SPARKLE CINE
Empowering Entrepreneurship

JSS
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JSS
ACADEMY
OF HIGHER
EDUCATION
& RESEARCH
MYSURU

Centre of Excellence in Entrepreneurship Development

Entrepreneurship Development Program

Navigating Success in Business Frontier

6 to 11 Nov 2023

Department of Health System Management Studies
in association with

SPARKLE CINE
Centre of Excellence in Entrepreneurship Development
JSS AHER

12th and 13th Entrepreneurship Development Program (EDP)
Conducted by
SPARKLE CINE, Centre of Excellence in Entrepreneurship Development (CEED)
JSS Academy of Higher Education & Research, Mysuru
In association with
Department of Health System Management Studies
JSS Academy of Higher Education & Research, Mysuru

Three-day Entrepreneurship Development Program (EDP), for two distinct batches of students of III semester of MBA (Hospital Administration), MBA (Pharmacy Administration), MSc (Nutrition & Dietetics) and MBA (Information Technology) was conducted from 6th to 8th November 2023 and 9th to 11th November 2023 respectively at SPARKLE CINE, Centre of Excellence in Entrepreneurship Development (CEED) in collaboration with the Department of Health System Management Studies of JSS Academy of Higher Education & Research, Mysuru. A total of 77 students participated from the two batches.

The importance of entrepreneurship in present-day education cannot be overstated. In an era where innovation drives personal and national progress, cultivating an entrepreneurial mindset among students in higher education systems, is crucial and determines the outcome of educational institutions in preparing Job Providers rather than being a factory producing mere Job Seekers. The uniqueness of this program lies in the approach to fostering entrepreneurial spirit among students through hands-on, interactive sessions led by real-life entrepreneurs who engaged students in a dynamic learning model, guiding them in identifying societal problem statements and leveraging their formal education to innovate and develop product prototypes.

This program aimed to instill within students the attributes necessary for entrepreneurial success. A key highlight of the program was the encouragement for students to create business model canvases for their innovations based on identifies problem statements. This not only allowed them to conceptualize their ideas thoroughly but also provided a platform for them to exhibit their soft skills in professional communication. The students were given the invaluable opportunity to pitch their startup prototypes, honing their ability to articulate ideas effectively and persuasively.

This hands-on, team-driven, and participative teaching methodology served as one of the effective modern education practices as the program not only immersed students in real-life challenges but also empowered them to apply theoretical knowledge in practical scenarios. Such an approach not only fosters innovation but also prepares students for the dynamic and competitive landscape of the professional world providing students with an education that goes beyond textbooks.

Best practices that serve as the insignia of the EDP are:

1. Objective to foster education from theoretical knowledge to cognitive thinking-based solution to real life practical outcomes.
2. Interactive student driven, team based hands-on approach
3. Insights by experienced startup founders and real-life entrepreneurs
4. Unique opportunity to design the prototype in house at tabletop designing, modeling and 3D printing facility at SPARKLE CINE.
5. Hands-on workshop with an outcome to foster transition from education to Technology driven Startup foundation to students.
6. Mentorship to ideas for shaping the innovation business venture.
7. Pitching Platform to prospective student driven startup.
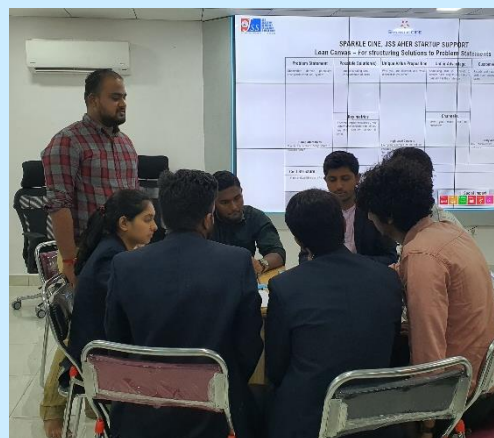
Schedule of the Program:

