

LIS Summit Report

IQAC, Shyam Lal College (SLC) in collaboration with XAMK, Finland and jointly with CSD and E-CELL, conducted the two-day International LIS Summit, 2020 on the 3-4 September 2020 on a Virtual platform. Total of 300 participants attended this Summit.

Day 1: SLC organizing the International LIS Summit

IQAC, Shyam Lal College (SLC) in collaboration with XAMK, Finland and jointly with CSD and E-CELL, conducted the two-day International LIS Summit, 2020 on the 3-4 September 2020 on a Virtual platform. The theme of the summit was to encourage our budding entrepreneurs to sharpen their entrepreneurial skills, explore their creativity, propagate out of box thinking, and recognize their power to revamp entire social, economic, and tech ecosystem through their benchmarking endeavours. Dr. Rabi Narayan Kar, Principal of the college, commenced the session with a welcome of the participants from academia and corporate world. He further elaborated on the background of the convening of this international summit. In his welcome address, he stated that theme of the summit is learn, innovate and start-ups. In the times of crisis unleashed by the Covid-19 pandemic, entire humanity is faced with a lot of challenges particularly economic and industrial. In such a scenario, there is a need to find out ways to sustain and take opportunities forward. The summit focused on how this crisis has also provided opportunities to explore new gamut of strategies in terms of learning, innovation and start-ups.

The summit was scheduled in two sessions on the Day 1. The respective discussions focused around the topics “Co-create & Co-share knowledge: Novel Business Development Opportunities” and “Entrepreneurship and Self-reliance: Local for Global” in Session I and II. The Day 2 was organized to celebrate the spirit of entrepreneurship and start-ups. The budding entrepreneurs and University students have enrolled to participate in the EHackathon, Exposure to Real LIS, Micro Content League and Panel Discussion.

The summit invited a galaxy of academician and dignitaries. The words of wisdom were delivered by Prof. Alessandro Spano (University of Cagliari, Italy), Prof. Ari Lindeman (XAMK, Finland), Prof. Jamie Halsall (University of Huddersfield, UK), Prof. Keijo Varis (Turku University of Applied Sciences, Finland), Prof. Javier Sanchez Garcia (Universitat Jaume I), Prof. Mikhail Nemilentsev (XAMK, Finland), Prof. Sabine Suorsa (XAMK Finland), Prof. V. K. Kaul (Department of Business Economics, University of Delhi), Mr. Rajeev Saxena (Mazar India), Dr. Vidhur Mahajan (Associate Director, Mahajan Imaging), Ms. Rashmi Chadha (Entrepreneur, Founder- Wovoyage Inc.) and Mr. Jatin Bery (JB Capital).

Opening up the Day 1 ceremony, session 1 was participated by Prof. VK Kaul, Mr. Rajeev Saxena, Prof. Keijo Varis, Prof. Ari Lindman, Prof. Sabine Suorsa and Prof. Alessandro Spano. The perspective of academicians has been detailed below.

Prof. V. K. Kaul in his address congratulated the SLC community for thinking and executing the idea of the summit especially during these times of pandemic crisis. He further observed that the theme of the topic is important especially when India is improving its ranks in the

global innovation index. It has become possible due to India's enormous knowledge capital, vibrant start up ecosystem induced at governmental level and excellent work done by its public and private organizations. He further talked about three drivers, namely public research labs, MNCs and their R&D initiatives and start up ecosystem. Though they are mainly focusing on process and organizational innovation, they are equally marching ahead in terms of patent creations. He further stated that the opening of economy in 1991 provided impetus to such initiatives. He also observed that Atmanirbhar Bharat call given by Hon'ble PM of India would further provide boost to the self-reliance campaign. Also New Education Policy would lead to developing creativity, critical intelligence and thinking among youngsters.

Mr. Rajeev Saxena congratulated the organizers for the summit and thanked them for inviting him to share his views on the theme of the summit. He observed that in the times of crisis that everyone is living through, they are all concerned about survival more than anything else. But such crisis also paves the way forward to think out of the box. He said, as the famous saying goes "Need is mother of inventions", this crisis might provoke us to create our indigenous products rather than heavily relying on goods and products imported from the foreign countries. He noted that government is all positive and extending support to the new initiatives. In recent times the local start-up has gone global also. Mr. Saxena further talked about the survey conducted by 500 start-ups to assess the impact on the business in their investment community. Talking about the findings of the 500 start-up survey conducted among 139 investors, he observed that there is still positivity and ray of hope. Most of the investors (53%) maintained that they still would like to go about their investment plans as they had planned earlier. He further noted that health sector and remote working solutions will catch up with most of the investment in the days to come.

