

CERTIFICATE COURSE IN

INNOVATION, IPR, START-UP AND  
ENTREPRENEURSHIP (CIISE)

10<sup>TH</sup> JULY 2021 – 17<sup>TH</sup> SEPT 2021 (WEEKEND MODE)

**Dr. Baljeet Kaur; Dr. Pooja Arora**  
**HANSRAJ COLLEGE**

## **Course Summary**

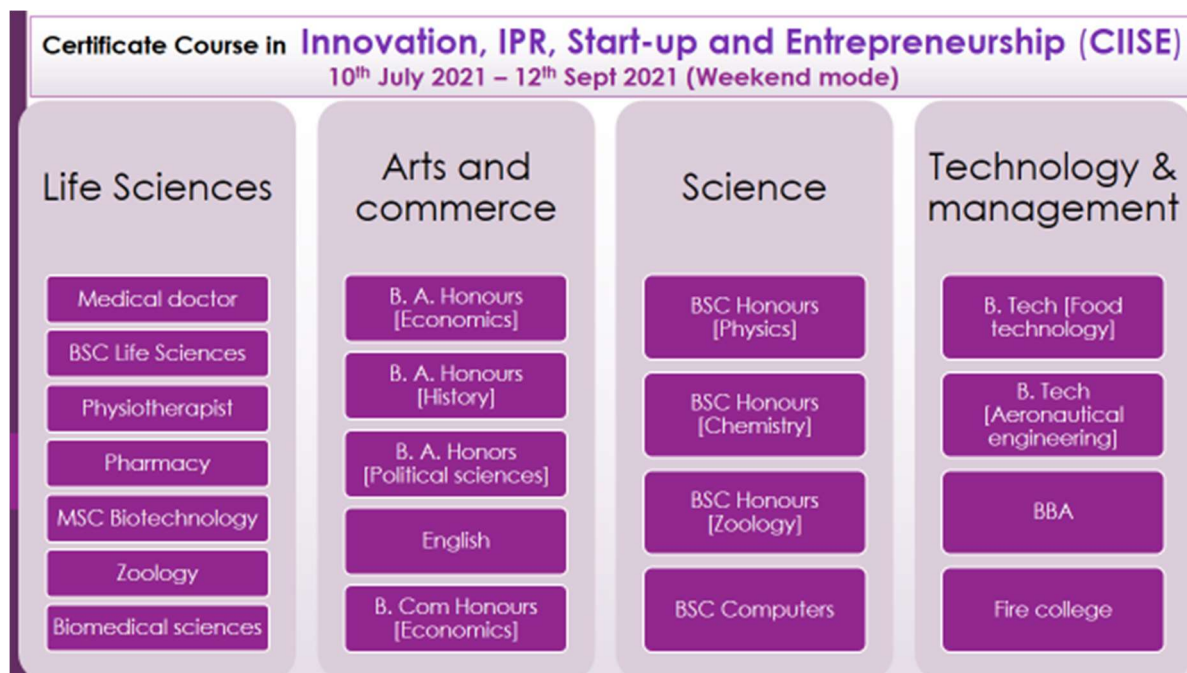
Date of registrations – 10<sup>th</sup> June 2021

Registration link -

[https://docs.google.com/forms/u/0/d/e/1FAIpQLSdw4YcYI\\_1wZVw\\_VXX0ZkWzHxb1uyNjYKUVG1qCK3UJtSD2dw/closedform](https://docs.google.com/forms/u/0/d/e/1FAIpQLSdw4YcYI_1wZVw_VXX0ZkWzHxb1uyNjYKUVG1qCK3UJtSD2dw/closedform)

