

ENTREPRENEURSHIP IN CHALLENGING TIMES

13th January, 2012

Park Hotel, Kolkata

Introduction

An entrepreneur is known for his decision to pursue his passion and persist with an entrepreneurial opportunity regardless of counterinfluences or other enticing alternatives.

It is a well known fact that challenges make an entrepreneur stronger. Each and every entrepreneur has to overcome adversity, like business recession or personal setbacks to achieve success. Needless to say, every entrepreneur has a different and unique way of mastering adversity. Each adversity with all its disastrous consequences actually has a strengthening effect on entrepreneurs.

Economically too, in the current emerging scenario, our state of West Bengal has been trying to position itself as one of the most happening states in the country, in spite of the challenges. The state has not witnessed much of an increase in entrepreneurial activities, seen in other parts of the country. Entrepreneurship & innovation has been visible only in pockets.

About TiE

TiE is the largest global, not-for-profit network of entrepreneurs and professionals dedicated to the advancement of entrepreneurship, based on Mentoring, Networking & Education. The entrepreneurial movement of TiE started in 1992 in the Silicon Valley.

The greatest resource of TiE lies in its network. Spread over 57 chapters in 13 countries, TiE has brought together entrepreneurs, venture capitalists, business people, government policy makers, professional service providers, academics, and the media with the objective of enhancing entrepreneurial climate.

The objectives of TiE are :

- To foster and nurture entrepreneurship through mentoring, networking & education.
- To provide members a platform to network and to facilitate networking among members, locally and globally, for development of business.
- Last but not the least, to create a rich ecosystem that facilitates entrepreneurship, in which entrepreneurs, scientists & academia, legal & policy makers and the angel & venture capitalists have significant positive roles to play.

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About Tieger

TiE Kolkata instituted the first ever Entrepreneurship Awards in Eastern India in the year 2006, to motivate entrepreneurial Tigers of West Bengal as also to instill fire among the budding entrepreneurs.

The 2nd, 3rd & 4th in the series, Tieger 2008, 2009 & 2011 were huge success with the presence of leading entrepreneurs, business persons, Central & State Ministers, VCs, start up units, budding entrepreneurs & entrepreneurs-in-the-making.

The signature event over years, generated a lot of interest & enthusiasm in the entrepreneurial fraternity consisting of leading & budding entrepreneurs and entrepreneurs –in the making.

This year, TiE Kolkata through its signature event, **Tieger**, will address this feeling of despondency to recognise, applaud and celebrate the achievements of Entrepreneurial Tigers.

Forthcoming TiEGER 2012 : “Celebrating Entrepreneurship in Adversity”.

The event would focus on the challenge to convert each adversity into success, how to deal with failure and to be resilient. The event would be divided into the following segments :

⇒ **Conference with keynote sessions & panel Discussion on**

- Turn Around stories
- Going against the tide – Case studies
- Funding Opportunities in adverse times
- The NPA (Non Performing Assets)
- Mergers & Acquisitions in adverse times
- Evergreen sectors not affected by adversity like Food, Healthcare and others
- Miscellaneous.

⇒ **Business Plan Competition amongst students and entrepreneurs.**

- **This competition will be aligned with All Asia Business Plan Competition (AABPC), a pan Asia B-Plan Competition & a TiE Global initiative.**

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- The finalists of the competition will be awarded “Tieger Cub Awards” at Tieger 2012 and will be sent to All Asia Finals in New Delhi in February, 2012.

⇒ **Tieger 2012 Awards : Awarding entrepreneurial ideas from Top, Middle & Bottom of the Pyramid :**

- ✓ Tieger Cub Awards
- ✓ IT/ITES
- ✓ Manufacturing
- ✓ Other Services
- ✓ Social Entrepreneurship
- ✓ Women Entrepreneur of the Year
- ✓ Bottom of Pyramid
- ✓ Lifetime Achievement of the Year

Who Should Attend Tieger 2012

The event would bring together some of the world's most innovative entrepreneurial minds as keynote speakers, panel leaders & conference delegates. The categories include:

- Entrepreneurs, SME/Family Business, Corporate Executives, CXOs & Directors
- Facilitators of Entrepreneurship & Innovation
- Investment Community, Venture Capitalists, Angel Investors, Bankers
- Legal Community, Lawyers, Intellectual Property Rights
- Academic thought leaders and
- Students/ aspirants interested in pursuing an entrepreneurial career.
