

“WING”- Women Rise Together



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WING

Women Rise Together

Free workshop sessions for
women entrepreneurs

Date: 27th & 28th February 2020

Venue: Conference Hall, KIIT-TBI, Bhubaneswar



wing@kiitincubator.in

wing.kiitincubator.in

Date: 27th-28th February 2020

Venue: KIIT-TBI, BBSR

Time: 9:30 hrs-17:30 hrs

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Introduction

Participant's profile

Designation	CEO, Founder, Cofounder, Professors
No .of participants	50

Sessions & Speaker

Sl. no.	Session content	Speaker
1	The program was inaugurated by the Head- Social Incubation & CSR, KIIT-TBI	Ms. Surekha Routray
2	Module1 Founders Dreams and Jobs to be done	Rohan Potdar, Founder and Chief Storyteller at ROHANPOTDAR Creative Media LLP
3	Module 2 – Taxation and Statutory Compliances	Niranjan Mahapatra, CA, Managing Partner at FourBridge Financial and Corporate Advisory Service
4	Module 3- IP,Trade Mark and Copyright	Sudipta De Sarkar , Associate Dean at KIIT School of Law, KIIT University
5	Module 4- Government e-market place	Shakti Das, Government Trainer for E-marketplace
6	Module5- Cash Flow & Fund Management	Sudhir Ranjan Das, Director, Hegel Advisory Services.
7	Module6 – My Journey to success	Mrs. Supreety Mishra, MD of EMRP, Director Glaze Group
8	Module7-Insight into incubation ecosystem & Startup Support Schemes	Prasant Biswal, Evangelist @Startup Odisha, Government of Odisha
9.	Module 8- Marketing Growth Hacks	Joydeep Biswas, Assistant Professor, KSOM, PGDM (XLRI Jamshedpur), BTech (IIT-BHU, Varanasi)
10.	Pitching Practice	Rohan Potdar

Synopsis of the Program:

WING Program is a Start up India. DPIIT Govt. of India Initiative, for promoting aspiring and budding women Entrepreneurs across India. KIIT –TBI has been given the mandate for conducting 30 workshops across 6 states in the Eastern zone. The workshop is planned for two levels i.e. Beginners and Advanced. The first Advanced level workshop was organized in KIIT-Technology Business Incubator.

The two day program was inaugurated by Ms Surekha Routray, Head Social Incubation & CSR, KIIT-TBI. She addressed the existing women entrepreneurs from various streams and backgrounds and elucidated the need for exploring more about entrepreneurship.

The first topic of the session was Founders Dreams and Jobs to be done. The session was taken by Rohan Potdar, Founder and Chief Storyteller at ROHANPOTDAR Creative Media LLP. He is a documentary film maker from Mumbai. Founder and Chief Story teller at ROHANPOTDAR Creative Media LLP. He has a corporate experience of 7 years, made several online educators, eminent speaker in multiple national platforms 17th FICCI CSR Summit and Awards, IIMB's NSRCEL Social Santhe. He has also published over 250 articles.

He took the introductory session and explained the road map from having an intangible idea to translating it to tangible product or service. The session elucidated the step wise process for refining the nascent ideas in the form of story to form structured ideas around which a business plan or business venture can be formed. He threw knowledge on the basic fundamentals of the entrepreneurship like idea validation, product validation and problem validation. He also illustrated the way of effective pitching in which there was many questions raised by the listeners which was clarified by Mr Rohan.

The next session was taken Niranjana Mahapatra, CA, Managing Partner at FourBridge Financial and Corporate Advisory Service. Mr Niranjana has overall more than 15 years of qualitative experience in understanding of Organization's accounting and Finance activities. This includes General Accounting, Banking, Financing, Treasury Operations, Business plan, Direct & Indirect Taxation , supply chain management , Finalization of Accounts statutory, Internal Audit, Turnaround plan, Business valuation and Risk management reporting etc. He is also experienced in Telecom Revenue Assurance, Franchise Management, Channel Accounting Reconciliation and Profitability & Business Planning & KPI Analysis. He is specialist in Commercial, Supply Chain Management, accounts & taxation & Project financial management.