Prof. Kejio Varis addressed the gathering of the participants at the summit drawing primarily from his experience of working in the wall paper industry, energy business, saw mills, domestic energy. His work ranges in these businesses ranges from strategic manager, risk manager, business development manager and so on. Based on the work experience that he observed that it's really hard to innovate. He further noted that there are two kinds of people in the businesses- one who learns and one who thinks. The thinkers sometimes find it difficult to share their ideas but he insisted that there is strong need of cooperation when it comes to innovate. He talked about the Bachelor School Special Education for young people. He called it special education for special people. In this programme in Finland at XAMK, they provide training to young graduates to take up real projects and start-ups which the young students can turn into their own businesses. Explaining about the role of the teacher, he said, they try to be coach to the students to guide them in their projects and help and support them in their initiatives. In such training programmes they also organize community events like business party. Students also make money through such initiatives for themselves. He further elaborated on GESA (Global Students Entrepreneur Award). He said, such initiatives encourage learning and innovating further and initiating their own start-ups.

Prof. Ari Lindman spoke on the topic "Exploring Business Development Opportunities from the Creative Economy and Regional Point of View" at the session. He started off by saying

it's really difficult to make change in the thinking of the traditional business industry. But that's important when the Covid crisis has affected the entire world. The digital era has become the reality and therefore there is strong need to learn, innovate and start up with fresh outlooks rather than relying on the traditional ways. There is also a need of driving empathy in the digital age. The focus of his presentation was on themes of cultural heritage, cultural wellbeing and design of bio-based projects. In terms of creative economy, he elaborated on creative and cultural products, creative contents, creative services and creative environment and platforms. He hoped such initiatives must be adopted in India as well.

Prof. Sabine Suorsa in address at the session observed that learning should be based on the practical training sessions. Practical training actually helps in pooling up the talent and orient that in the proper direction. The focus of her talk was on learning by doing. Such learning environment, she said, opens of the minds of learners. She said it's become more important because of the ongoing pandemic and uncertainty it has created in front of the humans across the globe. The new scenario would be a digital age.

Prof. Alessandro Spano in his brief address at the session highlighted the need of helping students develop their own ideas in terms of developing their own business. He further talked about the initiatives at University of Cagliari, Italy in which certain group of students are put together as part of their initiative to help them out their own businesses. These students then mentored by some external investors and professors. These students then are asked to propose their own business plans who are then helped by their mentors. He emphasized on the need of such initiatives at institutional level. He also updated the participants about the International Network of institutions interested in participating in such initiatives. He said the network is interested in collaborating with Indian institutions through this network to mentor group of teachers and students.

The Session 2 was graced by Dr. Vidhur Mahajan who is an Associate Director, Mahajan Imaging. He bridged gap between the self-reliance and entrepreneurship in India. The perspective of medical imaging, diagnostics and artificial intelligence has been the vital words of discourse. He realised one fundamental truth in his journey so far that everyone needs to own skills so as to extend the self-reliance aspect from individual level to institutional level to Atmanirbhar Campaign at the national level.

He illustrated the anecdotes from CARING (Centre for Advanced Research In Neuroscience and Genomics). His team is accelerating research in the field of artificial intelligence in medicine. They extend support to all the clinical manifestations ranging between the diseases of western nation to diseases like malnutrition, HIV, tuberculosis in the developing nations with a diversified nature of patients.

The session was further taken forward by Ms. Rashmi Chadha who is an Entrepreneur and Founder of Wovoyage Inc. She began sharing her notions and the impediments that come in the way before a Business model turns a success. She clarified that its merely our skillset that resolves most of the hindrances. It was further elaborated that the entrepreneurial business model is a blend of individual skills, attitude and behaviour. Her start-up is a one-stop

solution of Women travelling aggregation. Her struggle today is backed up by a team of 800 vendors. The global concern about the safety of travelling women has impelled her to serve the society in this way. She insisted that if we have an idea just go ahead, research about it and rest can be resorted to the digital platforms.

