**Summer Training in Innovation and Entrepreneurship**

**21 June, 2016 to 02 July 2016**

**Programme Schedule**

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| Day | Area | Topic | Speaker |
| June 21, 2016Session 12 pm- 3.30 pm | Introduction to Innovation and Entrepreneurship | Innovation & Entrepreneurship reality, necessities and evolving ecosystem | Anshumali Saxena, Managing Partner & Marketing Messiah- Interactive Eye a business transformation &multichannel digital innovation consulting agency |
| June 21, 2016Session 23.30 pm-5 pm |  | Social Entrepreneurship: its peculiarities, opportunities & necessities | Anshumali Saxena |
| 5-5.30 pm | Entrepreneurial Success Story- Akash Deep Chowdhry Founder CEO of Travart.in - a unique group travel company |
| June 22, 2016Session 1 | Entrepreneurial Mindset, Motivations and Behavior |  Entrepreneurial-Ideation process Gut feel, Innate passion, balancing social, professional & typical pressures, mentor driven business drive | Dr. Harsh Mishra, Founder & CEO, i-SEED an Entrepreneurship Training Instituition  |
| June 22, 2016Session 2 |  | CEO= Chief Enabling Officer: agility, Zero hierarchies only concentric circles of empowered skills, managing force-multipliers & not employees | Dr Harsh Mishra |
| 5-5.30 pm | Entrepreneurial Success Story- Rituraj Tyagi, Founder Spidebean (Video/Interactive CV) |
| June 23, 2016Session 1 | Industry Understanding | Industry understanding-SWOT: macro & micro, trends (historic to future), peculiarities | Dr. Deepak Pandit, Co-Founder, i-SEED, an Entrepreneurship Training Instituition |
| Session 2 |  | Studying varied success models & leveraging their select/replicable components, mapping typical characteristics & advantages to Business /team talent USPs | Dr Deepak Pandit |
| June 24, 2016Day 4Session 1 | Customer Understanding  | Developing B2B and B2C customer profiles & deciding which to pursue first | Amit Jha, Former Regional Head RBSA (Brand Valuation Consulting ) and now Deputy Director-Policy Advocacy.MAIT -an IT association which works closely with Industry on Government agenda of IT penetration,Developing IT Infrastructure,Make in India,Ease of Doing Business and Digital India |
| Session 2 |  | Multichannel tracking of customer behavior (offline, website, social media) | Amit Jha |
|  |  | Manjit Nath, Digital India, Youth Affairs, DeitY |  |
| June 25Day 5Session 1 | Customer Understanding  | Staying hungry, humble, happy, honest about customer centricity-holistically | Anand Sharma, Founder and CEO, BlackBox IP Consulting |
| Session 2 |  | Turning customer needs’ focus into own business advantages(unbeatable USP) across the customer landscape (external, internal, partners, community & government) | Anand Sharma |
| June 27Day 6Session 1 | Building a Team  | - What’s the ideal size/number of leaderships team & its composition, Hiring for hunger, zeal & skills | Mr Ajay Muttreja –Member of Board and Advisor to Chairman  of Tecnova Consulting  & Startups advisor/mentor-Globally |
| Session 2 |  | - Nurturing & retaining super stars and  Living, loving & honouring three families:@office, @customers, @home | Anand Sharma, Founder and CEO, BlackBox IP Consulting |
| 5-5.30pm | Entrepreneurial Success Story- Ritamba Butail- Founder CEO of Transition HRD a unique placements, HR innovation & adventure-tourism-training company |
| June 28, Day 7Session 1 | Innovation strategies for competitive advantage | Creating disruptive innovation as a David Vs Goliath success tool | Dr. Deepak Pandit, CoFounder iSEED, an Entrepreneurship Training Instituition |
| Session2 |  | Embedding & fostering disruptive innovation across the business ecosystem within limits of social-cultural-legal sensitivities (Channelizing disruptive innovation as a positive force) | Dr Deepak Pandit |
| 5-5.30pm | Entrepreneurial Success Story- Thaldev Kaim CEO RedRebs.com a unique plus size luxury fashion garments portal with a global footprint |
