

Maçon

The Entrepreneurship Cell

Entrepreneurship Week, India 2016

Date: 28th November 2016 – 4th December 2016

Theme: **Youth Entrepreneurship**

Celebrating the spirit of entrepreneurship. E-week is a week-long celebration of innovators, job creators, aspiring minds gather to bring ideas to life and expand human welfare. During the week, many events and competitions are conducted to inspire minds from all around the country to engage into entrepreneurial activity and connecting talent to potential investors, mentors and venture capitalists.

E-week fosters an environment where in aspiring and existing entrepreneurs can share their insights, skills, resources and networks at a national level. The objective of E-week is to stimulate young minds to turn their ideas into successful businesses. Guest lectures by eminent entrepreneurs are conducted to inspire, instil confidence and provide guidance to excel in a competitive ecosystem.

This year, the theme being **"Youth Entrepreneurship"** is in tune with the idea of that it is an important facet of unleashing individual creativity and energy for the purpose of greater common good as it benefits the economy - more jobs get created, the nation reaps benefit of innovation and society progresses.

Most countries and policy makers have recognised this fact and are working towards building an entrepreneurial ecosystem through focused youth entrepreneurship programmes. Thus we have come set this theme in accordance with the current trend and initiatives being taken for the same.

Our partners this year are:

Community Partner	Knowledge Partner	Media Partner	FM partner	
Technology Partner	Outreach Partner	Promotion Partner	Cultural Partner	Coverage Partner

Entrepreneurship Week Schedule:

Date and Time	Event	Speaker/ Guests / Conducted by
28 th November (4 pm - 6:30 pm)	Inauguration Ceremony	Sreedevi Devireddy (Executive Director of Tie)
28 th November (7 pm – 9:30 pm)	"Genesis"	Club ADmire & Club MMC
	"Start-up Mantra"	Club Maverick
29 th November (12:30 pm - 2pm)	Panel Discussion Theme : Women Entrepreneurship	<ul style="list-style-type: none"> • Hema Balakrishnan (Color D Earth) • Vaishali Neotia (Founder of Merxius) • Captain Mamatha (Flytech Aviation)
29 th November (7 pm – 9:30 pm)	"Schnell"	Club Kaizen
	"Pitchers 1.0"	Club Gray Matters
30 th November (5 pm - 6:30 pm)	Interactive session on "Find your Direction and Follow your dreams"	Anto Phillip (Founder Under 25 Summit)
30 th November (7 pm - 9:30 pm)	"Journey of a start up to its IPO"	Club Finstreet
	"Genesis"	Club ADmire & Club MMC
	"Macobizz"	Club Ecobizz
1 st December (12:30 pm – 2:30 pm)	Interactive session- The Mad Talk by Mad over Marketing Founders	<ul style="list-style-type: none"> • Siddhant Moore (Founder Mad Over Marketing) • Wamika Mimani (Co - Founder Mad Over Marketing)
1 st December (4 pm – 8 pm)	Interclub B – Plan Competition	Maçon – The Entrepreneurship Cell
2 nd December (11 am - 12 pm)	Guest Lecture "How to go about with Pitching and Investment in start-ups"	• Sanjay Jesrani (Founder & CEO, Go North Ventures)

2 nd December (4pm- 8pm)	B- Plan Showcase	<ul style="list-style-type: none"> • Srikanth Soni (Headstart founder) • Saikiran Gunda (Founder and Organiser Startup Cricket League) • Viiveck Verma (Board member Hyderabad Angles) Mentor Bplan Showcase
3 rd December (all day)	"Hackathon"	White Thoughts
3 rd December (12:30pm to 9:30 pm)	"Food Republic" Unique Reunion of Distinct tastes.	Organised by Maçon – The Entrepreneurship Cell at Taj Gardens.
4 th December (4:00 pm – 6:30 pm)	Hackathon Presentation, Valediction and Prize Distribution	

Inauguration:

Sreedevi Devireddy is the Executive Director of Tie. She was the member of education and skill development panel. She has also been general manager in Talent Sprint and senior manager in Globarena Technologies Pvt Ltd. She has done her PHD in Organisational Leadership from National School of Leadership. She is a post graduate from IIM Kozikide. She was a district chairperson- Women Empowerment of Lions Club International.

Women Entrepreneurship:

Hema - social entrepreneur and founder of Color D Earth, an Eco Socio Enterprise. Goldman Sachs invested Color D Earth empowers 11 terracotta artisan groups from 6 states in India who handcraft exquisite and earthy Terracotta jewelry.

Vaishali Neotia is an engineer, entrepreneur, speaker and revolutionist. She is also the cofounder and CEO of Merxius, a privately owned, multiple award winning technology Innovation Company that works with Augmented and Virtual Reality products and is India's most awarded company for the same.

Captain Mamatha is the executive director at Flytech Aviation Academy. She is India's first women chief flying instructor. The academy was set up her in year 1994. She is the first women pilot of Andhra Pradesh.

Interactive session on "Find your Direction and Follow your dreams."

Anto Philip is a graduate from Christ University; along with his studies he started his venture named the U-25 Startup Summit, a community for all U-25 Entrepreneurs around the world. He is also the Founder of The Big Band Theory, India's biggest customised wristbands house. He is now on the verge of writing a book for the entrepreneurs under the age of 25.

Interactive session- "The Mad Talk by Mad over Marketing Founders."

Sidhhant More is the founder of Mad over Marketing and is a Manager- Sales Ops in Myntra Designs Private Limited. He is an alumni from XLRI Jamshedpur and he is the perfect example of how Facebook page led to an online successful start-up.

GL on "How to go about with Pitching and Investment in startups."

Sanjay Jesrani is the Founder & CEO, Go North Ventures. He was the executive Vice President and head, Global Delivery Centre, Hitachi Consulting India. He is a charter member at TIE Hyderabad. He is also on the advisory board of Parampara Capital.

Business Plan Showcase

Srikanth Soni is the founder at Headstart and also Manager - Community and Operations iKeva. He was the Operations Manager at Waste Ventures India and also the Director of Marketing and Business Development at Ubitous Information Systems (P) Ltd. (Scribleaf). He has also been the Manager at Soni Steel Industries.

Saikiran Gunda is the Founder and Organiser Startup Cricket League. He is Founder and CEO of Memilog.com Founder at Apfago Softwares and a Fellow Startup Leadership Program. He was also the technical support volunteer of Indian Youth Climate Network.

Viiveck Verma is the Board member Hyderabad Angles and is Member at 50k Ventures and Lead Angles. He is also Co-Organiser at TEDx Hyderabad. Viiveck is an executive level; strategic thinker with a background of 28+ years in overcoming profit and growth challenges, leveraging entrepreneurial drive and market acumen for success in new market ventures/start-ups across Yellow Pages, Travel, Telecommunications, Office Automation, BPO, Insurance, Logistics, and Document Storage & Management. He is an expert in facing complex business challenges and taking high-risk decisions.