

For Immediate Release

'Entrepreneurship Week 2021' conducted by Anant National University

Anant National University (AnantU), India's first design University, hosted its first Entrepreneurship Week from 25th - 31st January 2021. The event, an Anant Fellowship initiative, provided the Anant Fellows with a platform to interact with global entrepreneurs from several sectors closely related to the built environment, who have created a positive impact on the society with creative solutions. The event was part of Anant National University's initiative to equip students with the essentials of the entrepreneurship journey. This unique initiative focuses on developing business leaders for the built environment domain. The event aimed at cultivating a spirit of risk taking and develop an understanding of the start-up ecosystem among its students, so that they explore, test and develop new ventures.

Several top-notch entrepreneurs including - Ritesh Kumar Verma and Prateek Sachan (Co-Founders, The New Art), Shobhit Mathur (Co-Founder and Executive Director, Vision India Foundation), Aditi Shrivastava (Co-Founder, Basera, Chevening scholar and Anant Fellow '19), Souradeep Ghosh (Director, LEAD School & Founder, Gaia Studios) and Preyansi Mani (Founder & CEO, School of Dignity and German Chancellor Fellow) conducted masterclasses towards this purpose. The Fellows also had the opportunity to be mentored by industry experts Adil Zainulbhai, Dr Pramath Raj Sinha, and Srikant Sastri.

The speakers introduced Fellows to various aspects of their entrepreneurial journey. Ms Preyansi Mani spoke about the challenges of being an entrepreneur and ways by which one can overcome them. She dwelt upon the importance of taking risks, dealing with disapprovals and stigmatisation of sectors and most interestingly the importance of choosing right teammates for reaching the set goals.

Shobhit Mathur's masterclass introduced the students to the start-up culture and reasons for the failure of a large number of start-ups. He explained in detail the funding processes, various revenue models, pertinent social issues and available government support to start-ups in social space. Through his lecture, Shobhit Mathur highlighted the importance of thinking outside the box and constant need to innovate.

Aditi Shrivastava underlined the importance of asking the right questions, focusing on the neglected elements, making positive use of stakeholder's feedback and looking at the project from the beneficiary's perspective. Additionally, she apprised the Fellows of various toolkits available online that would aid them in their entrepreneurial journey.

AnantU recognises the current job market challenges, caused due to the impact of the pandemic on global economy and through the event, it aims to support students,

graduates, and aspiring entrepreneurs, by equipping them with necessary entrepreneurial skills. 'Entrepreneurship Week 2021' is designed in line with contemporary online programmes to develop students' ability to act, innovate and create. Besides sessions by several successful entrepreneurs, the event offered networking opportunities, hands-on learning experience and personalised mentoring from successful business founders.

Commenting on the learning experience at the event, Dr Anunaya Chaubey Provost, Anant National University said, "Covid19 has resulted in a massive change in the way we work, learn, connect and adapt. With Entrepreneurship Week 2021 we discuss and hear stories from some inspiring people and entrepreneurs, understanding the real-life business cases on how tough times build tough companies, and while some businesses struggled to survive, some thrived in 2020"

"The event helps budding entrepreneurs to understand work in a world now shaped by Covid-19. It teaches students what it takes to be a successful entrepreneur, and inspire a new generation of innovators among the AnantU community" he further adds.

About Anant National University:

Anant National University (AnantU), is located in a lush green campus in the World Heritage City of Ahmedabad. It was established as a private university in 2016 by an Act of Legislature of the State of Gujarat. AnantU aims to bridge the gap between contemporary socio-economic challenges and sustainable solutions through design thinking. Its widely acclaimed, international, and national faculty facilitate a holistic design education with a liberal arts perspective. The academic experience at the University focuses on developing the self, while simultaneously building domain expertise and providing industry exposure.

For Further Media information Contact:

Synapse PR

Nikita Khanna | 9619369503

Email id: nikita@synapsepr.co.in