Developing an Entrepreneurial Mindset

Symbiosis International University, Pune
January 8 – 11, 2015
Acknowledgements

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WISCOMP Research Team
Developing an Entrepreneurial Mindset

About the Collaboration

The Workshop on ‘Developing an Entrepreneurial Mindset’ was conducted at the Lavale campus of the Symbiosis International University (SIU) under the Hum Kadam: Education for Peace initiative of WISCOMP from January 8-11, 2015.

The Hum Kadam initiative was designed by Women in Security Conflict Management and Peace (WISCOMP) in partnership with and the Foundation for Academic Excellence and Access (FAEA) in 2012, with a view to deepen its engagement with the educational institutions in the state of Jammu and Kashmir. The goal of this project is to create conditions for reconciliation in Kashmir by establishing linkages between the schools and colleges in Srinagar and Delhi and a community of mutual learning.

This workshop was an initiative taken by FAEA and WISCOMP in conjunction with SIU’s Symbiosis Institute of Research and Innovation (SIRI) to foster understanding and rebuild trust between the state of Jammu and Kashmir and the rest of India which has been negatively affected by 6 decade long conflict and over 25 years of armed violence. The immediate goal was to train and motivate young people to channelize their energies to be able to respond to the conflict situations which they experience in their everyday life with non-violence and positive action.

FAEA is committed towards attaining excellence in education. One of its goals is to enable the economically disadvantaged groups of the society, an access to education in the institutions of academic excellence and create structures of equal opportunity. To this end, FAEA is committed to support activities and institutions which provide such students an experience of excellence in all disciplines of study. With this goal in mind, it provides fellowships, scholarships and mentorships to the under-privileged and marginalized groups, such as Dalits and Adivasis.
Symbiosis International University (SIU) is a private co-educational, multi-disciplinary and multi-institution university located in Pune, Maharashtra, India. It has been built on the guiding principle of ‘Vasudeva Kutumbakam’, a Vedic thought which sees the “World as One Family”. In 2015 its enrolment figure was over 27,000 students from 85 countries and from all Indian states.

SIRI, which coordinated the workshop is the research and innovation wing of the SIU and is part of the University’s larger plans of developing and inculcating an innovative and entrepreneurial mindset in society, through its various education initiatives.

The four-day workshop comprised of an inaugural and 15 technical sessions. The technical sessions were built on the pillars of appreciation, communication, creativity, conduct, innovation, motivation and effectiveness.

Additionally, based on the concept of ‘seeing is learning’ and ‘doing is fun’, the workshop had four informal components, namely a treasure hunt within SIU’s extensive campus, a Heritage Walk to revisit Pune’s rich cultural heritage, play acting sessions to boost confidence and team building spirit and a shopping trip down to Pune city centre to give the participants a glimpse into the socio-economic development of the city.

At the culmination, during the feedback session, the organisers and the participants discussed their learnings and take aways from the workshop.
Introduction

The four-day Workshop on Developing an Entrepreneurial Mindset started with an inaugural session at the Lavale campus of SIU. The inaugural address was delivered by Padma Bhushan Dr. S.B. Mujumdar, distinguished academician, educationist and Chancellor of the Symbiosis International University (SIU). Mujumdar referred to an entrepreneurial idea as a dream and unlined that in order to fulfil this dream the whole body has to work in unison.

He talked about the human head, which was the repository of the entrepreneurial dream; the heart as the source of the passion which kept the dream going despite all odds; the feet; and the hours spent to achieve one’s dream. In this respect, he outlined the importance of the tongue which, according to Majumdar had to be sweet if an entrepreneur wants to achieve his goal. He defined an entrepreneur as one ‘who has a dream, wheels under his heels and sugar on his tongue’. At the same time, he also warned the audience of the hard work one has to put in to be a successful entrepreneur. He outlined the importance of engaging in pleasant interactions with everyone, which could result in large gains for the entrepreneur. “It does not cost much to be sweet, but the gains for this sweetness can be phenomenal,” he said.
He extolled upon his audience to never give up their dreams. Instead, he asked them to work hard to achieve them, despite hardships and discouragement one may face along the way from family, friends and relatives.

Dr. Vidya Yeravdekar, Principal Director of Symbiosis Society gave a brief summary of various milestones which had been achieved by the SIU and the various steps taken by the University to inculcate the spirit of entrepreneurship amongst its students. She stated that SIU has recently launched several initiatives to spearhead research and innovation in this direction. These initiatives included setting up of the Symbiosis Institute of Research and Innovation (SIRI); a two-year MBA programme under the Symbiosis Institute of Business Management (SIBM), Pune in Innovation and Entrepreneurship; and an incubation centre, called the SIBM Innovation and Venture Incubation Centre.

