



**Birla Institute of Technology MESRA,  
NOIDA Campus**

**Report on World Entrepreneurship Day**

**21<sup>st</sup> August 2023**

**Venue: Video Conferencing Room**

**Time: 10:00 am**

**Innovation, Entrepreneurship and Startup club**

**Coordinator**

**Dr. Vibha Kaw Raina**

**Members**

**Aruna Malik**

**Smitha Jha**

**Swati Prasad**

**Speakers**

**Vikas Sharma**

**James Joseph**



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### **PREAMBLE**

The Innovation, Entrepreneurship, and Startup club at Birla Institute of Technology, MESRA, NOIDA Campus organised an event on World Entrepreneurship Day on 21<sup>st</sup> September 2023 at 10:00am. It was a virtual event for 80 minutes with approximately 50 participants. The participants included students from Computer Science, Management and Animation Department.

### **Objective**

The aim of this event was to aware students about the innovation and creativity within us. On this day, we appreciated the entrepreneurs who contribute to shaping our world with their creativity and determination. The day celebrates the role played by businessmen in creating employment opportunities and nurturing economic development across various industries globally. The entrepreneurs for this event were Vikas Sharma and John Joseph.

Mr. James Joseph, a determined entrepreneur, incepted a venture based solely on the superfood: jackfruit or chakka, as it is known in Kerala. Commencing from an initiative of creating mass awareness about Jackfruit's health benefits to generating demand, from tirelessly devoting time in fathoming its varied benefits to successfully providing a simple solution to control blood sugar in type 2 diabetes, his journey has been an arduous one. Today, Mr. Joseph is working towards helping India control diabetes by advocating the addition of just one tablespoon of Jackfruit365<sup>TM</sup> green jackfruit flour in one's diet, without compromising on their dietary preferences.

His passion for the cause towards this indigenous fruit and his persistent efforts towards "everything jackfruit" lead him to being popularly referred to as the "Jackfruit man".

Mr. Vikas Sharma completed his management graduate programme from BIT Noida in 2015, where he gained valuable knowledge and skills. Since then, he has continuously learned and upgraded his sales and business development abilities.

In 2016, he took the entrepreneurial leap and founded Pest Shields with a team of 7 individuals. Today, Pest Shields has grown significantly and is valued at approximately 150 crores. It is now a team of over 350 people and operate from 10 offices across India.

### **Course content of the event**

The speaker gave an insight about the entrepreneurial skills. The process, the steps involved in the startup. He mentioned about the passion and zeal that an entrepreneur needs for the startup. He projected on comprehending the theoretical concepts and relating to the practical aspects of startups. The personal strategy of a small team and scalability were discussed. The students and committee members asked several questions. They were discussed and several insights were shared by the guest. Since, there are no absolute solutions in startups and business building, good practices and pathways were shared. Also, the feedback about the session was collected from all the participants to improve



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the sessions that will be conducted soon. The session was followed by interactive question answer session with all the participants.



## BIRLA INSTITUTE OF TECHNOLOGY

(A Deemed to be University u/s 3 of the UGC Act, 1956)

Mesra (Ranchi), Noida Campus



# World Entrepreneurship Day My Story: Motivational session



**Vikas Sharma**

**August 21 ,2023, Venue: VCR Time: 10:00am**

**James Joseph**

### Organized By

Entrepreneurship and Innovation Club

**Student Coordinators:-**

**Khushi MBA III**

**Sparsh MBA III**

### Under Guidance of

Prof. (Dr.) S.L. Gupta

Director, BIT Noida

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This programme was arranged in the motive of sharing the knowledge and practical experience of Mr. James who has a long year of experience in entrepreneurship and startups. The overall organization and deliverance of the content was helpful and satisfied the participants. The event proves mutually beneficial to both guest and host as they both exist in the same ecosystem. Startups need interns, developers, and designers. Fresh graduates need firms and institutions need collaborations.





