

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI – 574 225

ENTREPRENEURSHIP DEVELOPMENT CELL



ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)

Presents

STUDENT INDUCTION PROGRAMME

PANEL DISCUSSION

**TOPIC: EMERGING ENTREPRENEURS: YOUTH
LEADING THE WAY**

On 13th September, 2023

Time: 11.00 AM

Venue: Auditorium, AIET

Panellists



**Mr. Ronald Silvan
D'Souza
Executive Director
Leksa lighting
Technologies Pvt.
Ltd.**



**Mr. Ashwath Hegde
Founder &
Managing Director
EnviGreen Biotech
India Pvt. Ltd.**



**Ms. Shilpa
Ghorpade
Entrepreneur
Detailing Devils,
Mangaluru**

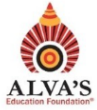


**Dr. Arun M. Isloor
Head- Incubation
Centre (STEP)
National Institute of
Technology,
Karnataka**

**President: Mr. Vivek Alva
Managing Trustee
Alva's Education Foundation**

**Dr. Sudheer Shetty
EDC Coordinator, AIET**

**Dr. Peter Fernades
Principal, AIET**



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The Entrepreneurship Development Cell (EDC), Alva's Institute of Engineering & Technology, Moodbidri, presented a panel discussion on "**Emerging Entrepreneurs: Youth Leading the Way**" on September 13, 2023, as part of the Student Induction Program. The panelists included **Mr. Ronald Silvan D'Souza, Executive Director, Leksa Lighting Technologies Pvt. Ltd., Mr. Ashwath Hegde, Founder & Managing Director, EnviGreen Biotech India Pvt. Ltd. and Mr. Shilpa Ghorpade, Entrepreneur, Detailing Devils, Mangaluru.** The panel discussion was moderated by **Dr. Arun M. Isloor, Head-Incubation Centre (STEP), National Institute of Technology, Karnataka.**

The Entrepreneurship Development Cell's goal is to develop scalable firms that will bring about constructive, disruptive change in society by training students, teachers, and business executives. Students who complete these programs will learn about entrepreneurial leadership, strategy, venture capital, and business startup methods. Students who enroll in entrepreneurial programs pick up important life skills including collaborating, thinking creatively, and solving problems. The training programs also emphasize the acquisition of skills applicable to modern circumstances. Entrepreneurship programs can help the students by strengthening their leadership abilities by encouraging them to work in teams. Along with developing good entrepreneurs, entrepreneurship programs create leaders who use their business models to enhance the world.

Panellist I



Mr. Ronald Silvan D'Souza
Executive Director
Leksa lighting Technologies Pvt. Ltd.



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Born in a middle class family, **Mr. Ronald Silvan D'Souza** grew up with a challenging atmosphere. By self-determination and dedication, he successfully set up his own business which was highly challenging in the industry. Being a specialized person in lighting, he developed his business under the slogans of 'Atma Nirbhar Bharat' and 'Make in India'. His innovation and commitment towards the clients attracted the corporate world and gave his firm Leksa Lighting Technologies Pvt Ltd, a wide market across the globe. The lighting installed by Leksa Lighting is a great attraction at the Bharat Ratna Atal Bihari Vajpayee Udyan located at Pune. The firm is the exclusive supplier and installer of major entertainment production houses and media rooms in India and the neighbouring countries. Providing jobs to more than 160 families, Ronald has played a vital role in providing employment to educated youths from villages.

Panellist II



Mr. Ashwath Hegde
Founder & Managing Director
EnviGreen Biotech India Pvt.Ltd.

Mr. Ashwath Hegde is the founder of Envigreen, the creator of a patented, 100% eco-friendly and 180-day biodegradable plastic-free bag. The product is made out of ingredients such as tapioca fibre and vegetable waste, which dissolve naturally. It is very much on sale in Qatar and Abu Dhabi. The Envigreen product range also includes bin liners and kitchen aprons -- all 100% biodegradable.

