

Webinar on How to Start a Start- UP

Date: 19th May 2021

Time and duration: 6:00 pm (1 hour)

Resource Person with affiliation: Prof. Amitabha Bandyopadhyay is in-charge of Innovation and Incubation Center and Department of Biological Sciences and Bioengineering, IIT, Kanpur.

Topic on which activity was organised: : How to start a Startup

Approximate no. of student participants: 15 students and 2 faculty members

Prof. Amitabha Bandyopadhyay is in-charge of Innovation and Incubation Center and Department of Biological Sciences and Bioengineering, IIT, Kanpur. He is also acting as a Director in the Foundation for Innovation and Research in Science and Technology (F.I.R.S.T.) took an online session on 19th may 2021 To discuss about entrepreneurship and startups. He focused on as why startups are important for the country? How they are able to create Job Opportunities and new market? One of the India's startup Flipkart falls in the world's Top 10 Startups. He also made us aware about the brief history of Entrepreneurship in India. When the wave of startup came in India, then the first wave was of BT and IT sector. And the second wave represents Consumerism. Presently India ranked 4th position for startup so emerging on global level. 37% startups are in Business Analytics, 59% in E commerce sector and 42% in Aggregators and Recruitment. The success rate of Startups is quite low, on an average 90% startups fail and 10 % of startups fail in their first year itself.

For a successful startup we require 4 elements:

- Idea
- Team
- Business Model
- Execution Plan

Different initiatives under Start up India and Make In India are:

- PLI Scheme extended to 11 sectors including Medical Devices Industry
- 11 new schemes to promote MSME in India. Support includes technology upgradation, innovation, skill enhancement, rural employment etc
- Establishment of Manufacturing zones
- CSR funds via Incubation centers for startups and MSME

Outcome : Learnt about importance of entrepreneurship, new markets, reasons for success and failure of startups.

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How to Start a Start-Up

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Lead Third Director, Department of Biological Sciences,
and Chairperson, Indian Institute of Technology Kanpur

DR. DEEKSHA GUPTA
Associate Director, IITB,
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Presentation slides are available now! The edited recording will be made available as soon as possible.
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Indian Startups Present Scenario

13:43 / 1:04:36

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OFFGRID ENERGY LABS

Godrej, Shell and a US company are keenly interested in the product.

EndureAir

NDRF has shown keen interest in the product.

AIPL

Floating Wet Dock & Dry Dock for Seaplanes Maintenance with SpecJet.

CD Space

Survey of India has selected them for survey work.

MAKE IN INDIA

ADVANTAGE INDIA

Robust Demand

- Huge domestic market with a rapidly increasing middle class and overall population.
- By 2030, Indian middle class is expected to make the second largest share in global consumption at 17%.

Increasing Investments

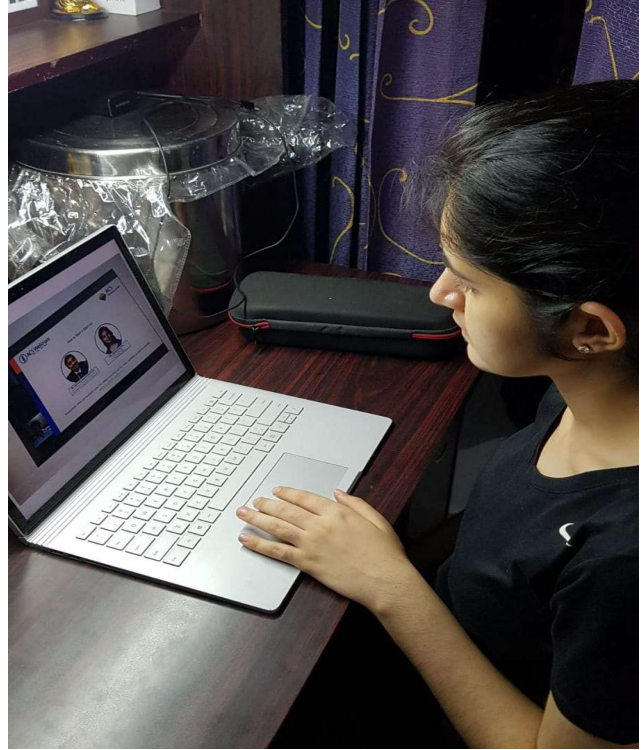
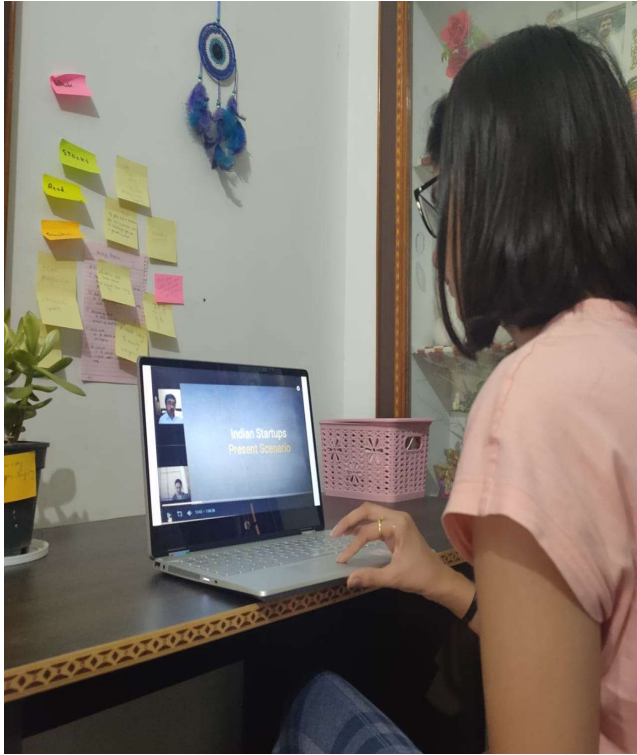
- In Budget 2021, the government allocates Rs 2531 crore (US\$ 362.32 million) for Promotion of Electronics and IT Hardware Manufacturing and Rs 797 crore (US\$ 124.25 million) for Faster Adoption and Manufacturing of Hybrid and Electric Vehicle in India (FAME - India).

Policy Support

- Under the PLI scheme, the government plans to create global manufacturing champions across 13 sectors and has allocated Rs 1.57 lakh crore (US\$ 27.13 billion) over the next five years (starting FY22).

Competitive Advantage

- Increasing share of young working population.
- India can achieve its full manufacturing potential as it looks to benefit from its demographic dividend and a large workforce over the next two to three decades.



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