Dr. Rajani Gupte, the Vice Chancellor of Symbiosis International University (SIU), thanked Mujumdar for explaining succinctly the concept of entrepreneurship. She outlined the importance of entrepreneurship both for self development and for the development of the nation and highlighted the role that young people could play when they changed from being job hunters to job givers.

Chief guest Padma Shree Dr. Meenakshi Gopinath talked about how Mujumdar set an example as a true entrepreneur to give the society an education institution of the stature of Symbiosis University, within a short span of time. She talked about the importance of leadership skills and hardwork as important prerequisites to be an entrepreneur. Gopinath, drawing the attention of the participants to the beautiful surroundings of the Lavale campus, outlined the importance of the spiritual connection in all human endeavours and requested the participants to enjoy the beauty of nature at Lavale even while they imbued knowledge and the skills of entrepreneurship during the workshop.

K. Subhash from Foundation for Academic Excellence and Access (FAEA) elaborated upon the work undertaken by the organisation, its goals and the various projects which it has been supporting, including scholarship programmes. He shared that the participants of the current workshop had been selected as part of one such programme.
Manju Singh, Professor and Head, Ph.D. Programme and Research Projects, SIRI and the Convenor of the workshop elaborated on five types of entrepreneurship, and the possible gains to self and society when one embarks on an entrepreneurial journey.

The inauguration of the workshop was followed by a brief film on SIU and warming-up and ice-breaking session conducted by Prasanna Hulikavi, Deputy Director, Symbiosis Institute of Media and Communication (SIBM). She was assisted by Radhika Ingale, Faculty, SIBM. The idea of the session was to allow the participants to build comradery with one another. The exercise asked the participants to engage with the co-participants by greeting them and creating a paper bridge, using newspapers in groups. The team had to create a paper bridge tall enough for a basketball to pass under and strong enough to support the weight of a book placed on it.
Creativity, Innovation and Design Thinking

Cedric Serpes, Associate Professor with Goa Institute of Management talked about the technical aspects of an entrepreneurial mindset. Serpes divided his presentation into two parts, titled, ‘Creativity: Analyzing the Phenomenon’ and ‘Innovation and Design Thinking’.

Serpes, through his first presentation, using both lecture as well as videos, compelled the participants to think in a creative manner. He began by explaining that creative thinking requires a the person to view the surroundings from a child’s perspective, which he further explained was the following: to be embarrassingly honest at the wrong times; continue to have a love for stories; vivid imagination; and a belief in the axiom ‘good triumphs over evil’; among others.

Drawing from Michael Michalko’s work, Serpes explained that during the schooling and otherwise the training has been such that one is constantly being asked to ‘define, label and segregate’ the learnings into separate categories, which are further kept separate from one another and are not allowed to be integrated. This freezing of thoughts into compartments prevents an individual to work creatively. Often the case is that people who ‘know’ more create less, and people who know less create more, he expressed.

While talking about the ways to think creatively, Professor also pointed some of the factors that restrain an individual’s capabilities of creative thinking. Some of them are fear of failure; certain inhibitions; stereotyping; religious and social bias, among other factors.

He concluded his first presentation by averring that everyone holds the capabilities to be creative. The need is to bring a change in one’s day to day behaviour. He also suggested the participants to read extensively, maintain curiosity to learn, remain in association of those who appear creative and to look for ‘problems’ as they have the possibilities to be turned into opportunities.

The second part of Sepres’s presentation talked about in detail innovation; meaning, value & new product concepts; empathy, insights & design thinking and the process of design thinking.
During the first presentation, Serpes explained the concept of creativity through lecture and videos which were followed by an activity where the participants were asked to recompose a given picture (given picture of two horses and two riders), in such a manner that one horseman rode each of the two horses. Serpes used this game to illustrate how creativity was reflective of ‘out of the box’ thinking.

In the second part of his presentation Serpes elaborated on innovation as a key entrepreneurial skill. After what connotes design and what goes into design thinking, the focus of this session was to explain that an innovative idea is not necessarily a new idea. Instead, it could be incremental changes in an existing idea, for instance: a square bottle instead of a round-shaped one which holds less space on a shelf.