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Panellist III



Ms. Shilpa Ghorpade
Entrepreneur
Detailing Devils, Mangaluru

Ms. Shilpa Ghorpade started her business journey with chocolate distribution in Kolhapur in the year 2011. Then, started Domestic RO purifiers assembly unit with capacity of 3000 units per month in 2013 and sales service of industrial RO plants up to 5000LPh by name Aqua Kenn plus. She is one of the oldest franchisees of Detailing Devils. And currently apart from Mangalore Branch, she is a partner in six more branches i.e Mysore, Bangalore, Puttur, Nagpur & Amravati in Maharashtra and Navsari in Gujrat and Udupi, Sonipat and Guwahati in pipeline. She started this business because of her passion towards cars and bikes.

Moderator



Dr. Arun M. Isloor
Head- Incubation Centre (STEP)
National Institute of Technology, Karnataka



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Dr. Arun M Isloor received his Master's Degree in Applied Chemistry in the Year 1998 from Mangalore University, Karnataka, India. During the year 2002 he obtained his Ph.D. in Medicinal Chemistry under the supervision of Prof B. Kalluraya at Mangalore University, Karnataka, India. From 2005-2007 he was a post-doctoral scientist working in the field of membrane technology in the Group of Prof. Moris Eisen, Schulich Faculty of Chemistry, Technion Israel Institute of Technology, Haifa, Israel. Later in 2018 he joined as an Assistant Professor in Department of Chemistry at National Institute of Technology Karnataka, Surathkal. He was the Head of the Department of Chemistry w.e.f 10th August 2018 until 10th August 2021. Currently he is Professor at the same department and Professor Incharge of NITK STEP (Science and Technology Entrepreneurs Park). Under his guidance 17 scholars have obtained their Ph.D degree and currently 8 scholars are working under him. He has received many awards and recognitions and few namely are: In 2021 he received **Best Teacher Award** (2nd position in Sciences) among 10,000+ nominations by Academisthan (A Non-profit Organisation). In 2021 and 2022 he was listed **among top 2% scientist in the world by Stanford University** for their contribution in the field based on productivity through publications and citations in the year 2020. He was also awarded **Sir C V Raman Young Scientist State Award** in Chemical Science in the Year 2018. And in the year 2009, he received **Young Scientist** award from Board of Research in Nuclear Sciences, Department of Atomic energy, and Government of India.

Panel Discussion

At 11:00 AM, Dr. Sudheer Shetty, the EDC Coordinator for AIET, gave an outline of the activities carried out by EDC of AIET and described the goals EDC. He also provided an update on the EDC's upcoming plans. All of the dignitaries were welcomed by him too. Immediately, the panel discussion on the topic **Emerging Entrepreneurs: Youth Leading the Way** is started.

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The following discussions took place during the panel discussion.

What is the role of youth in entrepreneurship?

Youth entrepreneurship helps to create new values in the economy: – Youth are more innovative compared to adults. Globalization and digital technology help youth to be more innovative than adults. They don't afraid to break the status quo, and they are not limited to cultural barriers.



What are the benefits of entrepreneurship to the youth?

Starting a business as a student offers numerous benefits: including the ability to become the architect of your own life, a sense of daring, a desire to fix the future, and potential to grow a strong network.

What is the importance of entrepreneurship in youth development in India?

While youth entrepreneurship is an under-explored field, the main factor for its growing attention is the increased number of unemployed young people. Furthermore

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entrepreneurship is seen as a channel for the talents of many highly educated young people to explore their potential and cash their business acumen.

What are entrepreneurial skills in youth empowerment?

It includes creativity, innovation, and risk-taking, as well as the ability to plan and manage projects in order to achieve the objectives.

Why is entrepreneurship important for growth?

Entrepreneurs are important to market economies because they can act as the wheels of the economic growth of the country. By creating new products and services, they stimulate new employment, which ultimately results in the acceleration of economic development.



What advice would you give to someone just starting their own business?

Though it might be tough, starting your own business is an exciting effort. Some important words of wisdom for someone establishing their own business:



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Conduct Planning and Research: To better understand your target market, rivals, and industry trends, conduct detailed market research. Create a strong business plan that details your objectives, tactics, marketing strategy, financial forecasts, and operational plans.