| June 29Day 8Session 1 | Successfully bringing innovations to market  | Doing indepth market gap analysis (un-served vs underserved market opportunities) | Bhavna Bajaj-Senior Faculty & Startups mentor @ FDDI-Footwear Design & Development Institute (She devised the Entrepreneurship course there few years back and is a key driver for the course’s ongoing success |
| Session 2 |  | Experiential marketing and people delight focus across all customer touch points | Kavita Bhaskaran, President & India Head, Ogilvy PR |
| 5-5.30pm | Entrepreneurial Success Story- Ashish Jain Enliven: A unique ‘medicial massage’ with human (male/female) therapists offering for employees in large companies (BPO, IT etc) to boost wellness, productivity & reduce stress & dissonance |
| June 30, Day 9Session1 | The internet as a selling platform-1 | Inescapable www (win-with-web) realities and marketing necssities | Anshumali Saxena- Managing Partner & Marketing Messiah- Interactive Eye a business transformation &multichannel digital innovation consulting agency |
| Session 2 |  | Emerging Social selling landscape & opportunities for business intelligence, branding, marketing , selling & CSR | Anshumali Saxena |
| 5-5.30pm | Entrepreneurial Success Story- Pranay Chowdhary- Founder CEO – Actozen a unique healthcare & wellness portal that creates a community of users and services/solutions providers with win-win linkages |
| July 01, Day 10Session 1 | The internet as a selling platform-2 | Understanding & leveraging fusion marketing (website+social media+ePR+eZine+email+offline) | Anshumali Saxena |
| Session 2 |  | Leveraging internet’s power of linking all parts of an organization for collaborative + concerted selling across the business value chain | Anshumali Saxena |
| 5-5.30pm | Entrepreneurial Success Story- Gaurav Aggarwal, Country Head of GBP International a German Consulting firm where he has created a new way of selling niche infrastructure solutions by becoming a commission sharing intrapreneur-innovator |
| July 02Day 11Session 1 | -Business Modelling | - Building a success generating , well researched & planned Strategic Business plan | Sidharth Tripathi, CoFounder iSEED a unique Entrepreneurship Training/Coaching Institute |
| Session 1 , 2nd half11.30 am -1pm |  |  Deciding on an adaptive organizational structure with win-win linkages & dependencies |  Sidharth Tripathi |
|  | Entrepreneurial Success Story- Omkar Khullar, iImpact India |
| July 02,Day 11  | Securing finances | Building a trustworthy, practical yet confidence enhancing financial plan with benchmarkable forecasts, Embarking on personal branding of the leadership team as VC/investor ‘ye’ is as much emotional (gut feel) as much as it is rational | Rajesh Saluja, CA, Partner Lunavat & Co Chartered Accountants & Indian Angel Network advisor |
| Second Session, 2nd half |  | Creating a highly persuasive presentation- tips & templates,  Building relationship with investor(s), leveraging his network (and not just funds) with an eye on the 2nd round of funding | Anshumali Saxena |
| July 042-3.30 | Legal Compliances for Startups | Mr. Sameer Rastogi |
| 3.30- 5.00 | Crowd funding, Angel Funding, VC Funding | Mr. V K Mishra |
| July 05, 2-3.30 | Digital Marketing | Mr. Paritosh Sharma |
| 3.30- 5.00 | Financial Understanidng for Startups | Mr. S K Sarkar |
| July 06, 2-3.30 | Value Creation | Mr. Vivek Pahwa |
| 3.30- 5.00 | Creating business from Thin Air ! | Mr. Munish Sabharwal |
| July 07, 2-3.30 | Research Mindset and nurturing innovative ideas | Dr. Sujit Ghosh |
| 3.30- 5.00 | Key success & failure factors, failing and learning | Mr. Alok Gupta |
| July 08, 2-3.30 | Storytelling of my Entrepreneur Experiences | Mr. Anshul Dureja |
| 3.30- 5.00 | Idea Generation, Unleashing innovative mindset, building big visions | Mr. Deepak Pahwa |
| July 11, 2016 Presentation of Business Plan by participants, Certificate Distribution |