Total number of participants - 83

Participants' profiles



## **Course structure**

Sessions -

Online via zoom

Days of conduct -

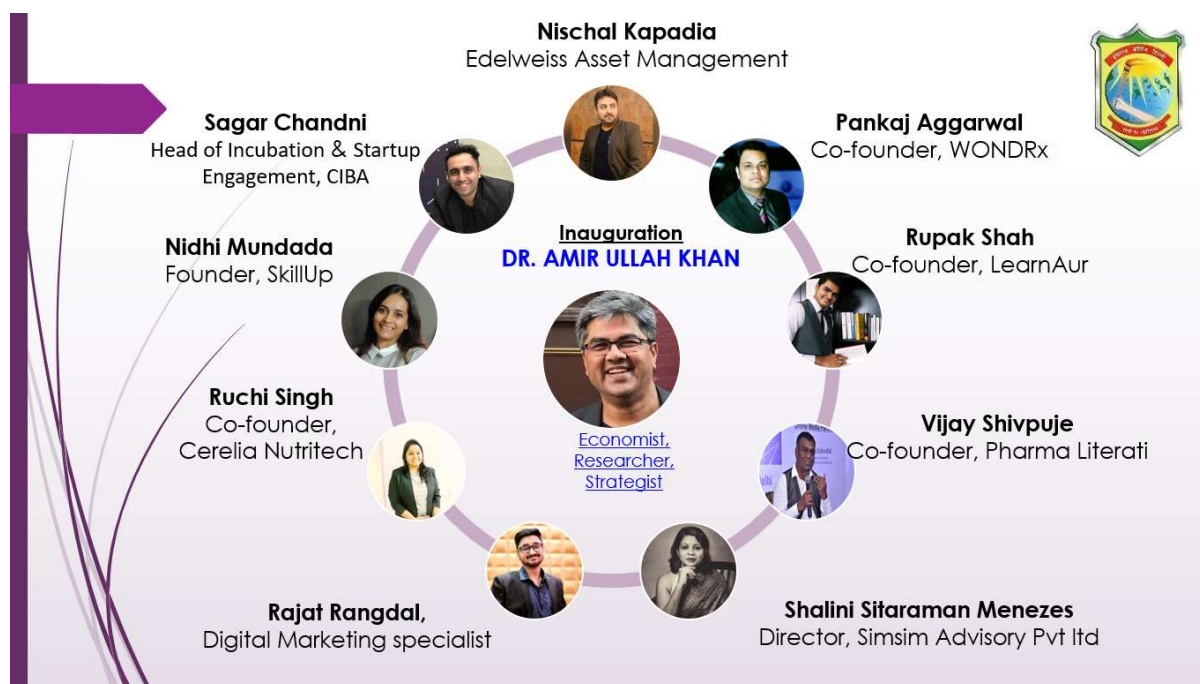
Weekends 3 to 4.30 pm every Saturday and Sunday

Recordings -

Provided via Private YouTube Channel mode

## Course syllabus

Module 1 – <u>Basics of Innovation ecosystem</u>	Module 2 - <u>Entrepreneurship opportunities in India</u>	Module 3 - <u>Start-ups</u>
<ul style="list-style-type: none"> <li>Understanding the start-up and business ecosystem</li> <li>Creative thinking and entrepreneurial mindset</li> <li>Innovation and IPR</li> </ul>	<ul style="list-style-type: none"> <li>Understanding your Customer and target market</li> <li>Digital marketing</li> <li>Start up talks with startup co-founders in India</li> </ul>	<ul style="list-style-type: none"> <li>Stages of Start-up</li> <li>Why startups fail?</li> <li>Validating your business idea</li> <li>Making startup pitch</li> <li>Concept of incubation center</li> </ul>
2 assignments during the course and examination at the end of the course		



## SESSIONS

Session	Topic and speaker	Date	No. of Hours	Attendance	Contents
1	Understanding the start-up and business ecosystem <b><u>Vijay Shivpuje</u></b> [Director, Patlex Business Solutions]	10 <sup>th</sup> July	1.5	74	Traditional business environment and differentiation with Startup ecosystem
2	Creative thinking techniques <b><u>Ms. Nidhi Mundada</u></b> [Founder, SkillUp]	11 <sup>th</sup> July	1.5	72	Various types of creative thinking techniques
3	Innovation and Intellectual Property Rights <b><u>Adv. Shalini Menezes</u></b> [Founder, Simsim Advisory]	17 <sup>th</sup> July	1.5	79	Types of Intellectual Property Rights and its significance in Innovation
4	Stages of Startup <b><u>Sagar Chandni</u></b> [Head of Incubation, CIBA]	18 <sup>th</sup> July	1.5	69	Various stages of startup and their significance in the process of startup
5	Understanding your customer and market <b><u>Ruchi Singh</u></b> [Co-founder, Cerelia Nutritech]	31 <sup>st</sup> July	1.5	69	Understanding the customer and the market. Concept of market research
6	Digital marketing for startups <b><u>Rajat Rangdal</u></b> [Biddable Media Associate, Publicis Media]	1 <sup>st</sup> Aug	1.5	66	Various concepts in digital marketing for Facebook, YouTube, Instagram, LinkedIn and other platforms
7	Why startups fail <b><u>Sagar Chandni</u></b> [Head of Incubation, CIBA]	14 <sup>th</sup> Aug	1.5	60	The traps to avoid in startup growth with various reasons why startups fail
8	Validating your business idea <b><u>Vijay Shivpuje</u></b> [Director, Patlex Business Solutions]	15 <sup>th</sup> Aug	1.5	62	Validation of any business idea and the concepts related thereto
9	Incubation centres <b><u>Sagar Chandni</u></b> [Head of Incubation, CIBA]	21 <sup>st</sup> Aug	1.5	57	Incubation centre and various services provided by incubation centres
10	Making startup pitch and funding opportunities <b><u>Nischal Kapadia</u></b> [Edelweiss Financial Services]	28 <sup>th</sup> Aug	1.5	59	How to make a startup pitch to get funding from the funding agencies

