

Best Practice_I

Title: Social Outreach Programme

- Duration: December 8, 2022 to Dec 29, 2022
- **Objectives of the Practice-** To cultivate sustainable leaders with empathy for social issues, enhancing cities' readiness and resilience to improve the living standards of slum inhabitants. Additionally, to promote the application of diverse management concepts among our students while addressing these social challenges.
- **The Context-** Today, more than half the world's population live in cities. By 2050, an estimated 7 out of 10 people will likely live in urban areas. In 2020, about one in four urban dwellers lived in slums or informal settlements. The 2011 Census of India estimated that 65 million people lived in around 108,000 slums across India. Our social outreach program aims to assist slum inhabitants in utilizing available resources effectively to enhance their quality of life.
- **The Practice-** The students of batch 2022-24 in their Learning Teams visited nearby slums and conducted an initial survey of their existing conditions. Students applied Design Thinking Concepts such as observing and empathising, problem articulation, ideating and creating workable prototypes which needed to be implemented by them in the slum they visited. Our campaign partners were Robinhood Army and the Hindustan Times.
- **Evidence of Success-** students visited respective slums and helped the slum dwellers to use the available resources to initiate the plan. They appointed a team by spelling out their role and responsibilities in the smooth flow of the plan. Students assigned an SPOC to update the team about the progress of the project and to seek any advice or help. A comprehensive report submitted by the students substantiates the evidence of success.
- **Problems Encountered and Resources** – Visiting the slum presented challenges due to connectivity and safety issues. Initially, inhabitants were hesitant and fearful to respond. Additionally, language barriers were encountered among some residents. Leveraging the resources of Jaipuria Institute of Management, including infrastructure, faculty, and administrative support, proved instrumental in addressing these challenges and advancing the cause.

Best Practice _II

Title: Youth Immersion Program for Startups

Duration:

The proposed duration of the program was 74 Hrs. The entire duration was a blend of Offline and Online Sessions. The program was launched on February 24, 2023 and concluded on May 12, 2023.

The offline sessions were scheduled on Weekends.

Objective of the Program:

The greater objective of the program was to help and guide the Startups in dealing with the various challenges faced by them in different functional areas. In order to attain this, we have focused on the following outcomes:

- To enable the participating startups to deal with the issues arising in their day-to-day working.
- To sensitize the participating startups about various legal and statutory provisions related to Human Resources like EPF, ESIC, etc.
- To connect the participating startups with potential investors.
- To connect the participating startups with successful startup founders.
- To equip the participating startups with scientific problem solving approach like Design Thinking.
- To enable the participating startups to create the Effective Pitch Deck and Present their business idea effectively.
- To sensitize the participating startups on the various provisions of Intellectual Property Rights (IPR) useful for them and the support provided by the Government with respect to IPR.

The Context:

In past few years 'Startups' have become the major focus area for the economic and social growth of the nation. After the announcement of Startup India Scheme by the Government of India, many initiatives have been taken and multiple incentives have been declared for startups. Role of educational institutions in promoting the culture of Innovation, Entrepreneurship and Startups has been instrumental. Even after various ecosystem related support and involvement of educational institutions, there are a huge number of startups who are facing the various challenges in commercializing and scaling up their business ideas. This clearly indicates that there is a huge scope for established institutions to play a proactive role in strengthening the startup ecosystem and help the startup to increase the chances of their success.

Considering the above context in mind the Jaipuria Institute of Management, Lucknow entered into partnership with SIDBI and designed a specialized training module for startups in the name of "Youth

Immersion Program”. This training program was developed keeping in mind the roadblocks faced by the startup founders in their journey to success.

The Practice:

The training program was designed with a balanced blend of Academia & Industry experts. The session delivery included Offline and Online sessions.

The program was attended by Twenty-Seven founders & co-founders of startups registered in Uttar Pradesh.

Please refer to the attached report for more details.

