

PRESS NOTE

PAN-India Entrepreneurship Awareness Drive 2013

[EAD'13]-EAC Visakhapatnam

Entrepreneurship Cell, IIT Kharagpur is a non-profit student organisation established with the aim of fostering the spirit of entrepreneurship among college students in India. We are one of **the most successful entrepreneurial organizations** in the country with over **50 start-ups incubated within 7 years** of our inception. We conduct Guest Lectures, Workshops and Business Plan Competitions and provide mentorship and incubation support to aspiring student entrepreneurs.

The **Entrepreneurship Awareness Drive (EAD)** is one of our major flagship events, the other being the **Global Entrepreneurship Summit** in January. The EAD consists of a series of Guest Lectures and Workshops in **20 cities in 20 days** in the month of October. Each city plays host to an Entrepreneurship Awareness Camp (**EAC**), where eminent entrepreneurs and industry leaders counsel students about the pros and cons of entrepreneurship as a career and how it differs from the usual run-of-the-mill job culture that has existed till now. Each EAC also features a **Networking Session**, where Startups, Students and the Guests can freely interact as well as a **Startup Pitching Session**, where the startups attending a session get a one-on-one interaction with the Guest Lecturers.

Entrepreneurship Awareness Camp, Visakhapatnam was held in Vignan's Institute of Information Technology (VIIT) on 18th October 2013. The event would be graced by the presence of seasoned entrepreneurs **Mr.Shakir Ali, CEO and founder of eMerchant Digital Solutions Pvt. Limited, Mr. Shashank, Co-Founder of Conduira, Mr.K.Pavan Krishna, CEO of Vignan Group Visakhapatnam, Dr.K.Alice Mary, Principal VIIT** who enlightened the attendees with insights into starting a successful enterprise.

We also had a workshop by **Smt.K.Rama Devi President of ALEAP (Association of Lady entrepreneurship of AP)**.

The Event turned out to be a huge success under the coordination of **Dr.P.S.Subbarao, Coordinator-Ed Cell-VIIT and Ms.A.Sharmila, Assoc. Manager-E Cell IIT Kharagpur** with more than 500 students participating from reputed colleges of Visakhapatnam.

EAD has come a long way since its inception 5 years ago and has seen the number of cities grow from 10 to 20 with a footfall of 7550 in 2011 and 12000 students in 2012. Some of the distinguished guests who have stood on the dais of EAD include Ms. Kiran Mazumdar Shaw, Founder of Biocon, Phanindra Sama, CEO of Redbus.in, Arjun Malhotra, co-founder of HCL Technologies, Mr. Irrfan Alam, Founder, Sammaan Foundation and the contemporary face of Social Entrepreneurship in India and Ms. Shaheen Mistry, Founder, Teach for India Foundation. As this drive continues to reach more

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students and entrepreneurs, we move one step closer to achieving Vision 2020, as outlined by Former President of India Dr. APJ Abdul Kalam.

The Entrepreneurship Awareness Drive also coincides with the launch of our International Business Plan Competitions:Empresario and Envision, which attract enthusiastic participation from all over the nation and beyond.

Though the event is a one-day event, the students are followed up and are encouraged to take part in our Business Plan Competitions and take their ideas a step ahead.Our B-Plan Competition Empresario 2013 generated a huge buzz across the country as we got a total of 2247 entries. It is the biggest business plan competition in the country with prize money of Rs. 6 lacs and a total incubation support of Rs. 1.8 crores up for grabs. Envision: The Product Design Competition of IIT Kharagpur attracts some of the best engineering innovations from across the globe with prize money of 1.5 Lacs

The Impact- About 25% of the entries in our Business Plan Competition- Empresario were from participants of EAD, which underlines the impact of this unique initiative towards motivating young minds towards entrepreneurial thought and action. 108 colleges participated in EAD 2012, with 20 colleges associating with us to conduct the EAD in their respective campus. During the drive, many colleges expressed their interest in setting up entrepreneurship promoting bodies for the benefit of their students. Activities have been initiated to set up EDCs or E-Cells in such colleges with Entrepreneurship Cell, IIT Kharagpur as their mentor. The campus ambassadors appointed from each associate college have also received due recognition from Entrepreneurship Cell, IIT Kharagpur. Thus, a healthy network has been developed between a large number of colleges and Entrepreneurship Cell, IIT Kharagpur, which is important for spreading awareness about entrepreneurship across the entire country.

For more details, log on to www.ead.ecell-iitkgp.org or www.ecell-iitkgp.org. To get to our Facebook Page, go to www.facebook.com/ecell.iitkgp .

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