The Entrepreneurship Awareness Drive:

The Entrepreneurship Awareness Drive was a conference conducted under the auspices of a collaboration with the E-Cells of SSN and IIT-Kharagpu on the 13th of October, 2015 at the Justice Pratap Singh Auditorium, SSN College of Engineering.

The purpose of this conference was to create awareness about Entrepreneurship and inspire young minds to churn out their originality.

The event commenced with the official lamp lighting by the guest dignitaries and the dignitaries of the host college. This was followed by an address by the faculty in charge of SSN Lakshya, Prof. Thiruvenkataswami. Representatives from SSN Lakshya and IIT-Kharagpur then went on to present short accounts of their respective E-Cell's activities and their focus on Entrepreneurship.

The event then proceeded to the most awaited part of the conference where the speakers presented their thoughts and their take on Entrepreneurship.

Opening speech by Mr Satya Prabakar

Mr Satya Prabakar is the founder of [sulekha.com](http://sulekha.com/), which is an Indian website that hosts classified ads, social networking, and other forms of user-generated content.

Mr Satya delved in detail about the nuances of the advertising space, the perils of the market and the requisite knowledge of what appeals to people in an environment that was subject to constant revamping. Mr Satya Prabakar also touched upon the importance of getting back from a bad phase and the many different ways of identifying how to connect with people through a product.

Short address by Mr Rishi Kapal

Mr Rishi Kapal is the founder of Edugild, India's first startup accelerator which has an exclusive focus on EdTech startups. Edugild offers intensive mentorship and a product realisation program.

Mr Kapal delivered a hard hitting speech on the difficulties and challenges faced in the education sector. He brought about a clear demarcation between other venture capitalist firms and his initiative, while pointing out the intrinsic potential in India that could be tapped.

Mr Venugopal C

Mr Venugopal is the Chief Mentor at Startup Buddy, a company dedicated towards working with startups to polish, analyse, mentor and scale their ideas.

Mr Venugopal, a man of vast experience and expertise, delivered a powerful closing address which left a lasting impression in the minds of the audience. The speaker reminded us of the importance of individuality within everybody. He spoke in length about the risks associated with becoming an Entrepreneur, while also highlighting the joys associated with it.

Panel discussion

For the panel discussion, apart from the three speakers, the event was graced by Mr Narayanan, founder of ReelBox, a video-on-demand and Live Streaming technology provider that has built end-to-end solutions for secure video delivery with a presence in Home entertainment, Mobile Entertainment, Education and Digital Cinema spaces.

A plethora of questions were thrown at the panelists which were answered effortlessly with much gusto.

Issues such as organisational management, restructuring, policies within a startup, importance of the startup culture, scope in the education industry, etc were raised by the adjudicator and audience alike.

Press conference

The event concluded with a press conference that was moderated by various print media houses. The speakers brought forth their experiences and trials while admirably describing their thoughts on Entrepreneuship.   
The press conference concluded with both E-Cells presenting an account of their activities and their thoughts on the successful collaboration between IIT Kharagpur and SSN Lakshya.

This collaborative event between both E-cells culminated in a grand success and successfully gripped the minds of the audience while inspiring them to dream big and achieve big.