

Dear all,

A talk has been arranged by resource persons from Meivia as per the following:

**Title of talk:** Introduction to Workshop on Entrepreneurship

**Abstract:** Over the past 15 years, Meivia has executed a number of assignments calling for intense involvement with a range of start-ups, small and medium enterprises, and incubation centers. Meivia's range and depth of experience has allowed it to identify a lot of skills that are mandatory for an entrepreneur on a start-up path. We have distilled over 150 man years of learnings and experience, and designed workshops for budding entrepreneurs. These workshops are a combination of presentations by Meivia, discussions and idea sharing among participants. The workshops are designed to communicate to the participants an overview of what lies ahead in an entrepreneurship journey. It starts with the necessity of having empathy and passion in the area of work chosen by the entrepreneur, the importance of defining the vision and setting up systems to communicate the same effectively and a quick dip into the required skills and resources that are essential for a startup to succeed. We also talk about alternatives that can be leveraged at the starting stage to source the missing components. The introductory talk on 20th September will walk the participants through the contents and the takeaways from the workshop. At the end of the talk, we will also take any questions from the students about the workshop.

**Date, Time, Venue:** Tomorrow, 20th Sep., 5.00pm, Room 23

**Brief Bio of the speaker:**

#### [Shalini Elassery](#)

Founder & Managing Partner, Meivia

Bachelor of Computer Science, University of Poona

MBA-Kellogg-Recanati School, Joint Degree from Tel Aviv University and Northwestern University

- Global Entrepreneur – 26 years
- Founding Partner, Footprint Ventures (2006)
- Consulting CEO Roles at several client companies

#### [Ramesh Jujavarapu](#)

Senior Consultant, Meivia

BTech, IIT Kharagpur

MBA, JNTU

- Technologist, start-up mentor - 30 years
- Oil and Gas, Iron and Steel (10 years), Information Technology industry (20 years)
- Independent contributor for various startup product ideas

- Worked as CEO in an e-commerce startup

Meivia Global Services ([www.meivia.com](http://www.meivia.com)) is a sector-agnostic management consulting firm founded in 2002 by two women entrepreneurs. We started with work in the India-Israel corridor and have since grown to provide consulting across various verticals: strategy, information technology, human capital, education, India-Israel corridor, business process and startups – the last one is very close to our hearts.

Additional info about Meivia is attached herewith.

Students may want to derive maximum benefit out of this talk.