It was also emphasized that how things have changed with times. Now the physical existence is of a diluted importance in comparison to the online presence. Today even learning coding is of greater significance and even a 10th class student can learn online coding. Also, making a website is easier than in past. However, the role of mentors is quintessential if at times we are less motivated or less creative.

Mr. Jatin Bery took forward the summit proceedings. Sir talked about raising finance from various sources considering the contemporary regulatory environment with a special reference to JB Capital that has been founded by him. The Education, alternative energy and healthcare sectors are important ones requiring funding today. He inspired the youth stating that change is the only thing that is constant. These sectors have potential for development in terms of being a great opportunity. And the key takeaway from the discussion was that everyone amongst us has an entrepreneur inside if we want to nurture it. He laid emphasis that on a scale of success, the Business Models hold relatively more of a weightage than concern of raising the funds.

Access to funding is comparatively easier now and however the need for fund has also come down with the online access to the market. Today even being devoid of funds entrepreneurs don't let their idea die. Figuring out a business Model holds great significance as every business idea can have economic feasibility. The digital transformation is ever evolving and so is the innovation and creativity.

The experiences and perceptions of the abovementioned resource persons were brought to the table for further discourse. The start-ups have turned receptive to upcoming techniques to demonstrate their entrepreneurial excellence with 'self-reliance'. So as to accomplish the same, it has also been discussed that an ecosystem of proactive entrepreneurship has evolved. The Atmanirbhar Bharat Campaign has been majorly emphasized and promoted in the times like now to accelerate the growth at a swift pace in the nation. This has been adopted to extend the 'local' India into 'global' India. This idea is primarily to promote 'Make in India' by providing a unique opportunity for Indian enterprises to create a business system of local learning and adaptation to launch innovative products and services.

Day 2: SLC organizing the International LIS Summit

The Day 2 was organized to celebrate the spirit of entrepreneurship and start-ups. The Budding entrepreneurs and University students enrolled to participate in the Panel Discussion, Exposure to Real LIS, E-Hackathon and Micro Content League. The **Panel**

Discussion was an ardent talk delivered by the Panellists who all referred to their experiences and inspirational stories to resolve the impediments ahead in achieving start-up goals. Prof. Spano demonstrated numerous Micro initiatives that has initialized the funding requisition to start-up ideas. He also guided that it's not merely the financial support that is the requisite every time by the budding entrepreneurs. Many issues can be resolved by mentoring and other supports that they offer. His team has succeeded to launch over 50 ideas.

Prof. Garcia extended the discussion by laying importance to the different cultures chased by different countries. Also, the interconnections between India and the globe were highlighted. In their experiences with Indian students, they expressed that funds are a universal constraint and not just a problem in India. Every model undergoes the initial impediments. He conveyed to the audience to make optimum use of the strong point of the start-up to succeed in the long run. He stressed on focusing on Learning by doing.

Prof. Mikhail Nemilentsev exhibited the digital opportunities that fascinate the students towards potential start-ups from India and beyond. His students are publishing a blind-peer reviewed journal *-Insider* entirely edited by the students. They have a society to host entrepreneurship under the umbrella of *Patteri Entrepreneurship Society* for students to start up new ventures. He has been instrumental to scale up startup ideas on international platforms and on social media considering the contemporary generation as a *Limitless generation*. Their Education system helps to develop the emergent ideas. The Qualitative mechanism is served to nurture the entrepreneurial ideas.

This interesting panel was followed by the session on **Exposure to Real LIS**. Here the two brilliant concepts were presented which have been launched recently in Finland. The two start-ups are named as *Green Joy Celebrate* and *Gaming Barracks*.

Green Joy Celebrate is an innovative idea of running an online store. This model intends to sell dresses and costumes of premium quality. The entrepreneur Ms. Sonja is single handedly managing all the operations. Her objective is to offer ecofriendly party supplies and second hand wedding dresses on online platforms. The idea has reached the Traction phase of the business model.

