

## IIM-A hosts event to boost entrepreneurs

The Indian Institute of Management-Ahmedabad (IIM-A) Sunday kicked off a two-day meet to encourage entrepreneurs.

'We have identified and are supporting 22 technologies that will be incubated before they are brought to the market,' said Professor Rakesh Basant, chairperson of the Centre for Innovation, Incubation and Entrepreneurship (CIIE).

Addressing the opening day of the Entrepreneurs' Conference here, Basant said growing numbers of students are turning towards entrepreneurship, but at IIM-A the trend seems to have been there for ever.

The 22 technologies identified for incubation include a technology for visually impaired, a technology to sort out arsenic from drinking water, a herbal technology for textiles, a school management software, among others.

Basant pointed out that 145 alumni have registered for the event. The conference is a unique initiative to bring together entrepreneurs from IIM-A who quit cushy jobs to carve out their own corporate empires, he said.

The opening session also witnessed the launch of a book 'Stay Hungry Stay Foolish' written by Rashmi Bansal, founder of JAMMAG and alumni of the institute, on the 25 chosen entrepreneurs from IIM-A.

The book talks about the struggles these entrepreneurs faced and the fame they achieved through their enterprise.

IIM-A director Samir Barua said IIM-A is the only Indian business school and one of 113 institutions from 33 countries accredited by the European Quality Improvement System (EQUIS).

'Even without this accreditation, we were aware that IIM-A was one of the best,' he said.

Barua and Swati Piramal, director of Piramal Healthcare, will Monday announce the Piramal Prize for entrepreneurs which comprises Rs.1 million cash for the winning entry and an incubation support at the CIIE.

Entries include innovations in medical devices, service delivery models, health insurance plans, and various other ideas that seek to revolutionise Indian healthcare.

Out of the 150-odd applications, eight finalists have been shortlisted through two rounds of competitive judging.

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