

# A Report On

**Parul**<sup>®</sup> University  
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H  
Bern University  
of Applied Sciences

  
**yEEP**

Young Entrepreneur Exchange Project  
Indian Summer School (YEEP ISS) – Programme 2023

*Welcoming*

**STAFF AND STUDENTS**

— FROM —

 **BERN UNIVERSITY OF APPLIED SCIENCES**

**The Entrepreneurship Development Centre (EDC), Parul University in association with Bern University of applied science organized 4<sup>th</sup> Edition of “Young Entrepreneur Exchange Project-Indian Summer School-2023”**

## **Introduction:**

Parul University is organizing the Young Entrepreneur Exchange Project (YEEP) jointly with Bern University of Applied Sciences, Switzerland, during July 13–28, 2023. YEEP is a two-week programme designed to train students on various aspects of Entrepreneurship and Innovation. YEEP highlights the enormous potential of young people to develop new and better solutions to help the world transition to a more sustainable future. Young people all across the world are rising to the challenge of innovation, applying their energy, inventiveness, curiosity, and imagination to chart a road for a brighter future, and we are guiding the students in

doing so. This will further help them achieve their goals, generate value, create employment, and influence the world around them. Young people are tomorrow's inventors, creators, and entrepreneurs.

For the year 2023, In Yeep Programme the students from Switzerland and India participated in a course on entrepreneurship and innovation culture in India. The students are divided into 4 problem statements to design solutions for various problems. The problems are related to law students, travel guide issues, healthcare issues, and smart home automation technology.

### **Objective:**

The YEEP program was initiated as a collaborative effort between BUAS and partner institutions to promote entrepreneurship and innovation on a global scale. The project aims to equip young entrepreneurs with the necessary knowledge, skills, and mindset to succeed in the competitive business world. It provides participants with a diverse and enriching experience, combining academic learning, practical training, and exposure to different cultural perspectives.

### **Activity Details:**

#### **Inaugural ceremony:**

The Inaugural Ceremony of the Young Entrepreneur Exchange Project (YEPP) marked the commencement of an exciting and transformative journey for young entrepreneurs from around the world. The event was held at [Insert Location], organized in collaboration with Bern University of Applied Sciences (BUAS), Switzerland. Distinguished guests and esteemed speakers graced the occasion, including Mr. Sumit Kabra (Director, RR Global), Mr. Jay Sudani (CEO, Entrepreneurship Cell), and BUAS faculty members, Mr. Aron and Ms. Claudia.

#### ***Event Highlights:***

##### **1. Welcoming Address:**

The ceremony began with a warm welcome from the organizers and BUAS representatives, expressing their delight at hosting the inaugural YEPP program. They emphasized the significance of fostering entrepreneurship and innovation among the youth, underscoring the transformative impact it can have on the global business landscape.

## 2. Keynote Speeches:

a. Mr. Sumit Kabra (Director, RR Global): Mr. Kabra delivered an inspiring keynote speech, sharing his entrepreneurial journey and the challenges he faced in building RR Global into a successful conglomerate. He highlighted the importance of perseverance, adaptability, and innovation in today's competitive market. Mr. Kabra expressed his support for the YEEP initiative, recognizing it as a platform for nurturing the next generation of leaders and game-changers.

b. Mr. Jay Sudani (CEO, Entrepreneurship Development Centre): Mr. Sudani's keynote speech focused on the role of entrepreneurship in driving socio-economic development. He stressed the need for an entrepreneurial mindset that embraces risk-taking and creative problem-solving. Mr. Sudani lauded the collaboration between BUAS and YEEP as a commendable effort to bridge the gap between theoretical knowledge and practical experience in entrepreneurship.

## 3. Presentation of YEEP Program:

BUAS faculty members, Mr. Aron and Ms. Claudia, presented an overview of the Young Entrepreneur Exchange Project. They outlined the program's structure, which included academic courses, practical experience with Swiss start-ups, cultural exchange activities, and networking opportunities. The faculty highlighted the value of experiential learning in shaping well-rounded entrepreneurs who can thrive in diverse business environments.

