

The poster for Sampark 2017 features a central graphic of a person walking on a bridge towards a large, green, wireframe brain. The text 'Sampark 2017' is prominently displayed at the top in a stylized font, with the tagline '... the interlace' below it. The theme 'Pariwartan' is written in a colorful font, accompanied by a sun-like icon. Below this, it says 'The Pioneering B Idea Challenge'. The event is jointly organized by the Department of Business Administration at Tezpur University, the Ministry of Development of North Eastern Region, Government of India, and NEDFi (North Eastern Development Finance Corporation Ltd.). The background includes a map of India and various business-related icons like 'MEDIA' and 'COM'. At the bottom, the venue 'KBR Auditorium', date 'March 3-4, 2017', and time '9:30 am' are listed.

TEZPUR UNIVERSITY
Sampark 2017
 Theme : **Pariwartan** ... the interlace
THE ENTREPRENEURIAL MINDSET
 The Pioneering B Idea Challenge
 Jointly Organized by
 Department of Business Administration, Tezpur University
 Ministry of Development of North Eastern Region, Government of India
 North Eastern Development Finance Corporation Ltd. (NEDFi)
 Venue : KBR Auditorium Date : March 3-4, 2017 Time : 9:30 am

Sampark is the annual industry-academia interaction of the Department of Business Administration, Tezpur University. **Sampark 2017** is the XVII edition in the series. In all of the previous sixteen occasions, our focus has been to create a platform for interaction and relationship (Sampark) between the academics and the corporate world. Thus, we tried to emphasize placement of our students in various corporate houses through such interactions. One of the objectives of Tezpur University is development of the spirit of entrepreneurship among its students. As such, the Department of Business Administration through its MBA programme also tries to create 'job creators' rather than 'job seekers'. Even though, we have not been very much successful in creating entrepreneurs since its first batch passed out in 1995, we must continue our efforts to see that Tezpur University MBA graduates can be a reason for creating livelihoods for many families. Keeping this aim in mind, **Sampark 2017** is aimed at creating the spirit of entrepreneurship in the minds of the students. We are grateful to the Ministry of DONER, NEDFi for jointly organizing this event with us. We hope our endeavour will help in changing the mind-set of the students towards entrepreneurship. We are grateful to the team of research scholars viz. Chiging Yamang, Sandeep Singh, Shivam Kakoti and Kalyani Kalita for noting down the discussions in each technical session and giving a shape for this compilation.

Prof. Subhrangshu Sekhar Sarkar
 Faculty Coordinator, **Sampark 2017**
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Dept. of Business Administration
 TEZPUR UNIVERSITY

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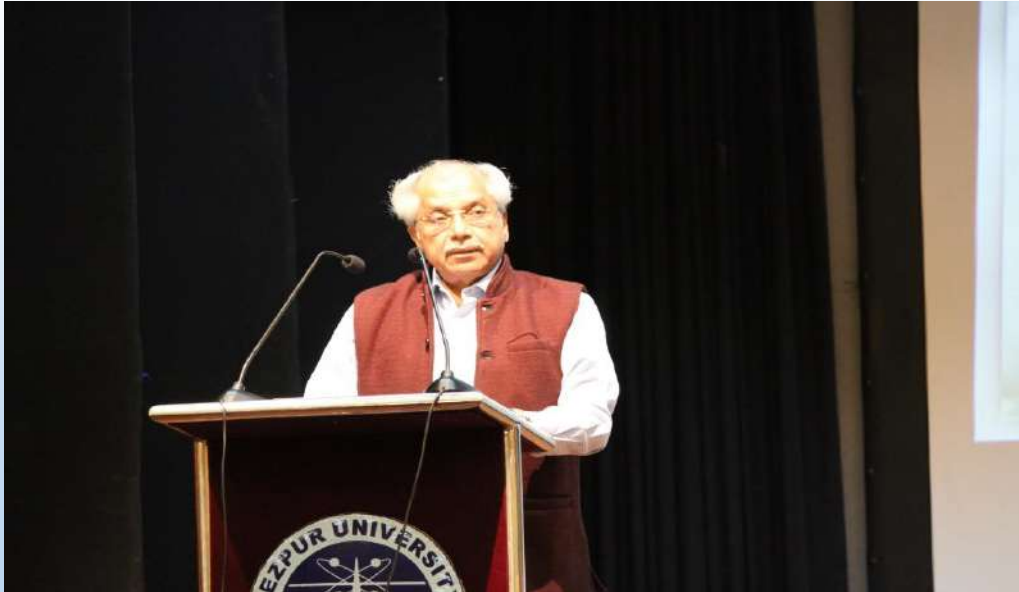
INAUGURAL SESSION

Speakers:

Prof. Mihir Kanti Chaudhuri,
Vice Chancellor, Tezpur University

Shri Naveen Verma, IAS.
Secretary, Ministry of DONER, Government of India

Mr. B. Paul. Muktieh,
Chairman and Managing Director, NEDFi



Prof. Mihir Kanti Chaudhuri
Vice Chancellor, Tezpur University

The Honourable Vice Chancellor, Mihir Kanti Chaudhari initiated his address by greeting the various participants and dignitaries attending the event. He talked briefly about the role of entrepreneurs in our economy as to how they contribute by way of creating wealth, generating employment opportunities and acting as role models for others to follow. He opined that in a country like India which faces a huge unemployment problem, entrepreneurship is the only way forward. The recently passed government policies like Make in India, Start up India, Digital India, Act East Policy and so on reflect the intent of the government to leverage its human capital and steer them towards entrepreneurial careers. In other countries, it is seen that entrepreneurs enjoy a host of benefits, popularity and support from the authorities' end. In the same manner, we should encourage our entrepreneurs and support them all the way in funding through venture capital and banking system.

