDSET



# ENTREPRENEURSHIP IN HIGHER EDUCATION (HHE)

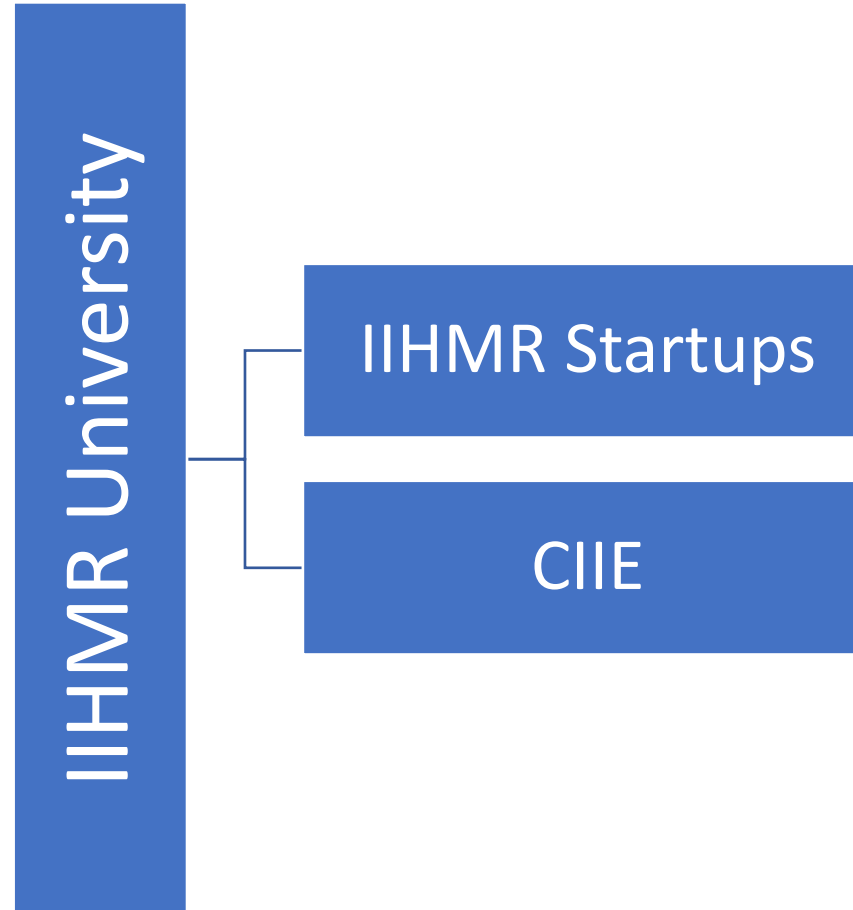
- Entrepreneurs are made rather than born
- Characteristics and experiences render an individual more disposed to the path of entrepreneurship
- Aim of HHE is to help students develop an entrepreneurial mindset
- HHE gives you an expanded horizon and backup to switch to other options
- Age Range: 17-25 yrs : Transitional stage : Adults : They are capable of using symbols and relate them to abstract thinking.

# SKILL BASED HHE

- Entrepreneurship is as much a science as it is an art
- Skill based learning rather than degree based learning
- Everyone can learn to be creative. 2/3<sup>rd</sup> or 67% of creativity skills are developed through learning
- Skill based HHE helps in analyzing multiple variables in systematic manner and apply them in real life situations.
- Skill based HHE helps in solving problems and taking creative strategic decisions based on valid and reliable data.
- Result : business will operate with high accountability and business will be sustainable.



# STARTUP SUPPORT STRUCTURE AT IIHMR UNIVERSITY



# CIIE

- About : An existing centre to promote entrepreneurship among IIHMR students and develop thriving entrepreneurial ecosystem in IIHMR campus
- Activities : Conduct conferences, idea challenges and gather business ideas from IIHMR students and help them validate their ideas.
- Stage : Pre Ideation to Ideation
- Focus : IIHMR Students
- Objective : Promote entrepreneurship in campus and support IIHRM Startups in selected entrepreneurship activities
- Initiatives led by : Dr. Sheenu

# IIHMR STARTUPS INCUBATION CENTRE

- Newly set up Startup Incubation Centre promoted by IIHMR University.
- Vision is to establish a world class full service business incubator. Become a leading ecosystem player in Health Startup space.
- Focus Area : Heath, Fitness, Wellness
- Stage : Pre Ideation, Ideation, Go-To Market, Pre Revenue, Revenue, Growth, Expansion, Serial Entrepreneurship
- Funding : Bridge, Pre-Ideation, Pre-Series A, Growth, Scale-Up, Series A, B, C, D, E and so on
- Support : IIHMR Students, Relevant startups in India and abroad
- To promote health entrepreneurs across the world and equip them with world class knowledge and extend startup support, handholding support and infrastructure support
- Facilities : Mentoring, Funding, Handholding, Infrastructure (Co-Working Space stc.)
- Initiatives driven by : Dr. Pallavi Choudhary Agarwalla

# CLASS COMPONENTS

- Inspiring students by sharing about ***Role Models***
- ***Assignments*** that help them develop their entrepreneurial skills
- ***Case Studies*** that ignite their entrepreneurial minds
- ***Field Visits*** to give them live exposure to entrepreneurial ventures
- ***Dissertations*** to work on their own business ideas and undertake business research through dissertation
- ***Business Plan Competitions*** to have students to present and validate their business plans
- ***Business Idea Challenges*** to give students an opportunity to talk about startup ideas
- ***Hackathons*** to validate business models and product prototypes and mobilize resources
- ***Ideathons*** to develop proof of concepts

# BOOKS ON ENTREPRENEURSHIP

- **Stay Hungry. Stay Foolish** *by Rashmi Bansal*
- **The Dhando Investor** *by Mohnish Pabrai*
- **The 48 hour startup** *by Fraser Doherty*
- **Crushing It** *by Gary Vaynerchuk*
- **The Third Door** *by Alex Banayan*
- **Brand Seduction** *by Daryl Weber*
- **Unconscious Branding** *by Douglas Van Praet*
- **Founders at Work** *by Jessica Livingston*
- **The 4-Hour Workweek** *by Timothy Ferriss*
- **The Fire Starter Sessions** *by Danielle LaPorte*
- **The \$100 Startup** *by Chris Guillebeau*
- **Finding Your Way in a Wild New World** *by Martha Beck*
- **The Lean Startup** *by Eric Ries*
- **Entrepreneur: A Beginners Guide to Entrepreneurship** *by Brad Jones*
- **Think like an Entrepreneur, Act like a CEO** *by Beverly E. Jones*
- **The FINTECH Books** *by Susanne Chishti and Janos Barberis*
- **The Business Book (Big Ideas)** *by DK*

# HOW CAN YOU CONTRIBUTE??

## CALL TO ACTION

- Become an expert speaker in sessions and extend ***knowledge boosters*** to startup founders
- Become a business mentor and extend ***mentoring support*** to startups
- You can choose your area of expertise such as Core Business Strategy, Finances, Marketing, Supply Chain Management, Human Resource Development, Business Development, Public Health Expert etc.
- Become a panel member for ***Diagnostic Panels***
- Become a panel member for ***Mentoring Clinics***
- Become a panel member for ***Speed Business Dating and Counselling exercise***