



Directorate of Outcome
Outcome Report
Event/Activity Attended by Faculty Outside AUH
National/International

Event Type: Expert Talk
Event Title: “Expert Talk with Start-up Founders’ organized by Money Control and Decode Bar
Date: March 14, 2019
Venue: DECODE BAR, Sector-29, GURUGRAM
Organized by: Money Control and Decode Bar;
Invitation By: Amity NOIDA
Name and Designation of Faculty : Ajay Kumar Pandey ,AP III & Kapil Madan, AP I along with CRC AUH member Ankur Gupta
Participation Number of Faculty : 2 (ABS)
Participation Number of Students: Total 26 students of MBA B&F II & IV Semester, ABS-AUH.

Point wise highlights of the Event:

- Mr. Santosh Nair, Chief Correspondent and Head of Money Control conducted the Expert talk with Lime Road founder Ms. Suchi Mukherjee and Policy Bazaar co-founder Yashish Dahiya.
- Ms. Suchi Mukherjee founder of start-up Lime Road narrated vividly how she named her start up, observed customer buying behaviour, arranged funds, made a team of suppliers, artisans, designer, friends, staff and co-workers to build the desired manufacturer and designer of native clothing; managing through all the hurdles, delays and fund crunch and eventually establishing a successful native clothing international brand and event organiser. Her sequential narration of start up building was so realistic and truthful that audience for a moment experienced the process of start up initiation.
- Ms. Suchi emphasised the quadrant of, moving straight, up, down, left or right through a wall and cross it, exhibiting transparency and straightforwardness in behaviour and work, team building ability and finally endowing fun with responsibility; as the bulwark for being the successful entrepreneur and person.
- Mr. Santosh Nair also conducted another expert talk with Policy Bazaar co-founder athletic looking IIT-Delhi, IIM-A & INSEAD starrer Mr.Yashish Dahiya, who explained how through diverse career tracks and interests he finally picked the idea of exploring those majority who show interest in insurance policies but do not buy any due to confusion. He admitted though personally he faced financial crisis but in spite of that kept the start up functioning. Mr. Yashish emphasised that empathy, concern for others and truthfulness are the basic building block for being a successful start up builder, he also exhibited concern for positive corporate governance.
- Both the start up founder profusely interacted with students and faculties over seed funding, start up valuation, essentials for initiating a start up and strategy for switch over and transformation.
- The Expert Talk organisers served delicious lunch to all participants.

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

(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	N
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 expert talk with eminent Start up founders has made MBA finance students realize and experience the actual process of start up initiation with all attended roadblocks, distractions and fund management.		
5. Any other		
This type of expert talk show is essential for making MBA learning attuned with working of actual enterprise thought process and mind-set.		

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



