

ENTREPRENEURSHIP & INCUBATION CELL

REPORT



**CSJM University,
Kanpur - 208024**

ENTREPRENEURSHIP & INCUBATION CELL, CSJM UNIVERSITY

REPORT

1. PREAMBLE

In 2019, Chhatrapati Shahu Ji Maharaj University, Kanpur (CSJMU) established the Entrepreneurship & Incubation Cell (EIC) for fostering entrepreneurship and nurturing innovative and executable ideas from various academic disciplines and other fields. It helps students, research scholars and faculty members to execute the ideas into products, processes or services for the benefits of society as well as industry.

Entrepreneurship forms the backbone of the nation's economy and in order to strengthen entrepreneurship ecosystem, CSJMU, Kanpur is working on igniting the ideology of starting their own ventures amongst India's youth. The youth of today need to be more inclined towards creating jobs rather than getting one. Therefore, to assist the youth in becoming self-employed and creating employment opportunities, the college has come forward to provide support in every possible manner. Therefore, for this purpose a full-fledged Incubation Cell has been setup which will work as a catalyst for entrepreneurship development within the college campus.

2. STUDENT START-UP PROMOTION POLICY, 2019

CSJM University aims to promote technology, science, and management based entrepreneurship among its students and faculties and thereby facilitate practical application of knowledge for the development of demand based ideas and innovations that benefit the society.

With this goal, CSJM University has based its Student Start-Up Promotion Policy to promote amongst its largest student body and academic fraternity a spirit of Start up and Make in India.

The University will incubate at most 10 companies at a time. One financial year can have at most 5 new companies incubated.

Mission

- To create and foster student-centric entrepreneurial endeavours for practical application of knowledge and creating employment and enhanced quality of life.

- To help young entrepreneurs convert ideas and innovations into revenue generating products.
- To promote large scale employment generation amongst youth of Kanpur region.

3. FACULTY START-UP PROMOTION POLICY, 2019

Faculty members at CSJM University are continuously engaged in knowledge generation and dissemination. A large number of R&D activities are being carried out by faculty members and students in several cutting-edge science and technology areas. Through the Faculty Start-Up Promotion Policy, CSJM University aims to translate these research outcomes into commercial products, benefiting the society in general.

The faculty start-ups will get various incentives and benefits at every stage of the incubation process. These incentives include, but are not limited to financial aid, patent filing cost reimbursement, etc.

4. ENTREPRENEURSHIP & INCUBATION CELL (EIC), CSJMU

Under the Student Start-Up Policy, an Entrepreneurship & Incubation Cell (EIC) was established in 2019 as student start-up promotion centre to foster student-centric innovative technology build-up and entrepreneurship.

