

Entrepreneurship Development Workshop for Women LED Startups



6th April 2021,
10.00 AM – 6.00 PM

Karnataka Innovation & Technology Society,
Department of Electronics, IT & Bt,
Government of Karnataka



Entrepreneurship Development Workshop *for Women Led Startups*



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Entrepreneurship Development Workshop for Women Led Startups



Workshop Brief:

Workshop Name:	Entrepreneurship Development Workshop for Women Led Startups
Speaker(s) Details:	<ol style="list-style-type: none"> 1. Prof. M. B. Gururaj 2. Dr. Sukanya Hegde 3. Ms. Deepa Bali, CA 4. Dr. Sukanya Hegde 5. Mr. Avinash 6. Ms. Prabhavathi 7. JD. Suresha N 8. Mr. Gopinath Rao 9. CEO, TECSOK & MD, KITS
Date:	6 th April 2021
Venue:	Virtual Platform
Duration of Event:	10.00 AM – 6.00 PM (8 Hrs.)
No. of Participants:	80

Workshop Agenda:

The Entrepreneurship Development Workshop for Women led Startups was conceived by the Directorate of MSME and was conducted in collaboration with Technology Consultation Services Organization of Karnataka (TECSOK). Department of Electronics, IT & Bt being the nodal Department in the State for Startups, facilitated in conducting the workshop.

TIME	TOPIC	SPEAKER(S)
10.00 AM – 11.00 AM	<ul style="list-style-type: none"> • Introduction to EDP • Who is an Entrepreneur? Quality/ Traits of Successful Entrepreneur 	Prof. M. B. Gururaj
11.00 AM – 12.00 Noon	Business Opportunity, Guidance, Identification General Information and Business Model Canvas	Dr. Sukanya Hegde
12.15 PM – 1.30 PM	Financial Management & Tax Management	Ms. Deepa Bali, CA
1.30 PM – 2.00 PM	Lunch Break	
2.00 PM – 2.45 PM	<ul style="list-style-type: none"> • Managing Enterprise and Finalizing Product • Marketing and Stakeholder Management • Technology Commercialization 	Dr. Sukanya Hegde
2.45 PM – 3.30 PM	Financial Assistance from Bank	Mr. Avinash



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3:30 PM – 4:15 PM	Intellectual property rights	Ms. Prabhavathi
4.30 PM – 5.00 PM	Government facility and procedure for Industry	JD. Suresha N
5.00 PM – 5.30 PM	Role of MSME in Industrial Development	Mr. Gopinath Rao
5.30 PM – 6.00 PM	Valedictory Ceremony & Vote of Thanks	CEO, TECSOK & MD, KITS

Workshop Overview:

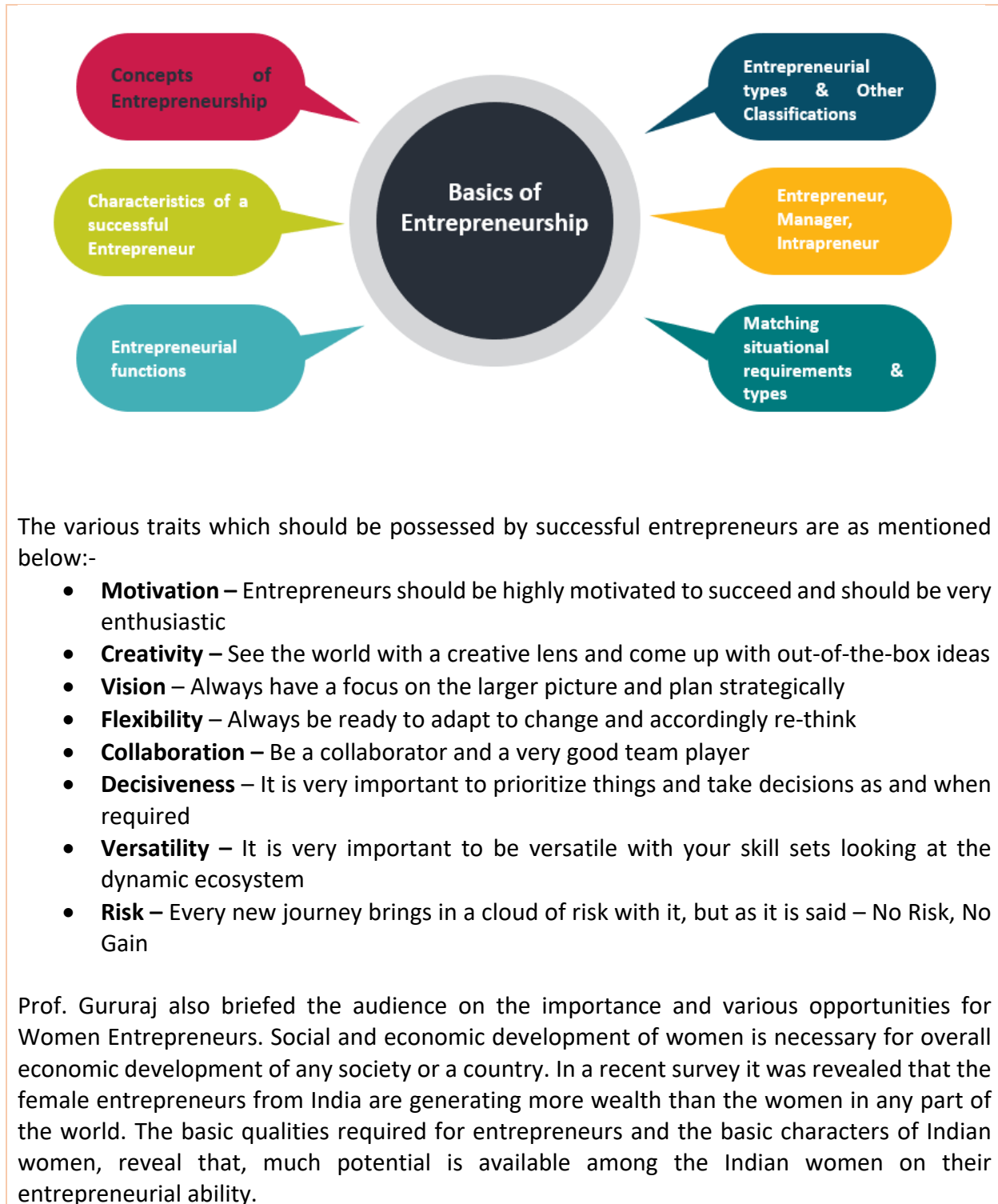
Objective:

The Entrepreneurship Development Workshop for Women led Startups was designed with the core objective of **encouraging sustainable growth of women entrepreneurs** which in turn would help in increasing equality and promoting inclusive and sustainable economic growth. Women led Startups are playing a prominent role in society by inspiring other women entrepreneurs and generating more employment opportunities in the country.

The workshop was designed also with the objective to provide an understanding to the Women entrepreneurs the **fundamentals of entrepreneurship development** so as to make them understand the key requirements and challenges that they could encounter in the initial phase and also in the long run. The adapted facet of this workshop are the practical sessions included in various sessions where the Women entrepreneurs could apply their knowledge in decision making.

Introduction to EDP / Who is an Entrepreneur? Quality/ Traits of Successful Entrepreneur:

The first session of the day laid emphasis on the overview of an Entrepreneurship Development Program and laid the foundation for successful entrepreneurship. Prof. M. B. Gururaj apprised the audience about the under-mentioned topics:-



1

13.5 to 15.7 million women-owned enterprises make up 20 percent of all the enterprises in the country. This is a rise from 14 percent to the current 20 percent over the last decade.