Select the Appropriate Business Structure: Choose the right legal structure for your company, such as a corporation, LLC, partnership, or sole proprietorship. Each has unique effects on operations, taxation, and liabilities.

Create a Solid Financial Foundation: Manage your money well, paying close attention to your cash flow, costs, and income. To assist with financial planning and administration, take into account employing an accountant or financial advisor.

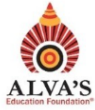
Invest in Marketing and Branding: To reach and engage your target audience, create a strong brand identity and make marketing investments. Use a variety of marketing platforms, such as traditional advertising, SEO, email marketing, and social media.

Prioritize Customer Service: Gaining customer loyalty and favorable ratings depends on offering exceptional customer service. To develop a devoted client base, concentrate on fulfilling and exceeding customer expectations.

Flexibility & Adaptability: Be ready to adjust to shifting consumer demands and market situations. Keep an open mind about changing your business strategy or implementing the necessary corrections to be successful and relevant.

Network and Collaborate: Build a network of connections within your sector and adjacent industries to network with and collaborate with. Collaborations and partnerships can provide new possibilities and support corporate growth.

Manage Risks and Overcome Obstacles: Determine potential hazards and create mitigation plans for them. You'll be able to overcome obstacles more successfully if you have a risk management strategy in place.



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Keep in mind that business success frequently demands time, commitment, and ongoing learning. Create a network of people who will be supportive of you, and turn to mentors or advisers for advice as necessary.

What is the hardest part of being an entrepreneur?

Finding the single hardest aspect of being an entrepreneur can vary depending on past experiences and current business conditions. However, there are a few generally acknowledged challenging facets of becoming an entrepreneur, such as:

Uncertainty and Risk: Entrepreneurs frequently work in an environment of uncertainty because they are unsure of whether their firm will prosper. The possibility of financial loss and failure is a heavy load to carry.

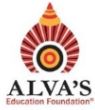
Financial Stress: Managing funds and maintaining the viability of the company, particularly in the beginning, may be incredibly difficult. It can be stressful to deal with cash flow problems, find capital, and make financial decisions that will affect the future of the company.

Work-Life Balance: It can be challenging for entrepreneurs to balance their personal and business lives. There may not be much time for family, hobbies, or relaxation due to the pressures of starting and maintaining a business.

Wearing Many Hats: Especially early on, business owners are in charge of practically all areas of the company, from marketing to finance to operations. This multitasking can be exhausting and calls for a broad range of abilities.

How to Manage Failure and Rejection: It can be mentally and emotionally draining to deal with rejection, failure, and setbacks. Entrepreneurship entails many rejections and failures, and it takes tenacity and resolve to keep going after them.

Entrepreneurship success depends on your ability to overcome these obstacles while maintaining your focus on your vision and objectives and learning from your mistakes.



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What qualities do you think every entrepreneur should possess?

Successful businesspeople frequently have a special combination of abilities and traits that help them develop, guide, and expand a company. The following are fundamental traits that any entrepreneur should try to have:

Resilience & Perseverance: It's important to have the capacity to persevere in the face of obstacles, disappointments, and rejections. Even in difficult situations, perseverance enables business owners to stay on course and keep working toward their objectives.

Flexibility and Adaptability: Staying current and competitive requires being flexible and quick to adjust to changing market situations, client demands, and technology improvements.

Passion and Commitment: An entrepreneur is motivated to overcome challenges by a strong sense of passion for their business idea and a sincere desire to see it flourish.

Vision and Strategic Thinking: For long-term success and growth, a company must have a clear vision for the future and the capability to create and implement well-thought-out strategies.

Leadership and Decision-Making: Strong leadership abilities are necessary for leading a team, making difficult choices, and offering direction. Entrepreneurs must also have the ability to act swiftly and decisively.

Risk Management and Tolerance: Understanding and managing risks, as well as being able to accept uncertainty and take calculated chances are all essential for success as an entrepreneur.

Innovativeness and Creativity: Being creative and innovative is essential for remaining one step ahead of the competition and finding innovative solutions to challenges.