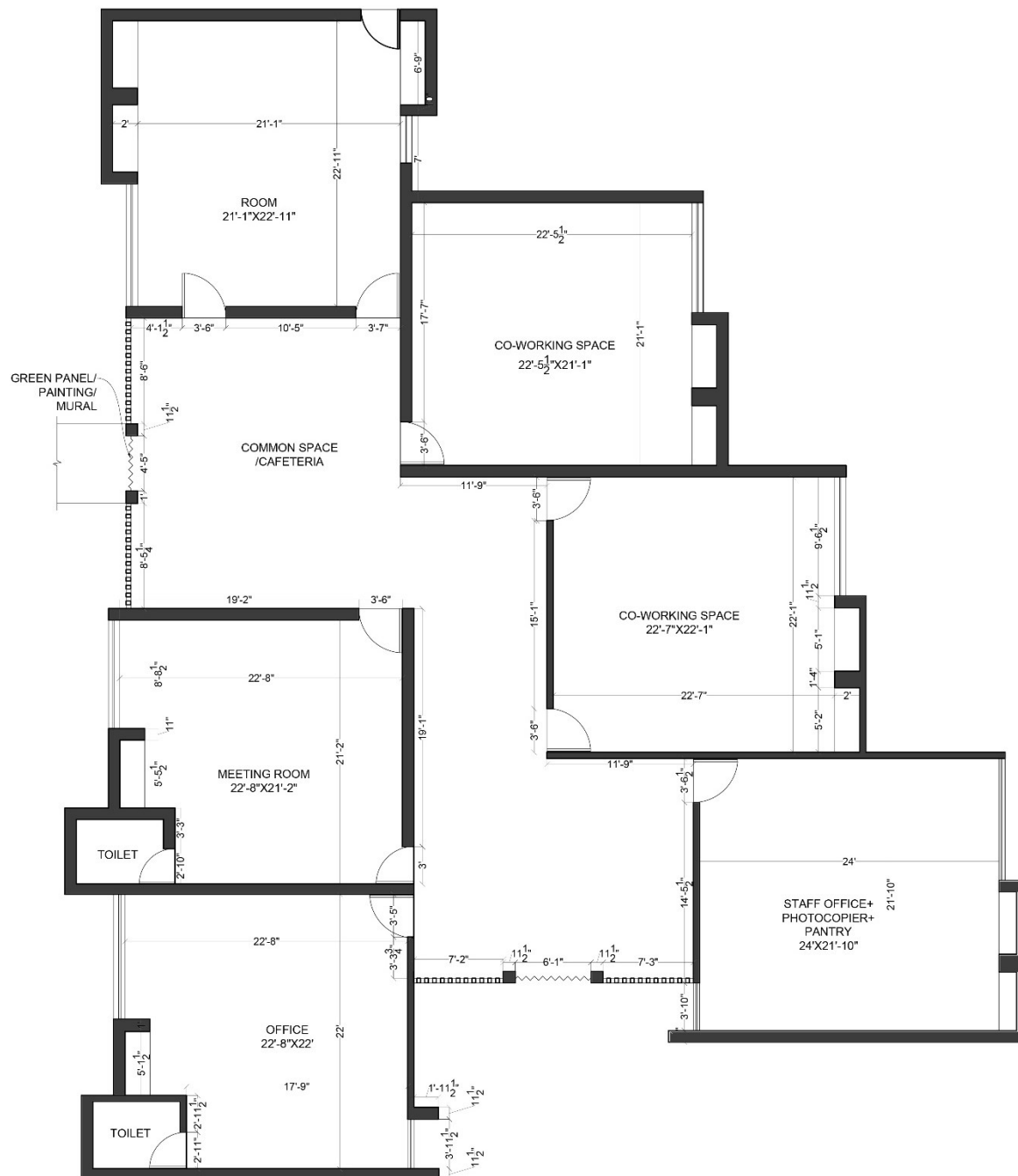
Objectives

- Create a pre-incubation platform to nurture ideas to technological inventions and business enterprises by providing pre seed financial support, infrastructures and resources.
- Develop entrepreneurial attitude in student and faculty by incorporating it within the academic framework.
- Create an environment that converts University students into job creators by providing motivation and end-to-end support.
- Empower students to file patents for their innovations and ideas.
- Integrate academia, industry, as well as government supporting agencies in a systematic manner to create further entrepreneur avenues.
- Create awareness regarding the various Government policies supporting 'Make in India' through workshop, awareness drives, Annual Start-Up Fest and incentives in form of awards, etc.

5. ENTREPRENEURSHIP & INCUBATION CENTER, CSJMU

The University has, under the Student Start-Up Policy, established an Entrepreneurship & Incubation Center as a facility for proper functioning of the Entrepreneurship & Incubation Cell (EIC) and to provide a preliminary incubation space for the student and faculty start-ups.