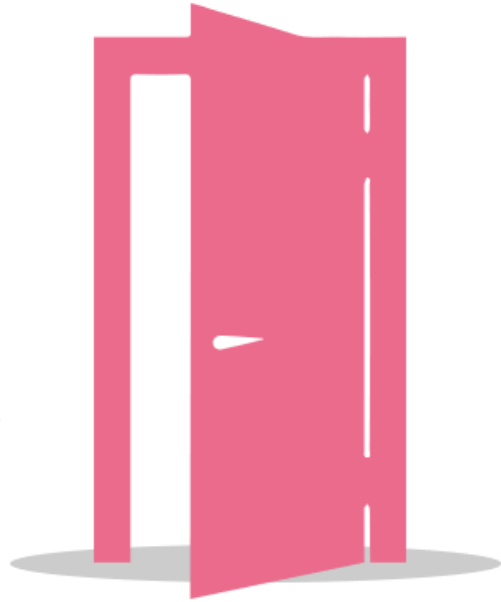
2

Women's entrepreneurship at its full potential can add 150-170 million new jobs and exponentially contribute to India's economic growth

3

Women's entrepreneurship can lead to creation of 30 million women-owned enterprises in India

Source - <https://yourstory.com/herstory/2020/03/womens-entrepreneurship-30-million-women-enterprises-india/amp>



Business Opportunity, Guidance, Identification General Information and Business Model Canvas:

The session on Business Opportunity and Business Model by Dr. Sukanya enriched the audience on various opportunities available for entrepreneurs to explore. A business opportunity is associated with sale or lease of any product, service, equipment, etc. that will empower the customer-licensee to begin a business. There are various business opportunities available everywhere in and around us. It only requires the appropriate lens to see and recognize the same.

There prevails a myriad of business opportunities in the environment for the entrepreneurs which is yet to be unleashed. The audience were apprised about some of the business opportunities available in and around the country for them to explore.

- Education & Training - Need-based educational programmes with innovative teaching methods
- Organic Farming - Increasing number of consumers preferring to only organic products
- Packaging - Huge demand from various sectors like agriculture, consumer goods, etc. for packaging
- Healthcare Sector – There is a huge gap in the demand and supply exposed by the pandemic
- Biotechnology - Entrepreneurs can look at a plethora of options available with the application of biotechnology
- Energy - Need to develop cost-effective and power-saving devices is gaining ever increasing significance
- E-Waste – Rise of E-waste in the developing world has increased demand of e-waste management
- Software - IT sector has contributed substantially, and demand is high for hardware and software development
- Automobile – India has emerged as a hot spot for automobiles and auto-components
- Food Processing - Inefficient management, lack of infrastructure, proper storage facilities leads to huge losses of food grains and fresh produce in India



Financial Management & Tax Management:

The session on Financial Management and Tax Management apprised the audience on planning, organizing, conducting and regulating the financial exercises such as procurement and utilization of funds of the enterprise. Financial Management aims at applying general management conventions to financial resources of the enterprise.

The primary objectives of financial management are:-

- ✓ Safeguard the funding aspect
- ✓ Planning, organizing, and controlling of financial activities
- ✓ Pursuing to compress the cost of finance

Principles of Financial Management



The various tools of Financial Management are:-

- ✓ Financial planning
- ✓ Cash Flow Management
- ✓ Budgeting Tools
- ✓ Deviation analysis of Budget
- ✓ Credit and collections
- ✓ Fund Flow Analysis
- ✓ Trend Analysis
- ✓ Working Capital Management

Tax Management through a systematic financial process helps in minimizing the taxable amounts by methodically maintaining the business activities, taxation return filings while following all the legal provisions and supporting the organization recover the hard-earned money.

