Report of the Activity

Program Theme: Session on Business Model Canvas

Type: IIC Driven Activity

Date: 26th May 2023

Total Number of Participants: 53

Speaker: Mr Akash Raghuvanshi

About the Event:

The Event was conducted in the offline mode at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm in the event. This event aimed to enlighten young students with BUSINESS MODEL CANVAS. The purpose of the seminar was to explore and discuss the various challenges and obstacles faced by entrepreneurs in starting and running their businesses successfully. The event aimed to provide valuable insights and strategies to overcome these barriers and foster a thriving entrepreneurial ecosystem.

The seminar on "Business Model Canvas" provided valuable insights into the challenges faced by entrepreneurs and suggested strategies and idea to overcome them. Business Model Canvas (BMC) is a tool that helps us to better understand a business model in a structured and straightforward way (Sheda, 2016). Specifically, BMC is a strategic management and entrepreneurial tool that helps in describing, designing, inventing and capturing the market values. BMC is widely used to quickly draw a picture of our idea detail and this allows us to get a better understanding regarding our business. It also provides knowledge and skills such as tools' hands on experience, communication and also team work.

In BMC, there are nine focused items regarding the business which are customer segments, value proposition, channel, customer relationship, revenue stream, key resources, key activities and cost structure. The practicality of BMC really helps in conveying the idea to be developed and commercialized the product or business to the market.

Overall, The Session helped students a lot.

The Snapshots of the Event are illustrated below:

Report of the Activity

Theme of The Event: Demo Day/Exhibition/Poster Presentation of Business Plans & linkage with Innovation Ambassadors/Experts for Mentorship Support – Manage through YUKTI-NIR .

Date: 30th May 2023.

Total Number of Participants: 67

Program Theme: Entrepreneurship/Leadership/Innovation

About the Event:

The Event was conducted in the offline mode at Pranveer Singh Institute of Technology, Kanpur. The students/participants showcased their innovative start up projects and implementations with the help of presentations on the projected screen. Also, they showcased their Implementation Charts in which the complete flowchart was highlighted along with DFDs. There were a panel of Judges who evaluated the projects of the students. The Panel guided them about how their project is feasible and how they can be on the path of successful entrepreneurs. The Students were also informed about how they can go for a company (LLC and Pvt. Ltd.). The Students were also guided about the future scope of their implementations. The Students gained a lot of knowledge by receiving the recommendations of the judges.
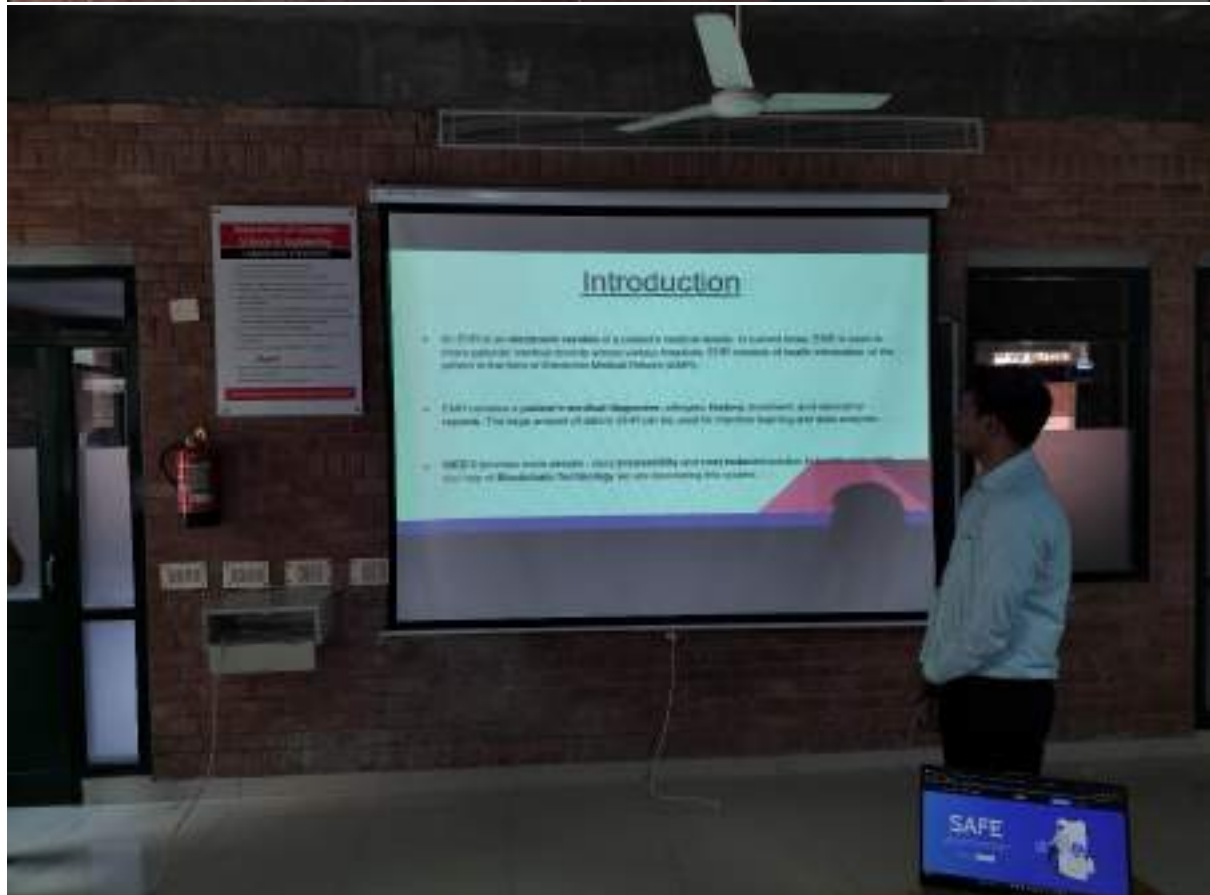
In Totality, this event helped the students a lot.

