



Deccan Education Society's
Fergusson College (Autonomous), Pune
(Name of the Department/ Unit/Section)

Incubation Centre Launch Event Report

“You have an idea; this can be your first bed”- An erudite evening celebrating the inauguration of the DES Incubator at Fergusson College

March 5,2022

Pune- Institute of Management Development and Research (IMDR) and Fergusson College, Pune's joint venture, the Dr. P. C. Shejwalkar Centre for Entrepreneurship and Innovation was officially declared open last evening at Fergusson College's amphitheatre. Students and faculty in the audience were joined by an ingenious panel of Chief Guest, Professor Dr. Nitin R. Karmalkar and Guests of Honour, Dr. Sushama Keskar, Dr. Rajendra Sharma and Dr. Girij Pal Singh. An enriching evening, the DES Incubator garnered profound support and encouragement from the panel and audience.

The event was kicked off with the ceremonial lighting of diya and welcoming of the guests. Students from Hindustan Antibiotic School and Fergusson College, Junior Wing were facilitated for their remarkable achievements in their respective fields. The official opening of the Centre's opening at the hands of Prof. Karmalkar followed. Dr. Karmalkar, Vice Chancellor of the Savitribai Phule Pune University, then shed light on the gravity the incubation centre. Speaking from his sophistication derived from a career spanning across 28 years, he emphasised on the need for an incubation council in every university and the need for an industry-oriented syllabus when introducing vocational courses. Shedding light on the suggestive focus areas of incubation process, he mentioned five verticals in the Indian context- water distribution and pollution control, agricultural productivity and efficiency, eradicating vulnerabilities in Indian healthcare system, electrical mobility and artificial intelligence. he reminded the audience of how the Incubation Centre is symbolic of the concept of '*atmanirbharta*' (self-reliance), the ideation of which transpired on the grounds of Fergusson College. His sincere suggestion to students to seek self-sufficiency under the mentorship and guidance of the incubation centre as opposed to conventional jobs after graduation was welcomed with applause.

The dais was then joined by Guest of Honour, Dr. Sushma Keskar who articulated her pride and joy in the centre being named after her late father. Taking the audience down the memory lane, she reminisced about her youth and childhood with Dr. P. C. Shejwalkar as the founder director of IMDR and as her father. Divulging a chucklesome habit of her father to check whether the lights at IMDR were switched at nights, she described how he treated the establishment as one of his children. After presenting before the audience a brief history her

father's curiosities and substantial contributions to the field of management she thanked the Deccan Education Society for the honourable gesture.

The audience was then met with the fervent words of the man of accomplishments, Dr. Rajendra Sharma. An alumnus of Fergusson College, he recollected how his journey from the audience to the podium started with a science exhibition on campus. "Incubation Centre has always been here at FC", he explained, describing the nurturing environment at FC. He urged the students to not deprive themselves of fulfilling their ideas at the expense of money. Further explaining the presence of this centre not as an enforcer but as a catalyst to channelize the students' enterprising spirit. The audience got an insight into how to know whether an idea is applicable in real life through his concept of seven M's and two E's. Market, Material, Machine, Manpower, the sixth conditional M- Money, Management, Environment and Ethic. Further explaining how the incubation centre's role is to facilitate a fertile environment for the budding ideas and to pave a path for the students leading towards self-dependency.

Dr. Girij Pal Singh, Senior Vice-President at Lupin Limited, briefly addressed the audience reminding the students of the privilege they hold in terms of knowledge and mentoring. "I get science, I get business, you are my award", he acknowledged the overwhelming talent within and resourcefulness of the Indian youth. He underlined the plight of youth who harbour surplus knowledge but lack the courage to manifest it and how incubation centres can aid the future of the nation.

To further explore the scope of the Dr. P. C. Shejwalkar centre for Entrepreneurship and Innovation, Dr. Shikha Jain Director of IMDR took charge. Pointing at the perks of the presence of the centre on campus, she pointed out the collective wisdom various departments at FC have to offer. Dubbing the centre as a "nursery for budding entrepreneurs", she described how their purpose is to help the survival and shaping of the early phases of budding start-ups. She persuaded the students ever so sincerely, "reach us or help us reach you", summing up the purpose of the incubation centre.

Shrishendu Mukherjee, Mission director at Grand Challenges India and Rustom Mody, Senior Vice President and Head of R&D at Sun Pharma, joined the panel and audience virtually to extend their well-wishes to the Deccan Education Society. Students, Shreyas Patil and Jay Aherkar's achievements were presented on-screen. Mr. Patil, student of Hindustan Antibiotic School, Pimpri, demonstrated his invention of 'Stand-by Wheel' which can be used to easily drag a two-wheeler in case of punctures. Jay Aherkar of FC's Junior wing went on to describe how with help of his mentors he was able to successfully launch a start-up with his associates and invent 'Saaf Water'. 'Saaf Water' is a product which monitors underground water's quality and reports it not only to the government but also the common consumers.

The event concluded with Dr. Sharad Kunte Chairman of Council and Governing Body at Deccan Education society addressing the audience about his vision notes on the Incubator. HE reminded them of the long list of historical crises faced by the country and the self-reliant successful efforts of people at dissolving the crises. His opinion of how the problem -solving capacity of the nation is not limited only to the academicians but also extends towards the students was met with affirmative remarks. With the vote of thanks towards the Panel by Shri Dhananjay Kulkarni, the educational ceremony culminated.

Signature of Coordinator

Head of Department and STAMP