Importance of Tax Planning



Government of India through its Startup India initiative is offering the below-mentioned Tax Holidays for Startups:-

- ✓ Tax exemption under section 80 IAC of the Income Tax Act. Startups can avail tax holiday for 3 consecutive financial years out of its first ten years since incorporation
- ✓ Tax Exemption under Section 56 of the Income Tax Act (Angel Tax)

Managing Enterprise and Finalizing Product /Marketing and Stakeholder Management / Technology Commercialization:

The session helped in educating the audience on Managing the Enterprise which pertains to conduct and control of business, process, information and IT capabilities, system and service offerings, resources and activities of the enterprise.

The aim of Managing Enterprise is to enable and encourage the management and abilities of the enterprise management and also ensure that the capabilities of the enterprise are controlled, balanced and aligned to the mission and needs of the enterprise as a whole.

Principles of Managing Enterprise



The session also helped the audience in gazing the approach of finalizing the product and marketing the product:-

- ✓ Create a marketing campaign
- ✓ Create Awareness & Outreach Plan
- ✓ Creating Branding Materials

- ✓ Work on PR Activities
- ✓ Create Social Media Strategy
- ✓ Develop a Sales Plan
- ✓ Develop a Pricing Strategy
- ✓ Contact Stakeholders

Technology commercialization is the process of driving an innovation so as to market and create financial value typically through licensing an invention, developing a new product or service, or creating a new business.

Process of Technology Commercialization



Financial Assistance from Bank:

The audience were briefed about the financial assistance that Banks can provide in terms of working capital assistance which is the lifeline for companies. Apart from providing financial assistance, Banks also provide valuable insights to support and encourage enterprises.

Role of Banks



Intellectual property rights:

The next session provided insights on how to legally secure one's innovation. Intellectual property rights are legal rights that provide innovators protection for original works, inventions, or the appearance of products, artistic works, scientific developments, among others. There are four types of intellectual property rights (IP):-

- ✓ Patents
- ✓ Trademarks
- ✓ Copyrights, and
- ✓ Trade secrets

Characteristics of Intellectual Property Rights

- 1 Intangible property
- 2 Creation of Statute
- 3 Rights & Duties
- 4 Dynamism
- 5 Territoriality
- 6 Assignable
- 7 Subject to public policy
- 8 Subject matter of IPR Protection



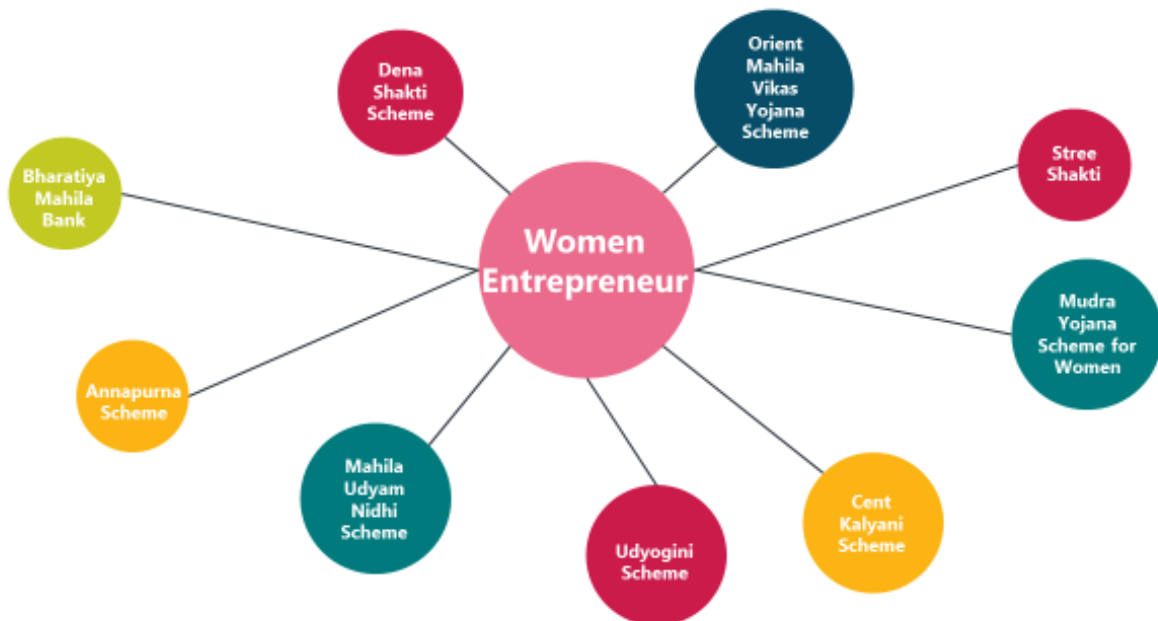
Government facility and procedure for Industry:

The Government of India's Startup India program has propelled the Startups in the country and their magnitude and scale has surpassed all previous records. Indian entrepreneurs are right now being conferred with exceptional opportunities and podium to accelerate their growth.

There are various schemes being laid out in India to support Startups. Some of them are as listed below:-

- ✓ Support for International Patent Protection in Electronics & Information Technology
- ✓ Multiplier Grants Scheme
- ✓ Software Technology Park (STP) Scheme
- ✓ Electronic Development Fund (EDF) Policy
- ✓ Modified Special Incentive Package Scheme (M-SIPS)
- ✓ Scheme to Support IPR Awareness Seminars/Workshops in E&IT Sector
- ✓ NewGen Innovation and Entrepreneurship Development Centre (NewGen IEDC)
- ✓ The Venture Capital Assistance Scheme
- ✓ Credit Guarantee
- ✓ Performance & Credit Rating Scheme
- ✓ Revamped Scheme of Fund for Regeneration of Traditional
- ✓ Aspire - Scheme for promotion of innovation, entrepreneurship and agro-industry and many more.

The Indian Government in its aspiration to strengthen Women Entrepreneurs, offers a range of financial boosters designed for Women Entrepreneurs. These schemes are giving new wings to Women Entrepreneurs to take off.



Role of MSME in Industrial Development:

The micro small and medium enterprises (MSMEs) have been accepted as the engine of economic growth and for promoting equitable development. The labour intensity of the MSME sector is much higher than that of the large enterprises. The MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports.

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country.

The opportunities in the MSMEs are enormous due to the following factors:

- ✓ Less Capital Intensive
- ✓ Extensive Promotion & Support by Government
- ✓ Reservation for Exclusive Manufacture by small scale sector
- ✓ Project Profiles
- ✓ Funding - Finance & Subsidies
- ✓ Machinery Procurement
- ✓ Raw Material Procurement
- ✓ Manpower Training
- ✓ Technical & Managerial skills
- ✓ Tooling & Testing support
- ✓ Reservation for Exclusive Purchase by Government
- ✓ Export Promotion
- ✓ Growth in demand in the domestic market size due to overall economic growth
- ✓ Increasing Export Potential for Indian products
- ✓ Growth in Requirements for ancillary units

The MSME sector has often been termed the 'engine of growth' for developing economies. We begin with an overview of this sector in India and look at some recent trends which highlight the development and significance of this sector vis-à-vis the Indian economy. To conclude, the MSME sector of India is today at the gateway of global growth on the strength of competitive and quality product range.

Workshop Outcome:

The Entrepreneurship Development Workshop for Women led Startups encouraged the Women Entrepreneurs present in understanding the lifecycle of entrepreneurship and the various supporting roles played by the Government in encouraging them. The learning for each session is briefed below:-