After having defined innovation, he explained that an innovation had greater acceptability with the customers, as against a totally new concept. He further elaborated on the marketability of an innovative idea, pointing out that innovative products could lead to marketable products and market success. To train the participants’ minds in innovative thinking, Serpes asked students to think of innovative products, based on two lists he had distributed which had names of the existing generic products such as tea cup and pencils. As a part of the activity, the participants had to combine the products on the two lists and see if they could think of a new and innovative product. During
his presentation, Serpes also highlighted that creativity was not enough, unless it was implementable. Further, an innovator and entrepreneur should be able to view his surroundings with the curiosity like that of a child. That way, they could bring out of the box thought process to the table. He also pointed out that change is good and for that to happen, one had to observe life around oneself which would be the beginning of innovative thinking and the creation of a marketable product.
Team Building with Theatre

The next session comprised of a fun-filled treasure hunt exercise, which was conducted by Radhika Ingale, SIMC faculty member. For this the participants were divided into various groups which had to compete with each other to find clues that were hidden within the Lavale campus and reach the winning post, the open-air amphitheatre, situated within the SIU campus.

The group members had to work as a team and the groups had to take a “selfie” of all the members of the group at each of the location where a clue had been hidden. Hence, students were seen helping each other, some even giving a ride to their group-members as pillion riders on bicycles available on campus.

The rationale behind this session was to allow the participants to inter-mingle, better know their co-participants and understand the importance of ‘collective power’ which is generated when individuals work as a group.

For one of the activities, Ingale demonstrated certain actions through mime, and asked the participants to follow her by emulation. Another group activity involved creating a musical note using phrases such as “dumpichdum,” “tararara” etc., which were assigned to each group. Here, each group was asked to repeat the phrases as indicated by the game coordinator. The exercise ended with the creation of a rhythm with the participation of the various groups.
The Vada Pav Story:
An Entrepreneurial Journey

The following session discussed some of the hardships which an entrepreneur faces in his journey. The session was conducted by Mr. Venky Iyer, Chief Executive Officer (CEO) of Goli, Vada Pav No 1., titled ‘The Vada Pav Story: An Entrepreneurial Journey’

Iyer outlined the story of his enterprise which was to place an ordinary and ‘desi’ Vada Pao at the Hall of Fame of fast-food fare, bringing it at par with McDonald’s Burgers, which is very similar to Mumbai’s famous snack.

Iyer shared with the participants the details on the early phase of the start of the enterprise with a small capital, after his Bachelor’s degree in Commerce and a brief stint as a financial consultant. He discussed the challenges he faced in preserving and marketing a food item which had a brief shelf life and whose unique selling proposition (USP) is freshness.

He discussed the first set of challenges which he faced, even when the idea of product was innovative. The challenges were in terms of wastage; pilferage; standardisation of the product; price fluctuation; and the chef based operations. Further on, he elaborated on the financial challenges of setting up his Goli stalls, considering that he started in Mumbai, where real estate is expensive. He opined that low points are also part of an entrepreneur’s journey, which he himself experienced when he was almost on the verge of bankruptcy and during the time he was warned by his father against taking such risks and instead asked him to earn a decent living through a conventional job.

Using instances from his own experiences, he discussed that ups and downs are an integral part of the enterprise building exercise. In this regard, he pointed out hardwork and perseverance are vital to be a successful entrepreneur. Sharing one of the challenges he faced, Iyer talked about his encounter of a ‘near-disaster’ situation when he had a brush with the local politicians on acquiring of the Aarey Milk vending booths in Mumbai. While talking about the hurdles, he also brought
forth the various milestones of his journey, like when he received his first franchise proposal and when he saw his chain franchised and growing in the smaller towns of Maharashtra and later, many parts of India.

He mentioned that he drew inspiration from Paulo Coelho’s famous words, “You have a dream…. The dream has come in the womb of the universe… it is the responsibility of the universe to fulfil the dream….The universe conspires to help achieve your dreams...”
The Winning Edge: 
An Image Building Exercise

Kuiljeit Uppaal, Image Consultant, corporate trainer and the CEO of Krea, in her session ‘The Winning Edge: An image Building Exercise’, took the participants through the paces of building and maintaining a professional image for professional gains. She explained how one should present oneself; how others formed opinion based on one’s presentation; the images evoked by the colours and clothes that one wears and what message could one’s clothes put across to the others in a workplace. ‘Image management’ principles were, according to her useful for those who felt the need to work upon their self-image, self-confidence, capability and credibility, or for those who felt they find it difficult to put across an idea to someone else to influence opinion or action.

Throughout her presentation, she discussed 6 elements of image management, namely- verbal skills, etiquette, clothing, body language, grooming and self-concept. Explaining each of the elements in detail, she pointed out that verbal skills ask for a reflection on one’s tone; clarity in speech; inflection; pitch; volume, etc. and each context or situation requires a different combination of these elements, for instance the verbal skills needed for interaction with staff will be different from those needed at a social gathering. Improved verbal skills would allow an individual to be taken more seriously than before, get the message put across more efficiently and gain confidence, among others.