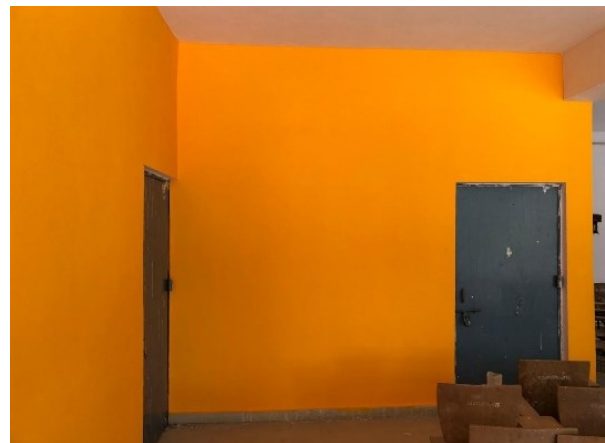
Sprawled over an area of 10,000 sq.ft., an Entrepreneurship & Incubation Center is being currently set up in the University Campus complete with office spaces and workstations for start-up companies as per the guidelines of GoUP or Incubators.



LAYOUT



EXTERIOR VIEWS



INTERIOR VIEWS

6. EVENTS ORGANISED BY EIC, CSJMU

1. THE ENTREPRENEUR CONCLAVE (16th March 2019)

The Entrepreneur Conclave has been conducted on 16th march 2019 in Auditorium of CSJM University Kanpur. In this conclave Chief guests Prof. Alok Prakash Mittal, Member Secretary, AICTE and Prof. D.S. Chauhan, Former VC of AKTU and Secretary General of association of Indian University attended the conclave and following speakers were also present:

- **Abhishek Tiwari** from IT Department, GoUP
- **Vinayak Nath** from Venture catalyst
- **Aditendr Jaiswal** from Srijan Sanchar
- **Abhinav Pandey** from iBHubs
- **Anuj Awasthi** from Kanopy Technologies
- **Prerna Verma** from Creative Leathers



2. THE CSJMU & IIT-K & HBTU MoU (16th October 2020)

Two MoUs were signed successfully by EIC, CSJMU - one with SIIC-IITK and another with Incubation hub, HBTU.



3. FINANCIAL AWARENESS FOR SMES (22nd Nov 2019)

The EIC organized a 'Financial Awareness for SMEs' on 22nd November 2019 to create financial awareness for SMEs. The target participants were SMEs, Startups, Freelancers, and Wannapreneurs.

The Guests of Honor for the event were:

CA Ajay Bhargava, a veteran in Business Risk Consulting- financial controls, revenue assurance, and audits and process improvement.

Kshitij Singh Yadav, CFA, with stints in both corporate and consulting, he specializes in corporate finance, private equity, debt syndication, SME IPO, mergers & acquisitions, and transaction advisory.

4. ENTREPRENEURSHIP BOOTCAMP (21st to 22nd Jan 2020)

A two-day Entrepreneurship Boot Camp was organised by Entrepreneurship & Incubation Cell (EIC), CSJM University, Kanpur in collaboration with MSME, Government of India.

The participants learnt how technology can be utilized as a valuable instrument to see their entrepreneurial initiatives to success. The experts from MSME talked about the various MSME and State Government Schemes in place that can aid the young entrepreneurs in their endeavours.



5. SMART INDIA HACKATHON (2nd March 2020)

The Entrepreneurship and Incubation Cell, CSJMU, Kanpur organized the **Internal Hackathon for the Smart India Hackathon 2020**. Where the participating teams presented their ideas to solve the problem statements that are prevalent in India.

The jury panel included:

EXTERNAL EXPERTS

- **Dr. Manoj Kumar Tiwari**, Regional Officer & Asst. Director, NRO-AICTE, Kanpur
- **Prof. Raghuraj Singh**, HOD - CSE, HBTU

