

**Event Report:
Virtual Mentorship Workshop
Entrepreneurial skill in post
pandemic world**

**Jaipur, Rajasthan
July 28th, 2021**

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Event Details

Name of the event: Virtual Mentorship Workshop of iStart Rajasthan

Topic: Entrepreneurial skill in post pandemic world

Venue: Online event

Date: July 28th, 2021

Time: 3.00 PM – 5.00 PM

Organized by: iStart Rajasthan & Amity University Rajasthan

Brief overview

One of the challenges of the COVID-19 pandemic faced by the iStart Rajasthan team was to continually provide mentoring and guidance to the startups registered on iStart platform. Addressing the need to facilitate mentorship immediately and until before the state onboards full-time mentors for its incubation facilities, the iStart Rajasthan team has been organizing a Virtual Mentorship Workshop series. This note summarizes the details of the Fourth Workshop conducted on 28th July 2021 as part of the intended Virtual Workshop series.

Objective:

The Virtual Mentorship Workshop aimed at having engaging sessions on **Entrepreneurial skill in post pandemic world** and the session had the below topics covered. The objective of this virtual discussions was to identify and analyse the main impacts of COVID-19 on entrepreneurs and MSMEs, their reactions, as well as the support they have received to face the current situation.

- Success Stories - How has COVID-19 affected the regional Startup value chains and how have entrepreneurs and Startups responded to the crisis
- Initiatives that can help small entrepreneurs and MSMEs integrate and contribute to the growth of Startup ecosystem of the State
- Policies and measures that government may implement to promote sustainable assistance to Startups and aspiring student entrepreneurs post COVID
- The role of Academic Institution in collaboration with other Stakeholders to provide mentorship and incubation support to Startups

Participants:

- **Guest Mentor:** Dr. Amit Jain, Pro-Vice Chancellor, Amity University, Rajasthan
- **Moderator:** Ms. Ketika Singhal
- **Registrations:** About 235 Startups & Student Entrepreneurs have registered themselves for the event
- **Participants:** Overall, the event saw the participation of more than 200 Participants
- **State PMU:** Neena Sharma, Soumya Ranjan Panda, Vinay Kore

Guest Mentor Profile:

- Prof. (Dr) Amit Jain is Currently Pro- Vice Chancellor, Dean Faculty of Management & Director Amity Business School at Amity University Rajasthan. Prior to this Professor Amit was Director - International Collaborations & Professor-TAPMI School of Business at Manipal University Jaipur (MUJ). Professor Amit has been a Visiting Professor with University of Technology (UTS), Sydney, Australia, Szechenyi Istvan University, Hungary &

Selye Janos University, Slovakia. His other previous positions include Director School of Hotel Management at Manipal University Jaipur, Associate Professor and Chairperson MBA at JK Lakshmi Pat University.

- He has several publications to his credit and has presented research papers at National and International conferences organized by institutes like Singapore Management University (SMU), University of Technology, Sydney, IIM and IIT. He has also received award for three research papers at National and International Conferences.
- Dr Amit is Reviewer and Committee Member with several Journals and Conferences including IACSIT Singapore, International Association for Business and Economics (IABE), 8th International Conference on IT and Management (Turkey) and has been Editorial Board Member of Indian Journal of Training and Development (2016-2017). His area of interest for Research, Training and Consultancy includes Marketing Strategy, Sales Management, Marketing Communications, Retail Management and Entrepreneurship.

Key Highlights of the Session:

- In the beginning of the session Ms. Ketika Singhal who is also a guest mentor and moderator of the session gave a presentation of the policy initiatives and budget announcement done by Govt. of Rajasthan for all the Startups of the State. Further which she introduced Dr. Amit Jain to the audience.
- The Guest mentor spoke about how COVID-19 pandemic has created unprecedented challenges for entrepreneurs, their ventures, and their customers
- Speaker emphasized that high stakes is always on the line, entrepreneurs find themselves dealing with “analysis paralysis,” or the inability to make a decision due to overthinking and suggested to break down what the Startups needs to do into smaller steps and then attend to issues based on their level of urgency. Once entrepreneurs start taking proactive measures, they will feel more in control and more confident in their ability to navigate oncoming trials and tribulations
- He reiterated how many face real challenges to sustain their business going forward but we find four trends for the post-COVID economy that can help Indian SMEs to thrive: digitalization; multi-sectoral collaboration; localization; and prominence of inclusive businesses and support structures.
- During the presentation, the guest speaker had highlighted how Some industries have seen significant growth, including enterprise technology services, home entertainment, hospitals, medical equipment suppliers, e-commerce retailers, courier pick-up and delivery services, cybersecurity, and sanitary product manufacturing, among many others. Nearly all of those sectors provide international opportunities for entrepreneurs.
- He also reiterated that how the pandemic has pushed commerce to online platforms for many ventures, the growing use of digital technology means cheaper and greater access, better coordination, higher productivity, and lower costs. Cross-border communication is now easier than ever, allowing entrepreneurs an opportunity to exploit these technologies and market needs.
- The Q&A session towards the end of the event saw an active participation of several participants who had one to one discussion with the guest faculty regarding the challenges faced by their startups. The one to one discussion’s had representation of startups from different sectors and have leveraged the experience of the guest mentors by clarifying their doubts regarding customer experience and about iStart program as well.



