

Message from Faculty Mentor:

"Dear Reader,

The ninth issue of UDYOGPATRA has been released. The members of UDDYOMI, E-Cell of Calcutta Business School are thankful to all the readers for their valued support.

As a part of the ongoing process and initiative, we had organised our QUIZ SERIES 8 on September 3, 2019. **Ms. Nisha Kumari Gupta** and **Mr. Anubhav Das** from Batch 2019-21 got the first and second position respectively.

On behalf of UDDYOMI, E-Cell of Calcutta Business School, I congratulate both of them. Looking forward to more participation in making the Quiz and UDYOGPATRA a great success.

Hope you will enjoy reading."

Dr. Pinaki Ranjan Bhattacharyya
Associate Professor - Marketing and
Faculty in-Charge, E-Cell

**MINISTRY OF SKILL DEVELOPMENT
AND ENTREPRENEURSHIP ANNOUNCES
FOURTH EDITION OF NEA**

The Fourth edition of the National Entrepreneurship Awards(NEA), instituted in a bid to recognize and encourage



outstanding Indian Entrepreneurs and catalyse a cultural shift in youth for entrepreneurship has opened for nominations. The aim of NEA 2019 is to honour young first generation entrepreneurs and ecosystem builders for



their exceptional contribution in entrepreneurship development.

There are a total of 45 awards to be bestowed- 39Enterprise Awards and 6 Awards for Entrepreneurship Ecosystem Builders. To be eligible for these awards, the nominee must be under the age 40 years; they must be first-generation entrepreneurs; the nominee must hold 51% or more equity and ownership of the business; and women entrants must individually or collectively own 75% or more of the enterprise.

The selected candidates will undergo a three-level rigorous evaluation process, wherein, in the last step the National Jury of will select the winners. To ensure excellence of the National Award, the Jury has the power to not award any applicant in a given category, if applications are found dissatisfactory

**SIGNZY PARTNERS WITH PRIMECHAIN
TO CO-DEVELOP AI-POWERED SMART
BANKING SOLUTIONS**

Bengaluru-based fintech start-up Signzy has partnered with Pune-based blockchain startup



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Primechain Technologies to co-develop AI-based smart banking solutions. They will serve the banks and financial institutions with these services. The companies said that their first pre-integrated solution is expected to be launched by December 2019. Both the firms aim to fast-track the digital transformation of banks and financial institutions in India and around the world.

The companies' smart banking solution will integrate AI and blockchain technologies to automate and fully-digitize back-office operations. It will allow banks to achieve efficiencies in operations and simultaneously deliver a superior customer experience. Signzy currently offers a digital onboarding solution for banks, NBFCs, and other financial institutions. It uses AI and blockchain to provide smart e-verification and risk prediction.

The main applications are in banking, insurance, mutual fund, payments, and cryptocurrency. The new partnership combines their respective leadership in artificial intelligence and blockchain-based digitalization technologies targeted at the BFSI industry.

MEET A TEACHER WHO HAVE TAKEN THE ENTREPRENEURIAL ROUTE TO SUCCESS



Several teachers are now contributing to the startup boom in India with their innovation. While

some like Byju Raveendran have become billionaires and a household name, others have ventured into more diverse areas.

Teachers do more than just impart knowledge. They display faith in our abilities and walk us in the right direction. As writer William Arthur Ward says, "The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires."

While the formal education we receive from teachers takes us from one stage to the next, students are constantly learning from them, irrespective of the place. Hence, what teachers do and how they approach different situations has a marked impact on their students. While multi-tasking is in their DNA, teachers are master communicators, and can explain complex ideas in simple. And this is better seen when they change paths, pulling out all the stops in pursuing larger dreams of becoming an entrepreneur. While some people have built a far-reaching platform and continue to teach, several others have explored niche markets, and a few have even streamlined the education space bringing their unique elements to teaching.

Byju Raveendran, the Founder of edtech startup BYJU's, started gaining popularity for helping his friends get through Common Admission Test (CAT), and in the process started running a coaching class as well. A few years later, in 2015, he went digital and founded the eponymous education app BYJU's - The Learning App.

Over the years, the mobile application's success grew manifold and the Founder-CEO, who owns 21 percent stake in the startup, joined the billionaire club after raising \$150 million, which valued his startup at \$5.7 billion. Before getting the unicorn status, BYJU's raised several rounds of funding, and also acquired other edtech startups like Math Adventures, Vidyartha, TutorVista, and US-based Osmo.

In 2019, the platform inked a partnership with US-based entertainment giant Disney to launch the Disney-BYJU'S Early Learn app in India. The app is designed for children aged between six and eight. It provides personalised programmes featuring iconic Disney characters from Frozen, Cars, and the Toy Story, and combines learning with entertainment.

MEET THE KISANS WITH ENGINEERING DEGREES



When 27-year-old Abhishek Dhama first broached the idea of ditching engineering to work on a farm, his family stared in disbelief. "Why did you study so much if you had to do farming," was a common refrain. Other farmers in north Delhi's Palla village, mockingly called him 'Mr Stevia' when he started cultivating a relatively unknown plant that is used to make a natural sweetener. But Dhama, who gave up a career in electronics and communication engineering, to take up agriculture three years ago

Like Dhama, many other young engineers are ditching their business suits for farmer togs (not dhotis for these urban kisans but usually just a casual tee, sweatpants and running shoes).

Dhama is not alone in putting his degree to good use. His cousin Vishal Shaukeen, who is also an engineer, studied and set up a polyhouse, a greenhouse made from polythene, last year on his own. The two also used online tutorials to install a drip irrigation system saving water, power and bringing down input costs. Both come from farming families but had never shown interest in agriculture till a couple of years back. Now, they spend most of their time reading up about the subject online.

HOW LIGHTSPEED VENTURES' EXTREME ENTREPRENEUR PROGRAMME AIMS TO GIVE WINGS TO STARTUP FOUNDERS



Extreme Entrepreneurs (EE) is a learning programme that takes zero equity, is geography-agnostic, and open to the community. In its second year, it will run for over six weeks in Delhi over a three-point format. For any early-stage

entrepreneur, especially in pre-market stages, mentorship and guidance can go a long way. It helps understand product-market fit, customer interactions, and what the end consumer wants. The mornings will include masterclasses with top guns. Last year, people like John Thompson from Microsoft, Dheeraj Pandey from Nutanix, and Ritesh Agarwal from OYO conducted them.

"I think the biggest takeaway is exposure and confidence. When you listen to the journey of other founders, you realise that yours isn't unusual and that if they could do it, you can too," Harsha says.

Afternoons will involve one-on-one mentorship sessions with a Lightspeed Partner. This is the powerful core of this programme, where founders get their business pressure-tested by the years of global experience Lightspeed has under its belt. The evenings are more about fun, with cocktail sessions with the community to help bring founders to the "inside".



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