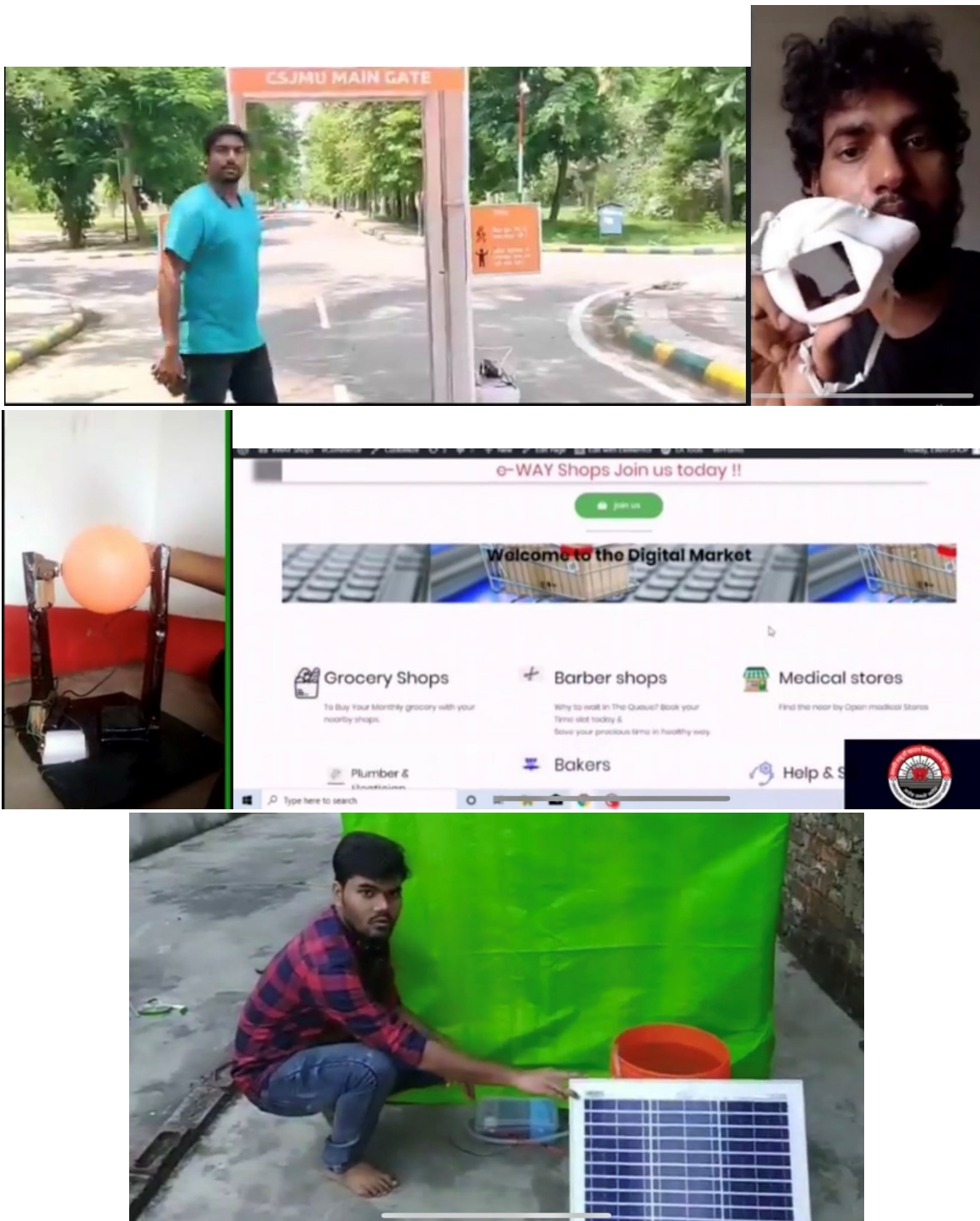
INTERNAL EXPERTS

- **Dr. Deepak Verma**, UIET
- **Dr. Shilpa Kaistha**, BSBT
- **Dr. Nisha Sharma**, Institute of Pharmacy



6. COVID-19 INNOVATION CHALLENGE (27th June 2020)

On 27th June 2020, the prize distribution of the "COVID-19 Innovation Challenge" organized by Entrepreneurship & Incubation Cell, Chhatrapati Shahu Ji Maharaj University, Kanpur was conducted Live on the University's Facebook Page <https://www.facebook.com/csjmuknp/>, convened by Dr. Rashmi Agarwal, Head of Entrepreneurship & Incubation Cell, CSJMU. The winning teams also showcased their working prototypes in the ceremony.



