

Writeup- ICSII Webinar –Mr. Shashank Shekhar , 4 June 2020

On June 4, 2020. ICSII hosted a webinar on the topic ‘Startup Mindset: How to startup while in college’ The speaker of the session was Mr. Shashank Shekhar, founder of Stoned Santa, which is an IIM Bangalore incubated art based start-up specializing in creating personalized gifting experiences. Stoned Santa enables artists to get paid and get recognized for their work. Shashank is a mentor for young minds in the fields of Entrepreneurship and is an active writer on Quora where he has amassed 4.7 million content views.

An engineer in computer science, a first generation entrepreneur, Shashank started his company in his final year of engineering. He won business plan competitions at IIT Kanpur, IIM Bangalore and IIM Ahmedabad and his startup is currently incubated at IIM-Bangalore. He spoke on the right way of identifying problems, different types of startup initiatives that students can work on while in college and how students should be undeterred in their goals. Sharing his experiences, he spoke about family pressure faced by 1st generation entrepreneurs and how he overcame the challenges. Mr.Shekhar spoke about using all mediums of communication to promote their ideas. He shared his experience of how he tied up with uber drivers in Bangalore to promote his startup. 44 enthusiastic participants attended the session and were well motivated

The registration link of the webinar was <https://forms.gle/XnH7pdqHepHjNmTz9>

[72 registrations were received.](#)



Webinar

“Startup Mindset: How to startup while in college”



Mr. Shashank Shekhar

Founder, Stoned Santa
www.stonedsanta.in

Stoned Santa is an IIM Bangalore incubated art based start-up which specializes in creating personalized gifting experiences. It enables artists to get paid and get recognized for their work.

**4 JUNE
2020
11:00 AM**

Register at:
<https://forms.gle/XnH7pdqHepHjNmTz9>

Zoom Link will be emailed
to the registered participants

Moderator-

Dr. Daisy Kurien

Assistant Director, ICSII