The speaker pointed out that entrepreneurship as a career alternative, is open to one and all and is not restricted to only students from management background. He explained what entrepreneurship is all about and distinguished it from self-employment. He also shared that the word entrepreneurship was introduced by an economist, way back in the early 1800s in Austria. He pointed out three important characteristic of an entrepreneur – Firstly,

he should always be ready to face challenges. Secondly, he should have a world class team of employees. And thirdly, he should be backed by good mentorship/ leadership.

According to him, a successful entrepreneur must possess an urge to do well for himself. He must be well aware of his goal and must determine the economic viability of his project before proceeding any further. Towards the end of his address, the VC informed the attendees that the university fully supports the idea of opening an Entrepreneurship club, in the near future. He concluded his speech by encourage the students to go entrepreneurial and become “job creators.”



Mr. B. Paul. Muktieh
Chairman and Managing Director, NEDFi

Mr. Muktieh began his address by pointing out the aptness of SAMPARK’s theme this year, stating how entrepreneurship is the need of the hour, more so because we are living in tough times marked by rise in unemployment. He highlighted the nature of support provided by NEDFi to budding entrepreneurs. NEDFi provides mentoring facility to the potential entrepreneurs. Every year, they facilitate around 700 entrepreneurs, from which almost half have gone on to start up their enterprises. They also provide loans of up to 1

crore, that too at a very concessional rate. More recently, NEDFi in collaboration with the Ministry of Development of North Eastern Region (DONER) has come up with the North East Venture Fund, a dedicated venture capital fund for the region, to encourage startup ventures in the northeast region. The size of the fund would be Rs 100 crore, which would be contributed by Ministry of DONER (Rs 45 crore) and NEDFi (Rs 30 crore). The balance amount of Rs 25 crore would be raised from other financial institution(s).

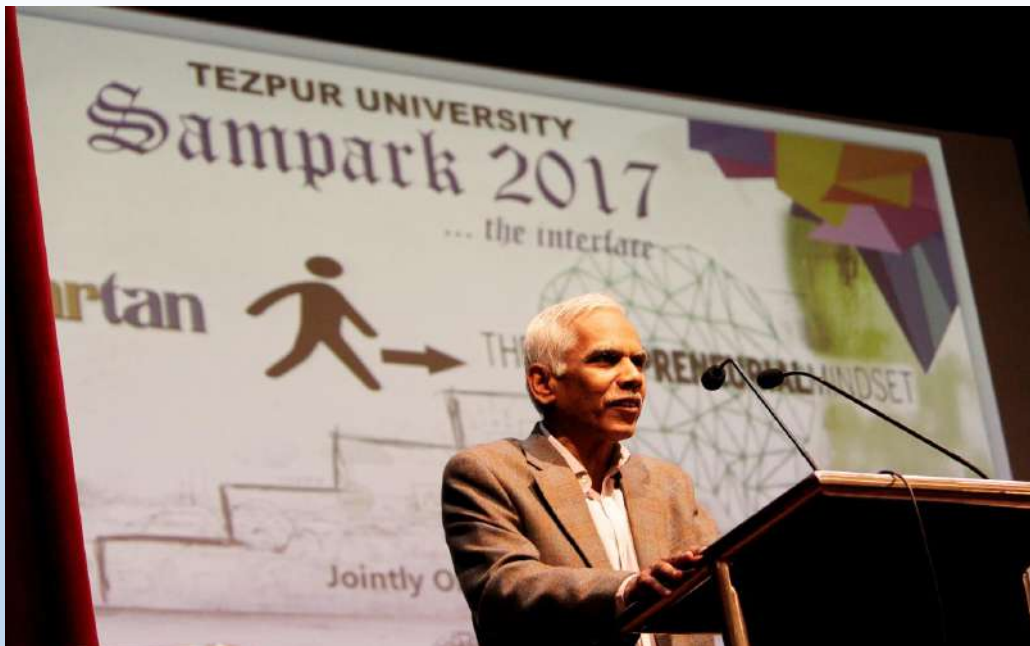
Mr. Muktieh shared that most of the bankers and/or financial institutions, while evaluating the project proposals, also look for the entrepreneurial qualities in the budding entrepreneurs. According to him, entrepreneurs should have qualities like organizing skills, risk taking capacity and patience for results. He also emphasized on the viability aspect of the projects indicating, that the project should be technically feasible and economically viable.