Mr Niranjana spoke about the importance of taxation and statutory compliances. He explained

to the established entrepreneurs the process of taxation and its importance and also to follow the guidelines or rules and regulations an organization must follow to run smoothly. He told them regarding the various Wage Acts, company acts, labour acts and many more. This made the listeners to understand that it will create a loyalty and interest in their employees mind that they are safe guarded and won't be exploited.

Next session was taken by Sudipta De Sarkar, Associate Dean at KIIT School of Law, KIIT University on the topic IP, Trade Mark and Copyright. He has 9 years of academic experience, worked as Professor in charge- Training and Placement in KIIT School of Law, He also worked as Programme Co-Ordinator in KIIT School of Law, he was also a faculty in ICFAI University, Dehradun. He gave insights on trademark and copyright and the differential elements of each while providing real time examples for clarity in understanding. He also told the importance of the Trade mark and Copy right and how it helps one to protect their product or service from being copied.

The last Session of the day was about the Government E-market place .The session highlighted the benefits that were offered to startups with the help of this portal and it also procedure for registering in the GeM portal. The required documentations were also discussed and a walk through of the process was done for the ease of understanding of the procedure. The session received an overwhelming response and numerous myths regarding the portal were clarified.

The second day began with the session of Cash Flow & Fund Management by Sudhir Ranjan Das, Director, Hegel Advisory Services. He is a Graduate in Human Resources from Tata Institute of Social Sciences, He has extensive corporate career at multinationals like Oracle, IBM, Dabur & Kirloskar, Worked across multiple domains like Human Resources, Strategy, Business Development, etc

He explained the proper way of managing the cash flow within the company as well as outside it. He interacted with the women entrepreneurs regarding their company's cash flow process and gave his valuable inputs to improve the process and modify it. He gave real time examples of the companies who properly managed the cash flow and rose to the peak of success.

The next session included interaction with one of the successful women entrepreneurs, Mrs Supreety Mishra, MD of EMRP, Director of Glaze Group, Director of Ecp Industries Limited, Trustee of Ecp Abhyudaya Trust. Awarded as Brands of Odisha Pride of India, 2019 from CM of odisha, as best Entrepreneur by iwomen global award 2018-2019 and many more. She opened the participants to the nuances of entrepreneurship. She shared her experience regarding her journey from an established corporate career towards the entrepreneurship and her company of manufacturing automobiles parts. She motivated the women entrepreneurs to build on their skills and talents and be methodical, focused, and perseverant in the field of entrepreneurship

and to convert their enterprise to a much better established level. She also shared the importance of correct guidance and mentorship for taking their ideas forward and creating sustainable enterprises. She also told about the importance of the support of near and dear ones as it boost the entrepreneurial career.

Mr Prasant Biswal, Evangelist @Startup Odisha, Government of Odisha spoke on incubation ecosystem & Startup Support Schemes and its role that are provided by incubators in general and also about KIIT-TBI in particular. He has about 13 years of experience in Startup incubation, sustainable energy and social innovation programs. He has worked in states like Karnataka, Gujarat and Bihar, besides Odisha. He has been a US State Department Professional Fellow, a WIPRO Sustainability fellow and a climate reality leadership fellow for his work on Sustainable Development. Under his guidance Odisha became the top performer startup state in the country within a short span of time.

He shared the different support programs that exist for ideator and early stage innovators/entrepreneurs at KIIT-TBI and how the interested Individuals can apply for the same. He also spoke about the various networking platforms and support program that are being provided by Startup Odisha, especially for the Women Entrepreneurs. A brief outline about the funding support provided by the state start up cell was also given to the participants. He provided an overview of the programs executed so far and shared some interesting entrepreneurial journeys to the mature minds.