Fig (1): Moderator Ms. Ketika apprising the audience about the Support being provided by iStart

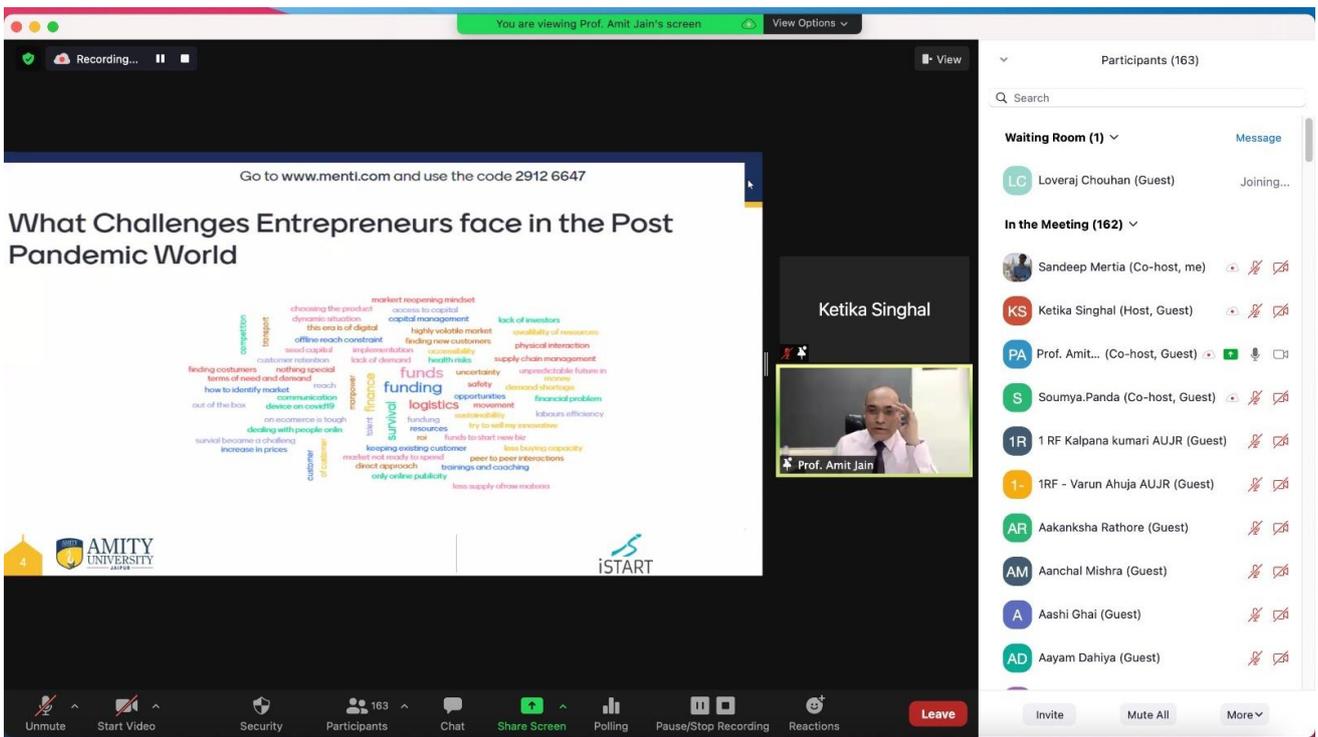


Fig (2): The workshop focused on challenges faced by startups post pandemic

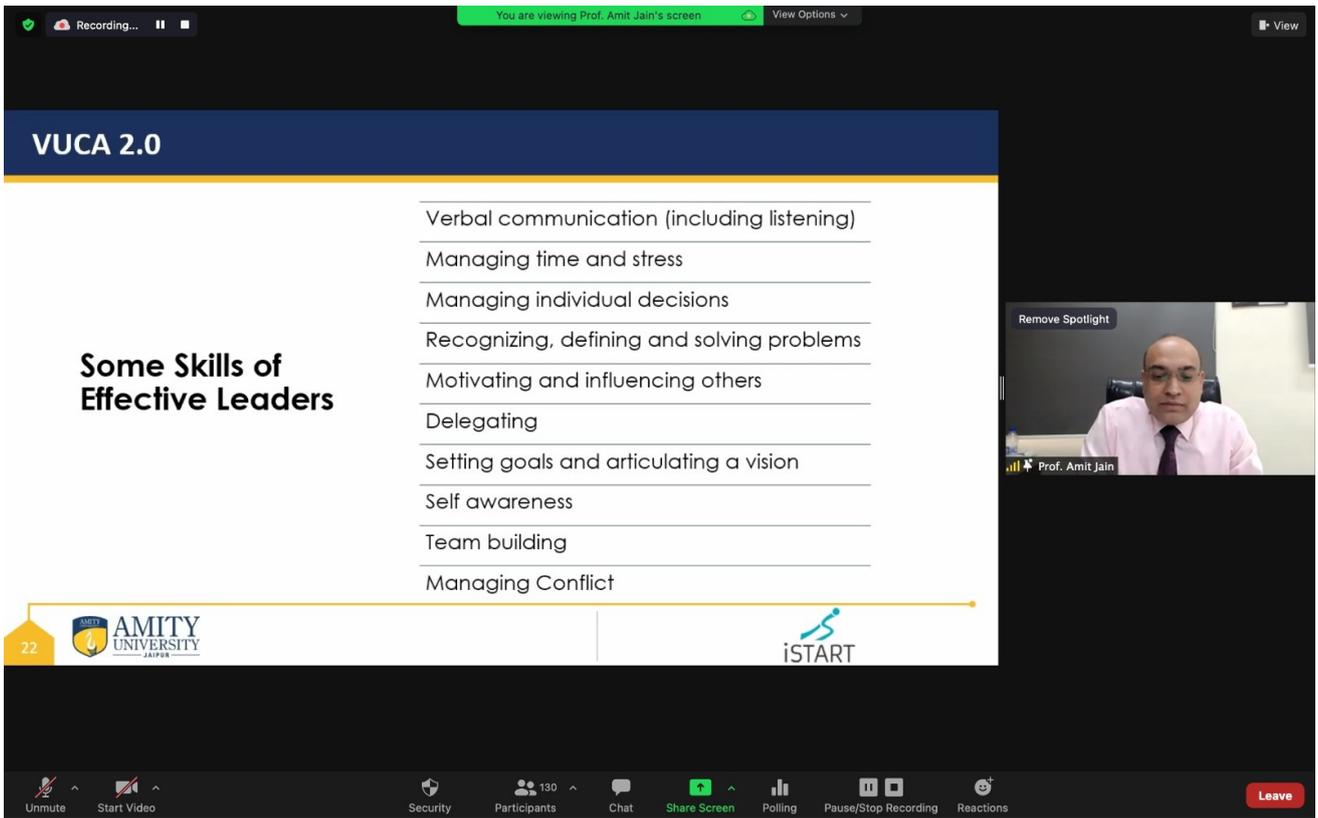


Fig (3): Session saw the presentation about the skill set to become an effective leader

Fig (4): One to one discussion between the guest mentor and the startups led to meaningful insights relevant for all the participants in the workshop