Gaming Barracks is yet another start-up from Finland. The objective is to float a *coding game*. However, it seems to be in a budding phase and currently operating with merely 6

people. They are also planning to organize gaming and e-sports related events at international arenas. The contemporary stage of the model run by Mr. Anitti Leppilampi along with his team is under pilot testing and validation phase.

Thereafter **E- Hackathon** was lined up where participants competed with each other with their start up ideas. The following national teams presented their start up ideas in the session.

- 1) *Hubble* is an online artificial intelligence-based platform app that is capable to solve issues like stress management, time management, lack of physical movement, anxiety etc. during the Covid times by understanding the problems faced by user and giving them idea and helping them out.
- 2) *Project Parishodhana* proposes to be one stop solution for Covid times. It covers both structure sprinkler system motion sensor RFID sensors, Arduino nano and lots more with the help of the app that can track manage and keep the public safe.
- 3) *COPKEY* is a corona prevention key which helps to maintain surface distances. It helps to operate elevator buttons, operate doors, full car door handles, press sanitizers, use ATMs, carry bags and push doors.
- 4) *Step safe* is a start-up idea to avoid direct contact it helps to kill germs by a simple mechanism model of opening the door without touching handles.
- 5) *COVTRACK* is a business model that shows direction to nearest hospital checking the current status of availability of bed and also scheduling appointment with the doctor.
- 6) *We Hero* is an app to fulfil the demand of plasma. It is the fundamental Objective of the idea where the donor and the receiver get the same platform for medical usage.
- 7) *STAT360'F* is a mobile application for women patients during the lockdown and Covid crisis at an economical cost.
- 8) *The chocolate series* is a business wire of blissful home-made chocolates for consumption, greetings and gifts.
- 9) *Self-sanitizing pharmacy vending machine* is a business model that can serve daily Medication health drinks etc. without getting in touch with public and keeping the consumers safe from the infection.

The session was **Micro content league**. It was a blend of micro learning and micro videos to unleash the power of micro videos to create e-learning content. Out of overwhelming participants, only these teams were shortlisted for being included in the League.

- 1) *Digital marketing* is a creative platform that talks about search engines optimization, paid marketing, social media marketing search engine marketing, Google ads and Google analytics.
- 2) *Natural dyeing* is an innovative venture of drying the clothes and fabric with the help of roses and other organic products.
- 3) *How to conduct webinar* is the idea that disclosed a five-step mechanism. It includes creating a Google form, designing a poster, making a WhatsApp group, hosting a meeting and finally generating E certificates.
- 4) *Food blogging* is an innovative idea of combining food cuisine with photography.
- 5) *Creating a website* is another online platform that guides how to launch the website and to start up the website.
- 6) *Five things to know before starting a blog* is an idea to choose a blog niche from the blog platform. It guides to get the right domain name to promote and source the income.

The Summit concluded highlighting the aspects of promoting entrepreneurship amidst Covid-19. The sessions impelled the new generation to take up entrepreneurship as a career option. Also, the platform of self-reliant has been provided to learn-innovate-start-up ecosystem. The event concluded with a prolific partnerships and collaborations with industry and academia.

The participants cherished the idea and deliberations of the team led by Dr. Kusha Tiwari (IQAC Coordinator), Dr. Kavita Arora (Convenor, CSD) and Dr. Bharat Bhushan (Convenor, E-Cell). It has been a forum for researchers, corporates and delegates to spark the notion of dynamism in sustainability. The College heartily proposed vote of thanks to all the dignitaries who graced the occasion with their presence. The interactive sessions of the Summit were followed by intellectual discussion. The other side of the table had an equal degree of zeal to share their experiences and serve the curiosity of the huge audience. Besides the fact that SLC is maintaining global academic standards, none can deny that the Institution offered a platform to showcase their vision in the summit.

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SLC (University of Delhi) Shyam Lal College

IQAC in collaboration with XAMK Finland

present

First International LIS Summit (virtual mode) (Learn, Innovate & Start-up)

jointly with

CSD and E-CELL

**3-4 Sept' 2020, 02:30 pm onwards
Eminent Speakers**



Prof. Alessandro Spano
University of Cagliari, Italy



Prof. Jamie Halsall
University of Huddersfield, UK



Prof. Javier Sánchez García
Universitat Jaume I, Spain



Sabine Suorsa
XAMK, Finland



Mikhail Nemilentsev
XAMK, Finland



Dr. Vidur Mahajan
Ass. Director, Mahajan Imaging



Mr. Rajeev Saxena
Mazars India.