यूथ इमर्शन प्रोग्राम के समापन सत्र का आयोजन

लखनऊ। जयपुरिया इंस्टीट्यूट ऑफ मैनेजमेंट लखनऊ ने सिडबी और यूपीएलसी के सहयोग से यूथ इमर्शन प्रोग्राम के समापन सत्र का आयोजन किया। कार्यक्रम को उत्तर प्रदेश में स्टार्टअप की आवश्यकताओं को पूरा करने के लिए डिजाइन किया गया था। कार्यक्रम में 27 प्रतिभागियों को प्रमाण पत्र देकर सम्मानित किया गया। समारोह में मनीष सिन्हा महाप्रबंधक सिडबी अभिषेक तिवारी कंसल्टेंट स्टार्ट इन यूपी डॉ कविता पाठक निदेशक जयपुरिया इंस्टीट्यूट ऑफ मैनेजमेंट डॉ शुभेंद्र एस परिहार चेयर,एकजीक्यूटिव एजुकेशन और डॉ दीपक कुमार सिंह चेयर, इनक्यूबेशन इस अवसर के प्रतिष्ठित अतिथियों में शामिल थे।

महाप्रबंधक ने जयपुरिया प्रबंधन संस्थान को इस कार्यक्रम को बनाने और वितरित करने के लिए बधाई दी।



उन्होंने यह भी कहा कि कार्यक्रम की सफलता को देखते हुए सिडबी ने जयपुरिया इंस्टीट्यूट ऑफ मैनेजमेंट के साथ ऐसे और कार्यक्रम आयोजित करने का निर्णय लिया है। अभिषेक तिवारी ने समारोह में यूपीएलसी का प्रतिनिधित्व किया। उन्होंने कहा कि यह पहली बार है जब जीरो ड्रॉप आउट के साथ इस तरह का कोई प्रशिक्षण कार्यक्रम सफलतापूर्वक आयोजित

किया गया है। उन्होंने नीति में हाल में हुए बदलावों के बारे में भी अपडेट किया। उन्होंने यह भी कहा कि यूपीएलसी भी इस कार्यक्रम को और

बना रहा है। प्रमाण समारोह के बाद पिचिंग सत्र हुआ। इस सत्र में 11 स्टार्टअप्स को निवेशकों के सामने अपना बिजनेस आइडिया पेश करने का मौका दिया गया। सत्र में प्रमुख निवेशकों में सियाना कैपिटल वाटरब्रिज वेंचर्स व्हाइटबोर्ड कैपिटल कैपस फंडए शी कैपिटल वेंचर कैटेलिस्टए वेंचर गैराज और विजन स्टार्टअप शामिल थे। निवेशकों ने 5 स्टार्टअप्स के साथ फंडिंग प्रक्रिया को आगे बढ़ाने का निर्णय लिया।

अधिक बार निष्पादित करने की योजना



Jan Sandesh Times (13 May 2023) Lucknow Edition

यूथ इमर्शन प्रोग्राम के 27 प्रतिभागी सम्मानित

■ एनबीटी, लखनऊ : स्टार्टअप की जरूरतों को पूरा करने के लिए डिजाइन किए गए कार्यक्रम 'यूथ इमर्शन प्रोग्राम' के 27 प्रतिभागियों को शुक्रवार को सम्मानित किया गया। जयपुरिया इंस्टिट्यूट ने यह कार्यक्रम सिडबी और यूपीएलसी के सहयोग से किया था। सिडबी के महाप्रबंधक मनीष सिन्हा ने कहा कि कार्यक्रम की सफलता को देखते हुए ऐसे और कार्यक्रम किए जाएंगे। वहीं स्टार्ट इन यूपी के कंसल्टेंट अभिषेक तिवारी ने यूपीएलसी का प्रतिनिधित्व करते हुए नीतिगत बदलावों की जानकारी दी। इस मौके पर जयपुरिया इंस्टिट्यूट की निदेशक डॉ. कविता पाठक भी मौजूद रहीं। समारोह में 11 स्टार्टअप्स को निवेशकों के सामने अपना बिजनेस आइडिया पेश करने का मौका दिया गया।

Nav Bharat Times (13 May 2023) Lucknow Edition

Problem Encountered & Resources: Developing a comprehensive program that caters to the specific requirements of all 27 founders and co-founders of startups registered in Uttar Pradesh within a limited timeframe was a formidable challenge. Crafting deliverables that met the diverse needs of each participant while adhering to the time constraints had also been a challenge. Leveraging the resources of Jaipuria Institute of Management, including infrastructure, faculty, and administrative support, proved instrumental in addressing these challenges and advancing the cause.

Evidence of Success:

The training program concluded with Zero Dropout.