



CENTRAL UNIVERSITY OF KERALA

DEPARTMENT OF MANAGEMENT STUDIES

Report on

Workshop on **Entrepreneurship Skill Development** organized by
Department of Management Studies, Central University of Kerala

Resource Person: **Er Nanma Girish, Translational Engineer, Co-founder of NestAbide, Trivandrum, Kerala**

As an initiative of Entrepreneurship Development Cell (EDC) of Department of Business Administration a special lecture (offline) by Er Nanma Girish was proposed at the end of March 2020 which did not happen due to COVID outbreak and lockdown. But the online workshop series commenced on 12th August (first session) followed by interactive sessions on August 19th, 29th, September 9th, October 1st, November 11th and November 18th 2020. The total participants were 36(students of and faculties of DMS Batch 2019-21)

// The recorded videos of the sessions are also available//

Session 1: Date : August 12th 2020- “ Man on Lion” (3.30 pm- 4.30 pm)

Nanma Girish defined Entrepreneur as “Man on the Lion”. Her first session focused on Logical Framework Analysis of a Business Idea /problem. The students were assigned an activity where each one of them should identify a genuine problem in their day to day life, develop a problem tree and bring out a problem statement canvas.

Session 2: Date : August 19th 2020- “ Problem Statement Canvas” (2.15 pm- 4.00 pm)

The problem statement canvas is the method of identifying a real life problem which can generate entrepreneurial ideas. The students were asked to develop a problem

tree after identifying a relatable societal problem where solution can be brought out as new business idea.

Session 3: Date : August 26th 2020- “ Problem Tree presentation and discussion” (2.30 pm- 3.30 pm)

The student participants had already submitted their Problem Tree with suitable with suitable explanations which was further evaluated in this session with encouraging feedbacks by Er Nanma Girish.

Session 4 : Date : September 9th 2020- “Business Model Canvas” (2.30 pm- 3.30 pm)

This session discussed about the “Business Model Canvas”. The social and environmental cost and social and environmental benefits of a venture were discussed as the key dimensions. The students were given an assignment to develop a business model canvas of their business idea and submit which would be discussed in the subsequent session.

Session 5 : Date : October 1st 2020- “Business Pitch” (2.30 pm- 3.30 pm)

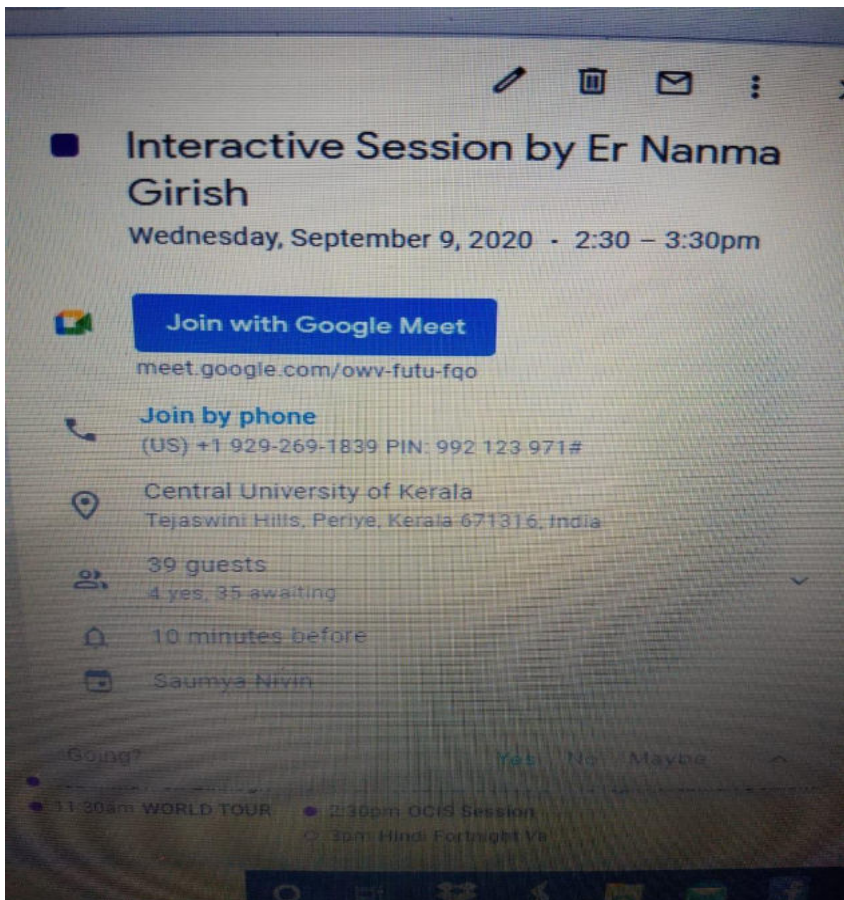
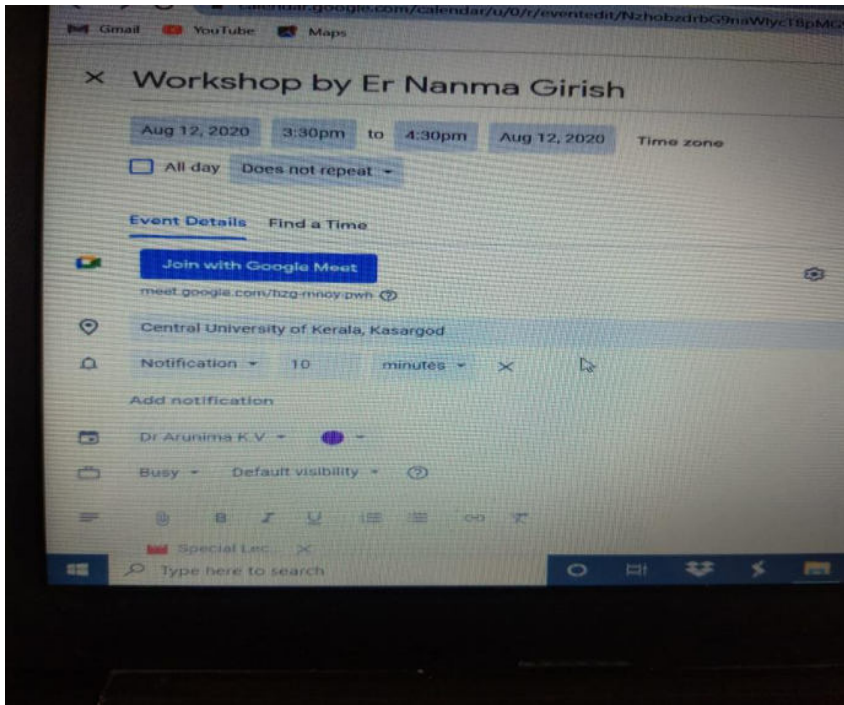
This interactive session discussed on how an entrepreneur can pitch his/her Business Idea to suitable investors/ venture capitalist . This is a very important aspect and the effectiveness of Business Pitching decides the future of the entrepreneurial venture. After explaining the pitching process with the support of Video on Shark Tank Session, she prepared the students for a real time product pitching which were presented in the next sessions

