

PRESS RELEASE

Event: EAD – Entrepreneurship Awareness Drive 2022 Patna

Date: 11th October 2022

Venue:- Chandragupt Institute of Management

Timing: 2:00 PM-5:00 pm

EAD Patna 2022 organised at CIMP in collaboration with IIT Kharagpur's E-cell

Today IIT Kharagpur in association with Chandragupt Institute of Management Patna (CIMP) organized an event called Entrepreneurship Awareness Drive 2022. EAD is being conducted on PAN India level in 25 prominent cities of India. The motive of this event has been to spread awareness of entrepreneurship among the youths of India.

On this occasion, Shri KPS Keshri, Ex President of Bihar Industries Association was present as the chief guest along with the other keynote speakers namely, Mr. Satyapal Chandra (CEO and Founder of Mag Tapp), Mr. Tarun Saini (CEO and Founder of Vidyakul), Mr. Rahul Kumar (CEO and Founder of Treez Ecoventure) and Mr. Vivek Prism (CEO of webx99).

The event started with the lighting up of the ceremonial lamp by the chief guest Shri KPS Keshri followed by a welcome address by the director of CIMP, Prof. Rana Singh.

In the welcome address Prof. Rana highlighted the importance of the startup ecosystem and how the Indian landscape is changing in terms of entrepreneurship. He also talked about the unicorns where he said that out of 107 unicorns 44 came out recently during the pandemic from India thus contributing to more than 10 % of Unicorns globally.

The welcome speech was followed by an address by the Chief guest, Shri. KPS Keshri wherein he highlighted the importance of timely decision making. He also addressed that in order to build the startup one has to identify the problem in the society. He gave his 3C's mantra which are Commodity, Customers and the most important is Competitor.

The Next speaker was Mr. Satyapal Chandra, founder and CEO of Magtapp. He shared his experience of 3 years of entrepreneurship journey. He encouraged students to not only have just passion but obsession for being an entrepreneur. He also talked about the importance of going for a SWOT analysis of the startup idea and also having a mentor for constructive criticism. He even advised the students to accept rejections gracefully.

The next keynote speaker was Mr. Rahul Verma (Founder & CEO Treez Ecoventure). He encouraged students to have clarity before deciding upon any startup. He said EQ is more important than IQ in the entrepreneurship journey. He also shared his insight to have more focus on practical approach than theoretical approach. He also talked about observational power as a skill of an entrepreneur.

The next key speaker was Mr. Tarun Saini (founder and CEO of Vidyakul). He talked about the 'never give up attitude' of an entrepreneur. He said the emphasis of an entrepreneur should be on the execution of ideas and taking risks in the process. He also encouraged students to do whatever they dream of doing and have a zeal to shape it into reality.

The last keynote speaker was Mr. Vivek Prism, Founder of Webx99.com. The focus of his talk was Minimum Viable Product, which has just enough features to be usable by early customers. He said that starting small as a startup is not a bad idea.

At the end mementos were presented to the guests by the Director of CIMP , Prof. Rana Singh. Lastly, the event ended with a vote of thanks.