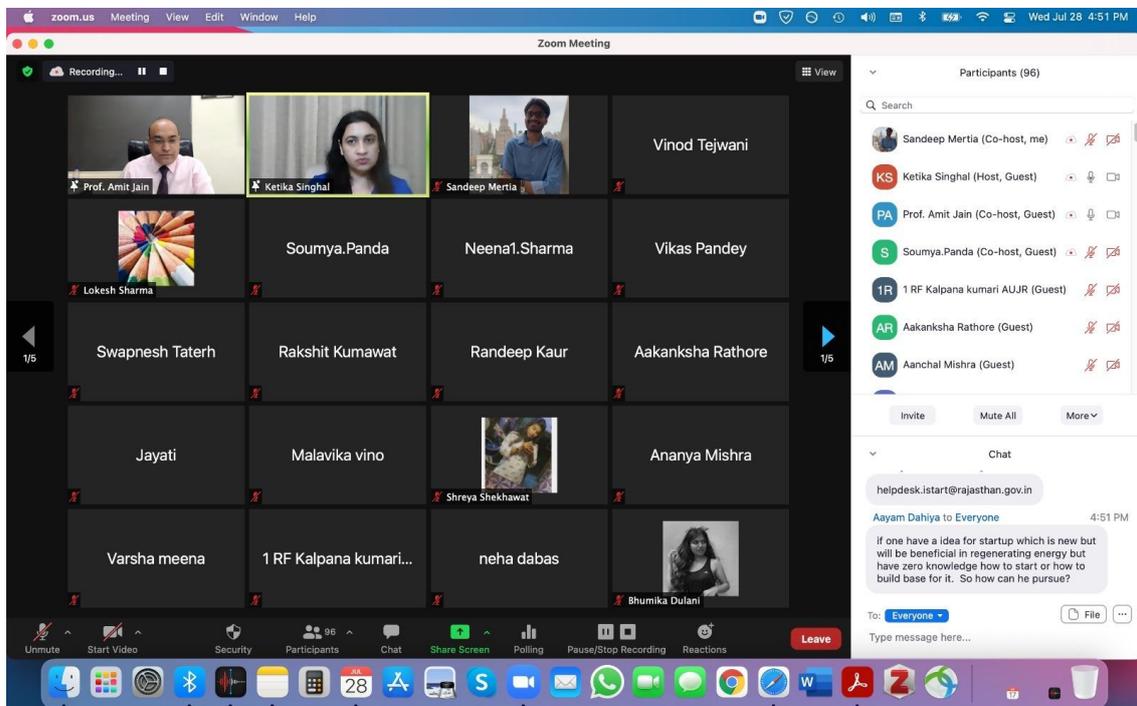


Fig (5): The Virtual session saw an active participation from the Startups sharing and seeking to resolve a few challenges faced by them

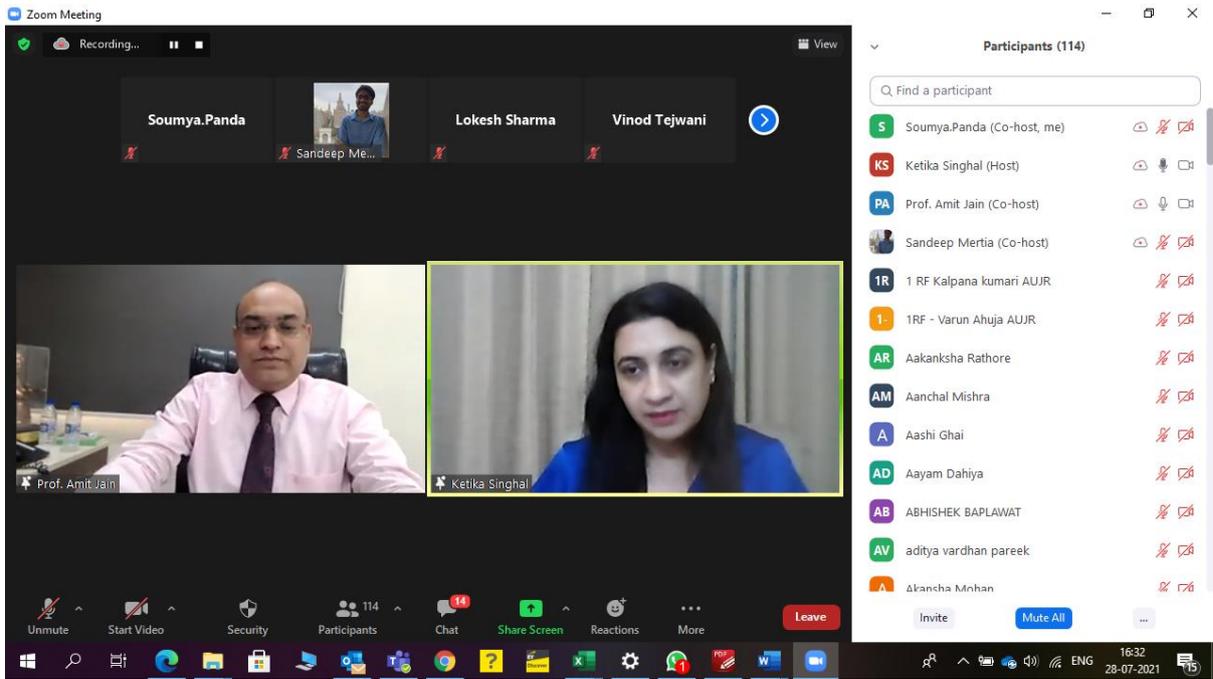


Fig (6): The Question and Answer session of the workshop saw the participation of the startups from different sectors

Way forward

- iStart Rajasthan will continue to host relevant Virtual Mentoring sessions based on the need and feedback from the startups
- The State team would organize more sessions in the coming months