Uppal next discussed the etiquette in cases of introductions, greetings & meetings, business card etiquette and handshakes.

Clothing is another important element of image management that she pointed out. She discussed with the participants how one should be formally dressed in accordance with the occasion, indicating the participants to be cautious of the colour of the socks, shoes, belt and handkerchiefs, both for men and women.

She further discussed that one should also be cautious about the body postures and gestures, like that of face touching, biting of nails, pointing, etc., while at the same time she approved of eye contact, nodding head, etc.
Self-concept, she observed referred to how one thinks about and evaluates oneself, i.e. individual’s belief about himself/ herself, including person’s attributes and who and what he/she is. For this, she suggested that one should put down the goals of life and means to achieve them on a paper and in this respect, manage his/her image in line with the defined goals and create a map to fulfil these goals.

Uppal elaborated on the dress code applicable to the workplaces, explaining that for women, more coverage of her body indicated greater authority in the professional hierarchy, while for men, the correct way to dress was to combine a light-coloured shirt with a dark coloured trouser and a tie to be knotted in such a way that it ends above the belt.

She points out that “Shahrukh Khan may look good when he combines a black shirt and white pants, but he dresses to create a sensation and draw attention. That is fine for him, but not for a corporate professional”. Women’s hair had to be confined, perhaps within a clip or styled in such way that it gave a neat appearance.

Uppal demonstrated to the participants how business cards should be stored, removed from the card-holder and presented to another person. She also explained what connotes a firm handshake. Following which she asked the participants to practice a good handshake and the right method of presenting a business card.
Post the heritage walk, the following session was titled ‘Motivation for Success’ which delved with the psychological aspects of an entrepreneurial mindset. Dr. Asha Naik, Principal Consultant, Corporate Consulting Group and Academic Advisor to the Sri Balaji Society made her presentation around exploring the key question of ‘who I am’, using various interactive methodologies like that of exercises, group activities, reflection, etc..

She talked about various human needs and how it is important that each of the need gets fulfilled. She uses Abraham Maslow’s ‘Hierarchy of Needs’ model to further deliberate on different aspects of these needs. According to this model, human needs can be categorized into two: lower order needs (psychological, safety and social) and higher order needs (esteem and self-actualization). Maslow in his work talks about different needs of an individual which are placed in a hierarchical manner, signifying a fulfilment of one becomes a pre-condition to achieve what is placed above it. He identifies these needs on healthy, creative people who used all their talents, potential, and capabilities.

Naik stressed that though individuals may differ in values, beliefs and customs, but have common needs as humans and as leaders, it is
important that one recognizes these as powerful motivating factors. She argued that human motivation was complex in nature since a single act may express number of motives, which themselves could be disguised. Some motives may be expressed through similar or identical acts, while others could be through differential behaviour. Cultural backgrounds, according to her, play an important role in the expression of certain motives. Furthermore, Naik explained that there are certain needs which function as career drivers, for instance material rewards; power; expertise; creativity; affiliation; autonomy; security; status; etc. Naik gradually took the participants through a number of steps in order for them to graduate from answering the question ‘Who am I?’ to answer ‘What I wish to be’. She explained that while the former often represented a vision, the latter stood for a mission.

At the end of the discussion, Naik engaged the participants in group activities, where in teams they had to ‘manufacture’ greeting cards which were to go through a quality test for an approval. For every accepted card, the team was awarded 5 points, while for a rejected one they would lose on a score. Based on the exercise, the facilitator shared that it has been observed that the largest teams with the largest resources tended to have the highest output.
Personal Effectiveness

Dr. Rupavataram Sunita Raman, Adjunct Professor, Psychiatry, Bharti Vidyapeeth Medical College and Adjunct Faculty, HR & OB, Symbiosis Institute of International Business (SIIB) conducted a session on ‘Personal Effectiveness’. During her presentation, Raman explained a person’s best asset could only be oneself. However, in order to grow professionally, it was important to understand how to leverage this asset.

She elaborated on two kinds of behavioural attributes in the event of a failure. In the first condition, there is a tendency to lay the blame of one’s failures on others; while in the other condition, failure is taken in a positive manner. In the second case, an individual tends to be open to criticism and takes an initiative to address the cause(s) behind their failures with a positive attitude. Generally those willing to do this share a stronger interpersonal bond with others, she said. Raman, however, pointed out that for a more constructive feedback it was important that an individual should be willing to share certain details about oneself with his/her critics.

Further, she explained that verbal and non-verbal communications were very important in interpersonal relationships and it was important to be able to read the signals from others.
At the end of her session, she distributed a questionnaire asking the participants to rate their personal effectiveness. Based on the responses of the participants she further discussed the various elements of personal effectiveness.