7. IIC SESSIONS (5th Sept- 4th Oct, 2020)

Innovation and Incubation Cell (IIC) and CSJM University, Kanpur has hosted many such sessions for the students in co-ordination with Dr. Rashi Agarwal (Head, IIC). The Main objective of these Sessions was to make sure that the students are able to connect with the Guest speakers and are able to understand what to expect when going in the Industry.

SESSION 1



The session was taken by Mr. Siddhant Singh. He is a branding and advertising professional who worked in Asian American Market. Currently Organic Growth Lead at PagaBook. The session started with the introduction about branding and advertising. He talked about how can one promote a brand and how well designers work in this field and why it is important to make social media

portfolio, as it engages a lot of people and world to know your work. Scope of branding and advertising.

SESSION 2



The session was taken by Mr. Aditya Dube. He is a Technology lead working with Tech Mahindra Munich. He provides consulting to clients on digital transformation.

He has almost 9 years of experience working in a multicultural and globally diverse environment. He talked about Emerging Technologies like AI, Cyber Security and Internet of Things and AR, VR,

MR, XR and 5G. It was surely a great brief to students about the different technologies happening in the world.

SESSION 3



The session was taken by Mr. Kumar Manik, He started as a Project Engineer in an Engineering Firm. He went up the ladder to be the project head at a leading solar EPC Company. He then started as a Co-founder of Recube Energy Pvt. Ltd. He gave a wonderful story example from his own life to make the students understand that you just need to see around the

opportunities and make use of it. He talked about the solar plants as a whole, and how waste management can be a part of a great business idea. How to come with ethical business plans and how students can work from college level over their idea and the importance of sustainable business.

SESSION 4



The session was taken by Mr. Anand Mishra, He is a Technology consultant with 7N Consulting, He has been part of software industry for more than 10 years. He talked about the Basics are essential in IT Industry, T-shape

Developer, Data structures and Algorithms, AI, ML And Cloud Computing And programming language like Java, C, C++, Python and Html, Xml. Students by the end of this session were full of enthusiasm for programming and understanding how they can perform better in university and industry.

SESSION 5



The session was taken by Mr. Ashutosh Srivastava. He has worked as an Application Developer in IBM for 2.5 years. He works as a Cyber Security officer in Public Sector Bank. He is engaged in career guidance and

instructing competitive exams aspirants for over 12 years.

He talked about Protection for data and networks, prevention of unauthorized users, business protection against malware, ransomware, phishing and social engineering and protection for end-users. It was beneficial for all the students.

SESSION 6



INNOVATION AND INCUBATION CELL (IIC) CSJM UNIVERSITY, KANPUR

presents a talk on

LIFE HAPPENS

Join with Google Meet: <https://meet.google.com/wxb-finv-yvn>

A multifunctional, biodegradable, life-form classified as a human being, who is now serving in the multifunctional world of risk consulting, where he gets to work with clients on problems which can't wait!

PRATEEK ABHIMANYO JOHRI

2 PM 26TH SEPT. - Dr. Rashmi Agarwal HEAD, IIC

The session was taken by Mr. Pateek Abhimanyo Johri. A multifunctional, biodegradable, life-form classified as a human being, who is now serving in the multifunctional world of risk consulting, where he gets to work with clients on problems which can't wait!

He talked about his journey into the world of Risk Consulting. Risk management is the identification,

evaluation, and prioritization of risks followed by coordinated and economical application of resources to minimize, monitor, and control the probability or impact of unfortunate events or to maximize the realization of opportunities.

SESSION 7



INNOVATION AND INCUBATION CELL (IIC) CSJM UNIVERSITY, KANPUR

PRESENTS A TALK ON

SCOPE OF ARTIFICIAL INTELLIGENCE IN COMING FUTURE

Join with Google Meet: <https://meet.google.com/ufo-iwcy-uvd>

Alumnus of IIT Roorkee & Columbia University NY, an Ivy league College. Working as a Asst. Vice President Data Scientist in Citi Bank, New York. AI specialist, having tech. experience in supply chain, Health care & Finance Industries.

