

“Guest lecture on Entrepreneurship by Mr. Gregory Pogue”

Bharati Vidyapeeth University Institute of Management & Research (BVIMR), an ISO 9001: 2008 and ISO 14001:2004 certified institute, is one of the pioneer institutes of management education in New Delhi. BVIMR is a constituent unit of Bharati Vidyapeeth Deemed to be University, which is a NAAC reaccredited Grade 'A+' University. BVIMR constantly strives for attaining its vision of “Leadership in Management Education through Innovation and Excellence

Recently, BVIMR organized a guest lecture on “Entrepreneurship” for MBA final year students by Mr. Gregory Pogue from the IC² Institute, University of Texas, Austin, which is one of the top universities in English and Sciences. It was a very interactive session where he tried to engage the audience and gave guidance in how to adopt entrepreneurship as a career. He elaborated more on the concept of “value proposition” by giving various examples in this context. He emphasized that three things are very important to make a business engaging and succeed, which are Innovation, Creativity and Capital. Further the main purpose of the session was to make students aware of the two important programmes being conducted by the University. Firstly, he talked about a programme mainly for the young women i.e. the “Young Women Entrepreneur” programme, through which the young women will get opportunity to build their business models into ventures. If their business idea is worthy, they will stand a chance to get proper training in Texas where they will be properly groomed, after that they might get employment opportunities there or can set up their business in Delhi. Currently 1000’s of students are enrolled in this programme. The second programme which he talked about is the “NEXUS” programme which provided both young men and women to enroll themselves for presenting their business ideas and getting a chance to change them into business ventures. NEXUS is an incubation hub and a business incubator housed at the American center, New Delhi. It helps to bring best practices in innovation, technology and entrepreneurship to Indian startups. Its main objective is to foster a strong Indian startup ecosystem by providing a platform where different stakeholders can engage themselves with startups to help them succeed. This programme will provide a 10 week pre-incubation program to help startups successfully enter the market and scale up their business. On the whole it was an interactive session where the students got an opportunity to learn more about such Entrepreneurship programmes that too at a global level.

Some of the glimpses of the Session-



The speaker- Mr. Gregory Pogue, University of Texas

Students listening with full zeal!!