**Heritage Walk**

An early morning Heritage Walk was organised by SIRI in association with *Janwani*, a Pune-based NGO. The tour covered 18 Heritage points in the city of Pune, such as Shaniwar Wada, Lal Mahal, Belbauf Mandir, Mahatma Phule Mandal and Burund Ali.
Future of Media in the Internet Age

At an open session with the participation from across the SIU, Padma Shree Rajdeep Sardesai engaged in a discussion with the participants on the ‘Future of Media in the Internet Age’. A veteran journalist, TV presenter and an author, Rajdeep Sardesai recounted the kind of changes that had taken place in the Indian media, like compulsions of the 24-hour news broadcast, the warping of news and news focus because of the TRP ratings and the lopsided coverage of news which concentrated more on sensationalism rather than analysis and presentation of varying perspectives.

When it was brought to his notice that students from Jammu and Kashmir were among the special invitees for the session, Sardesai acknowledged the unfair coverage that the media had extended to Kashmir and issues relating to Kashmir, and the need for doing more for the inclusion of the people from that state. As a part of the Q&A round, Sardesai discussed the possibilities of the government-owned media for a greater and fairer coverage of the region.

The session was received very well by all the participants and what made it special for the workshop was that the gathering stood up and clapped for the participants from Jammu and Kashmir. This created a sense of bonhomie amongst the workshop participants and some made it a point to mention later on that they felt included and welcomed because of such a reception.
Film Appreciation

Anupam Siddhartha, Professor & Director, SIMC conducted the session which was titled ‘Film Appreciation’ where he discussed the art of film making. To make his session more interactive and engaging he used, various videos and other visual aids.

As a part of his presentation, he also explained the power of visual communications, it’s possible effectiveness, the design behind every frame in a film, the connectivity between each of these frames to convey a coherent message and the planning that goes into conceiving, visualising, designing and shooting a film.
Reflections and Learnings

The last session of the workshop titled, ‘Sharing Learning and the Way Forward’ was conducted by Dr. Manju Singh and Dr. Asha Naik. During this session, the participants were asked to analyse each of the workshop sessions to share key ideas learnt and share their feedback on the same.

In their responses, most of the participants felt that they had learnt something new during each session of the workshop and looked forward to more such opportunities.

A large number of students appreciated and related to Iyer’s Goli Vada Pav journey. They appreciated the innovativeness in his approach to sell an otherwise ordinary product. Many were inspired by his journey and expressed their interest in working on similar lines. The participants learned from Iyer’s inspirational journey that even an ordinary product can be the basis for a successful business venture. What is needed is passion and determination to dream and the desire to see it fulfilled. Iyer’s session was considered the most interesting session by the participants.

A participant from, Banares Hindu University, mentioned that he learnt from Naik’s session on motivation for success. He particularly appreciated the fact that she made the point that unless a person’s basic needs were fulfilled, he would not be able aspire for higher order things. He also appreciated the distinction made by her between the vision, expressed as ‘what am I’ and one’s mission, i.e. ‘what I want to be’.

Another participant from Godavari Institute of Technology, Andhra Pradesh, was inspired by Uppaal’s advice of loving oneself and commented, “I am Jithendra; there is no one like Jithendra.” He said that after the session he felt confident and motivated by the facilitator’s idea that ‘the sky is the limit if one tries’. Participants also expressed that most of them enjoyed and learned immensely from the heritage walk. They had also pointed certain parts of the workshop which each of them appreciated. One participant pointed out Raman’s input that one should not blame others for one’s failures. From Srinagar, a participant explained that though he liked all the sessions but he could
see practical application of the ideas in Uppal’s session. These would be useful in professional space and to create a good impression on others. Similarly, one participant from NIT, Srinagar particularly highlighted Ingle’s theatre session and said that his most important take away from the workshop was that ‘nothing is impossible’. Talking about Naik’s session, one participant from NIT, Suratkal appreciated the insight which she brought to the table that one must have an understanding of himself/herself, only then he/she can realise the underlying potential.

The participants also appreciated the warmth extended by Singh during their stay at the SIU campus.
Overview of the Participant Profiles

The workshop saw the participation of young adults from underprivileged sections of the society, whose annual family income ranged from Rs. 30,000-60,000 (US $ 487 to US $ 973) and those who have been struggling on the day-to-day basis because of the prevailing protracted conflict in the Kashmir region. The participants were largely college students with a diverse academic background, ranging from commerce, business administration to engineering. They came from prestigious institutes of learning such as the Indian Institute of Technology (IIT), Jodhpur, Rajasthan; National Institute of Technology (NIT) Srinagar and Suratkal; and the Gokhale Institute of Politics and Economics, Pune, Maharashtra to lesser-known institutes such as the College of Agriculture, Kholapur, Maharashtra and Rajeev Gandhi Memorial College of Engineering and Technology (RGMCET) Karimnagar, Telengana. Most of them had been travelling outside their hometown for the first time for the workshop.