Customer Focus and Empathy: Understanding client demands, preferences, and pain areas is essential for creating goods and services that live up to and surpass expectations. An approach that is focused on the consumer benefits from empathy.

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Networking and Relationship Building: Creating a network of important contacts, such as mentors, advisors, clients, and partners, can offer the company crucial support, enlightening perspectives, and commercial prospects.

Communication and Negotiation Skills: It needs good verbal and written communication to get your point across, form connections, and close agreements. In many commercial settings, negotiation skills are crucial.

Time Management and Organization: Entrepreneurs can handle various projects, establish priorities, and meet deadlines by effectively managing their time and being organized.

The ability of an entrepreneur to overcome the difficulties of beginning and expanding a successful firm can be greatly improved by cultivating and polishing these skills.



How can young entrepreneurs contribute to solving societal or environmental challenges through their businesses?

Young entrepreneurs have a special potential to not only create prosperous companies but also make great contributions to society and the environment. Here are a few strategies



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young businesspeople can use to change the world and help with societal and environmental issues:

Practices for Sustainable Business: Put sustainability first by implementing eco-friendly procedures, cutting down on waste, saving energy, and employing sustainable products. Enact recycling initiatives and cut back on single-use plastics.

Programs for Social Responsibility: Develop business models that incorporate social responsibility. Donate a share of the proceeds to good causes or get involved in neighbourhood initiatives that deal with issues like housing, healthcare, education, and poverty.

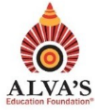
Offering Ethical Goods and Services: Create and market goods and services that benefit people or the environment. Fair trade goods, alternative energy sources, or educational resources that impart information and skills are a few examples.

Advocacy and Awareness Campaigns: Use your resources and platform for advocacy and awareness campaigns to bring attention to significant societal or environmental issues. Participate in advocacy efforts, inform your audience, and inspire action.

Collaborations with Nonprofits or NGOs: Work together with non-profits and NGOs whose objectives and principles are compatible with yours. In order to tackle particular problems and make a collective influence, collaborate on projects or campaigns.

Initiatives in Education and Skill Development: Provide poor people with training programs, workshops, or mentorship opportunities so they can gain the information and abilities they need to better their quality of life and future possibilities.

Innovation for Social Good: Create novel responses to pressing societal or environmental problems. Make use of your entrepreneurial skills to develop goods or services that benefit society or the environment directly.



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Supporting Local Communities: Give local material procurement and local business or artisan assistance top priority. This not only strengthens the local economy but also encourages cooperation and a sense of community.

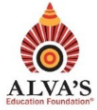
Initiatives for Health and Wellness: Develop goods or services that support good health and wellbeing, resulting in healthier lives and better societal health outcomes.

Tech for Good: Utilize technology to create tools, platforms, or apps that address societal issues including lack of access to key services, healthcare, or education.

Cultural Preservation and Promotion: Support varied cultural identities by maintaining cultural heritage and traditions, incorporating them into your products or services, and raising awareness.

Young business owners can have a good effect on society and the environment by implementing these strategies into their operations, helping to create a future that is more sustainable, inclusive, and equitable future.





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What emerging technologies do you believe hold the most potential for disruption, and how can young entrepreneurs capitalize on them?

A number of cutting-edge technologies have the potential to disrupt numerous industries and provide up fresh chances for young businesspeople. The following are some of the most important technology and how young businesspeople might benefit from them:

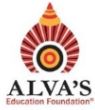
Artificial Intelligence (AI) and Machine Learning: Machine learning and artificial intelligence (AI) By automating procedures, increasing decision-making, and improving consumer experiences, AI has the potential to revolutionize a number of industries. To automate processes, analyze data, and generate individualized user experiences, young entrepreneurs can develop AI-driven solutions for healthcare, banking, retail, and other industries.

Blockchain Technology: Blockchain technology provides decentralized, secure, and open systems for data storage and transactions. To increase transparency, lower fraud, and build trust, young entrepreneurs might investigate applications in supply chain management, finance, healthcare, and intellectual property.

