

INSTITUTE INNOVATION COUNCIL

Pt. Ravishankar Shukla University, Raipur [C.G.] 492010

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Report- “Session with innovation and Start-up Ecosystem enablers from the Raipur Region”

The Institute Innovation Council in association with SoS in Electronics & Photonics, Pt. Ravishankar Shukla University organized “Session with innovation and Start-up Ecosystem enablers from the Raipur Region” August 13, 2024. Esteemed guest Er. P.K. Nimonkar was invited to grace the occasion. The event was conducted under the guidance of the university's Vice-Chancellor, Sachchidanand Shukla along with Dr. Kavita Thakur, the President (IIC-PRSU), who commenced the event with her opening remarks, highlighting the significance of the day.

Dr. Kavita Thakur welcomed all the attendees and provided an overview of the event. She explained that the primary objective of the program was to groom students and the theme was "Selecting 12 Best Ideas in the Second Week of Ideathon." She highlighted the importance and power of ideas.

Session 1

Er. P.K. Nimonkar stressed that one cannot achieve success in entrepreneurship by relying on others; one must take initiative and make decisions independently. Addressing the necessary solutions for various problems is crucial. He explained that understanding industry marketing is key and noted that the path of entrepreneurship is never-ending and continuously evolving. He shared that he started his first startup at the age of 62, indicating that age is not a limitation for entrepreneurship. During his lecture he used the example of a friend's small bicycle shop, which grew into a significant business with multiple agencies, to demonstrate how even a small start can lead to success. Er. P.K. Nimonkar compared the Indian entrepreneurial scene to rowing a boat across a river—difficult but doable. He emphasized the need to take concrete steps to change public perceptions, pointing out that although fundamental necessities are satisfied, problems like unemployment are not. He criticized social media for being a distraction and asked the audience to concentrate on business, saying that three years is all it takes to succeed. He highlighted the value of ideas and enthusiasm above money, pointing to straightforward endeavors like manufacturing curd as successful businesses. Nimonkar encouraged ambitious business owners to investigate these resources and get started by mentioning financial alternatives from Indian banks and the government of Chhattisgarh.

Session 2

In the second session, students presented their ideas, and Er. P.K. Nimonkar provided guidance and feedback. He answered various types of questions posed by the students, offering advice on entrepreneurship, strategy, and overcoming challenges. Nimonkar's insights helped clarify doubts and encouraged students to refine their ideas, emphasizing the importance of creativity and resilience in their entrepreneurial journeys. The question was about where to start the business.

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He clarified this with several examples and emphasized that a critical factor is identifying where there is a need. He used the concept of "need- fit location" to explain this ,but noted that each situation has other important factors as well.

Next, he answered the question about when to start. His answer was to start immediately. He gave a relevant example by stating that in a country where there is no shortage of water and water is abundant everywhere, there is still a market for bottled water worth ₹10,000 crore. Who would have thought that the price of water would rise so much and be sold in this manner? Therefore, starting as soon as possible is the best approach. Who knows, you might be the next entrepreneur. This has a significant impact, allowing you to understand things better.

He also discussed business development, franchises, and other aspects, using the example of Dayanand Shah's empire in Nagpur. He highlighted that a crucial question is who will lead the business, emphasizing the need for a team or manpower that aligns with the main purpose of the business. The right people need to be found, as they may not always be in your immediate vicinity. It is essential to have the right person in the right place at the right time.

The “Session with Innovation and Start-up Ecosystem Enablers from the Raipur Region” Program at Pt. Ravishankar Shukla University was an immense success thanks to Er. P.K. Nimonkar’s contribution. Nimonkar's insights helped clarify doubts and encouraged students to refine their ideas, emphasizing the importance of creativity and resilience in their entrepreneurial journeys.

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