He also mentioned how the government is taking large strides in promoting entrepreneurship by launching schemes like Start Up India and Make in India. Various north east based forums are also constantly working to improve the existing eco-system for entrepreneurship in the state and enhance the ease of doing business. Mr. Muktieh further highlighted as to how the Act East policy is an excellent opportunity for us, to increase business with neighboring countries like Myanmar and Bangladesh.

He also stressed on the greater need to improve the education system, with a renewed focus on entrepreneurship education. Every education institutions should have an entrepreneurship cell and an incubation centre so as to encourage students to go entrepreneurial. He concluded his speech by commending Tezpur University for taking the lead by organizing such interactive meets and proposing to set up an entrepreneurship club.



Head
Dept. of Business Administration
TEZPUR UNIVERSITY



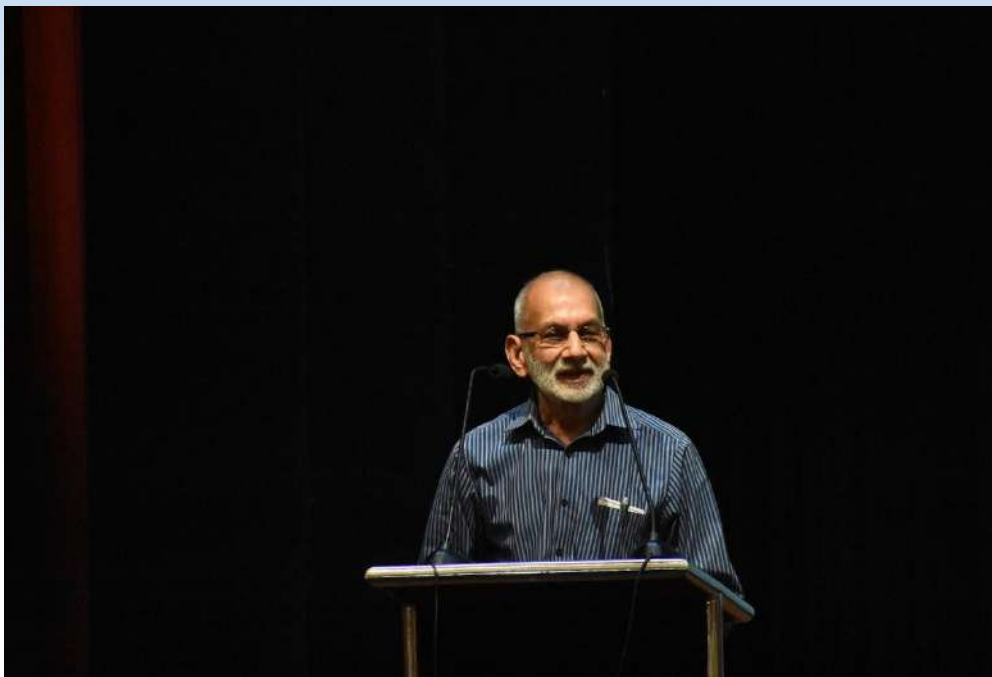
Shri Naveen Verma, IAS
Secretary, Ministry of DONER

Mr. Naveen Verma began his address by stating how SAMPARK was a great initiative to break the barriers, as there has always been limited interaction between people from academia, industry and the government. This common interface will go a long way in promoting entrepreneurship and changing the mindsets of budding entrepreneurs. Mr. Verma talked about two categories of people - risk takers and risk averse. Risk takers are willing to exploit opportunities as and when they see them. They are more passionate and willing to undertake risks. He cited the example of Mr. Manoj, who quit his job as a Chief Manager, SBI to start his venture on scientific piggery. Risk averse people, on the other hand continue with routine jobs, and chase secure careers.

Every year, the government spends close to 44,000 crores on the North East only. Apart from that, there are special grants available for certain categories under food processing industries. Not just that, there are a number of financial schemes floated by the government under which we can access funds. However, not enough interest has been shown by the people. Mr. Verma stressed on the fact that there is a greater need to create an eco-system favouring entrepreneurs in this region. He also spoke on the importance of bamboo, stating how bamboo shoot and fiber enjoys great demand in Japan, how bamboo tiles and floorings are becoming popular.

Towards the end of his address, Mr. Verma raised three key questions, that budding entrepreneurs need to take care of. Firstly, how can we provide better customized design for our products? We sell what we produce but we don't produce what we can sell. Most of the products here, although qualitative, lag behind in terms of sales because of the poor design quality. Secondly, how can the entrepreneurs brand their ideas and take them to the market? And thirdly, how to beat market competition and stand out from the rest.

Mr. Verma concluded by saying that we need to change the mentality that we are living in a remote part of the country, which remains inaccessible. We are in fact living in an area, marked by great potentialities as we share international borders with so many countries. We should make efforts to leverage this locational advantage and turn this region into a hub of economic activities.



