

## **One Day Workshop on Entrepreneurship Development Centre Network (EDCN) in West Bengal**

**Date and Venue : 23.04.2018, IIM Kolkata, Joka**

**Organizer :** MSME & Textiles, Government of West Bengal in collaboration with IIM innovation park

### **Motivations :**

Government of West Bengal's Startup Policy focuses on creating a strong startup ecosystem to nurture innovative entrepreneurial ideas and promote entrepreneurial spirit among younger generation, especially students. In pursuit of this, they had urged to set up Entrepreneurship Development Centre (EDC) in each Institution to encourage ideation and promote entrepreneurial awareness. An Entrepreneurship Development Centres Network (EDCN) has been created under the West Bengal Startup Policy to support various individual EDCs through cross learning, capacity building and handholding. IIM Calcutta Innovation Park (IIMCIP), being the Knowledge Partner, is the Coordinator of EDCN. It extends support to all EDC's in capacity building, mentoring & networking, propelling cross pollination of ideas and mutual learning.

A day-long workshop has been organized by Department of MSME & Textiles and IIMCIP on **23 April, 2018** from **11am - 4pm** at IIMCIP, IIM Calcutta Campus, Diamond Harbour road, Joka, Kolkata – 700 104.

### **Agenda**

- Understanding role of EDCs, current state and challenges ahead.
- Preparation of plans on formation / strengthening of EDC's appropriate to the institution.
- Gaps identification for capacity building, mentoring & networking.
- Annual calendar development.

### **Participation from Jadavpur University :**

1. Prof. Samiran Chattopadhyay
2. Dr. Sayan Chatterjee

## MINUTES OF THE MEETING

**Date: The 23<sup>rd</sup> of April, 2018**  
**Location: TATA HALL, IIM Calcutta**

### **Resource persons :**

1. **Dr.SubhranshuSanyal:** CEO - IIM Calcutta Innovation Park.
2. **Mr.SumanMukhopadhyay:** Director of banglanatak dot com, a social enterprise and Consultant adviser to the Department of MSME&T, GoWBon developing an entrepreneurial Eco-system in the state.
3. **Prof. ChandradeepMitra:** A Leading Consultant, Corporate Trainer & Coach in areas like Branding, Communications, CSR & Innovation. He is also a Visiting Faculty in various IIMs, MICA and XLRI.
4. **Mr. U. Swaroop** (IAS), Joint Secretary MSME&T, GoWB
5. **Mr. Rajesh Kumar Swain**, Senior Consultant, PWC (PMU to DIT&E)

### **Institutional attanendance:**

1. Jadavpur University
2. Presidency University
3. University of Kalyani
4. The University of Burdwan
5. JIS University
6. Brainware University
7. IISWBM
8. University of Engineering and Management
9. Asansol Engineering College
10. Globsyn Business School
11. St. Xavier's College
12. Abacus Institute of Engineering and Management
13. Seacom Skills University
14. Indian Institute of Engineering and Management
15. Raja Peary Mohan College
16. BIET Suri
17. BankuraUnnayani Institute of Engineering

Dr.Sanyal detailed the objectives of formation of EDC at Institutional level and the importance of Igniting the Young Minds by helping them to ideate, having them nurtured and thereby creating an Entrepreneurial Ecosystem right at the grass roots, Mr.Suman also pointed out that even the Corporates today look out for young people having entrepreneurial outlook, thereby emphasizing on the relevance of the subject.

Dr.Sanyal also apprised the participants on the various activities that IIM Calcutta Innovation Park associates itself with the aim of creating and encouraging fresh Entrepreneurs and he made them aware about the events like I2I, TSEC, Egiye Bangla, Mizoram Kailawn, INVENT , SMART 50 etc.

The Joint Secretary MSME&T, GoWB, Mr. U. Swaroop (IAS), briefly introduced the Start Up Policy of the State Government and mentioned the various activities which are being undertaken by them like the creation of Entrepreneurship Development Centre Network (EDCN) with the help of different Universities and leading Academia in the State. He also introduced the fiscal incentives related to EDCN.

During the workshop the participants were encouraged to share the kind of activities in their EDCs which they felt had worked well for them in encouraging the students and the various challenges they faced. Typically, it was found that various events, activities like Idea Clubs, event participations and exposures to entrepreneurial summits has gone well while parental pressure of securing a Job dampens the entrepreneurial spirit of the students, lack of adequate mentoring and societal factors were seen as other common deterrents .