Jatin Bery
Founder, JB Capital



Prof. V. K. Kaul
Dept. of Business Economics, DU



Ms. Rashmi Chadha
Founder- Wovoyage Inc



Prof. Ari Lindeman
XAMK, Finland



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Prof. Kejio Varis
TUAS, Finland



*Competition for students with attractive prizes

-: EVENTS :-

Colloquium, Talks and Panel Discussion, E-Hackathon/Workshop. Micro Content League.

Dr. Kusha Tiwari
Prog.Coordinator
Convenor IQAC

Dr. Kavita Arora
Convenor, CSD

Dr. Bharat Bhushan
Convenor, E-CELL

Prof. Rabi Narayan Kar
Patron
Principal, SLC

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SLC (University of Delhi) Shyam Lal College

IQAC *in collaboration with* **XAMK, Finland**

present

First International

LIS Summit, 2020

(Learn, Innovate & Start-up)

jointly with

CSD and E-CELL

3 - 4 September, 2020 (Virtual Mode)

ABOUT THE COLLEGE

Shyam Lal College (SLC), a co-educational constituent college of the University of Delhi, was established in 1964 by the great visionary and entrepreneur Padmashree (late) Shri Shyam Lal Gupta, the then Chairman of Shyam Lal charitable trust. The College is housed in a spacious building on G.T. Road, Shahdara with a sufficiently large infrastructure for both academic as well as extra-curricular activities. SLC has earned its legitimate reputation as the most efficient and prominent educational institution in the entire East Delhi region. The College is among the best institutions in the entire University of Delhi, and over the past several years, has been making steady progress towards achieving academic excellence. SLC has become the center of academic excellence since its inception and aims to make quality education accessible to the students, especially girls, from economically and educationally disadvantaged community of East Delhi. The endeavour of the College has always been to make higher education more committed, job oriented, meaningful and pragmatic, and at the same time more adaptable to the ever-changing demands of our society and globe. Over a period of 56 years, the College has distinguished itself by providing a plethora of courses and PG course with a rich contribution from distinguished faculty in different departments. SLC is fully equipped with state-of-the-art Computer labs, Science labs, Knowledge Resource Center and Library, Sports facilities to upgrade knowledge, skills and capabilities of the students needed for grooming them as future leaders. The college has been, for three years consecutively, been among the top 100 colleges of India in the NIRF Rankings for Colleges (61st 2018; 41st 2019 and 69th 2020) The College has rapidly emerged as a prominent educational institution of the country and the Hon'ble Vice-President of India Shri Venkaiah Naidu has graced our 55th Annual Day and Prize Distribution function, 2018-19.

ABOUT IQAC

As per National Assessment and Accreditation Council (NAAC) guidelines every accredited institution should establish an Internal Quality Assurance Cell (IQAC) as a post-accreditation quality sustenance measure. Since quality enhancement is a continuous process, the IQAC, SLC works towards realization of the goals of quality enhancement and sustenance. The prime task of the IQAC is to develop a system for conscious, consistent and catalytic improvement in the overall performance of the College through monitoring and facilitating academic, co-curricular and extra-curricular initiatives. The IQAC of the College achieves all these through a systemic and regular feedback mechanism that highlights the achievements as well as the agendas to be accomplished.

ABOUT THE SUMMIT

Covid-19 crisis has severely impacted the global economy, disrupting everything including entrepreneurial ecosystem. But at the hindsight, this unprecedented situation has presented the opportunity to invent and innovate. As a result, a new start up landscape has emerged which is committed to discover innovative solutions to build a

‘disaster-proof’ business environment. The millennial start-ups have realised the importance of being receptive to newer techniques and adaptive of advanced systems to sustain their entrepreneurial endeavours with ‘self-reliance’ becoming the need of the hour. This can only be accomplished by creating an ecosystem of innovation and proactive entrepreneurship. With this vision, our Hon’ble Prime Minister Shri Narendra Modi has urged the people to adopt the *Atmanirbhar Bharat Campaign* to transform ‘local’ India into ‘global’ India. This campaign aims to promote ‘Make in India’ by providing a unique opportunity for Indian enterprises to create an ecosystem of local learning and adaptation to produce innovative and affordable products.