Shri O.P. Bagaria,
Entrepreneur, Kaybees, Tezpur

Mr. Bagaria, a local entrepreneur, spoke briefly on the theme of the event. He talked about the need to adapt in the face of change and said that those who resist change cannot succeed. Sharing insights from his own entrepreneurial journey that took him across

different countries, he also shared four ideal traits that according to him, every entrepreneur should possess, if he/she wishes to be successful in his/her venture:

Firstly, quality consciousness. An entrepreneur must make efforts to provide quality goods/services and be consistent in it. *Secondly*, he must ensure timely delivery of his goods/ services. In today's business world, customers are approached by competitors with equally good or better efforts all the time. Not delivering timely service will make his customers switch to an alternate organization. *Thirdly*, the entrepreneur must be ethical in all his dealings or his reputation will be damaged. *Fourthly*, he must be adaptive to change or be ready to perish.



The inaugural session ended with a vote of thanks by the Faculty Coordinator of Sampark 2017, Prof. Subhrangshu Sekhar Sarkar, wherein he thanked all the dignitaries, guest speakers and participants from different institutions for attending the event. He also thanked the co-organizers, NEDFi and Ministry of DONER for their continued support in organizing the event.

Head
Dept. of Business Administration
YESVA UNIVERSITY

TRACK I: ENTREPRENEURSHIP AND ACT EAST POLICY



Moderator: [Prof. Mrinmoy Kr Sarma](#)

Professor, Department of Business Administration, Tezpur University

Speakers:

[Prof. E. Bijoykumar Singh](#)

Professor, Department of Economics, Manipur University

[Shri Ravi Ranjan](#)

Entrepreneurship Evangelist, NASSCOM, 10000 Start Ups

[Mr. Mark Laitflang Stone](#)

Managing Director, Group Avenues

[Shri Manoj Basumatary,](#)

Founder, Symbiotic Foods Private Limited


Head
Dept. of Business Administration
TEZPUR UNIVERSITY

Track I of the conference, titled “Entrepreneurship and Act East Policy” was the first track on the first day of the event. Prof. Mrinmoy Kr Sarma was the moderator for this track. The track began with Prof. Sarma, introducing and inviting the four guest speakers – Prof. E. Bijoykumar Singh, Mr. Ravi Ranjan, Mr. Mark Laitflang Stone, and Mr. Manoj Basumatary on the dais. Prof. Sarma then shared his own thoughts on the Act East Policy, erstwhile known as the Look East Policy, and elaborated on how vital it is to the growth of North East India.



Prof. E. Bijoykumar Singh
Professor, Department of Economics, Manipur University

The first speaker of the track, Mr. Singh began his address by introducing the topic to the audience. He delved on the basics of the Act East Policy and explained how it is an improvement on the earlier ‘Look East’ policy. He pointed out how the Look east Policy faced certain difficulties because of the changing political equations in the region. The newly drafted Act East Policy, according to him, is an opportunity of rediscovering ourselves, one that will lead to more prosperity in the region. He also talked about the future possibilities of growth, in light of the geopolitical changes witnessed in the region recently. According to Mr. Singh, the global economy is increasingly shifting its gravity from West to East and the role of the two Asian economies — China and India — are therefore gaining wider scope. The significance of Act East policy is paramount as we have missed out on so many opportunities to collaborate in the past and work for regional integration. He also opined that while there is always room for more improvement, North East India is now no longer treated as an outlier, but as a hub of economic activities. According to Mr. Singh, in order to attain faster inclusive growth in the region, the government’s focus should be on strengthening the manufacturing sector here, as it holds various potentialities. We need to

change our perception from being “market for raw materials” to “marketer of finished products.”



Mr. Ravi Ranjan
Entrepreneurship Evangelist, NASSCOM, 10000 Start Ups

The second speaker in this track, Mr. Ranjan shed light on NASSCOM’s “**10,000 Startups**” initiative, which is committed to incubate, fund and provide ambient support to impact 10,000 technology startups in India, by 2023. He also talked primarily about the possible obstacles one faces in his/her entrepreneurial journey and how they can be countered. Mr. Ranjan raises three key points in his talk – Firstly, one should be agile and keep track of all the environmental changes happening around them so as to identify new business opportunities as and when they arise. Secondly, one should create a good team of employees as they are the ones who will implement your policies and decisions and it is only their cooperation that will make the startup successful. Thirdly, acquiring financial resources should be the last priority for the budding entrepreneur. If the idea is good enough and if it’s economically viable, there will be no dearth of funds. There are too many institutional finance schemes launched by government agencies and angel investors.



Mr. Mark Laitflang Stone,
Managing director, Group Avenues

Mr. Mark began his address by stressing on the importance of making the right choices. According to him, entrepreneurship is all about making choices. If you choose security over passion, you will never be a good entrepreneur. In order to be successful in business world, you need to work with endless courage and limitless passion and be patient at the same time. Money, according to him, is the by-product of the hard work and knowledge one puts into a task. The rewards might not come now but you need to be resilient and keep working hard towards your goals. You might fail many times but you need to get up and accept a loss as it is. Mr. Mark also opined that there is no right time to enter into an entrepreneurial career. If you keep waiting for the 'right time' you will miss out on a lot of opportunities. So, act now. According to Mr. Mark, in order to be successful in business, you must stay true to the promises made to your customers and deliver it right. He also talked about the vast growth potential of the North Eastern region as it shares similar stories, cultures, languages and boundaries with so many other countries.