10-11 AM 27 SEP

Ankur Porwal

Dr. Rashmi Agarwal Head, IIC

The session was taken by Mr. Ankur Porwal. Alumnus of IIT Roorkee & Columbia University NY, an Ivy league College. Working as an Asst. Vice President Data Scientist in Citi Bank, New York. AI specialist, having tech. experience in supply chain, Health care & Finance Industries.

He talked about the Scope of Artificial Intelligence. Its evolution over the years. AI shaping its way in the future and how important it is for our world.

SESSION 8



INNOVATION AND INCUBATION CELL (IIC) CSJM UNIVERSITY, KANPUR

PRESENTS A TALK ON

PURSUASIVE COMMUNICATION THE ART OF PUBLIC SPEAKING

Kajal Bhaduria

Miss Kajal is a young dignified SPL (student pilot licence) holder and an ex Radio Jockey. She is a mentor of change under Atal innovation mission - NITI AAYOG GOVT. OF INDIA and Co-founder of The Magnets - which is succeeding in its aim of creating magnetic personalities across the nation. Her corporate journey has been 5 years long with software and business developer giants. Being a distinct classical singer, kathak dancer, she equally excels in foreign language (French). Her personality development sessions have been loved by young students and employees.

Join with Google Meet: <https://meet.google.com/huf-mtrr-xik>

4TH OCT. 12 NOON

-DR. RASHMI AGARWAL HEAD, IIC

The session was taken by Miss Kajal Bhaduria, she is a young dignified SPL (student pilot licence) holder and an ex Radio Jockey. She is a mentor of change under Atal innovation mission - NITI AAYOG GOVT. OF INDIA and Co-founder of The Magnets - which is succeeding in its aim of creating magnetic personalities across the nation. Her corporate journey has been 5 years long with software and business developer giants. Being a distinct classical singer, Kathak dancer she equally excels in foreign language (French).

Her personality development sessions have been loved by young students and employees.

8. INAUGURATION OF CODISTAN (3rd Oct 2020)

Codistan is a community established by the students of UIET, CSJMU under the Innovation & Incubation Cell, CSJMU for all coders to enhance their coding skills and to become better problem solvers.



INNOVATION & INCUBATION CELL,
CSJM University, Kanpur
presents

SATURDAY, 3RD OCTOBER 2020
12 PM ONWARDS

INAUGURATION OF CODISTAN

A community for all
coders to enhance
their coding skills and
to make them a
better problem solver

Chief Guest
Prof. Neelima Gupta
Hon' Vice-Chancellor,
CSJM University, Kanpur



JOIN WITH GOOGLE MEET
meet.google.com/caz-emyn-ros

Dr. Ravindra Nath
Director - UIET,
CSJM University, Kanpur
Faculty In-charge
Dr. Rashi Agarwal
Head - IIC,
CSJM University, Kanpur


Student Coordinators
Suryansh Pratap Singh
B.Tech.-IT (2nd Year)
Tarang Sharma
B.Tech.-IT (2nd Year)

TECHNOLOGY 101

"How has pandemic changed
technological landscape for
students with a brief overview
of Agile, DevOps, AR/VR &
Cloud"

**Keynote
Speakers**

Udit Singh
Technology Analyst,
Infosys UK



Sanjay Kumar Singh
Project Manager,
Infosys UK



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9. INTERIOR DESIGN & FASHION TECHNOLOGY WORKSHOPS

(26th to 31st Oct 2020)

Department of Vocational Studies, Chhatrapati Shahu Ji Maharaj University, Kanpur organized a week of Interior Design & Fashion Workshops from 26th to 31st October 2020 to introduce new and handy skills for all. This festive season everyone can spruce up their style and homes with these exciting and creative workshops; a welcome respite from such bleak and uncertain times.

The Interior Design Department organized four workshops hosted by the lecturers of the Interior Design Department, each showcasing a different aspect of Interior Design that the participants can emulate and replicate.

Similarly, The Fashion Technology Department organized four workshops hosted by the lecturers of the Fashion Technology Department, each showcasing a different aspects of Fashion.