Session 6 : Date : November 11th 2020- “Product Pitch by Participants” (2.30 pm- 3.30 pm)

14 students presented their business idea and Nanma Girish and two of her Colleagues Ms Anjana and ms Anjali(NestAbide) evaluated and gave feedback

Session 7 : Date : November 11th 2020- “Product Pitch by Participants” (2.30 pm- 3.30 pm)

19 students presented their business idea and Nanma Girish and two of her Colleagues Ms Anjana and ms Anjali(NestAbide) evaluated and gave feedback



October 2020



Interactive session by Er Nanma Girish

Thursday, October 1, 2020 - 2:15 - 3:15pm



Join with Google Meet

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Join by phone

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Central University of Kerala

Tejaswini Hills, Periyar, Kerala 671316, India



40 guests

3 yes, 37 awaiting



Interactive ses...



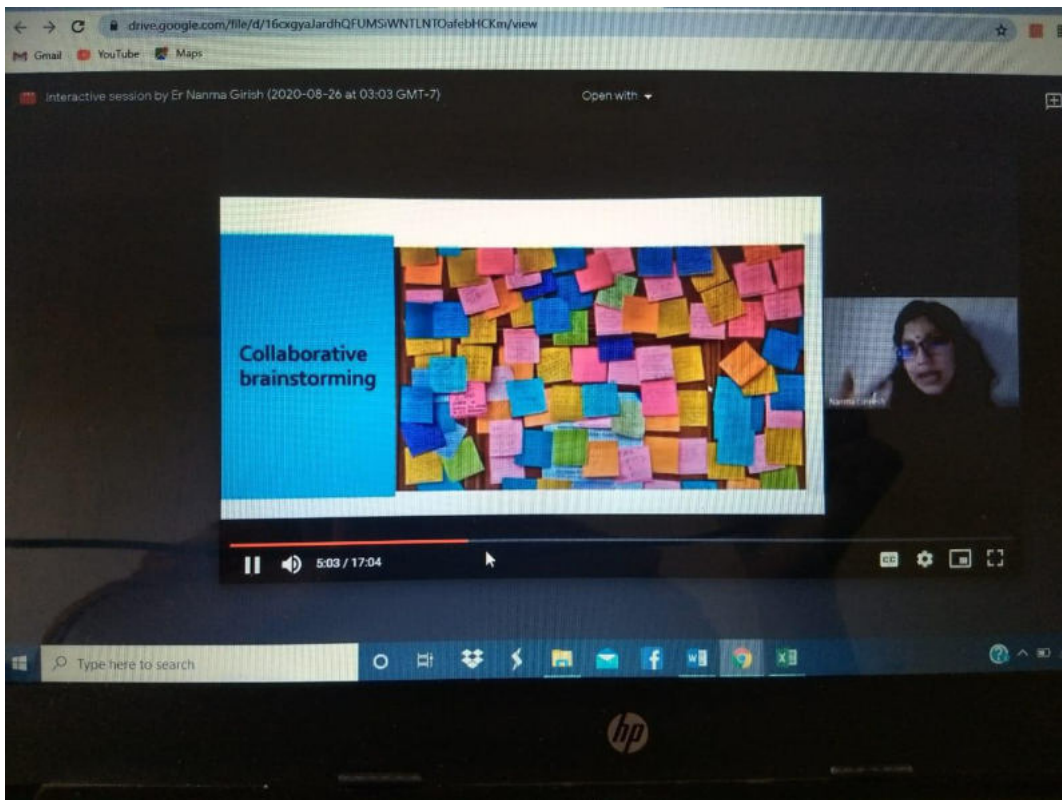
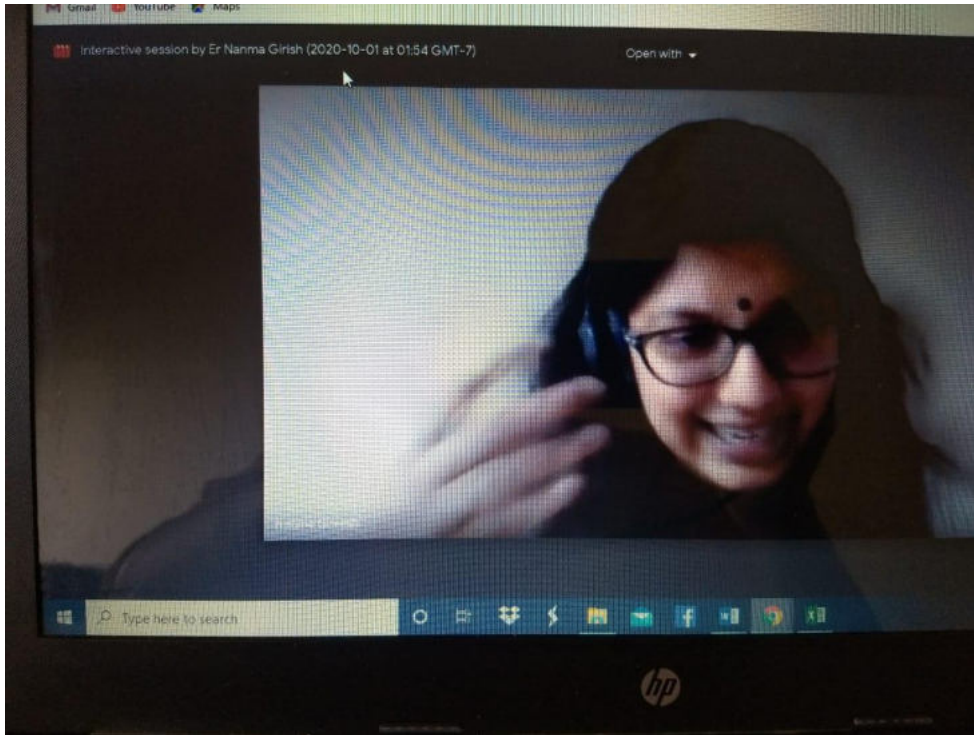
10 minutes before



Dr Arunima K.V

Going?

Yes No Maybe



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Gmail YouTube Maps

Interactive session by Er Nanma Girish (2020-08-26 at 03:03 GMT-7) Open with

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Business Model Canvas -

Key Partners Key Activities Value Propositions Customer Relationships Customer Segments

Key Resources Channels

Cost Structure Revenue Streams

Social & Environmental Cost Social & Environmental Benefits

Verbos

You

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Slide 1 of 2 English (India)

Notes Comments

67%

Interactive session by Er Nanma Girish (2020-10-01 at 01:54 GMT-7)

BUSINESS PITCH

A **pitch** is a presentation of a business idea to potential investors.

People pitch a business because they need resources

- to raise startup cash - an investor.
- to potential customers to sell their product.
