

## **eBoot-Camp Report 2020**

IMI Bhubaneswar witnessed an entrepreneurial Bootcamp on 7<sup>th</sup> November 2020, the event being addressed by Vishnu Nagraj (Founder- Carve Startup Labs), Rashmi Ranjan Sahu (Sr. mission associate - Incubation and Partnership), Siddheshwar Panda (Chief Executive Officer at Magicwall). The event primarily focused on encouraging the young minds who are inclined towards entrepreneurship to take it up with ease and that they shall be plumped by Startup Odisha in association with Carve Startup Labs by their Estart startup bootcamp, a global platform predominantly built for helping startups.

In the inaugural session Prof Devesh Baid (Finance and Economics) welcomed the esteemed speakers and the students. The respective speeches incorporated a lot of motivating and uplifting insights. We were explained regarding the TRYING and FAILING aspect of entrepreneurship, Ideation Canvas which includes identification of problem, competitors and target people. Case study examples were given to back it up. One of the examples that had everyone's attention was that of Padman and that how the problem was identified of the rural women not being able to afford sanitary napkins and using others things instead during the times they menstruate, and how cheaper pads were produced in an innovative manner which curbed the problem of high priced pads.

We were given the idea of how important pitching is and what role it plays. Also about three stages of a startup- Incubation, photocopying and mentoring is a mandate to succeed in the field.

In the first stage, startup incubators plays a highly essential role in launching the business. These are non-profit organisations and a collaborative programmes for startup companies which are often associated with universities and business schools. Photocopying refers to mapping the ideas and adding innovation and creativity to it. Well it is rightly said every great achiever is inspired by a great mentor. As a mentor already knows the in and outs of the startup so they help to connect with the valuable people. All these three goes hand in hand.

Mr Vishnu Nagraj sir also created a WhatsApp group post the session in order to be in touch with the students and help them in every possible manner. This bootcamp made students aware that with hardwork and perseverance one can work for themselves and set up an example.

This bootcamp started at 12:00pm and ended by 6:30pm in the evening. Prof Devesh Baid (Finance and Economics) ended the delightful session with a thankyou note for the guest of honours for providing such visionary and beneficial insights for the students. E-cell members were working eternally throughout the whole bootcamp.

The future entrepreneurs were thrilled to experience such an illuminating session. Their excitement post the session sums it all. Everyone hopes to experience the same in the offline mode as well.