The aforementioned workshops are:

INTERIOR DESIGN

Light Up Your Space- A Lamp Making Workshop (26th October 2020)

Make Your Home a Green Oasis- An Indoor Plants Workshop (27th October 2020)

Cement Decoratives Workshop (28th October 2020)

Mural Workshop (28th October 2020)

FASHION TECHNOLOGY

Knot Me Not (Macrame Knotting) (27th Oct'20)

Shibori Your Way (Tie & Dye/ Discharge Dying) (28 Oct'20)

Makeup Artistry (29 Oct'20)

Draping The Art (Styling Through Various Drapes) (31 Oct'20)

The image displays two promotional posters for workshops. The left poster is for a 'MAKEUP ARTISTRY WORKSHOP' on 29 OCT'20 from 12 TO 2 PM, led by Prachi Bhawsinghka. It features a purple background with makeup products and a lightbulb icon. The right poster is for a 'LIGHT UP YOUR SPACE Lamp Making Workshop' on 26 OCT'20 from 3 to 4 PM, led by Ar. Saumya Srivastava. It features a warm-toned background with several glowing, dome-shaped lamps. Both posters include lists of materials required and instructions on how to register and win prizes by tagging the university on social media.

MAKEUP ARTISTRY WORKSHOP
29 OCT'20 12 TO 2 PM
by Prachi Bhawsinghka (Lecturer)
Department of Fashion Technology
CSJM University
Material Required: Basic MAKEup Kit, Brushes
Tag @bvoc_idft (Insta) & @csjmu.FT.ID (Facebook) on your final work to Win EXCITING PRIZES !!!!
Use Hashtag #bvocfashiontechnology
Register to participate: forms.gle/Z5GP3yPdrh9fXyKM7
meet.google.com/upu-demg-ktv
@bvoc_idft @csjmu.FT.ID

LIGHT UP YOUR SPACE Lamp Making Workshop
26 OCT'20 3 to 4 PM
by Ar. Saumya Srivastava
Lecturer, Department of Interior Design
CSJM University
Materials Required: Glass container, Glass pebbles, Ivory sheet, Kite paper, Snapper, Glue
Tag @bvoc_idft (Insta) & @csjmu.FT.ID (FB) on your final lamp to win EXCITING PRIZES!!!!
Use hashtag #bvocinteriordesign
meet.google.com/tty-wyzb-orp
Register to participate: forms.gle/Z5GP3yPdrh9fXyKM7
@bvoc_idft @csjmu.FT.ID

10. QUIZ COMETITION 2020 –

ON BIRTH ANNIVERSARY OF BHARAT RATNA HON'BLE SHRI ATAL BIHARI VAJPAYEE (21ST DECEMBER 2020)



CHHATRAPATI SHAHUJI MAHARAJ UNIVERSITY KANPUR

Organizes Quiz Competition 2020

ON

BIRTH ANNIVERSARY



DATE : 21ST DECEMBER, 2020

VENUE : CSJMU, KANPUR (Online)

Guidelines of the Event :-

Registration : <https://forms.gle/5udK6eHcfcAp8Hhk8>

Eligibility : Open to all students

Junior Category (UG Students)

Senior Category (PG Students)

Timings : Online Mode 1:00 pm to 1:20 pm

(Quiz Link will be shared at 1 pm to all registered Students. The quiz will be active for 20 mins only)

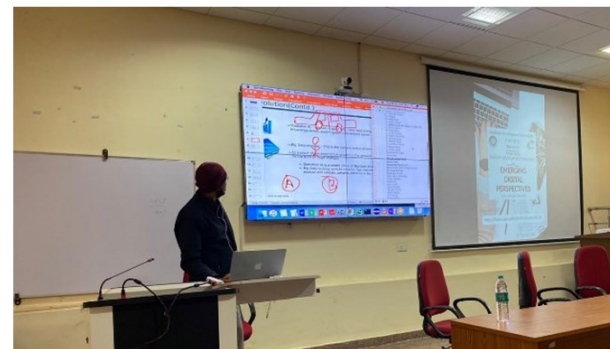
Note : In case of ties, tie breaker quiz will be held in online mode over Webex.