SLC in its efforts to nurture entrepreneurship, endorse innovation and contribute to nation’s development has conceived the 1st International LIS Summit, 2020 that promises to explore, expand and facilitate co-creation and co-sharing of knowledge, wisdom and experiences for building a robust self-reliant ecosystem (*Atmanirbharta*)

AIMS & OBJECTIVES

The event intends to provide a platform for the exchange of innovative ideas, and curate best practices, allowing participants to meet and engage with entrepreneurs from around the world. It aims to offer collaboration opportunities to budding entrepreneurs of our generation to pitch their ideas to seasoned mentors, knowledge co-creation workshops, listen to success stories and gain insights into the world of social entrepreneurship, start up learning ecosystem. It also intends to encourage our young students to sharpen their entrepreneurial skills, identify and unleash their creativity, promote out of box thinking, and recognize their power to revamp entire social, economic, and tech ecosystem through their benchmarking initiatives. In this context, the Summit caters to the following objectives:

- Promote entrepreneurship amidst Covid- 19.
- Motivate the new generation to take up entrepreneurship as a career option.
- Provide a platform of self-reliant learn-innovate-start-up ecosystem.
- Co-create & co-share knowledge of novel business development opportunities.
- Local for Global
- Establish fruitful partnerships and collaborations with industry and academia

WHO SHOULD PARTICIPATE

This summit being a gala event to celebrate the spirit of entrepreneurship, start ups & learning at its very core, has something to offer to all audience like:

- Budding entrepreneurs
- University students
- Young professional considering a career shift
- Industry Representatives
- Faculty & Researchers
- Subjects Experts
- Media Personnel

EMINENT SPEAKERS

Prof. Alessandro Spano, *University of Cagliari, Italy*, **Prof. Ari Lindeman**, *XAMK, Finland*, **Prof. Jamie Halsall**, *University of Huddersfield, UK*, **Prof. Keijo Varis**, *Turku University of Applied Sciences, Finland*, **Prof. Javier Sanchez Garcia**, *Universitat Jaume I*, **Prof. Mikhail Nemilentsev**, *XAMK, Finland*, **Prof. V. K. Kaul**, *Department of Business Economics, University of Delhi*, **Mr. Rajeev Saxena**, *Mazars India*, **Dr. Vidhur Mahajan**, *Associate Director, Mahajan Imaging*, **Ms. Rashmi Chadha**, *Entrepreneur, Founder- Wovoyage Inc.* Exposure to real LIS through opportunity for interaction with start-up from Europe and India.

SUMMIT DETAILS

Day 1: 3 Sept' 2020 2.30 pm onwards

Inaugural

Session I: Co-create & Co-share knowledge: Novel Business Development Opportunities

Session II: Entrepreneurship and Self-reliance: Local for Global

Day 2: 4 Sept' 2020 3:00 pm onwards

E-Hackathon

Exposure to Real LIS

Micro Content League

Panel Discussion

DELEGATION FEE

The registration fee is INR100/-each. To pay fees, click the link mentioned below:

<https://www.payumoney.com/customer/users/paymentOptions/#/895318E1C2E1A60DA89F78E6605866CB/LISSUMMIT20/211927>

After paying fees, kindly fill this registration form - <https://forms.gle/n5mfkN1P2btD1fE9> to confirm your registration.

For any queries, please reach out to us at lissummit20@shyamlal.du.ac.in

Participants for Day 2 events are required to submit their Product details/ Micro videos at lissummit20@shyamlal.du.ac latest by 31 August '2020.