## 4. Participant Introductions:

During the ceremony, selected participants of the YEEP program had the opportunity to introduce themselves and share their aspirations. Their diverse backgrounds and entrepreneurial ambitions showcased the global reach and inclusive nature of the YEEP initiative.

The Inaugural Ceremony of the Young Entrepreneur Exchange Project (YEEP) was an event filled with inspiration, hope, and determination. Distinguished guests and speakers provided valuable insights into the world of entrepreneurship, and BUAS showcased its commitment to nurturing the entrepreneurial spirit among the youth. As the YEEP program commenced, the participants embarked on a unique learning experience that would shape their entrepreneurial journeys and contribute to the global entrepreneurial ecosystem. The ceremony set the tone for a promising

and impactful collaboration between BUAS and YEEP, fostering innovation, creativity, and international cooperation in the realm of entrepreneurship.

### **Glimpses of Activity Inaugurations Ceremony**



**Mr,Sumit Kabra ,Director RR Global**







## **Session on Unleashing the potential navigating the vibrant startup ecosystem in India by Mr. Dheeraj Bhojwani Vice President, CIIE.CO, IIM Ahmadabad**

The session on "Unleashing the Potential: Navigating the Vibrant Startup Ecosystem in India" by Mr. Dheeraj Bhojwani, Vice President of CIIE.CO, was an enriching and insightful experience for all attendees. The talk provided a comprehensive overview of India's bustling startup ecosystem, coupled with real-world examples and practical advice for aspiring entrepreneurs. Mr. Bhojwani's expertise and passion for fostering innovation and entrepreneurship left a lasting impression on the audience, inspiring them to explore and contribute to the dynamic landscape of startups in India. The event contributed significantly to nurturing the entrepreneurial spirit among the participants and highlighted the role of incubators and accelerators in supporting the growth of startups in the country.



**Mr. Dheeraj Bhojwani, Vice President of CIIE.CO**





**Input Session: Design thinking, value proposition design, common mistakes and best practice by Mr. Jay Sudani CEO, PIERC Parul University.**



The input session on "Design Thinking, Value Proposition Design, Common Mistakes, and Best Practices" led by Mr. Jay Sudani, CEO of PIERC Parul University, was a highly informative and engaging event. Participants gained valuable insights into the principles and methodologies of design thinking and learned how to create compelling value propositions for their ventures. The session's interactive nature, including real-world case studies and the Q&A session, allowed participants to deepen their understanding of the topics and apply the learning's to their entrepreneurial endeavors. Mr. Sudani's expertise and practical approach to innovation and entrepreneurship left a lasting impact on the audience, inspiring them to adopt customer-centric strategies and embrace the spirit of creativity and continuous improvement in their pursuit of success in the business world.





**Input Session on various relevant topics: Assumption mapping, idea validation, pricing.**





**Business Session: External start-up entrepreneurs Mr. Haard Shukla Founder of ADYFLY and Mr. Ram Mehta Director & CEO YIELD Pro Earth PVT. Ltd.**



**Business Input session: Creating company name and logo by Dhruvil Shah  
Director, Branding and PR, Parul University.**





## Session on financial aspects of startup by Mr.Sanket Shah Founder of Cognsent ventures



The Young Entrepreneur Exchange Project (YEEP) in collaboration with Bern University of Applied Sciences is a commendable initiative that empowers young individuals with entrepreneurial aspirations to thrive in the dynamic global business landscape. By combining academic knowledge with practical experience and cross-cultural exposure, the program nurtures the next generation of innovative and socially responsible entrepreneurs. YEEP serves as a model for fostering entrepreneurship and innovation worldwide and highlights the significance of international cooperation in developing successful entrepreneurs.



**THANK YOU**