

SVKM's Narsee Monjee College of Commerce & Economics

INTENT- The Entrepreneurship Development Cell

Activities conducted by INTENT

- ***Business Plan Competition:***

Intent was launched as a Business Plan Competition (BPC) to allow participants to innovate and develop business ideas. Intent 2012, the Business Plan Competition, aimed to provide our college students a platform where they could learn about new venture creation process. The entry was open to all students of our college to either participate individually or in a group of maximum three. The Competition is conducted in three phases: Phase I, Phase II and Final

- Phase-I includes registration and submission of the abstract of business proposals not exceeding 500 words.
- Phase-II involves submission of detailed Business Plan covering the Product/Service, Feasibility Study, Marketing, Finance and other aspects of funding the business.
- The Finals comprises of an esteemed panel of judges from varied fields.

The cash prizes of Rs 25000, Rs 15000 and Rs 10,000 along with a trophy for the First, Second and Third Prize winners are awarded every year. The funds for the Business Plan Competition are also provided by the management including the winners prizes in cash.

- **Skills Development Workshops** Various workshops are conducted like:

- Financial aspects of business,
- Business plan: making it work,
- Skill development workshop like the art of preparing powerful elevator pitch

- **Panel Discussion:** A panel discussion on Union Budget 2014-15 and its impact on entrepreneurship . Such sessions helped the students get insights from experienced entrepreneurs and all their queries are resolved. After getting selected in phase one of

business plan competition the students were briefed on the broad framework of writing a comprehensive business plan. In phase II the proposal get evaluated on the basis of innovation, creativity and its feasibility. Faculty members also get connected with the INTENT by providing guidance and mentoring students in writing a good business plan followed by the final presentation.

- **Book Publication** – “Ideas With Intentions – Journey of 50 Successful Entrepreneurs” who were our college students, who have made it large through their perseverance, hard work and determination without relying merely on luck. (https://books.google.co.in/books/about/Ideas_with_Intentions.html?id=ZYN0CgAAQB_AJ&redir_esc=y). It turned out with some really worthy experience to all the students by creation of the book. It was a huge project. Collecting and searching such entrepreneurs and contacting to them, then follow them up for taking their interviews, and narrating the interviews in the story form and making the book took almost 8 months to finish this project. But it gave a huge success to Intent and the students who were part of this project by gaining lot of experience and insights in various fields of business. This gave opportunities for students to directly interact with a successful entrepreneur and learn about the practical aspects of entrepreneurship from those entrepreneurs and also to form a bridge between students and alumni as a part of INTENT. The students also put forth their insights on what they learnt from the success story of the entrepreneur. The book will inspire the students and motivate them to take the path of entrepreneurship.
- **Intent Talk:** Intent Talks an interactive interview session with the theme ‘My journey towards success’ was held at Juhu Jagruti Hall. It was a conscious effort to connect entrepreneurs to students, motivating students for entrepreneurial ideas and enlighten them with the challenges and prospects of entrepreneurship.
- **B-Fair:** Intent held a B-Fair on 20th August, 2015 as a part of Business Plan Competition. The B-Fair hosted seven teams to present their business ideas to the students and faculty of NM College. Members of the audience were invited to cast their

vote for the business plan they believed had the most to offer and the winning plan received a wild card entry into the Finale of the Business Plan Competition.

- **Public Relations Campaign:** This campaign also helped to reach out to maximum number of students and give them introduction about INTENT and its activities with help of power point presentation and projector. This campaign was a success in terms of the buzz it had generated in college and on Facebook where the posts had reached to 11000 during the week.

PR Campaign 'INTROSPECT' was held in 2015 for spreading awareness about entrepreneurship in our college students. The campaign involved interacting with college students in and around our college premises and asking them a few basic questions which help them in introspecting themselves on entrepreneurship qualities and skills.

- **Participation in entrepreneurship activities conducted by other institutions:** E-Summit, IIT-B, 2015 was organized which witnessed various events such as workshops, panel discussions, seminars and various business competitions aimed at promoting entrepreneurship and encouraging start-ups among the youth. From our college 20 students attended the Summit. Our students participated in Idea Blaze, Investors' Portfolio and National Bizquiz.