*Report on Innovation, IPR, Start-up and Entrepreneurship (CIISE) – First batch 2021*

**ASSIGNMENTS, TALKS AND EXAMINATION**

Session	Topic and speaker	Date	No. of Hours	Attendance	Comments
Assignment preparation	The participants prepared for an assignment related to the topic of their interest. The participants were provided an option to present live or via recorded video	NA	8	61	The assignments were evaluated based on the content, idea, novelty, clarity and presentation.
Assignment presentation		24 <sup>th</sup> July 25 <sup>th</sup> July	4	61	
Startup talks	<b><u>Pankaj Agarwal</u></b> [Co-Founder, WondrX]	7 <sup>th</sup> Aug	1	53	The speakers shared their experiences and journey of their startups. It also covered various challenges and how they overcame it.
Startup talks	<b><u>Rupak Shah</u></b> [Founder, LearnAur]	7 <sup>th</sup> Aug	1	53	
Startup talks	<b><u>Ruchi Singh</u></b> [Co-founder, Cerelia Nutritech]	8 <sup>th</sup> Aug	1	51	
Startup talks	<b><u>Vijay Shivpuje</u></b> [Director, Patlex Business Solutions]	8 <sup>th</sup> Aug	1	51	
Examination	Multiple choice examination	5 <sup>th</sup> Sept	1	71	Examination based on the contents
Valedictory	<b><u>Mr. Varun Sridhar</u></b> [CEO, Paytm Money]	17 <sup>th</sup> Sept	1	75	Journey of Paytm Money

**Total number of hours**

	Sessions	Startup talks	Assignment preparation	Assignment presentation	Examination	Valedictory	Total
No. of Hrs	15	4	9	4	1	1	34




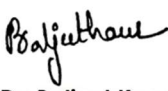


**Results**

	Total no of participants	Successfully qualified	Brand ambassadors
No. of Hrs	82	71	9

