



**SHRI MAHAVIRA JAINA VIDYALAYA EDUCATION FOUNDATION
C. K. SHAH VIJAPURWALA INSTITUTE OF MANAGEMENT**

Promoted

Centre for Entrepreneurship and Enterprise Development (CEED)

*In Collaboration with the Initiative Enabler**



**International Centre for Entrepreneurship and Technology (iCreate)
(A JV of Government of Gujarat)**

Offers

**Entrepreneurship Development Program
For SMEs Growth**

Over 10 Saturdays (*Half*)

Launching on 23rd June 2012 at 9.00 AM

Venue:

Conference Hall

**SHRI MAHAVIRA JAINA VIDYALAYA EDUCATION FOUNDATION
C. K. SHAH VIJAPURWALA INSTITUTE OF MANAGEMENT**

{AICTE Approved, Affiliated to Gujarat Technological University}

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About SMJV Trust

Shri Mahavira Jaina Vidyalaya (SMJV or Vidyalaya) has been serving Indian society for about 97 years. Established in 1914 with the blessings of eminent Jain Guru YUGDRASHTA ACHARYA SHRI VIJAY VALLABHSURISWARJI MAHARAJ SAHEB, the roots of this premier institution are found in its belief that the education, coupled with followings of basic Jain principles will help the cause of Jain philosophy to create a non-violent, peaceful and prosperous society. In Program of its existence of almost a century, the institution has over 15,000 Alumni spread across the world, most of them well established and leading in their respective fields and regions globally. Currently, SMJV has 11 Hostels (8 for Boys, 3 for Girls) in Gujarat, Maharashtra and Rajasthan where 1,500 Jain students including 500 girls staying and studying on concessional fee or free of charge basis.

In 2007, the Trust decided to make a direct entry into Higher Education and formed **Shri Mahavira Jaina Vidyalaya Education Foundation** for imparting higher and further education to benefit wider tapestry of Indian and Global societies. Visit www.smjv.org for details.

About CKSV Institute of Management

SMJV's CKSV Institute of Management was set up in 2009 and inaugurated at the auspicious hands of **Shrimant Dr Mrunalini Devi, Hon. Chancellor, The Maharaja Sayajirao University of Baroda, Dr Dipchandbhai Gardi, Chairman, SMJV Trust Board and Shri K M Shah, Main Donor.**

The Institute of Management's Vision is to educate young persons and turn them into qualified managers & leaders, capable of embracing challenges and opportunities with equal dexterity and holistic behavior.

CKSVIM offers MBA and PhD (Management) programs. In a short span of 3 years, the Institute has emerged as one of the top 5 Management institutes in Gujarat offering MBA Program affiliated to **Gujarat Technological University, Government of Gujarat, and approved by AICTE, Ministry of HRD, Government of India.** The first batch of MBA (2009-11) saw 100% Placement with well known companies in Gujarat and Mumbai.

CKSVIM has 24 Faculty members on full-time and visiting basis including 8 PhDs from Academia, Industry and Government, with a student: faculty ratio of 10:1 possibly the lowest among 132 MBA Institutes in Gujarat State. Quality and Excellence are the hallmark of our teaching-learning process. Our motto is to promote: **Ethics – Education – Enterprise** for the benefit of individual, family, organization and society. Visit www.cksvim.edu.in for further details of this dynamic Management Institute in the heart of Vadodara (Baroda), the cultural capital of Gujarat.

About iCreate

Under the dynamic leadership of honourable Chief Minister **Shri Narendra Modi**, Gujarat has set up a world class **Centre of Excellence in Entrepreneurship and Technology** (with its own incubation centre) - the **International Centre for Entrepreneurship and Technology (iCreate).**

iCreate is being guided by an Advisory Board led by **Shri N. R. Narayana Murthy.**

Dr Madhukumar Mehta, a well-known Technopreneur and innovator is Chief Mentor.

iCreate is an initiative of Gujarat Foundation of Entrepreneurial Excellence (GFEE), a joint venture of Gujarat Mineral Development Corporation Limited (GMDC) and Gujarat Entrepreneurship and Venture Promotion Foundation (GEVPPF). The Centre has just started working on its mission to identify, nurture, mentor and grow the spirit of entrepreneurship and innovation amongst the youth.

Visit <http://www.icreate.org.in> for further details of this futuristic institution to **create entrepreneurs**, the **next wave after IITs and IIMs**, with a firm footing in its present and a solid past of its creators.

About the CEED @ SMJV's CKSVIM:

The **Centre for Entrepreneurship and Enterprise Development (CEED)** is the brain child of **Dr Rajesh Khajuria**, Founder Director of SMJV's CKSVIM and a part of the original vision of the Institute. The **CEED** aims to offer a bouquet of programs targeted to four Groups:

- 1) **Budding Entrepreneurs and Students** (MBA / Engineering / Medical / Science / Fine Arts and other students).
- 2) **MSME (Micro Small and Medium Enterprise)** Owners / Partners / Directors wanting to grow, and/or prepare second generation to takeover.
- 3) **Working Managers / Executives** wanting to become entrepreneurs.
- 4) **Government / VRS / Retired Employees** wanting to become entrepreneurs.

