

# IIT Indore students launch campaign to promote entrepreneurship

● **ATUL GAUTAM**  
INDORE

In order to encourage students for entrepreneurship, students of Indian Institute of Technology Indore have undertaken a campaign in various colleges and schools in the city.

“To support entrepreneurship we have transcended campus’s boundaries. We are holding sessions in various colleges and schools in the city to promote entrepreneurship through education and conversations by eminent speakers and conducting quizzes which will feature exciting prizes,” said Ronak Prajapati, an executive of Student Entrepreneurship Support Cell (SESC) of IIT Indore.

SESC in August 2013 was formed to bring in more people who will be creators rather than producers and people who will challenge the usual, and conquer the so called impossible.

Since then the SESC has been striving to make this a reality.

SESC continues to be at the forefront of promoting entrepreneurship by attract-

ing smartest minds, giving them a chance to showcase their talent and lastly, employing the best ways to advertise our sponsors.

As part of its activities, the SESC has announced to hold entrepreneurship week (e-week) from January 23 to 30.

“E-Week will see active involvement of many organizations that support entrepreneurship; corporate entities; industry captains, experts, non-profits, and faculty leaders to inspire, encourage, and guide students,” Ronak said.

It will comprise of guest lectures, debate competition, business case solving, workshop, etc.

Corporate head-honchos as well as doyens from the academia have been invited at the institute to share their valuable insights from their rich experience about contemporary business issues, the challenges they are faced with and how they dealt with them.

The keynote speakers will be Sunil Miglani, director, SkillTrack; Vishwas Mudagal, CEO and co-founder of GoodWorkLabs and Ishita Anand, Co-founder & CEO of

Bitgiving.

Besides, Cognito - a one of a kind quizzing event would also be held for the smartest minds from the heart of India. World Quizzing Champion Vikram Joshi would conduct the quiz.

How To Make A B-Plan - A business plan is a formal statement of business goals, reasons they are attainable, and plans for reaching them. It may also contain background information about the organisation or team attempting to reach those goals. Abhishek Sanghvi, Founder of Swan Angel Network is going to deliver a session on the same.

Moreover, CM of Madhya Pradesh, Shivraj Singh Chauhan is to appear for the finale of the event and to deliver a talk on StartUp India StandUp India campaign.

With Fluxus’16 (Fest of IIT Indore), SESC IIT Indore will be organising Enigma (Online Treasure Hunt) and Marathon as a social cause for this year. The Marathon will be held on January 31 in the city attracting all local NGOs and will be targeting the theme on Pollution.