Day 1 : 6/11/2023 - Monday

Time	Session	Speaker
09:30 am to 09:45 am	Registration	
10:00 am to 10:15 am	Inauguration	
10:15 am to 10:30 am	Overview of the program and specific learning objectives	**Dr Prashanth S** Deputy Dean (Academics), JSS AHER
10:30 am to 11:00 am	Entrepreneurial Knowledge, Attitude and Practice Evaluation	**Mr. Praveen Kumar R** Founder, Swarnaamrutha Trust
11:15 am to 11:45 am	Introduction to Entrepreneurship and attributes for success in Businesses frontier	**Ms. Sukanya Patel** Founder Director, Nutrisukan Biotech
11:45 am to 12:30 pm	Problem Statement identification and need for Innovation	**Mr. Girish Bhushan** Founder and Chief Scientific Officer, Vruksh Innovations Pvt Ltd
12:30 pm to 1:15 pm	Problem Solving Mindset	**Mr. Shashank Srivastav** Director, Codevice Solution
2:00 pm to 2:45 pm	Risk Assessment and readiness	**Mr. Praveen Kumar R** and **Mr. Girish Bhushan**
2:45 pm to 3:30 pm	Business model Canvas	
3:45 pm to 4:30 pm	Types of Companies and Funding Opportunities	**Mr. Vikram Singh S** Founder Director, Auric Cosmo India Pvt ltd

Day 2 : 7/11/2023 - Tuesday

Time	Session	Speaker
10:00 am to 11:00 am	Marketing and Financial Discipline	**Mr. Vikram Singh Mr. Praveen Kumar R**
11:15 pm to 1:15 pm	Business Model Canvas- Hands on	**Experiential Learning**
2:00 pm to 3:30 pm	Business Model Canvas- Hands on	
3:45 pm to 4:30 pm	Design and Prototyping	**Mr. Shashank Srivatsa**

Day 3 : 8/11/2023 - Wednesday

Time	Session	Speaker
10:00 am to 11:00 am	Entrepreneurship through Education- Emerging Trend	**Mr. Dhondup** Entrepreneurship Mentor
11:15 am to 1:15 pm & 02:00 pm to 3:00 pm	Pitch Deck	**Presentation skills, Financial Planning and Pitching evaluation**
3:00 pm to 3:30 pm		
3:30 pm to 4:00 pm	Feedback and Valedictory	**Dr. Mamtha H K** Head - Dept of Health System Management Studies

(the schedule was repeated for the 2nd subsequent batch from 9th to 11th Nov 2023)
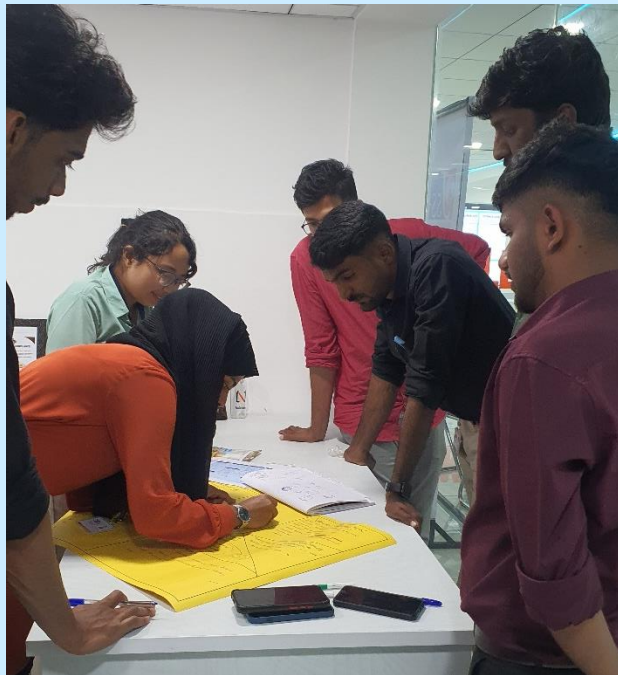
Glimpse of the Program:

Mentorship by Startup founders

Glimpse of the Program:

Pitching Platform for innovative Startup Ideas

Glimpse of the Program:

Opportunity to design the prototype in house at tabletop designing, modeling and 3D printing facility at SPARKLE CINE

Batch 2

Batch 1