

## **Center of Innovation and Entrepreneurship (CIE)**

The vision of CIE at IMS Ghaziabad is to garner the belief that entrepreneurship can unlock India's prospective inventive potential. With this belief institute targets to help in the development of India's entrepreneurial ecosystem by enabling easy and efficient interaction between its major components spanning students, working professionals, aspiring and existing entrepreneurs, mentors, angel investors, venture capital firms and corporate through initiatives like interactive sessions, competitions, conferences etc.

The mission of CIE at IMS Ghaziabad is to promote, sustain and practice the spirit of entrepreneurship and innovation among individuals by providing them a platform to convert their ideas into successful business.

### **Objectives**

1. To encourage entrepreneurship and foster environment where new innovative ideas and solutions can be enterprise.
2. To promote Innovation and research in various business functions through industry-academia associations.
3. To develop an incubation centre to help budding entrepreneurs to work on their start-ups to develop into scalable, profitable and sustainable business.

### **Learning Outcomes**

CIE aims to provide an immense opportunity for the participants

4. To advance skills in business development, competitive analysis and sustainability
5. To acquire capability in the process of developing creative products and services.
6. To learn and network through various interactions with entrepreneurs, venture capitalists and others dignitaries from the corporate world.

### **Focus Activities**

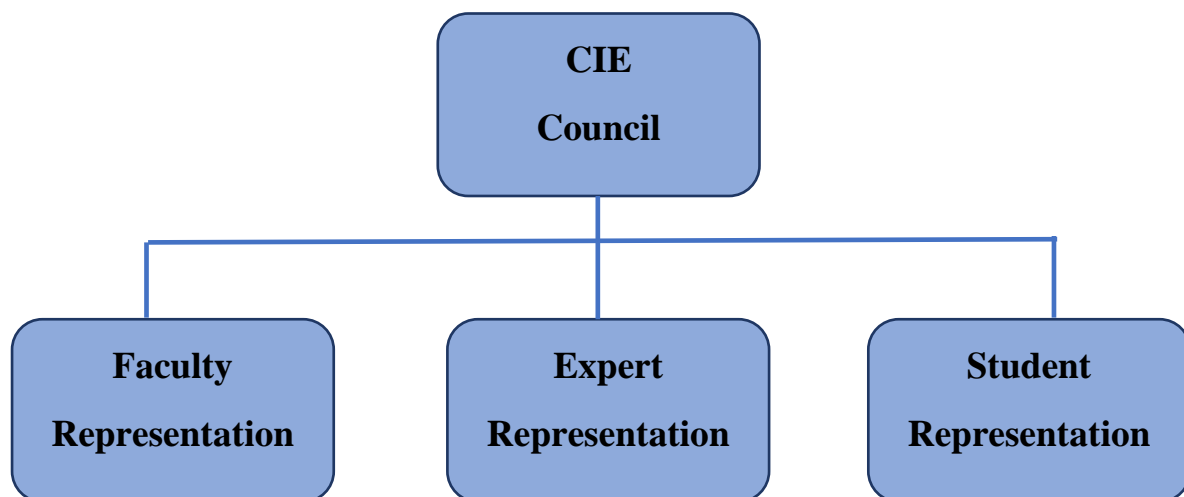
The major sessions and activities that CIE organizes round the year are;

1. Series of Guest Lectures
2. Seminars and Panel Discussions
3. Workshops, Surveys and Research activities
4. Interaction sessions with corporates/start-up ambassadors.

## SMART Goals

- **Specific:** To foster the entrepreneurial skills and ability among students.
- **Measurable:** To organise minimum of 3 activities related to innovation and entrepreneurship per term.
- **Achievable:** To present at least 5 the ideas/products/solutions at national and international conclave/seminars/conferences or filing patents in one year.
- **Relevant:** To target 3 start-ups in a year and present the solutions for their business marketability, financing and expansion.
- **Timely:** To increase the target activities and achievements by 20 percent year on year basis.

## *CIE Council*



## *COUNCIL*

*Advisor*

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**Industry Expert Representation**

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**Saksham Aggrawal**

Founder, Ensia Media

**Faculty Representation**

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### *Student Representation*

Ms. Anushka Gupta

Ms. Gurleen Chhabra

Mr. Rohan Gupta

Mr. Archit Sharma

Ms. Mansi Gupta

Mr. Aayush Kumar

Mr. Vishal Rathi

Mr. Rishabh Jain

Ms. Aparna Bhatnagar

Ms. Shivani Siddhu

### *Planned Activities*

*August, 2021*

11<sup>th</sup> & 12<sup>th</sup> (Wed-Thurs) 12 Hours VA-CP on Super Power Job Seekers/

*Google Analytics by Ministry of Micro, Small & Medium Enterprise (MSME) & Panel Discussion in Atmanirbhar Bharat- Vocal for Local Make in India for the world by CIE: Term-IV*

**22<sup>nd</sup>** (Wed) **Corporate Talk Series on *Problem solving and Ideation***

*Workshop by CIE: Term-I*

### **September 2021**

**25<sup>th</sup>** (Sat) **99<sup>th</sup> Alumni Talk Series**  
*(Workshop on Entrepreneurship Development Phases by CIE)*

### **October 2021**

**1<sup>st</sup>** (Fri) **Workshop on design thinking, critical thinking & Innovation design by CIE**

**25<sup>th</sup>** (Mon) **SAMAAGAM: Academic Fest of IMS Ghaziabad**  
*(Orientation session for all students and faculties of Institute by Innovation Ambassador by CIE)*

### **November 2021**

**17<sup>th</sup> – 20<sup>th</sup>** (Tue-Fri) **Placement Readiness Enhancement Programme– TermII & V**  
*(Idea/POC pitching and validation and institute level POC competition. Submission of Idea/POC on IIC portal by CIE)*

### **December 2021**

**11<sup>th</sup>** (Sat) **Expert Talk Series on National Innovation and start-up**

*Policy (NISP) by CIE*

25<sup>th</sup> – 31<sup>st</sup> (Sat-Fri) *Winter Vacation 2021, Internship at Start-ups CIE*

### **January 2022**

11<sup>th</sup> (Tue) *Vikreta: Marketing & Selling Competition: Term-II & V*

*(Workshop on Prototype/Process Design and Development – Prototyping, by CIE)*

### **February 2022**

12<sup>th</sup> (Sat) *101<sup>st</sup> Alumni Talk Series on "Successful start-up founders" (Entrepreneurs in campus), by CIE.*

22<sup>nd</sup> (Tue) *Business plan/Prototype competition to invite Innovation*

*Business models from students by CIE.*

### **March 2022**

March-April *30 Hours Global Talk Series on Strategic Management by Mr. Ashish Patel, MD, Morgan Franklin, Washington, USA: Term-III (Orientation session for all students and faculties of Institute by Innovation*

*Ambassador(s), by CIE)*

19<sup>th</sup> (Sat) *Entrepreneurial Talk Series on Angel investment/VC funding opportunity for Early Stage Entrepreneurs by CIE*

### **April 2022**

6<sup>th</sup> (Wed) *Panel Discussion with Innovation & Startup at State/National level by CIE*

