



# REPORT ON UTTHAN '24 – RISE OF FIRST-GEN ENTREPRENEURS

**Date:** 8th September 2024

**Location:** Princeton Club, Kolkata

**Event Time:** 9:30 AM to 3:00 PM

## Attendees from IISWBM INNOVATION COUNCIL:

- Arnab Kumar Saha
- Debasmita Banerjee
- Souptik Ghosh
- Ishita Banerjee







## FIRST-GEN ENTREPRENEURS CLUB OVERVIEW

The FGEC is India's first startup ecosystem tailored to support and empower first-generation entrepreneurs. The club's mission is to provide budding entrepreneurs with the resources, mentorship, and networking opportunities essential for success. FGEC understands the unique challenges faced by first-time entrepreneurs and offers a comprehensive support system to overcome these hurdles, ensuring that every entrepreneur has access to personalized guidance and a vibrant network of like-minded individuals.

## FOUNDING MEMBERS

- Sandip Joadder:** A serial entrepreneur who has founded and led multiple successful ventures. He currently serves as the Founder of Cha-Khor, a unique startup. Sandip is also a startup advisor, helping new businesses achieve growth through his expert guidance.
- Sourav Joarder:** CEO of RIKI Traders International Pvt Ltd, Sourav is an export-import advisor and founder of five startups. His experience and insights into global trade provide valuable expertise to aspiring entrepreneurs.
- Manas Protim Mondal:** Co-Founder of Cha-Khor India Ventures Pvt Ltd, he is not only an entrepreneur but also a certified football coach and physical trainer. Manas excels in both business and sports, contributing significantly to FGEC's efforts to build a strong entrepreneurial community.
- Arijit Hajra:** Known as the "Robot Man of India," Arijit is the CEO of Think Again Lab. He has gained recognition for his innovation, including Annapurna the robot, and has been featured on DadaGiri Season 9 and Josh Talks. Arijit's pioneering efforts in robotics and technology provide cutting-edge insights to the FGEC community.



# INTRODUCTION TO UTTHAN '24

FGEC hosted their flagship event, "Utthan '24 – Rise of First-Gen Entrepreneurs," to empower budding entrepreneurs by providing essential mentorship, resources, and networking opportunities. As representatives from IISWBM, we had the opportunity to attend the event and actively engage with industry leaders and potential collaborators.

The event combined keynote speeches, panel discussions, and an exhibition of startups, creating an enriching experience for attendees.

## Event Highlights

### 1. Keynote Speakers:

- Chief Guest: **Mr. Paban Kumar Patodiya** (Sports Entrepreneur, Chartered Accountant)

Topic: Inspiration and Energy

He emphasized the importance of persistence and consistency in entrepreneurship, stating, "Work till I die." Quoted Swami Vivekananda's famous words, encouraging entrepreneurs to "take one idea, live with it, and pursue it fully."

He highlighted India's unemployment crisis and urged entrepreneurs to address societal challenges through innovative solutions.

Key Takeaway: Entrepreneurship involves risk-taking, but the reward follows those who persevere.

- **Mr. Anirban Aditya** (Chairman – Aditya Group)

Topic: Winning and Losing

As a leading figure in Khelo India and Calcutta Football League, Mr. Aditya shared his experiences in nurturing young talents through sports and education.

He spoke about the importance of learning from both wins and losses, emphasizing resilience as a key entrepreneurial trait.

- **Mr. Sumit Agarwal** (DEI Advisor to Fortune 500 Companies, National Keynote Speaker)

Topic: Diversity and Inclusion in Business

His speech inspired entrepreneurs to focus on inclusion as a core business strategy. He is a notable DEI advisor, and his insights on building diverse teams and solving societal issues resonated with many.

Featured on Forbes and Fortune, he is well-known for his work with NITI Aayog and Election Commission of India.

- **Ms. Rimjhim Ray** (Co-founder, Heyo Phone; Partner, Goa Angel Network)

Topic: How to Secure Funding for Startups

She provided crucial insights into securing investments for startups, particularly in the B2C space.

Ms. Ray also extended her willingness to assist promising ventures in obtaining funding through the Goa Angel Network.

### 2. Exhibition of Startups

The event featured an exhibition of around 50 budding entrepreneurs, where startups showcased and sold their products. This exhibition created a unique entrepreneurial atmosphere, allowing us to observe firsthand how these innovators are tackling market needs. The wide range of businesses, including Boho-themed stalls, demonstrated the diversity and creativity within India's entrepreneurial ecosystem.

### 3. Panel Discussion: "Fueling Innovation – The Power of Entrepreneurial Communities"

The panel discussed the critical role of communities and networks in supporting startups. Key points included the importance of mentorship, shared resources, and collaborative ecosystems for entrepreneurs. It was a highly engaging session, bringing valuable perspectives from successful entrepreneurs and investors.



# NETWORKING & FUTURE COLLABORATIONS

During the networking session, we established meaningful connections for potential future collaborations:

## Arijit Hajra, Co-founder of Think Again Lab and Trustee of FGEC

Mr. Hajra discussed the possibility of offering entrepreneurship training through college E-Cells and councils. He expressed interest in partnering with our institution for training programs. He also mentioned his involvement with "Eureka," an opportunity for further collaboration. Contact No. - 7098378871

## Sukhdev Yadav, IDFC First Bank

IDFC First Bank was the event's banking partner, and Mr. Yadav highlighted their hassle-free current account services and loans tailored for entrepreneurs. He expressed interest in discussing a potential partnership with our IISWBM Innovation Council (IIC), which could benefit our college's budding entrepreneurs. Contact No. - 9804186248

## Mr. Anirban Aditya, Chairman of Aditya Group

Mr. Aditya reaffirmed his commitment to promoting youth entrepreneurship and expressed a willingness to support our future initiatives. Contact No. - 9830202500

## Karan Sircar, Red Bull

As the Field Marketing Specialist at Red Bull, Mr. Sircar shared how Red Bull sponsors entrepreneurial events. He discussed the Red Bull Basement initiative, which encourages innovative ideas by providing mentorship and global exposure. We can explore a potential collaboration with Red Bull for future events. Contact No. - 8981016962



## Conclusion

The Utthan '24 event was a resounding success, offering valuable insights, mentorship, and collaboration opportunities for first-generation entrepreneurs. We are benefited greatly from the event and forged important relationships with potential industry partners. This event strengthened our resolve to promote entrepreneurship within our institution and provided us with the tools and connections to achieve this vision.

We are confident that this experience will contribute to the growth of entrepreneurship at IISWBM and beyond.