



**Centurion  
UNIVERSITY**  
Shaping Lives...  
Empowering Communities...



## WORKSHOP

### **Ideation and Design Thinking for a New Enterprise Creation**

Name of the event	Workshop on Ideation and Design Thinking for a New Enterprise Creation
Date of the event	06-03-2024
Venue of the event	Seminar Hall, CRC-II, Centurion University of Technology and Management, R Sitapur, Gajapati District, Odisha
Name of Coordinator	Mr. J Anil Kumar, Associate Dean, MS Swaminathan School of Agriculture Mr. S M Parvej Nowaj, Student, B.Sc. Hons. (Ag), MS Swaminathan School of Agriculture
No. of attendees	249
Mode	In-person (offline)



*Agribusiness Clubs*

Hybrid Workshop

**IDEATION AND DESIGN  
THINKING FOR A NEW  
ENTERPRISE CREATION**

Speaker

**Dr. Sushil Kumar,**  
Assistant Professor-  
Entrepreneurship  
IIM-Visakhapatnam



6 MARCH 2024  
9.30 AM-11.30 AM

VENUE: CUTM Auditorium, PKD

Coordinators

**Mr. J. Anil Kumar,**  
Associate Dean, MSS School of Agriculture  
**Mr. S M Parvej Nowaj,**  
B.Sc. (Hons.) Ag, Final Year



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6295331156



### **Introduction**

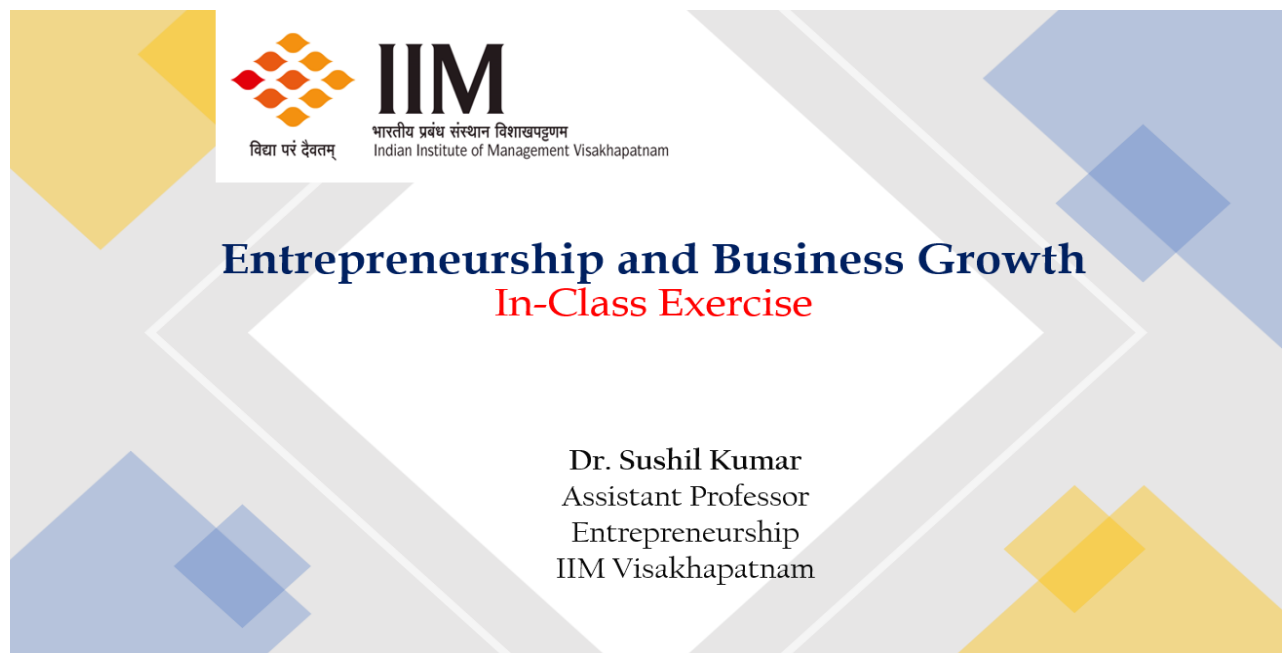
An offline workshop titled “Workshop on Ideation and Design Thinking for a New Enterprise Creation” was organized in the Seminar Hall of CRC-II, Centurion University of Technology and Management (CUTM), R Sitapur, Gajapati District, Odisha on the 6<sup>th</sup> of March 2024, by Mr. J Anil Kumar, Associate Dean- MS Swaminathan School of Agriculture and Mr. S M Parvej Nowaj, Student of B. Sc. Hons. (Ag.)-4<sup>th</sup> Year in MS Swaminathan School of Agriculture, CUTM. The workshop was attended by 249 participants, comprising students and faculty members of the schools of agriculture, management and agri- and bioengineering.