Head
Dept. of Business Administration
VELJEOR UNIVERSITY



Shri Manoj Basumatary,
Founder, Symbiotic Foods Private Limited

The last speaker of the track, Mr. Manoj Basumatary talked about his individual journey – a journey that started from the confines of a conservative rural Assam, a journey that took him to Delhi where he studied in one of the best colleges in India, a journey that followed the routine pattern and ended with him landing a lucrative job with SBI. But he decided to embark on a new journey, taking the road less travelled and quit his job and ventured into entrepreneurship. Mr. Manoj founded Symbiotic foods Private Ltd and ventured into the piggery business, a sector that is totally unorganized and contributes roughly around Rs 4,000 to Rs 5,000 crore towards the economy of the region.

According to Mr. Manoj, entrepreneurship is all about finding solutions and meeting challenges. It's about leaving safe choices and taking risks. He talked about two different mindsets – the growth mindset and the fixed mindset. People having a growth mindset are always ready to learn and want to do something new whereas people with a fixed mindset chase secure carriers and care content with the current state they are in. In addition to the above, Mr. Manoj stressed on three key issues: Firstly, backward integration in our markets require much improvement. Secondly, we need to distinguish between unnecessary noise

and reality. Thirdly, that funding should be the last cause of concern for entrepreneurs. Maximum attention should be put on the actual idea and its viability.

The technical session was concluded by the moderator announcing for an open question and answer session. A few pertinent questions were raised and answered on issues ranging from physical connectivity in the North East, to role of technology in starting a new enterprise.

TRACK II: SHARING THE JOURNEY OF LIVELIHOOD CREATORS



Moderator: [Prof. Chandan Goswami](#)

Professor, Dept. of Business Administration, Tezpur University

Speakers:

[Shri Aurvind Lama](#)

Founder, Traveyaari.com

[Shri Samrat Deka](#)

Director, SRD Group

[Shri Partha Pathak](#)

Founder, Fresh Air

The moderator began the session by sharing the importance of different stages in entrepreneur's journey. Generally, people look at successful entrepreneurs but ignore the ups and down they go through in the way to success, therefore, missed the chance to talk to failed entrepreneurs. He asked experts to talk about their journey as an entrepreneur so that student learns and get motivated from the challenges they faced and how they handled those challenges. So that it helps them to prepare themselves for the journey into entrepreneurship. Finally, Prof. Goswami invited the experts to talk about their endeavours and share their struggle stories.



Shri Aurvind Lama
Founder, Traveleyaari.com

Mr. Lama, started his speech with the Government's initiative in encouraging entrepreneurship and emphasized upon the multiple opportunities arising from opening up the markets with the neighbouring countries. He shared the attributes of a successful entrepreneur from his own experience as an entrepreneur:

1. Passion and resilience for any work a person takes up.
2. Awareness about the changing market and competitors.
3. Keeping an eye on the basic things as an entrepreneur- revenue, cost, a scalable model and technology to scaled up to renew cost allocation for creating anti barriers.

According to Mr. Lama, Entrepreneurship is actually a journey which starts with a unique idea. He narrated his own story how he became an entrepreneur even though he never thought

of taking up entrepreneurship as a career option while he was studying in business school. He pointed out the challenges faced by most entrepreneurs in the journey of entrepreneurship: Steep competition, Funds crunch, changing regulations, strikes etc. Such situations how the entrepreneur and his team work dedicatedly and face those challenges with all the determination. Further, he added that in every phase in the entrepreneurial journey, different challenges may arise. It is wise to think of scalable fund and Government help and be ready for the challenges accordingly.



Shri Samrat Deka
Director, SRD Group

Mr. Deka, an established local entrepreneur started his address by narrating his grandfather's rags to riches story. At a very young age, he had decided to leave his village with almost nothing on him. He worked under mahajans and with a government officer in different capacities, but he had an entrepreneurial streak in him which eventually led to him starting his own shop. Drawing from this story, Mr. Deka urged the audiences to keep a tab on the surroundings as it is essential to gather knowledge about the existing business opportunities. Being informed of the latest happenings, one can expand his business if he is proactive in his decisions, quick learner/ adapter and is willing to undertake risks.

Mr. Deka also shared his experience how they could manage to influence a foreign investor on the way from Guwahati airport to the city with the help of one to one communication. They were successful in influencing the investor that Mangaldai that despite being a small

town in Assam was a better business option than Guwahati which is the biggest city in North East India and is also known as the gateway to north East India. Towards the end of his speech, Mr. Deka suggested the young entrepreneurs to work in a dedicated and focused manner towards achieving their goals.



Shri Partha Pathak
Founder, Fresh Air

Mr. Pathak started his talk with a brief introduction about his company. He shared the struggles that he went through in his early years before starting his own venture. He went through a phase in his life, where he was jobless and two of his ventures didn't materialize. But he didn't lose hope and continued working with the same zeal. He came in touch with one of the promoters of International Hospital in Guwahati and talked to him about their waste management practices. He solved one of their technical issues, related to their existing system and later on requested the promoter to let him use the machine at lease. Because of his goodwill, they agreed to give the machine at lease. So this is how the first phase of his business was without a single monetary investment.