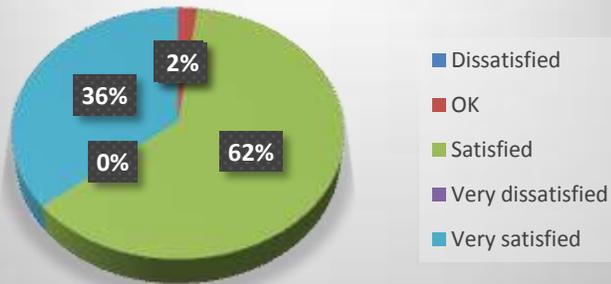
The last session on marketing growth hacks was taken by Joydeep Biswas, Assistant Professor, KSOM, PGDM (XLRI Jamshedpur), BTech (IIT-BHU, Varanasi). He has experience working with ITC Limited as Assistant Branch Manager- Foods and Assistant Brand Manager- Classis, India Kings. He also worked with NOKIA as area sales manager

As he has a base in the marketing sector so he threw lights on the marketing growth hacks one startup should adapt to have a proper marketing strategy for the product or service to be showcased. It was an interactive session with the women entrepreneurs who asked questions related to their doubts on proper marketing of their commodity. Mr Joydeep gave real time examples of different brand and their marketing strategy like Nirma and Surf excel detergent powder that however same product of detergent but with different branding and marketing strategy, surf excel ruled the market compared to Nirma.

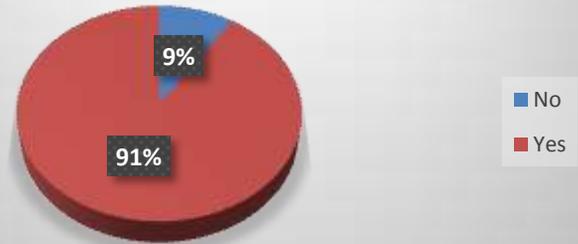
The two day session culminated with a practice pitching session where the participants had an interaction with Mr Rohan Potdar where he told about how to make a proper pitching base about your idea or enterprise so that it would become easy to represent in front of the investors for making a clearer pathway for the fund raising process for their company.

Feedback Analytics

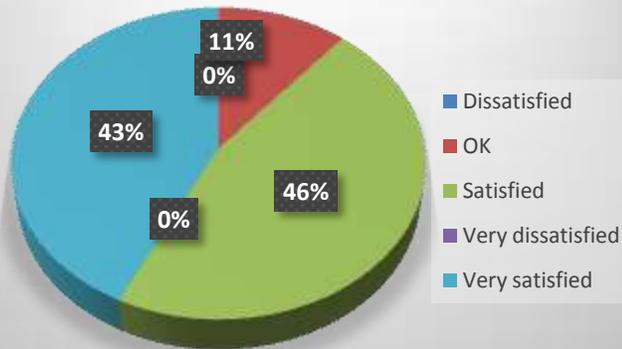
Overall Experience



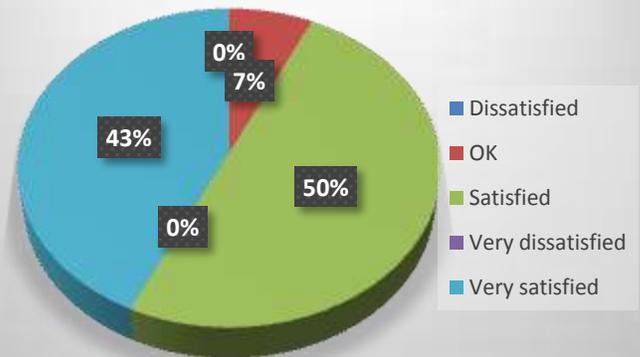
Did the workshop meet your expectation



Networking Opportunities



Speaker Sessions



Is this the first time that you have attended an entrepreneurship...



How did you hear about the workshop