CKSVIM recently conducted the first program on **Entrepreneurship Development Series with CII and CII-Yi (Confederation of Indian Industry – Young India)**. Some 40 participants including 20 from industry and 20 our MBA students attended this one week evening program, and five our MBA students are planning to set up their own small enterprises.

The **CEED**, as it conveys, will seed the spirit of entrepreneurship to generate wealth for self as well as society. Therefore **CEED** expert faculty members are likely to be drawn from most successful entrepreneurs, technopreneurs, SME owners, industrialists, international managers, venture capitalists, senior academicians and Government officers (IAS etc) having wealth of experience, who together will form a dynamic team for each of the programs to be offered.

About the EDP for SMEs Growth Program:

'**Entrepreneurship Development Program for SMEs Growth**' is a specially formulated program for SMEs wanting to go to high growth trajectory.

It was sometime back that **SMJV Alumni Chintan Shah, Rikesh Shah, Uday Shah and Divyang Shah** expressed their desire to **Dr Rajesh Khajuria** to undergo a special program that can help SME owners take the route of faster growth by thinking, doing and experiencing key concepts of management and technology differently.

Objectives of the Program:

To offer key insight and knowledge to present and potential Entrepreneurs about how to take your SME on high growth trajectory.

Topics to be addressed:

- Self Motivation
- Delegation
- Solving day to day problems
- Motivating Team members / Stake holders
- People Management
- Expanding Marketing Horizon
- Development of Strategy from Vision to Result in
 - Finance
 - Marketing
 - Sales
 - Customer Support
 - Customer Satisfaction
 - Technology

Expected Outcome of the Program:

- Simple techniques to solve day-to-day problems in business
- Business Plan by each participant for growing business over next 5 years
- Advice by experts in future on periodic basis (through refresher programs)

Pedagogy:

- Experience Sharing
- Case Studies of Entrepreneurs / SMEs
- Key Concepts of Business and Industrial Management for SMEs
- Interaction sessions
- Creative Discussions
- Business Plan for Growth for your own business. ***(The Best Business Plan Winner participant will be Awarded)***

Language: English, Gujarat & Hindi combined.

Infrastructure and Facilities at the Institute:

- Library with more than 6,000 books, 41 National and International Journals
- Membership of Delnet Online Resources
- All classrooms fitted with LCD Projectors
- Computer Laboratory with 120 computers
- Wi-Fi Campus
- Campus in the heart of the city
- Strong Industry Connectivity
- Experienced In-House and Visiting Faculty Members

Who should Participate:

- **SME (Small and Medium Enterprise) Owners / Partners / Directors** wanting to grow, and/or prepare second generation to takeover.
- **Working Managers / Executives** wanting to become entrepreneurs.
- SME Owners / Directors
- Entrepreneurs
- Engineers
- MBAs
- Doctors
- Service Providers
- Anyone interested in becoming an Entrepreneur

Faculty:

- **iCreate team: Dr. Madhukumar Mehta**, Chief Mentor, iCreate. **Mr. Devesh Rathore**- Operations Manager, iCreate, a recent pass out from **IIMA** from GPX with 16 years of experience with 11 years at **Microsoft**, and **Ms Parul Daftari** - MSME Lead at **iCreate**, and **MSME entrepreneur** to coordinate from iCreate
- Successful Entrepreneurs – How they made it
- Entrepreneurial Professionals drawn from Industry and Business through partner organization **iCreate, Ahmedabad**
- Experienced / Consultants / Professors in Management

Program Directors:

Dr. Rajesh Khajuria, Director **SMJV's CKSVIM** and CEO, **TEAM Projects & Consultants**
director@cksvim.edu.in

Dr. Madhukumar Mehta, Chief Mentor, **iCreate**

Program Duration and Fees:

- **Program commences from 23rd June 2012 at 9.00 AM.**
- **Duration – 10 Saturdays** (Excluding public & religious holidays)
- **Session Time: 9.30 a.m. to 12.30 p.m. followed by networking lunch**
- **Program Fees – Rs. 15,000/- (Fifteen Thousand only)**
Rs. 10,000/- (Ten Thousand only) for SMJV & CKSVIM Alumni and Members of CII, FGI, VCCI, ISTD, BMA and AIMS of which CKSVIM is a Member Institute
- Fees payable with **Application Form** by local / at par **cheque / DD** in favour of '**Shri Mahavira Jaina Vidyalaya Education Foundation**', payable at Vadodara.

Contact / Send Application Form by email for advance booking today:

Last Date for Receiving Application Form with Cheque: **20th June 2012 by 5.00 PM**

EDP Program Coordinator:

Mr. Ankit Shah, Asst. Prof. and Training & Placement Officer

Email: edp@cksvim.edu.in Cell: 90990 63574

Payment: Please Submit signed copy of your filled in Application Form with Cheque / DD for the relevant amount to: **Ms Anjali, Admin Officer / Ms Reshma, Counselor, Admin Office** at the Institute.