Waste management was a pretty new concept in those times and he found his clients very acceptable of his ideas. Though his idea implementation was not simple, it was profitable for

the hospitals. By 2007, he had set up a common biological waste treatment facilities treatment. He rented and had the machine in 2006 and in between he kept on updating himself. He emphasized on updating himself about new rules, suggestions and guidelines in every five years for example. 1998- Biomedical waste rule, 2000- M&H rule.

With the knowledge that he had, he approached banks for funds. Although, it was difficult for him to make them understand his project, he was lucky enough that NEDFi believed in his idea and supported him financially.

According to Mr. Pathak, there were four factors, which led to his success - Quality Service, Timely delivery, Regular update of accounts, and Total awareness of processes, and any changes happening in his line of work.

He also pointed out that hurdles like financial crunch, maintenance issues, manpower shortage and legal issues were routine and common to every business and budding entrepreneurs shouldn't be discouraged by it. He concluded by encouraging everyone to enjoy and love what they do and do not chase financial gains.



Hitesh
Deptt. of Business Administration
TATPDA UNIVERSITY

TRACK III: START UPS AND THEIR STRUGGLES BEHIND



Moderator: [Prof. Chandana Goswami](#),
Professor, Dept. of Business Administration, Tezpur University

Speakers:

[Mr. Supratim Roychoudhury](#),
Founder, Pratyaksha Agrotech Private Limited

[Mr. Soumen Das](#),
Founder, Bhavishya India Learning Private Limited

[Mr. Shiva Srinivasan](#)
Partner, Diwakar & Srinivasan



Track III of the conference, titled “Start-ups and their struggles behind” was the third track on the first day of the event. Prof. Chandana Goswami was the moderator for this session. The session began with the moderator introducing and inviting the three guest speakers for the session - Mr. Supratim Roychoudhury, Mr. Soumen Das, and Mr. Shiva Srinivasan on the dais. Prof. Goswami then shared her own thoughts on the theme of the session, and elaborated on how new ventures are of paramount significance to the economic growth of North East India, a region marked by the presence of limited industries.



Mr. Supratim Roychoudhury,
Founder, Pratyaksha Agrotech Private Limited

Mr. Supratim began his address by talking primarily on the issue of idea conception and the struggles that lie ahead when starting a new venture. The prime focus of a budding entrepreneur should always be on identifying a potential business idea as well as seeking ways to fund the conceived idea. Again, to find that potential idea, one needs to find an unsolved problem or come up with a better solution to an existing problem. The problem needs to be big enough, though. Mr. Roychoudhury also talked about the two principal challenges that every entrepreneur needs to overcome in order to succeed in his/her business. The first struggle is about generating a potential idea that is economically viable at

the same time. The second challenge is how to acquire financial resources to commercialize the idea and start an enterprise around it. Every entrepreneur has to overcome these challenges in order to survive and succeed. The speaker also narrated his individual journey, as to how he came to discover the absence of plant tissue culture in Assam as compared to other parts of the country. That absence of plant tissue culture in Assam represented a problem that needed a solution. It was a unique opportunity that he came across and he took it up. Mr. Supratim highlighted the struggle to survive amongst intense market competition as another challenge, which could be tackled by being prudent and not chasing early profits. He pointed out that the environment presents us with limitless opportunities to start our own businesses and grow. The present generation is fortunate to have so many opportunities. Only if they could do away with the fear of failure, these opportunities could be utilized properly.

Quitting is not an option. One should instead strive endlessly towards fulfilment of his dreams because your failure turns to success, if you know how to utilise the resources at your disposal. Towards the end of his talk, Mr. Supratim acknowledged the efforts of Tezpur University for organising such an interactive event and giving students the opportunity to learn first-hand about the struggles faced by start-ups.



Hema
Deptt. of Business Administration
TEZPUR UNIVERSITY



Mr. Soumen Das
Founder, Bhavishya India Learning Private Limited

The next distinguished speaker, Mr Soumen Das, started his talk posing certain relevant questions to the audience, asking how many of us actually see entrepreneurship as a viable career alternative and what is the right time to be an entrepreneur. According to him, entrepreneurship could be a very good career choice but the environment is not right for it. People view it as a risky decision, something that does not guarantee returns and naturally it goes down in the pecking order of career choices, behind government and public sector jobs that are thought of as secure careers.

There are again some people think they will get a job and gain some experience, earn money and save some, marry and settle down in life and then start something of their own. Mr. Soumen argued that there's no guarantee that someone else has already not come up with a similar business idea to yours. The speaker has rightfully stressed on the fact that the right time to go entrepreneurial is now. Focus on 'finding opportunities rather than calculating upon struggles.' The speaker also stated that, although we want to create our own enterprise, we lack focus and are too busy in our jobs. We need to eliminate the gap in

what we want to do and what we end up with. So, what we want must be achieved with constant focus.

