

Student Startup & Innovation Policy (SSIP) Cell



Seminar on “Startuponomics: People Matters”

Date: 27th July, 2018

Venue: Shanti Classroom, 2nd Floor, KCG.

Time: 5:00 p.m. to 7:00 p.m.

About the Event:

The session on “Startuponomics: People Matters” was organised by Student Start-up & Innovation Policy (SSIP) Cell, Ministry of Education, Government of Gujarat in collaboration with Entrepreneur Development Institute of India (EDII), Gandhinagar at Knowledge Consortium of Gujarat (KCG) on 27th of July, 2018. 06 delegates from different institutes participated enthusiastically in the seminar. The objective of the seminar is to discuss role of people having different psychological views in growth of startups. Ms. Yamini Chandra was invited to deliver expert talk for the same.

About the Speaker:

Ms. Yamini Chandra, Corporate Interface is a Clinical and Behavioural Psychologist specialized and trained in the areas of Entrepreneurship & Start-Ups, I/O Psychology and Organization Behaviour. She is currently associated as Corporate Interface at Entrepreneurship Development Institute of India, Gandhinagar, Gujarat, coordinating, mentoring the business project plans of management students and helping them as required. Her Interest in the research area includes understanding the underlying problems of people working in diverse specialized roles and how well they manage to balance their personal, professional, emotional and social life. The other interest area lies in the behavioural side of entrepreneurship (both family managed businesses and new enterprise/corporate entrepreneurs), working in-depth to cognize the guiding and binding principles which helps the family managed firms to work effectively while having members of the family sharing not only the ‘Dining table’ but also ‘Board room table’.

She is also visiting Faculty at Department of Psychology Gujarat University, conducting the sessions for work psychology, organization behaviour, HRM and HRD. She is inclined for research, teaching and training. She has presented and published research papers in national conferences and also has won Awards for it. She has participated in several Faculty Development Programs, some of which includes 'Train the Trainer Program Using the Market Place Simulation' and 'Data Analysis using SPSS'. She is also, actively participating and coordinating for research training and orientation programs. She is pursuing PhD from Gujarat University with the specialized area in entrepreneurship and psychology, with a background of MPhil in Industrial Psychology, Organization Behavior and the Master's in Clinical Psychology, is actively handling problems related to stress, adjustments, career choice of management students.

Highlights from the Session:

Ms. Yamini Chandra opened up the session with characteristics of entrepreneur mind set. Knowledge, Skill and Attitude are the three crucial bases of entrepreneur mind set. She discussed how different psychological diversity in team member affects development and growth of startup. She also discussed role of different attributes affecting personality, behaviour and decision-making ability of entrepreneur. She discussed progress and growth of startups from the human point of view. She describes how failure in startup affects human being positively as well as negatively that depends on individual person. She also discussed several mind-mapping tools to identify persons attitude and approach towards entrepreneurship. Some of them are 'ikagai', Johari Window etc.

She also conducted activity based on Johari Window Model for mind-mapping and she also performed one more survey amongst students for cross-verifying entrepreneur mind set based on several key parameters such as job satisfaction, family reach, monetary returns, creativity/innovation etc.

Glimpses of Event:

