



Directorate of Outcome
Outcome Report
Event/Activity Organized @AUH

Event Type: Workshop

Event Title: I for Idea

Details of Speaker/Resource Person: Mr. Yogesh Kochhar, Co Founder ,Dunston Checks

Date: 08 September 2017.

Venue:

Organized by: ABS

Faculty Coordinator(s): Mr. Ajay Pandey & Mr. Kapil Madan

Participation: All MBA & Final year BBA students

Point wise highlights of the Event:

- Mr.Yogesh Kochhar is Senior working professional with 30+ years of diverse work experience, cutting across industries, disciplines and geographies. He was associated with many industries like Tea, hospitality, telecom, infrastructure, e-commerce start-ups, software Disciplines: Strategy, Production, alliances, partnerships, Business development marketing, sales, Project and Program management, CSR, consulting, corporate affairs.He has also worked across many Geographies such as India, UK and the UAE.
- His experience has involved dimensioning, developing, delivering and demonstrating' a holistic understanding of businesses in my professional capacities as individual contributor, by being part of larger teams or even leading the same.
- He believes in & practices lateral thinking, innovation, creativity, concise and effective communication and alliances fostering productivity, desired output, efficiencies and control. There are spaces in the markets and there are potential markets in such spaces. He believes that business development happens in existing and conventional markets and is preceded by market creation.
- He is good at synthesizing the issues granularly to ensure systemic evolution. I also believe that subtlety together with suggestive psychology is far more effective when achieving end objectives since that spawns collective ownership of a team or the customers. I am a good influencer, clear thinker and an astute strategist and negotiator.

Outcome of the Event with Time Line (Proposed/Achieved)

All MBA and final year BBA students well apprised with conceptual understanding and application of how Idea is very important to start any venture and how to develop additional skills, promote Idea for entrepreneurship enhancement and development. He share many examples from corporate life,during his professional journey how a small Idea can make a difference.

(Provide suitable details wherever applicable)

1. Outcome related to Academia Connect		
a) Collaborations for Research Papers/Conference Papers/Book Chapter etc	Y/N	N
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Y/N	N
c) Collaboration for Funded Projects.	Y/N	N
2. Outcome related to Industry Connect		
a) Placement	Y/N	Y (Advisory)
b) Collaborations for Research Papers	Y/N	N
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments.	Y/N	N
d) Collaboration for Funded Projects.	Y/N	N
3. Outcome related to Society Outreach		
a) Benefit to society in terms of Health & hygiene	Y/N	N
b) Benefit to society in terms of Education	Y/N	N
4. Outcome related to Students Learning & Grooming		
The outcome related to students learning and grooming was as follows: • Help students understand what is Idea all about. • How the small Idea can lead to entrepreneurship. • Motivate them to start their own venture & share some success stories		
5. Any other		
Students got information regarding how to become an Entrepreneur • A thought or suggestion, the aim or purpose is important for promotion of Idea that will inculcate or enhance the necessary skills or training for development of strategy or methodology to fulfill certain goal. Students find this session very fruitful as far as learning is concerned.		

Enclose event report along with glimpses of the event(Photographs)