

# ENTRE FAIR 2012

IIM AHMEDABAD



**October 27, 2012**

## **Ahmedabad**

The Placement Committee of IIM Ahmedabad organized the 'Entre Fair' on 27<sup>th</sup> October 2012 at the IIMA campus, in association with the Entrepreneurship Club of IIM Ahmedabad and the Centre for Innovation, Incubation and Entrepreneurship (CIIE). The objective of the Entre Fair, an annual event at IIM Ahmedabad, is to provide a platform for promising startups and B-school students across the country to interact with each other. Additionally, it seeks to inspire students to become entrepreneurs and help them in their endeavor.

21 startups participated in Entre Fair 2012 and the event drew immense interest from the student community. In addition to students from IIM Ahmedabad, over 200 students from 36 management institutes from all over India participated in the fair. Students from colleges across the country such as Amrut Mody School of Management, EDI Gandhinagar, MICA, XIM Bhubaneshwar, Sydenham College, Great Lakes Institute of Management (Chennai), IIT Kharagpur, Goa Institute of Management attended the Entre Fair by travelling to IIMA.

A new initiative in this year's Entre Fair was the webinar which allowed students from across the country and abroad, who weren't able to travel to Ahmedabad, to also participate in the fair. The webinar provided a live stream of the event through the day wherein each of the participating startups made a 20 minute presentation to online participants. The webinar experienced heavy web traffic throughout the day, with participants viewing the event from 5 different countries (USA, Malaysia, Thailand, Finland and UAE) apart from India.

Mr. Nirmal Kumar, Managing Director of G-Auto and an alumnus of IIM Ahmedabad, remarked, "The Entre Fair provides great exposure to budding entrepreneurs, especially those from Tier 2 and Tier 3 cities. The webinar is an excellent initiative and allowed firms to connect with students across the country. The students attending the fair were very enthusiastic and the quality of the startups was very high."

Entre Fair benefited both students as well as companies, and the participating startups were very happy to be a part of the event. Mr. Suket Gurtu, Head - Quality Assurance at Proof of Performance Data Services, said "Students were very inquisitive and keenly interested in our startup. Interns are crucial for us to develop our business and we are constantly looking for interns in several areas such as product development, analytics and ERP development. The Entre Fair is a great platform for us to achieve this purpose and we definitely look forward to coming back next year".

Students were very excited to interact with the startups. Naina, a first year student from Entrepreneurship Development Institute said, "It was inspiring for me to interact with so many young entrepreneurs. I am looking forward to working in the domain of social entrepreneurship and I'm going back with some thoughts on how to start a business." Anirban Choudhury, a first year student at IIM Ahmedabad added, "The best part about the startups was their drive to make a difference. Entre fair must be commended for bringing these people together."

Over 50 students from Marwadi Education Foundation, Rajkot participated in this year's Entre Fair. Mr. K.S.R.Swamy, Corporate Manager at the Foundation, said "Our students found the Entre Fair very exciting and we feel that such events must be organized more often, since interacting with promising startups will go a long way in encouraging young students to set up their own ventures in the future."

Prof. Kirti Sharda, Placement Chairperson at IIM Ahmedabad, said "Entre Fair 2012 is a significant milestone. For the first time, a national platform has been created for students to explore internship opportunities with startups and look at entrepreneurship as a credible career option. I am glad we are able to support and facilitate the entrepreneurship dreams of not only IIMA students but also of B-school students across the country."

## Firms that participated in Entre Fair 2012

1. EVOMO

The company seeks to offer low cost rural utility vehicles in villages, where rickety, accident prone vehicles are the norm as the people there lack choices.

2. Avantari

Avantari is a remote monitoring company that focuses on the merger of medical and lifestyle devices, it takes healthcare out of hospitals and empowers people to monitor their loved ones.

3. G-Auto

The company is an initiative of the Nirmal Foundation and works on the model of ATR - "Any Time Rickshaw".

4. ourvadodara.in

The company operates a web portal that provides various types of information about Vadodara.

5. The Union

Their vision is "health solution for the poor and they bring technical expertise and innovation to solve lung problems of people in developing countries.

6. Clink

Clink is a unique loyalty program which rewards customers with coins whenever they shop or dine, which can then be redeemed for offers of their choice.

7. Youth Connect

Youth Connect is Gujarat's first youth magazine and India's fastest growing magazine. It aims to showcase the opinions of the youth.

8. Point 10

A diversified business group focussed on rural empowerment and promoting entrepreneurial culture among the youth, this group includes three companies namely, eChai, Sweetly and Campfire Trips.

9. Blue Bus Tees

With the aim of making people look cool, this company gives priority to creativity and offers a range of innovative t-shirts.

10. Just Monkeying

A social entrepreneurship venture, the company's primary aim is to promote reading among children.

11. mobividya.com

A company that builds educational products on the mobile platforms for the vernacular students, it currently offers an App to help customers learn English.

12. Dial Health

The company is India's first and foremost health exchange and provides an electronic health platform.

13. Captain Kyso

[www.captainkyso.com](http://www.captainkyso.com) is an online store that uses the concept of user innovation to tap in to the resources of the international artist community; to design, manufacture & sell unique graphic t-shirts through its website.

14. Proof of Performance

The company provides an archive of real world data from OOH advertising, environmental mapping, traffic count, telecom signal strength and road conditions data.

15. iliftoff.com

A company that offers online education solutions for schools and colleges, currently supporting 2 lakh students, [iliftoff.com](http://iliftoff.com) is the online testing solution which helps companies test candidates before they recruit them.

16. Pratikar

The company is a pro-active tech company building solutions for people to search information in real life.

17. allevents.in

[allevents.in](http://allevents.in) is an event aggregation portal that lists out all events happening in a city. The company offers the option to display your event online with a single click.

18. Indian Concepts

A company that is the first in India to offer corporate kurtas for women, it aims to improve corporate dressing and is dedicated to make the Indian woman more comfortable in formal wear.

19. Dexter Consultancy

The 5 year old company functions in an entrepreneurial model and provides services in the areas of market research and technology (IT).

20. Axio Biosolutions

The company develops and commercializes active medical products using novel bio materials for advanced wound care.

21. Mypatakhe.com

A startup by two current IIMA students, it is a one-of-its kind online store for Diwali crackers. The portal aims to offer convenience at competitive prices to time cramped professionals and students hooked on to internet.