- **Introduction to EDP** – The first session of the Workshop helped the audience get a bird's eye view of the **world of entrepreneurship** and what's there for next gen entrepreneurs. There was a clear picture laid in front of the audience defining a **true entrepreneur**. The session also presented the **traits of successful entrepreneurship**. The speaker also threw some light on stats of Women Entrepreneurs and their rise.
- **Business Opportunity, Guidance, Identification General Information and Business Model Canvas** – This session helped the audience in understanding the various **business opportunities** available in and around the country for them to explore.
- **Financial Management & Tax Management** – The session apprised the audience on **planning, organizing, conducting and regulating the financial exercises** such as procurement and utilization of funds of the enterprise. The session also helped the audience understand the **objectives, principles and tools of financial management**. The session also provided a detailed insight of how tax management helps in minimizing the taxable amounts by methodically maintaining the business activities and taxation return filings.
- **Managing Enterprise and Finalizing Product/ Marketing and Stakeholder Management / Technology Commercialization** – This session helped in educating the audience on **Managing the Enterprise** which includes **conducting and controlling the business, process, information and IT capabilities, system and service offerings, resources** and activities of the enterprise. The session also provided a broad overview of the various **principles of Managing Enterprise** and the various processes of Technology Commercialization. The session also laid out the required stress towards the need of **stakeholder management**.
- **Financial Assistance from Bank** – The session on Financial Assistance from Bank spoke about the financial assistance that Banks provide in terms of **working capital assistance** which in turn helps companies for working capital management. The session threw light on the role played by Bank in the journey of entrepreneurs.
- **Intellectual property rights** – The session on IP rights provided insights on how to **legally secure one's innovation**. Intellectual property rights are legal rights that provide innovators protection for original works, inventions, or the appearance of products, artistic works, scientific developments, amongst others. The audience were also apprised on the **characteristics of Intellectual Property Rights**.
- **Government facility and procedure for Industry** – This session educated the audience on the **Startup India scheme** of Government of India and also on the various opportunities provided by Government to encourage entrepreneurs. The session also



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discussed on the **various schemes** designed for supporting Women Entrepreneurs in the country.

- **Role of MSME in Industrial Development** – The final session spoke about the **role played by MSME** in industrial development and development of the economy. The session apprised on the importance of the MSME sector and how it has **ensured job security for millions**.




Role of Startup Karnataka:

Department of Electronics, IT, Bt being the Nodal Department for Startups in the State have played a key role in **designing, coordinating, implementing, and hosting** the Entrepreneurship Development workshop in collaboration with Directorate of MSME and TECSOK.

Snapshots from the Workshop:



Department of Industries and Commerce



One Day Online Entrepreneurship Development Workshop for Women Led Startups


Date: Tuesday, 06th April 2021
Time: 10:00 AM - 06:00 PM
Venue: ONLINE (ZOOM Platform)

Registration Link: <https://bit.ly/3fyRXR3>

Sponsored by:
Directorate of MSME
& District Industrial Center,
Bengaluru (urban) District

Organized by:
Technical Consultancy Services
Organization of Karnataka (TECSOK)
& Startup Karnataka

RSVP: Abrar +91 97403 25064 | Sowmyashree +91 93537 55805



List of Participants:

Sl. No.	Name of the Women Founder/ Co-founder	Name of the Organization (as per Incorporation)
1	Varshini Ram S S	Azper Science Private Limited
2	Madhushree Nagnath Deshpande	Silver Spoon Enterprises
3	Rekha Chandu Lal	Courseloka Learning Private Limited
4	Vaishali Chinanyya	Nimble Vision Pvt Ltd
5	Misba Choudhari	Ms Excellency Agency
6	Komal Shah	Meraki
7	Prathibha R	Prathibha R
8	Sarasija Suresh	RGV Research and Innovations Pvt. Ltd (RGVRI)
9	Dr. Gayathri devi S.S	Krishi sai Ekatha pvt Ltd
10	Dr. Lakshmi Balasubramanian	SaviTix Technology Consultancy
11	Tanul Mishra	Afthonia Lab
12	Mansi Chadha	My Terra
13	Ayushi Shukla	Cryba Bottles Private Limited
14	Dr ShriLakshmi desiraju	TRIPHASE
15	Vidyashree Y S	Initium incubation and Mentoring consultancy Pvt Ltd
16	Monika DG	CALPOD INDIA PVT LTD
17	Shathanika Ujjini	Shathanika Ujjini
18	Arti Agarwal	Not incorporated yet
19	Arati Tiwari	Saptashati Charitable Trust
20	Aishwarya Gowda A G	Future Locus
21	Srinidhi acharya	Uws technologies pvt ltd
22	Dr Divya Sundaresh	Aarnaq
23	Jeevitha S M	N B Capital
24	Madhavi Arelli	Jotter.Ai Pvt Ltd
25	Megha Misra	V Crop technology
26	Anupama Bhat	Butterflies Technologies Inc
27	SG Sushmitha	VorwÄrts
28	Arpitha M V	Nydile Foods
29	Mallika chalawadi	Indira technologies
30	Swati Parshuramkar	MASOOM
31	Vishaka Baid	DTC Infotech Pvt. Ltd.
32	Samridhi Bhardwaj	Kvest eshipping private limited
33	Komala Chenna	Sapientury Private Limited
34	Deepika Rathod	Xapify Infotech LLP
35	Iram maimuna	E waste social Pvt Ltd
36	Silvia Ghosh	Bangalore Institute of Technology
37	Maithili Sirur	Idyllic Inspirations
38	Kalaiyarasi	Rattai
39	Shruthi Sanganakal	Shruthi Sanganakal
40	Sandhya Madinur	Sandhya Madinur
41	Divya Ajish	NTTDATA
42	Ayesha khazi	Vastrahubli
43	Lakshmi Jyothi C	Auroindian



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44	Haleema Kouser	AKH Infomedia Solutions
45	Maroudam veerasami	Cisgen biotech discoveries Private limited
46	Swathi Pai	Cubenture Innotech Pvt Ltd
47	Sanghavi J	Sanghavi.pvt.ltd
48	Kavitha M P	MintLeap
49	Durga jagatap	Rudransh system solution
50	Madhavi	JEEKAY FOUNDRIES PVT LTD
51	Vijaya Mudigoudar and others	Swavalambi Sakhi Producer Company Limited
52	Krupalini Venkataswamy	Rewet Farms LLP
53	Chandana kp	Prasachana farm connect
54	Suma Deshpande	Shapemind Technoserve Pvt.Ltd
55	Shilpa Adyanthaya	Desi Girl- The Unique Fashion Studio
56	Varsha S	Pooja bhagvath memorial mahajana education center Mysore
57	Shylaja Shrikanth	Quintel Digital Telecommunications Pvt ltd
58	Bhagyalakshmi R	Oosho Apparels
59	Shwetha P	Shwetha P
60	Ankita Agarwal	Ankita
61	Shazia Usman	Divsha enterprises Pvt ltd
62	Payal Patel	Agropak
63	DR Simi Sugathan	Safety Monitor Research Foundation
64	Sharmila Sundaram	Adnaks Marketing Solutions Private Limited
65	R. Jayanthi	Jayanthi
66	Seema Harsha	Indiassetz Infra Services Pvt Ltd
67	Yogesh	Getfuel
68	Jahnvi R	Neumetric Computations Private Limited
69	Sapna Roy	RAROY India Private Limited
70	Bhavya M	Pooja Bhagavat Memorial Mahajana Education Center Mysore
71	Lakshmi	Edgetrek Academy India Private Limited
72	Yavanthi Shivakumar	Techvaraha Solutions Private ltd
73	Nalini Aparanji	Varnaaz Technologies
74	Dr. Moitreyee Goswami	Zucate Mind Solutions Pvt Ltd
75	Puja Tiwari	Neerwalla India Private Limited
76	Dr Yashoda santosh patil	Ganaka labs private limited
77	Deepa R	Sukumaran Ajish
78	Sowmya Raghavan	Bioman Technologies Pvt ltd
79	Ms. Tejasvini Lakshman	Interra Agro Ventures Private Limited
80	Bindu G Bhat	IPROLEDGE

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