Prize Distribution : The 1st, 2nd and 3rd prize winners will be taken for a Visit by Cultural Department to PARLIAMENT HOUSE

11. FACULTY DEVELOPMENT PROGRAMME ON EMERGING DIGITAL PERSPECTIVES (6th to 19th Jan 2021)

The Faculty Development Programme (FDP) intends to provide financial assistance to facilitate up-gradation of knowledge, skill and intends to provide opportunities for induction training to teachers employed in disciplines Engineering & Technology, Pharmacy, Hotel Management & Catering Technology, Architecture, Town Planning and Applied Arts & Crafts. Faculty Development Programme (FDP) covers areas such as technical education policy, new concepts, methods and techniques, theory and skills development and up gradation of pedagogy educational technology, motivation, communication skills, management and other relevant issues to keep pace with the changing scenario in Technical Education.

During the Faculty Development Programme fourteen (14) multi-faceted topics were tackled by instructors from ICT, IIT-K that contribute to the betterment of the participating faculties on both academic and professional levels.



12. TOYCATHON (25th Jan 2021) – results awaited



 **Innovation & Incubation Cell,**
CSJM University
presents

TOYCATHON 2021

To Promote Atmanirbhar Abhiyan

Share Creative Toys & Games ideas based on
Indian civilization, history, culture, mythology and ethos
& get a chance to

WIN CASH PRIZES

 **1st** ₹15,000
2nd ₹10,000
3rd ₹5,000

Prof. Neelima Gupta
Hon. Vice-Chancellor,
CSJM University

Last Date Extended
25th Jan 2021

CONVENER
Dr. Rashi Agarwal
Manager- IIC,
CSJM University

THEMES FOR IDEA PROPOSALS

 Social & Human Values	 Learning, Education & Schooling	 Indian, Culture, History, Knowledge of India & Ethos	 Divyang Physically Handicapped
 ENVIRONMENT	 Occupations & Specific Fields	 Out of the box, creative & logical thinking	 Fitness & Sports

Register Your Team at:
forms.gle/mM9N5Pn5tWsbx6Hx8

Contact:
+91 87266 85801

13. 6 WEEK GARMENT MANUFACTURING COURSE (MSME & CSJM UNIVERSITY)
(6th to 19th Jan 2021)

एमएसएमई विकास संस्थान (भारत सरकार, एमएसएमई मंत्रालय) कानपुर
एवं
छत्रपति शाहूजी महाराज विश्वविद्यालय कानपुर
द्वारा आयोजित
गारमेंट्स मैनुफैक्चरिंग पर उद्यमिता कुशलता विकास कार्यक्रम
दिनांक 9 फरवरी 2021 से 22 मार्च 2021 तक

छात्र परिधान निर्माण के प्रशिक्षण कार्यक्रम का अनुभव करेंगे तथा उन्हें सहायता प्रदान की जाएगी, ताकि वे उद्यमी बन सकें और अपने लिए रोजगार का सृजन कर सकें। यह एक सकारात्मक विकास की सोच को बढ़ाएगा और उन्हें आज की दुनिया में प्रतिस्पर्धा का सामना करने की क्षमताओं में सहायता करेगा।

नोट: सभी छात्रों को कक्षाओं के लिए अपनी सामग्री लाना होगा, केवल मशीनरी प्रदान की जाएगी।

इस कार्यक्रम के लिए

1. पात्रता : 10+
2. सीटों की संख्या : 20 – 25 छात्र
3. कार्यक्रम शुल्क : ₹ 200 प्रति व्यक्ति
4. दैनिक सत्र : प्रत्येक दिन 1.5 घंटे के 4 सत्र
- 5 स्थान: द्वितीय तल, यू आईईटी 3, सीएसजेएम विश्वविद्यालय, कानपुर

पंजीकरण फॉर्म : <https://forms.gle/BWCAu5eQGn7tW8h39>

8726685801
Urban Dulya