Later in the day, Brain Storming Session was conducted, where the participants formed clusters of 4 to 5 participants each and were asked to deliberate on the following questions and share response:

1. How do you motivate a significant numbers of students to be involved with EDC and its activities to an extent that there is an enhanced voluntary participation?
2. What are the activities that you plan to take up to convert these participants into potential entrepreneur? how do you encourage them to ideate?
3. How do you plan to leverage EDCN?

The following action plans were suggested by the panel:

- Development of Alumni-Entrepreneur Database to be done immediately while formation of IDEA CLUB would help in stimulating the Ideas where the transition of ideas to innovation and finally entrepreneurship would be encouraged.
- Annual “Idea Festival” be conducted followed by Certifications and Felicitations. It was agreed that such recognitions would have a lasting impact on the students as well as their guardian would be motivated.
- Students would be encouraged in taking up the responsibilities of such events. Operational Funds to be created.
- Conducting of Quarterly Inspirational Talks by Alumni/Local Entrepreneurs
- Creation of Wall of Fame for innovative ideas to celebrate innovative / entrepreneurial students
- Events like HACKATHON can be organized once in a year.

## **On Leveraging EDCN**

- Student Ambassador Program can be held and necessary grooming can be done by IIM Calcutta Innovation Park.
- 3 day Faculty Orientation Programme can be held in the 3<sup>rd</sup> week of June at IIM Calcutta Innovation Park...2 faculties per Institute. A follow up programme of 2 days may be taken up based on later review.
- Utilizing social media Face book for widerreach and visibility of EDC/EDCN programmes were suggested
- A whats-app group for institutional communication suggested
- Website for EDCN with News Letter, Policy input, Dashboard, mentor pool, funding options, Incubation network informationetcwas suggested.

Finally, the workshop culminated with a positive note and with expectation that this workshop be a stepping stone for fostering a stronger Network of Entrepreneurship Development Centres and Start Ups.

### ***Institutional attendees (file enclosed with email and phone numbers)***

Mr. U. Swaroop (IAS)	Joint Secretary	MSME&T - GoWB
Rajesh Kumar Swain	Senior Consultant	PWC (PMU to DIT&E)
BiswajitBiswas	Assistant Professor	University of Kalyani
SanjuktaMallickChakraborty	Assistant Professor	University of Kalyani
Dr Indrani Das	Associate Professor	S.A Jaipuria College
Dr S Banerjee	Professor	JIS University
Dr Surjyasikha Das	Assistant Professor	JIS University
Dr. SayanChatterjee	Associate Professor	Jadavpur University
Mr ArijitChatterjee	Assistant Director-Lifelong	The University of Burdwan
Dr SantanuRana	Assistant Professor	Raja Peary Mohan College
AnkitaPradhan	Student	Raja Peary Mohan College
AbhijitMahato	Assistant Professor	Abacus Institute of Engineering and Management
DhrubojyotiGhosh	Assistant Professor	Abacus Institute of Engineering and Management
AshisGanguly	Assistant Professor	Seacom Skills University
AninditaChakraborty	Secretary	Seacom Skills University
Dr Arup Kumar Mitra	Associate Professor	St. Xavier's College (Autonomous), Kolkata
Shaunak Roy	Assistant Professor	St. Xavier's College (Autonomous), Kolkata

PradiptaBanerji	Professor	Institute of Engineering and Management
BipashaMukhopadhyay	Assistant Professor	University of Engineering and Management
Dr Anirban Das	Professor	University of Engineering and Management
MousumiDutta	Professor and Head	Economics Department Presidency University
Dr BiplabSarkar	System Manager	The University of Burdwan
Prof. SamiranChattopadhyay	Professor	Jadavpur University
Dr Gairik Das	Associate Professor and Head	IISWBM
Dr. Arunava Narayan Mukherjee	Dean	Brainware University
RuchikaPandey	Student	Brainware University
DurbaChowdhury	Student	Brainware University
Krishnendu Banerjee	Assistant Professor & Office T&P	Asansol Engineering College
Titov Banerjee	Assistant Professor	BIET, Suri
MrinmoySarkar	Associate Professor	BankuraUnnayani Institute of Engineering
Dr. DebrajDatta	Associate Professor- Marketing	Globsyn Business School



