



चौधरी महादेव प्रसाद महाविद्यालय
C. M. P. DEGREE COLLEGE
(A Constituent P.G. College, University of Allahabad)

Under the strengthening component of DBT Star College Scheme



Event 7. Theme: Entrepreneurship & Start-Up (Quarter: IV)

Name of Activity: Session on Converting Innovation into a Start-Up

Date: August 22, 2023

Number of Beneficiary: 76

https://drive.google.com/file/d/1FNZfTNkEowahTpamT0iXSb8FUodb2hm_/view?usp=drive_link

Programme driven by: IIC Calendar Activity, Institute Innovation Cell, CMP Degree College, Prayagraj

Duration of activity (in mins/Hrs): 70 minutes (1:10 Hour)

About the Event:

World Entrepreneur Day was celebrated by the Institute Innovation Cell of CMP Degree College on August 22, 2023 in hybrid (online/offline) mode. The keynote speaker of the event was Dr. Upendra Nabh Tripathi who presented and discussed about how to convert an innovation into a start-up. An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. Entrepreneurship is one of the resources economists categorize as integral to production, the other three being land/natural resources, labor, and capital. Innovation and creativity are often used synonymously. While similar, they're not the same. Using creativity in business is important because it fosters unique ideas. This novelty is a key component of innovation. Innovation in business can be grouped into two categories: sustaining and disruptive. Dr. Tripathi discussed about nine steps which are essential for converting an innovation into a start up:- Start with a Great Idea, Make a Business Plan, Secure Funding for Your Startup, Surround Yourself With the Right People, Make Sure You're Following All the Legal Steps, Establish a Location (Physical and Online), Develop a Marketing Plan, Build a Customer Base, Plan to Change.

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Photographs



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