Internet of Things (IoT): By linking commonplace objects to the internet, IoT makes it possible to automate processes and collect data. Entrepreneurs can create IoT-enabled solutions to improve efficiency, productivity, and sustainability in smart homes, healthcare monitoring, agriculture, and logistics.

Augmented Reality (AR) and Virtual Reality (VR): These technologies provide immersive experiences in a variety of fields, including gaming, education, travel, and real estate. Applications for virtual tours, interactive learning environments, augmented reality advertising, and virtual event experiences can be made by entrepreneurs.

5G Technology: Technology improvements like driverless vehicles, telemedicine, augmented reality, and smart cities will be made possible by the implementation of 5G networks, which will provide faster and more dependable connectivity. Entrepreneurs can



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create novel solutions that make use of 5G networks' high speed and low latency for game-changing uses.

Biotechnology and Bioinformatics: New developments in these fields could lead to advances in the fields of healthcare, agriculture, and environmental sustainability. Entrepreneurs can focus on creating tailored medical treatments, environmentally friendly food options, or cutting-edge nanomaterials.

Robotics and Automation: Technologies in the fields of robotics and automation are changing a variety of sectors, including industry, logistics, healthcare, and agriculture. For monotonous jobs, medical procedures, warehouse automation, and agricultural processes, entrepreneurs can develop robotic solutions.

Technologies for Renewable Energy: New developments in solar, wind, and other renewable energy technologies offer long-term responses to the climate change problem. Young entrepreneurs can create and implement smart grid technology, energy storage systems, and renewable energy solutions.

Cyber Security Solutions: As online threats develop, new cyber security solutions are becoming more and more necessary. To safeguard both enterprises and people, entrepreneurs can create sophisticated cyber security tools, danger detection systems, and privacy-enhancing technology.

Edge Computing: Edge computing reduces latency and increases efficiency by processing data closer to its source. Entrepreneurs can create edge computing solutions for IoT devices, real-time analytics, and other applications that need high performance and low latency.

Young entrepreneurs should concentrate on keeping up with the most recent developments, developing relevant skills through education and training, encouraging an innovative culture within their teams, working with subject matter experts, and taking advantage of partnerships and funding opportunities if they want to profit from these emerging technologies. Additionally, utilizing these technologies to meet market

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requirements and real-world challenges might result in profitable initiatives with a significant impact.

The event's president, Mr. Vivek Alva, thanked each panelist for taking the time to hold an educational panel discussion that benefited the young enthusiasts. The importance of the students culture and discipline to their future achievement was also covered by him.

After the panel discussion, the team went to the Stellium company in AIET Moodbidri and interacted with some of the new employees there.



Outcomes of the Panel Discussion

- ✓ **Youth Empowerment and Inspiration:** The discussion focused on the significance of encouraging young people to engage in entrepreneurial endeavours and the value of highlighting success stories to motivate other young people.

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- ✓ **Technology and creativity:** The panellists emphasized how young people are driving innovation and utilizing technology to create innovative business models and solutions.
- ✓ **Opportunities and Challenges:** Discussions focused on the difficulties that young entrepreneurs confront, including finding capital, finding mentors, and navigating regulatory systems. It's possible that opportunities for young people in the entrepreneurial ecosystem were also investigated.
- ✓ **Collaboration and Networking:** Panellists stressed the significance of collaboration and networking within the entrepreneurial community, both locally and globally, to foster growth and share knowledge.
- ✓ **Sustainability and Social Impact:** This was discussed, with an emphasis on the possibilities for youth-led firms to bring about positive change. These topics are becoming increasingly important in entrepreneurship.
- ✓ **Support from the government and policy:** The importance of governments and policies in creating an environment that encourages youth-led entrepreneurship is highlighted, including programs to help businesses and simplify regulatory procedures.
- ✓ **Resilience and Adaptability:** A crucial take away from the discussion is the necessity of resilience and adaptability in the face of adversities, particularly given the quickly changing corporate world.



EDC Coordinator
(Dr. Sudheer Shetty)

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