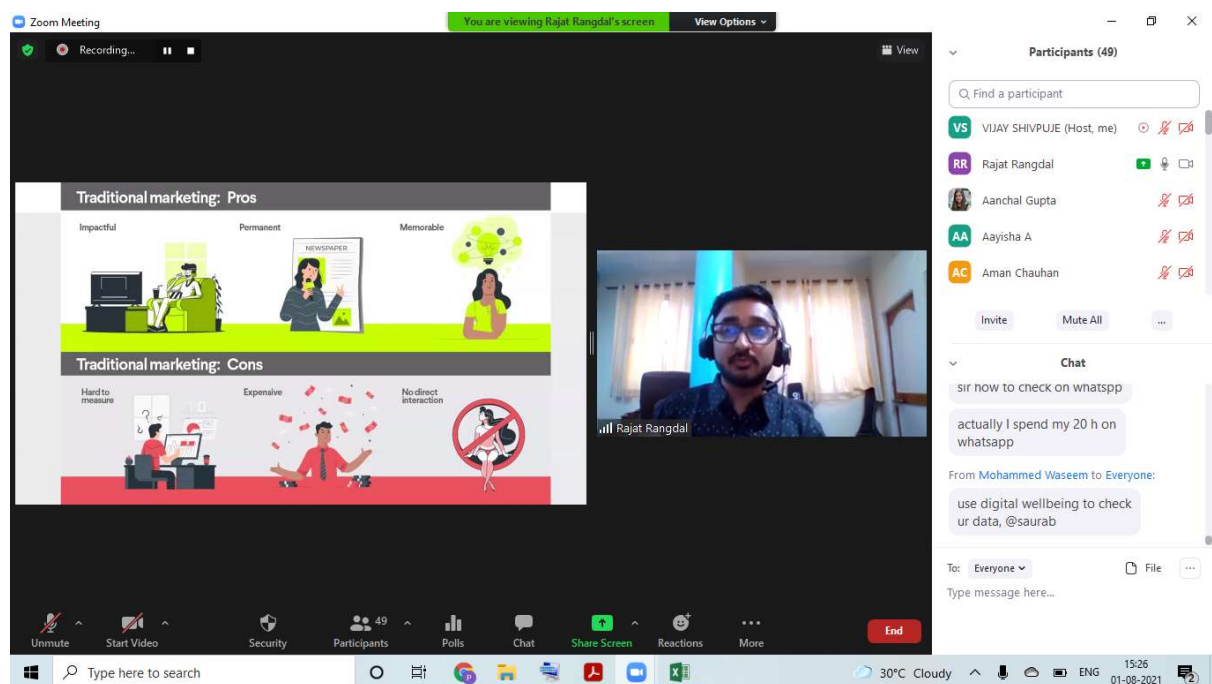
### Course outcomes –

- Understanding of startup ecosystem in India
- Legal and ethical considerations for setting up of Startup
- Ideation and creative thinking methodologies
- How is a startup established and funding opportunities for the same
- Relationship between innovation ecosystem and startup
- Hands on experience of an idea to market in the context of startup
- Stages of startup like ideation, validation, prototype and scaling up
- Setting up of incubation centre and how startup culture can be built within the institutions
- Interaction with startup co-founders
- Digital marketing and assignment for the same.

### Sample Certificate –

	<p>Student Learning Centre, IQAC Hansraj College, University of Delhi</p>		
<p><b>CERTIFICATE OF COMPLETION</b></p>			
<p>This is to certify that</p>			
<p>Prof./ Dr./ Mr. / Ms. <u><b>A. MUSHTAQ AHMED</b></u></p>			
<p>of <u><b>C. ABDUL HAKEEM COLLEGE</b></u></p>			
<p>has successfully completed SLC 08</p>			
<p><b>Certificate course in 'Innovation, IPR, Start-up and Entrepreneurship (CIISE)'</b> conducted by Hansraj College, University of Delhi in association with Patlex Business Solutions (10th July 2021 to 17th September 2021, 35 Hours)</p>			
 <b>Mr. Vijay Shivpuje</b> Course Co-ordinator Director Patlex Business Solutions	 <b>Dr. Baljeet Kaur</b> Course Convener Associate Professor Hansraj College	 <b>Dr. Mona Bhatnagar</b> Program Convener Director, IQAC Hansraj College	 <b>Prof. (Dr.) Rama</b> Patron Principal Hansraj College

## Pictures of the sessions





## INAUGURAL BANNER



**Hansraj College, University of Delhi**  
Student Learning Centre, IQAC in association with  
Patlex Business Solutions invite for

**Inauguration of**  
**Certificate Course in Innovation, IPR, Start-up and Entrepreneurship (CIISE)**  
10<sup>th</sup> July 2021 [3pm to 3.20 pm] Virtual platform

In the Augusts presence of



**Dr. Amir Ullah Khan**  
Research Director, CDPP, Hyderabad

**Prof. (Dr.) Rama**  
Principal, Hansraj College, New Delhi

<b>Course Coordinator</b> Dr. Pooja Arora	<b>Course Coordinator</b> Mr. Vijay Shivpuje Patlex Business Solutions	<b>Course Convener</b> Dr. Baljeet Kaur	<b>Program Convener</b> Dr. Mona Bhatnagar Director, IQAC
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Live via <https://www.youtube.com/watch?v=rNbPwDIIVaA>

## VALEDICTORY BANNER



HANSRAJ COLLEGE, UNIVERSITY OF DELHI, IQAC and  
PATLEX BUSINESS SOLUTIONS invite you

*For the valedictory function of*  
**Certificate Course in**  
**Innovation, IPR, Start-up and Entrepreneurship (CIISE)**  
10<sup>th</sup> July 2021 to 17<sup>th</sup> September 2021  
in the august presence of

**MR. VARUN SRIDHAR**  
**CEO, Paytm Money**  
Friday, 17<sup>th</sup> Sept. 2021 at 4 pm  
Via Virtual platform

**Prof. (Dr.) Rama**  
Principal, Hansraj College



<b>Dr. Pooja Arora</b> Course Co-ordinator	<b>Mr. Vijay Shivpuje</b> Course Co-ordinator	<b>Dr. Baljeet Kaur</b> Course Convener	<b>Dr. Mona Bhatnagar</b> Director, IQAC Program Convener
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