17 of the total number of participants were from the state of Jammu and Kashmir. Some of them were the recipients of the FAEA scholarship and belonged to marginalized, under-privileged families and studied at National Institute of Technology, Srinagar and GMC, Srinagar. Others belonged to the middle and upper middle strata and attended Islamic University of Science and Technology (IUST). A vision to be a successful entrepreneur in their lives and contribute towards the development of their home cities made them a part of the workshop.

The workshop was a learning experience both for the participants as well as the organizers. Participants highlighted exposure, knowledge, recognition and appreciation as the key takeaways from the workshop, while the organizers got a sense of what sessions to be retained for similar workshops with a diverse group of participants in future.

The participants expressed their gratitude towards FAEA, WISCOMP and SIU for giving an opportunity to learn in the presence of some of the eminent people in the field. They were highly delighted by the presence of the TV personality, Sardesai and address by Majumdar during the inaugural session. They also expressed that they were
inspired by Gopinath’s ideas on leadership and importance of nurturing entrepreneurial talents in the country.

They appreciated the key points raised by Serpes with regard to innovation and creativity, highlighting that it merely requires one to view the existing problems from a slightly different perspective. Participants also discussed Padgaonkar’s session to be quite insightful in terms of situating the concerns around entrepreneurship in the context of the conflict in the Kashmir region.

Sharing his experience of the work and stay outside his state, a Masters’ in Business Administration student from The Business School, Srinagar stated, “In Kashmir, the perceptions that we have of India are so very different. But once we are here, we realize that all that we know, or think we know, of rest of India is not true”.

Some of the participants highlighted that though they had been exposed to the theoretical concepts of entrepreneurship, their curriculum lacked the practical experiences regarding the same and the workshop, in certain senses had been able to bridge the gaps between the two especially with the presentations made by entrepreneurs like Iyer and Majumdar themselves. This enabled them to get a better idea of the real world challenges in an entrepreneurial journey, which their textbooks could not highlight.

Expressing their incapability to fluently converse in English, some of the participants suggested for either a multi-lingual interaction during the workshop or design a module on English language skills by itself which will further boost the confidence of the participants. Secondly, they also suggested to consider the college calendar while planning the future workshops, because in January students have exams or have the registration process for the coming semester, as they would not like to miss on the workshop opportunities in future.

The participants also raised concerns about the presence of fewer women candidates and suggested to extend the invitations to the female participants way in advance so that they get the time to prepare and convince their family members to travel for the workshop. They also suggested that the female participants from the previous workshops should become the referral to convince the girls’ parents for the upcoming workshops.
Profiles of the Speakers and Facilitators

Padma Bhushan Dr. S. B. Mujumdar is Founder, Symbiosis Society Chancellor, Symbiosis International University. Dr. Mujumdar is a distinguished academician and educationist. He is the Founder and President of Symbiosis, a multi-lingual, multi-national and multi-disciplinary educational complex of an international repute. He is the Chancellor of Symbiosis International University. In appreciation of his long illustrious career, the President of India awarded the prestigious Padma Shri in 2005 and Padma Bhushan in 2012 to Dr. Mujumdar. The Vice President of India also awarded him the Punyabhusan award in the year 2009. He is also recipient of prestigious FIE Foundation Award and Maharashtra Gaurav Award.

Meenakshi Gopinath is the Founder and Director, WISCOMP, an initiative she begun in 1999 to promote the leadership of South Asian women in international politics, peace, security and diplomacy. She is currently also Mentor of Lady Shri Ram College, New Delhi, having served the college as its Principal for over 25 years. She sits on many committees and serves on the boards of several governmental, educational, charitable and NGOs in India and abroad. She is the recipient of the prestigious Padma Shri Award, Indira Priyadarshini Gandhi Award, and the Rajiv Gandhi Award for Excellence in Education and the Mahila Shiromani Award, among many others.

Vidya Yeravdekar is the Principal Director, Symbiosis. She is an eminent educationist, internationally renowned for her leadership in educational policy, governance, and research. Her academic and professional repertoire is as varied as it is distinguished. She completed her specialization in medicine at the B.J. Medical College in Pune and a doctoral degree in the field of internationalization of higher education in India. A member of the Central Advisory Board of Education and former member of the University Grants Commission, she has resolutely advocated for driving higher education forward as a top agenda item.