Mr. Soumen wound up his speech by stating how North East is a land of opportunities with abundant scope for entrepreneurship and international trade, which still needs to be tapped. The speaker expressed his happiness at being able to create so many job opportunities for other and requested the students to try to be 'job givers' rather than 'job seekers'. He concluded his lecture with a message: "Look for opportunities and be positive. Anything is possible. Challenge is itself an opportunity".



Mr. Shiva Srinivasan
Partner, Diwakar & Srinivasan

The session turned interesting with the next wonderful speaker Mr Shiva Srinivasan, who shed light on the ground realities of starting a start-up. He articulated that the two most essential things that needs to be taken care of in case of a new start-up is to firstly, find the right partner to go along with and secondly, to gain an understanding of the legal issues surrounding a new business. Acquiring funds for your business, although important, comes much later. The biggest hurdle while starting a new business is to choose the right partner, who shares equal or more level of passion about the business idea. If he is not as passionate

as you, don't involve him in your business as it may lead to personal battles in the distant future. Your personal life should not have any bearing on your decisions like who you want to partner with.

The speaker also talked about the need for entrepreneurs to be proactive in nature, so as to tackle all threats that crop up from time to time. According to Mr. Srinivasan, there are four things that you need to take care of when you decide to start your own enterprise: *Firstly*, you need to share your business idea with the right people. Choose people with whom you can share vital and sensitive information. *Secondly*, as first-timers, you need to get in touch and seek help from mentors and incubators. *Thirdly*, try to understand the structure of your idea. Get it incorporated. Retain the corpus of your idea and good employees. *Fourthly*, you need to acquire legal protection and clearly define the relationship between the partners, their rights and duties.

The technical session was concluded by the moderator announcing for an open question and answer session. Questions were raised and answered on a wide range of issues ranging from founder agreements to legal protection schemes.



Head
Dept. of Business Administration
YMCVA UNIVERSITY

TRACK IV: FINANCING AND CREDIT: THE ROOTS BEHIND



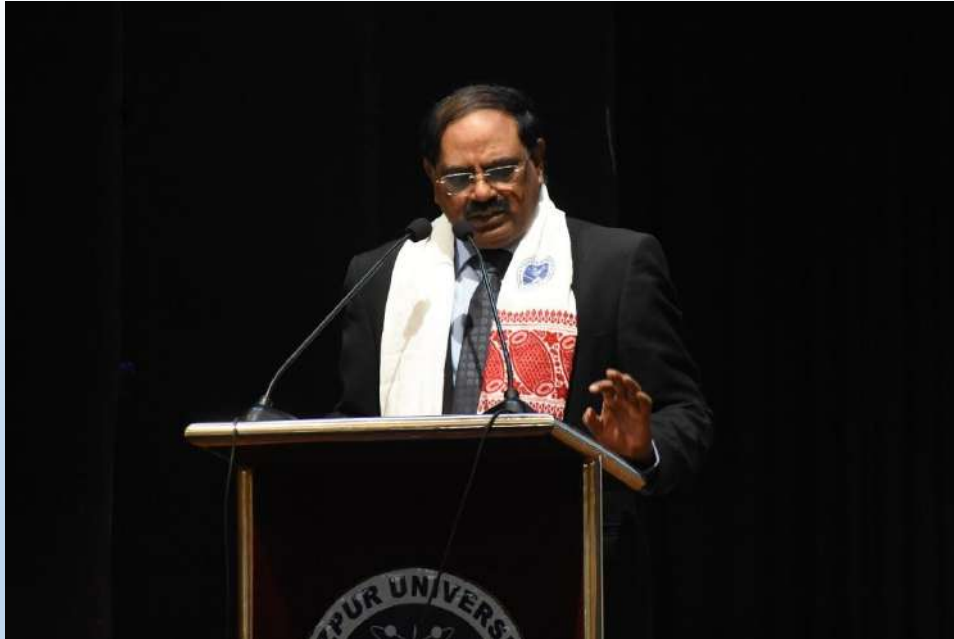
Moderator: [Shri B Paul Muktieh](#)
CMD, NEDFi

Speakers:

[Shri PVSLN Murty](#)
Chief General Manager, State Bank of India

[Shri Ugen Tashi](#)
Regional Head, North East IDBI

[Shri S.S. Saha](#)
General Manager, NABARD, Regional Office, Guwahati



Shri PVSLN Murty
Chief General Manager, State Bank of India

Mr. Murty opened the session by suggesting the young entrepreneurs that they should prepare their project proposals with such finesse that it attracts a lot of attention from the bankers and investors on its own. He further pointed out three main aspects that the young entrepreneurs should possess- risk, common sense and logic. "If you don't take risk, no one else will." He pointed out how the entrepreneurs should be willing to take risk and come forward with an idea which should have a business logic i.e. why and what for the business would come to existence. He emphasized on the fact that mutual understanding and a common sense among the co-founders of the idea is most important for the idea to succeed as a business. Mr. Murty talked about the problems which are associated with the startups and overcome them. The first problem for the startups which he discussed is to find investment and capital for their idea to come into existence into the real world. He said the solution lies with the confidence shown by the entrepreneurs to the banker. Once the banker sees the confidence, commitment and authority towards the idea, the banker would solve the capital issue.

