

## Navigation through Entrepreneurship

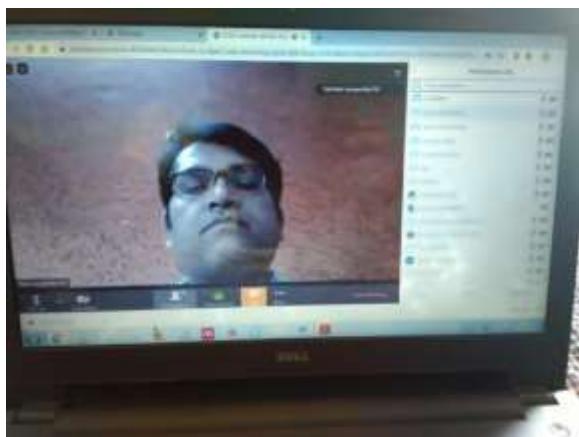
"Every once in a while, a new technology, an old problem, and a big idea turn into an innovation."

-Dean Kamen

The Innovation Council of Shyam Lal College, University of Delhi organized a virtual speaker session on 9th May 2020. This webinar titled 'Navigation Through Entrepreneurship', had Ms. Tanya Kapoor, a Mentor at Atal Innovation Mission, as the keynote speaker. Being a start-up enthusiast and a mentor, Ms. Tanya aims to curb the misconceptions that many founders and students have in their mind when it comes to entrepreneurship.

The Webinar began with Prof. Rabi Narayan Kar, the Principal of SLC, and Dr. Kusha Tiwari, the Convenor of IC, SLC delivering a welcome note to the speaker of the day, Ms. Tanya Kapoor. Prof. Rabi Narayan Kar also stated a vision of IC, SLC to positively impact the society through innovation. Around 91 students attended the session.

The Webinar had its focus on how founders, students and sometimes even mentors have many misconceptions regarding entrepreneurship. Discussions went on clarifying a plethora of sub-topics such as Entrepreneurship vs. Intrapreneurship, Scope of Agripreneurship after COVID-19 pandemic, Women Entrepreneurship, and more.



Ms. Tanya also pointed out the fact that making way through the start-up ecosystem requires ginormous amounts of patience and passion and how for many companies such as Flipkart and Paytm, it has been a decade long journey. Also, she mentioned how it is always favourable to incubate a start-up with a co-founder since it helps in maintaining the spirit of hustle. Quoting Sheryl Sandberg, the Chief Operating Officer of Facebook, she also explained how resilience is not fixed and it is a muscle that we can work upon to maintain our spirits and work hustle.

In reference to the ongoing COVID-19 pandemic, Ms. Tanya also enlightened us on how choosing different industries have been affected. She explained how the lockdown has been a downside for many start-ups such as OYO and Flipkart and how many companies are turning it to their upside by innovating and solving the problems which the society is currently facing. We also discussed the concepts of Guerrilla Marketing and of 'IKIGAI'.

The webinar was interactive, and we witnessed a huge participation from the audience with questions related to Start-up cultures, opportunities for E-Commerce start-ups and for MBA's in the start-up culture and questions about the 'Lean Start-Up Philosophy'. With participation of this extent we found more than enough questions to cover within the predefined time period.



The Webinar was a huge success as we witnessed a high rate of participation and plethora of positive takeaways for the audience. We are sure the discussion left the audience with an ignited underlying will to innovate.

The Speaker session was concluded with a thank you note from Dr. Kusha Tiwari who expressed her gratitude to Ms. Tanya Kapoor for clarifying the practical aspects of entrepreneurship for the participants.