Rajani Gupte, the Vice Chancellor of Symbiosis International University (SIU), Pune, completed her doctorate in Economics from the Gokhale Institute of Economics and Politics, Pune. She has more than 30 years of experience in teaching and research at prestigious
institutes including Loyala College, Madras and her alma mater, the Gokhale Institute. She was a founding member of Symbiosis Institute of Foreign Trade in 1992 (now Symbiosis Institute of International Business, SIIB) and was Director of SIIB from 2004 to 2012.

**Asha Naik** is Principal Consultant, Corporate Consulting Group and Academic Advisor, Sri Balaji Society. She is a Graduate in Economics and holds a Post Graduate Degree from the Tata Institute of Social Sciences. She has a Doctorate in Business Management from the Osmania University. Dr. Naik has several years of corporate experience including as Head, Human Resources, Fujitsu ICIM–RPG Group and as Global Head, Human Resources at Tata Technologies, Tata Group.

**Anupam Siddhartha** is Professor & Director, Symbiosis Institute of Media & Communication. He holds a Master’s Degree in Literature in English with a specialisation in Linguistics. He has also studied films at the National Film Archive of India (NFAI). He has eight years of experience in the print medium, three years in the electronic media and 18 years in education, including 13 years with SIMC.

**Cedric Serpes** is an Associate Professor with Goa Institute of Management. He is the Chairperson, Centre for Creativity, Innovation & Design Thinking where he undertakes Out-of-class Initiatives/Teaching which includes Photography, film-making, theatre, music and the arts. Mr. Serpes completed Master of Science from University of South-Western Louisiana, USA in 1985.

**Kuljeit Uppaal** is currently the CEO of Krea. She holds Masters’ Degrees in English Literature, in Journalism and Mass Communications and in Business Management. She is a certified Image Management consultant and Pilot. She has over two decades of work experience in Aviation, Education, Information Technology, Advertising, Media and Publication Houses. She is currently pursuing her Doctorate in Management with a focus on Image Management.

**Manju Singh** is Professor and Head, Ph.D. Programme and Research Projects at Symbiosis Institute of Research and Innovation in Symbiosis International University, Pune. A recipient of the Sir Ratan Tata Fellowship at London School of Economics UK, Singh started her career as senior faculty in Rajasthan Education Services at Ajmer and
was later a full professor of Economics at the Council for Social Development, Hyderabad.

**Prasanna Hulikavi** is Deputy Director, Symbiosis Institute of Media and Communication. In a career spanning over 25 years, she has performed a number of roles such as teacher, professor, trainer and facilitator. She is involved in developing media material for education and empowerment and also works as a consultant to organizations working in the area of development communication.

**Radhika Ingale** is Faculty, Symbiosis Institute of Media & Communication (PG). She has completed her Masters in Communication Studies from the Pune University. She also holds a post graduate diploma in Advertising and Public Relations from the Symbiosis Institute of Management. She is currently a Ph.D. research scholar at Symbiosis International University.

**Rajdeep Sardesai** is Consulting Editor, TV Today Group and a leading journalist in India. He has won the Asian Television Award for talk show presentation and awards for News Anchor of the year at the Indian Television Academy for 8 years. He started his journalistic career with Times of India where he worked as the City Editor for its Mumbai Edition. In 1994 he switched to broadcast journalism when he joined NDTV as the political editor and became a household name with his talk show- The Big Fight.

**Rupavataram Sunita Ramam** is currently the Adjunct Professor-Psychiatry, Bharti Vidyapeeth Medical College and Adjunct Faculty - HR &OB, SIIB. She is a medical doctor by profession with a specialization in Psychiatry, from B J Medical College Pune. She has keen interest in preventing illness and stress rather than trying to treat after people fall ill.

**Venkatesh Iyer** is Founder of Goli Vada Pav. The enterprise was founded jointly by Venkatesh Iyer and Shivadas Menon. The chain started operations in early 2004 with a single ‘Quick service restaurant’. Goli Vada Pav stores operate under the name of ‘Goli Vada Pav No. 1’.
List of the Participants

