

Innovation & Entrepreneurship Cell (IEC)

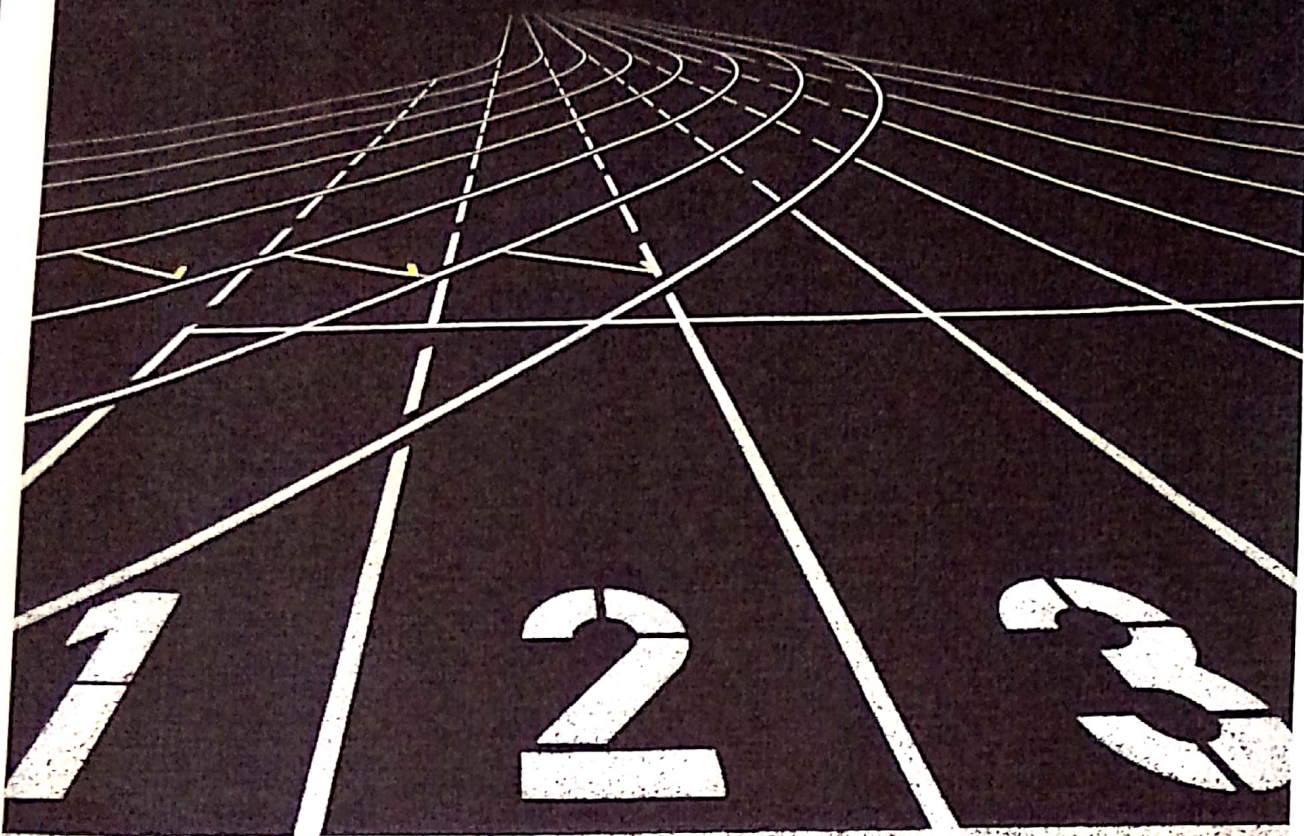
SSBES' Institute of Technology Management, Nanded

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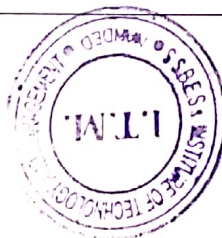
VISION & MISSION OF IEC

Vision of IEC

To assist students and/or employee of SSBES ITM, to grow as an Enterprising student and/or employee.

Mission of IEC

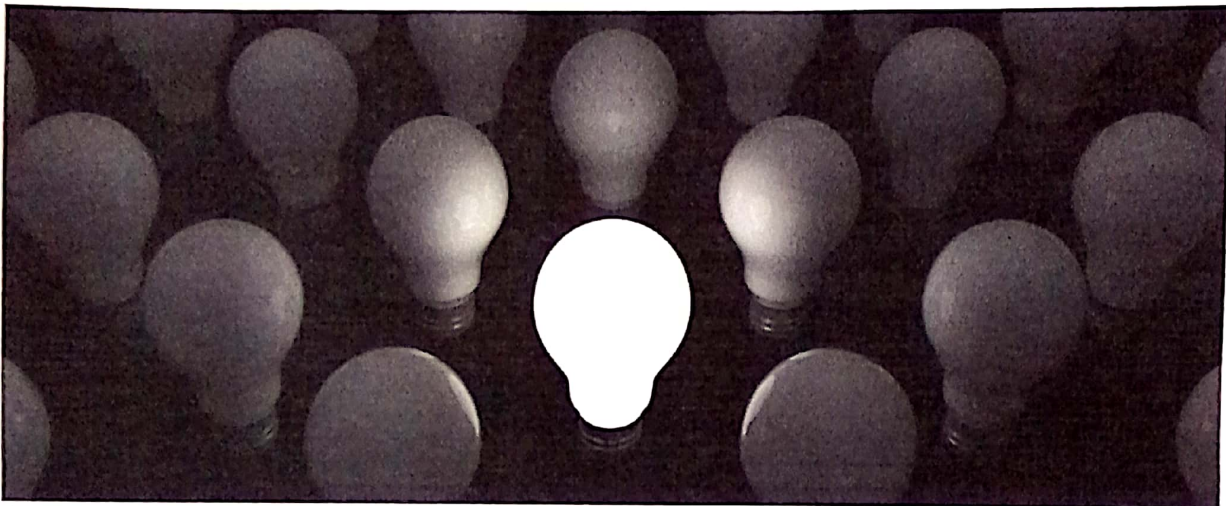
To identify, train, motivate, support and help the enterprising incubatee to strive for their entrepreneurial potential.



OBJECTIVES OF IEC

Following are objectives of IEC, SSBES' ITM, Nanded:

- To motivate the entrepreneurial instinct.
- To give a clear picture about the process and procedures involved in setting up a small-scale Industrial unit or a bigger unit.
- To give a clear picture about the process and procedures involved in setting up a small-scale Industrial unit or a bigger unit.
- To impart basic managerial skills and understandings to run the project efficiently and effectively.
- Let the entrepreneur himself / herself set or reset objectives for his / her enterprise and strive for their potential.



What is Innovation?

Innovation generally refers to changing processes or creating more effective processes, products and ideas. Being innovative does not only mean inventing. Innovation can mean changing your business model and adapting to changes in your environment to deliver better products or services. Successful innovation should be an in-built part of your business strategy, where you create a culture of innovation and lead the way in innovative thinking and creative problem solving.

Entrepreneurship

Entrepreneurship can be of varying degrees and is not necessarily alike. It can be categorized into various subcategories, starting with small and home businesses to multidimensional industries that were started from the ground level.

"Entrepreneurship is the pursuit of opportunity beyond resources controlled." - Howard Stevenson



WHO IS AN ENTREPRENEUR?

Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to anticipate current and future needs and bring good new ideas to market.

Entrepreneurs who prove to be successful in taking on the risks of a startup are rewarded with profits, fame and continued growth opportunities.

Those who fail, suffer losses and become less prevalent in the markets.

- An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards.
- An entrepreneur combines capital, land, and labor to manufacture goods or provide services through the formation of a firm.
- In a market full of uncertainty, it is the entrepreneur who can actually help clear up uncertainty, as he makes judgments or assumes the risk.
- Entrepreneurship is high-risk, but also can be high-reward as it serves to generate economic wealth, growth, and innovation.

Why becomes an Entrepreneur?

There are a host of reasons why individuals choose to become entrepreneurs over the more traditional route of becoming employees. Only you can decide the life that's right for you, but with the uncertainty of entrepreneurship also comes tremendous freedom and accountability.



Innovation

Innovation can be in the change in form of a product or process.



Risk Taker

the courage and capacity to take the risk are essential for an entrepreneur.



Leadership

They convert lots of resources to turn that vision into reality.

DIGITAL MARKETING WORKSHOP:

Digital marketing and branding are two important aspects of any business that wants to succeed in the digital age. Digital marketing is the use of digital channels to reach and engage customers, while digital branding is the process of creating a strong and memorable brand identity.

Digital marketing can be used to achieve a variety of goals, such as:

- Increasing brand awareness
- Generating leads
- Driving sales
- Improving customer loyalty

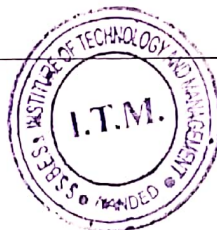
Digital marketing and digital branding are two sides of the same coin. They work together to help businesses to achieve their goals. A strong digital marketing campaign can help to raise brand awareness and generate leads, while a strong digital branding campaign can help to convert those leads into customers.

Here are some of the most common digital marketing channels:

- Search engine optimization (SEO)
- Pay-per-click (PPC) advertising
- Social media marketing
- Content marketing
- Email marketing

The digital revolution is far more significant than the invention of writing or even of printing.

- Douglas Engelbart





Dr. Altamash, Dr. Shinde, & Dr. Tamgadge alongwith Mr. Raina on stage



Workshop on "Digital Marketing" by Mr. Abhay Raina



Dr. Altamash briefing immersively



Audience engrossed