PATRONS

Smt. Savita Gupta
Chairperson, Governing Body, SLC

Prof. Rabi Narayan Kar
Principal, SLC

Dr. Kusha Tiwari
Programme Coordinator
Convenor, IQAC

Dr. Kavita Arora
Convenor, CSD

Dr. Bharat Bhushan
Convenor, E-Cell

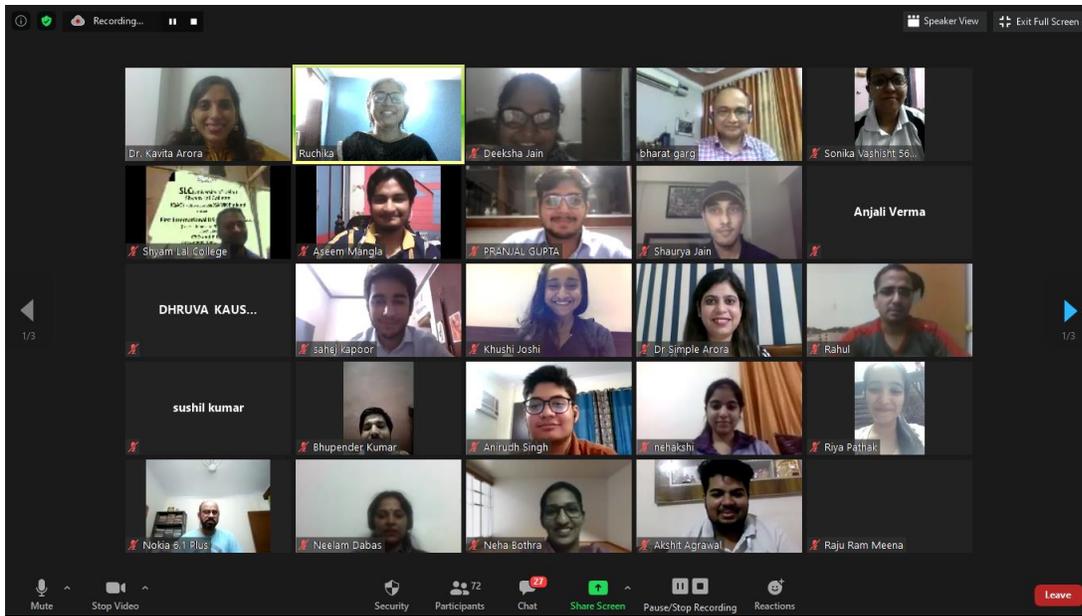


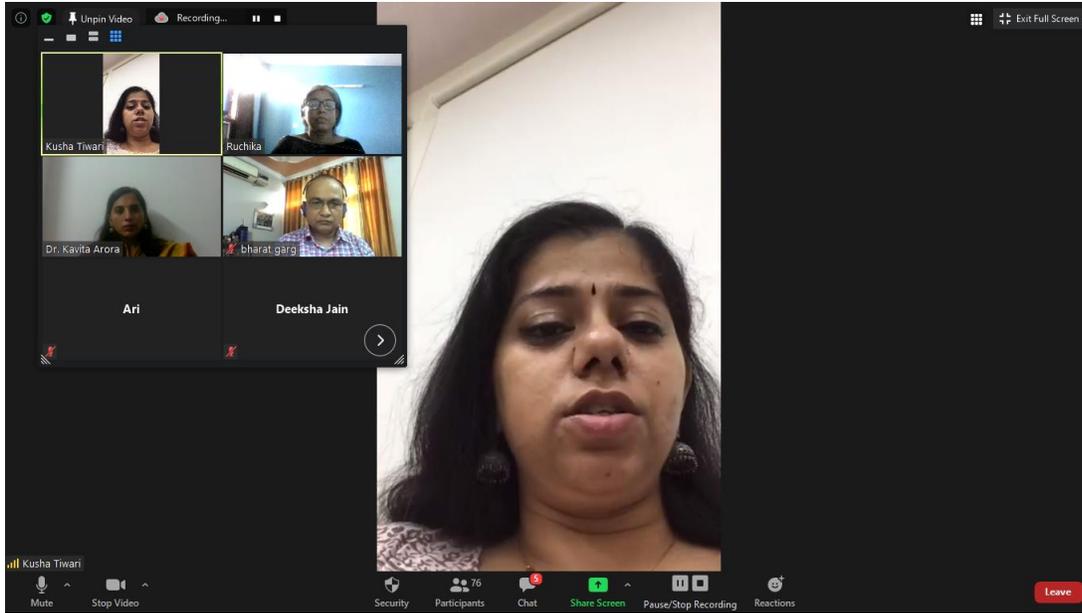
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