- for a partner or resource to help them accomplish their mission.

You

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business model cards

1 Mass customisation

Mass customisation is the combination of mass production and customisable products. It is the best of both worlds: the specific needs of each customer can be met at a low cost and with fast delivery times.

Example: Adidas

With together, Adidas lets customers design their own shoes. Customers can pick the colour, material, and pattern. The shoes are then made to order and delivered to the customer's door.

2 Solution provider

A solution provider offers a complete package that fulfils a customer's needs. The solution can consist of multiple products and related services, such as maintenance, insurance, problem-solving and support from a specialist.

Example: Geek Squad

Geek Squad is an American-based service that provides technical support for various devices, desktop computers, servers, and other electronic equipment. The company offers a range of services, including on-site support, remote support, and 24-hour support. The company also offers a range of products, including laptops, tablets, and smartphones.

3 Experience selling

With experience-selling, a company is not just selling a product or service, but also providing customers an experience. Usually this experience is created by the customer that surrounds the offering. A memorable event will be created, increasing the perceived value and thus allowing prices to be set at a higher level.

Example: Disney World

Disney World is a magical experience for millions of people every year. The park provides the best of both worlds: a fun and exciting experience for the whole family, and a high-quality product with which you can create a memorable event. Disney World is a place where you can create a magical experience for your family and friends.

You