Secondly, he talked about importance of the firm's legal structure for clearance of the proposal. He also pointed out that most of the entrepreneurs often fail to identify the return on investment of their projects, and waste funds in unproductive expenditure like office

architecture, rather than utilizing it judiciously. He further added that the pricing of the product and financial discipline are also important considerations which the entrepreneur should consider wisely. Mr. Murty concluded that the decision of a banker whether favorable or unfavorable comes from his many years of experience in dealing with various projects and proposals. He welcomed young entrepreneurs to come up with convincing proposals.



Shri Ugen Tashi
Regional Head, North East IDBI

Mr. Tashi began his address by observing that a university is a place where new ideas are created and shared. He outlined how students can gather information and prepare new products and with the help of banker bring the product to the customer. He suggested that the potential entrepreneurs should regularly visit events like Sampark, which is marked by the presence of people from academia, industry and government bodies, to get an idea about how to start a business venture and to successfully operate it over time.

Mr. Tashi also argued that entrepreneurs need to come prepared with both a proper product plan and the revenue model. He highlighted few myths about how collateral security does not play an important role until and unless the project is viable.

Further, he suggested that the potential entrepreneurs should not be dependent only on one bank and should keep looking for alternative sources of funds, to increase their chances of getting funds. Entrepreneurs should approach those bankers who offer them funds

quickly, at low interest rates and are known for offering better services. Towards the end, Mr. Tashi concluded by sharing the journey of how IDBI bank transformed from a development bank to a commercial public sector bank. He wished budding entrepreneurs great success and asked them to approach IDBI bank with innovative business plans.



Shri S S Saha
GM, NABARD, Regional Office, Guwahati

Mr. Saha highlighted the role of NABARD as a facilitator for new entrepreneurs in the agriculture and rural development sector. He further emphasized on how agro-entrepreneurship can be a viable business alternative and suggested the soon to be graduating students to look at agriculture as a business opportunity. Mr. SS Saha cited the example of how Mr. Manoj Basumatary, a local entrepreneur from Sonitpur district has successfully ventured into piggery business and insisted other budding entrepreneurs to follow the same.

Mr. Saha also gave a brief idea about how bankers and angel investors evaluate new ideas and proposals of budding entrepreneurs. He said that while the bankers' determine the economic viability and the marketability for such projects, the entrepreneurial potential of the individuals associated with the project also have a bearing on the banker's decision.

Mr. Saha also shed light on the various assistance schemes that NABARD offers to budding entrepreneurs who are interested in agri-business through the various funds they have, such as Technology Innovation Fund, Venture Capital Fund, and NABARD Startup Fund. He further added that there is no upward ceiling, and that the amount of funding depends upon the project. In addition to the above, the Co-Financing project of NABARD is yet to be initiated in the North-east region of India, which has already been a success in other parts of the country.

Towards the end of his speech, Mr. Saha expressed his hope that the association with Sampark will continue for a long period of time. He also encouraged the management students present to come up with unique ideas and projects, related to agriculture and rural development and share the same at guwahati@nabard.org.



Hrishikesh
Deptt. of Business Administration
JERIPA UNIVERSITY

WORKSHOP WITH STUDENTS ON 04 MARCH 2017



Mr. Ravi Ranjan

Entrepreneurship Evangelist, NASSCOM, 10000 Start Ups

Shiva Srinivasan

Partner, Diwakar & Srinivasan

Mr. Mark Laitflang Stone,

Managing director, Group Avenues

Shri Manas Chaliah

Founder, Organic Majuli

More than 150 students joined the interactive session that started from 9 am on 04 March 2017 and ended at 6 pm on the day. It was a very effective day for the budding entrepreneurs as they could listen and interact with the speakers.

[Signature]
Head
Dept. of Business Administration
VIT-VEP
VIT-VEP UNIVERSITY

PRE EVENT ACTIVITY ON 02 MARCH 2017

THE PIONEERING B-IDEA CHALLENGE 2017
For All Students of North-East

Sampark
... the interface

Registration Window
Opens -10 February 2017
Closes -26 February 2017

Presentation by Finalists- 02 March 2017

ORGANIZED BY
DEPARTMENT OF BUSINESS ADMINISTRATION
TEZPUR UNIVERSITY

For Further Details please visit
<http://www.tezu.ernet.in/event/B-IDEA-CHALLENGE.pdf>

1st Prize- 20,000
2nd Prize- 15,000
3rd Prize-10,000



Total number of Entries = 59

Finalist selected for Presentation = 15

Jury

1. Sri O S Meitei, NEDFi
2. Mr Zaveer Zaman, NEDFi
3. Dr. Achyanta Sarma, IIM Shillong
4. Mr. Biswajit Garg, Fudan University, China

Three Winners



First Prize

Hem
Dept. of Business Administration
TEZPUR UNIVERSITY



Second Prize



Third Prize

[Signature]
Head
Dept. of Business Administration
YERVADA UNIVERSITY