## Keynote

The workshop began with an inaugural address by Mr. J Anil Kumar, Associate Dean, MS Swaminathan School of Agriculture and Coordinator- MBA (ABM), School of Management who introduced the guest speaker- Dr. Sushil Kumar, Assistant Professor- Entrepreneurship in IIM, Visakhapatnam, Andhra Pradesh to the participants. At the outset, Dr. Sushil provided an overview of entrepreneurship and enterprise development.

## Activities and Interaction

The workshop was highly interactive, with the participants started discussing on aspects like seeking entrepreneurial opportunity, ideation, catalyzing forces, launching the venture, defining the problem, etc. Dr. Sushil spoke at length about developing the business model canvas, preparation, and execution of the business plan. The speaker also highlighted the need to check the commercial utility and viability of the new enterprise idea. He assisted each of the 20 plus groups (comprising 5 participants each) in refining and developing a scalable business model. Dr. Sushil provided valuable insights into the modus-operandi of the respective industries and practical tips and strategies on preparing for the entrepreneurial journey. He also guided the students on the issues and hurdles expected across the path and the ways of improving and improvising strategies to face and succeed in the endeavor.



The slide features the IIM Visakhapatnam logo in the top left corner, which includes a stylized orange and red diamond shape and the text 'IIM भारतीय प्रबंध संस्थान विशाखपट्टणम Indian Institute of Management Visakhapatnam'. Below the logo, the title 'Entrepreneurship and Business Growth' is written in a large, bold, dark blue font, with 'In-Class Exercise' in a smaller, red font underneath. At the bottom right, the speaker's name and title are listed: 'Dr. Sushil Kumar Assistant Professor Entrepreneurship IIM Visakhapatnam'. The background is a light gray with abstract geometric shapes in yellow and blue.

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Indian Institute of Management Visakhapatnam

**विद्या परं देवतम्**

**Entrepreneurship and Business Growth**  
**In-Class Exercise**

Dr. Sushil Kumar  
Assistant Professor  
Entrepreneurship  
IIM Visakhapatnam



**IIM**

विद्या परं देवतम्

भारतीय प्रबंध संस्थान विशाखपट्टणम  
Indian Institute of Management Visakhapatnam

**Session 11**

## **Entrepreneurship & Business Growth** **Managing Entrepreneurial Growth and pivot**

Instructor:  
**Dr. Sushil Kumar**  
Assistant Professor  
Entrepreneurship , IIM Visakhapatnam



**IIM**

विद्या परं देवतम्

भारतीय प्रबंध संस्थान विशाखपट्टणम  
Indian Institute of Management Visakhapatnam

## **Entrepreneurship & Business Growth**

### **Designing a Business Plan to start a new Venture**

Instructor:  
**Dr. Sushil Kumar**  
Assistant Professor  
Entrepreneurship , IIM Visakhapatnam

## **Designing a Business Plan**

- Discussion on the business plan elements
- Learning from B-Plan of Room for Desserts
- Analysis of the assigned business plan to each group
  - Attach two pages to the B-Plan
  - Write group members' name
  - Using metrics analyze the feasibility of the Real Business Plan
  - What can change in the BM Plan
  - If you are an investor, will you invest in the business, why, how and what form of financial investment you will do it.
  - What is wrong with the business plan

One of the early-stage startups into soft-skill training discussed with the speaker about refining their business strategies, pitching, customer segmentation and business generation models.

**Details of the Participants (249 pax):**

Centurion University of Technology and Management  
Paralakemundi Campus  
Attendance Sheet

M. S. Swaminathan School of Agriculture  
Topic: Workshop on Ideation and Design Thinking for a New Enterprise Creation  
Date: 06-02-2024  
Time: 9:15 AM  
Venue: New Auditorium

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1	P. Aditya	B.Sc. Agriculture	...
2	S. Subhanga	B.Sc. Agri	...
3	T. Anjali	B.Sc. Agriculture	...
4	P. Anand Kumar	B.Sc. Agriculture	...
5	G. Anand	B.Sc. Agriculture	...
6	K. Anand	B.Sc. Agriculture	...
7	P. Anand	B.Sc. Agriculture	...
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Centurion University of Technology and Management  
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Student Attendance Sheet

School of Management  
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Date: 06-02-2024  
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The real time exposure was particularly valuable, as the speaker provided the participants with tried and tested tools that they can deploy to embark upon an illustrious and fruitful entrepreneurial journey. We look forward to organizing similar workshops in the future and we believe that events like these are essential to orient, guide and groom the aspiring and young students into successful entrepreneurs.

### Highlights of the Event