Abhijeet Kumar, NITK, Surathkal
Abhishek Shukla, Banaras Hindu University, U.P.
Banavath Raju, J.N.T.U, Karimnagar
Deshraj Meena, I.I.T., Jodhpur
Hem Singh Meena, I.I.T., Jodhpur
Sunil Kumar, I.I.T, Rajasthan
Irfan Shafi Baba, The Business School
Maheboob Shaikh, College of Agriculture, Kolhapur
Manukumar Y Buddanavar, N.I.E., Mysore
Nitin Bhimrao Maske, Gokhale Institute of Politics & Economics, Pune
Pandula Jithendra, Godaveri Institute of Technology, Andhra Pradesh
Patlavath Bhaskar, Naik Aurora’s Institute Of Technology, Hyderabad
Sampat Aishwarya, College of Urdu, Jodhpur
Shraddha Savadikar Chitamanrao, College of Commerce, Srigiri
Durga Prasad, R.G.M.C.E.T., Nandyal
Venkatesh Kunsoth, S.I.C.E.T., Hyderabad
Yasir Yousf, G.M.C., Srinagar
Zahida Farooq, G.D.C., Nawakadal, Srinagar
Aanchal Airy, SIRI
Abhishek Behl, SIRI
Mohika Singh, SIRI
Priyanka Pareek, SIRI
Sneha Kumari, SIRI
Nikhil Waghmare, SCIT
Sneha Samaddar, SIMC
Venkatesh Iyengar, SIMS
Zara Zaib, I.U.S.T., Kashmir
Syed Anam Riyaz, I.U.S.T., Kashmir
Monisa Qadri, I.U.S.T., Kashmir
Junaid Anjum, I.U.S.T., Kashmir
Liyaqat Ahmad, I.U.S.T., Kashmir
Manzoor Ahmad Sheikh, I.U.S.T., Kashmir
Mirat-ul-Manzoor, I.U.S.T., Kashmir
Rafi Ahmad Dar, I.U.S.T., Kashmir
Ruheela Hassan, I.U.S.T., Kashmir
Subreena Mushtaq, I.U.S.T., Kashmir
Sajad Ahmad Bhat, I.U.S.T., Kashmir
Shakira Mukhtar, I.U.S.T., Kashmir
Ashaq Hussain Teeli, N.I.T., Srinagar
Mohd. Naveed, N.I.T., Srinagar
Programme Schedule

Venue: Convention Hall, SIU, Lavale Campus, Pune

JANUARY 8, 2015 (THURSDAY)
9:30 – 10:00 AM Registration
10:00 – 10:30 AM TEA BREAK
10:30 – 11:30 AM Ice-Breaking
11:30 – 12:45 PM Inauguration
12:45 – 1:00 PM Photo Session
1:00 PM – 1:30 PM LUNCH BREAK

Technical Session 1
1:30-3.00 PM Creativity: Prof. Cedric Serpes

3:00 PM – 3:15 PM TEA BREAK

Technical Session 2
3:15 – 4:30 PM Creativity: Prof. Cedric Serpes

Technical Session 3
5:00 – 8:00 PM Creative and Lateral Thinking (Group Activity): Radhika Ingale

JANUARY 9, 2015 (FRIDAY)

Technical Session 4
10:00 – 11:30 AM The VadaPav Story: An Entrepreneurial Journey: Mr. Venky Iyer
11:30 – 11:45 am TEA BREAK

Technical Session 5
11:45 – 1:30 PM The VadaPav Story: An Entrepreneurial Journey: Mr. Venky Iyer
1:30 PM – 2:00 PM LUNCH BREAK

Technical Session 6
2:00- 3:30 PM Image Building: Ms Kuiljeit Uppaal
3:30 – 3:45 PM TEA BREAK
Technical Session 7
3:45 to 5:00 PM  **Image Building:** Ms Kuiljeit Uppaal

Technical Session 8
5:00 – 6:30 PM  **Opportunities in Telecom Sector:**
Prof. Sunil Patil

**JANUARY 10, 2015 (SATURDAY)**

Technical Session 9
0:00 – 11:30 AM  **Motivation for Success:** Dr. Asha Naik
11:30 – 11:45 AM  **TEA BREAK**

Technical Session 10
11:45 – 1:30 PM  **Motivation for Success:** Dr. Asha Naik
1:30 – 2:00 PM  **LUNCH BREAK**

Technical Session 11
2:00 – 3:30 PM  **Self-Effectiveness:** Dr. R. Sunita Raman
3:30 – 3:45 PM  **TEA BREAK**

Technical Session 12
3:45 – 5:00 PM  **Self-Effectiveness:** Dr. R. Sunita Raman
5:00 – 8:00 PM

**JANUARY 11, 2015 (SUNDAY)**

Technical Session 13
10:00 – 11:30 AM  **Film Appreciation:** Prof Anupam Siddarth
11:30 – 11:45 AM  **TEA BREAK**

Technical Session 14
11:45 – 1:30 PM  **Film Appreciation:** Prof Anupam Siddarth
1:30 – 2:00 PM  **LUNCH BREAK**

Technical Session 15
2:00 – 3:30 PM  **Sharing learning and the Way forward**
3:30 – 3:45 PM  **TEA BREAK**

Technical Session 16
3:45 – 4:30 PM  **Wrap Up**