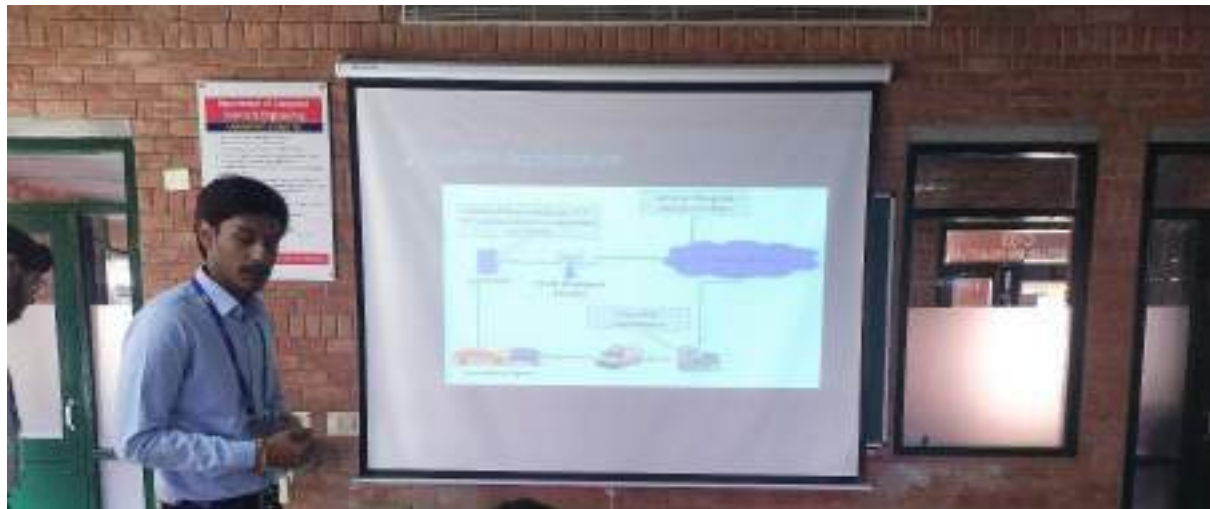**The Snapshots of the event are enclosed below:**

Report of the Activity

Theme of The Event: World Environment Day

Date: 5th June 2023

Total Number of Student's Participants: 68

Program Theme: Sustainable Actions for a Greener Future

About Event:

The Event was conducted at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm.
The World Environment Day Seminar, held on June 5th, 2023, brought together environmental enthusiasts and experts from all over the state to discuss and promote sustainable actions for a greener future.
**The event aimed to raise awareness about pressing environmental issues and inspire individuals, communities, and organizations to take collective action.**
The Main objective of this session is to spread awareness about the damaging effects climate change and air pollution is having on our environment and how we are fighting it.
Also, plants have been planted by the eminent dignitaries in PSIT Campus.

**Overall, this event helped the students a lot.**

The Snapshots of the event are enclosed below:
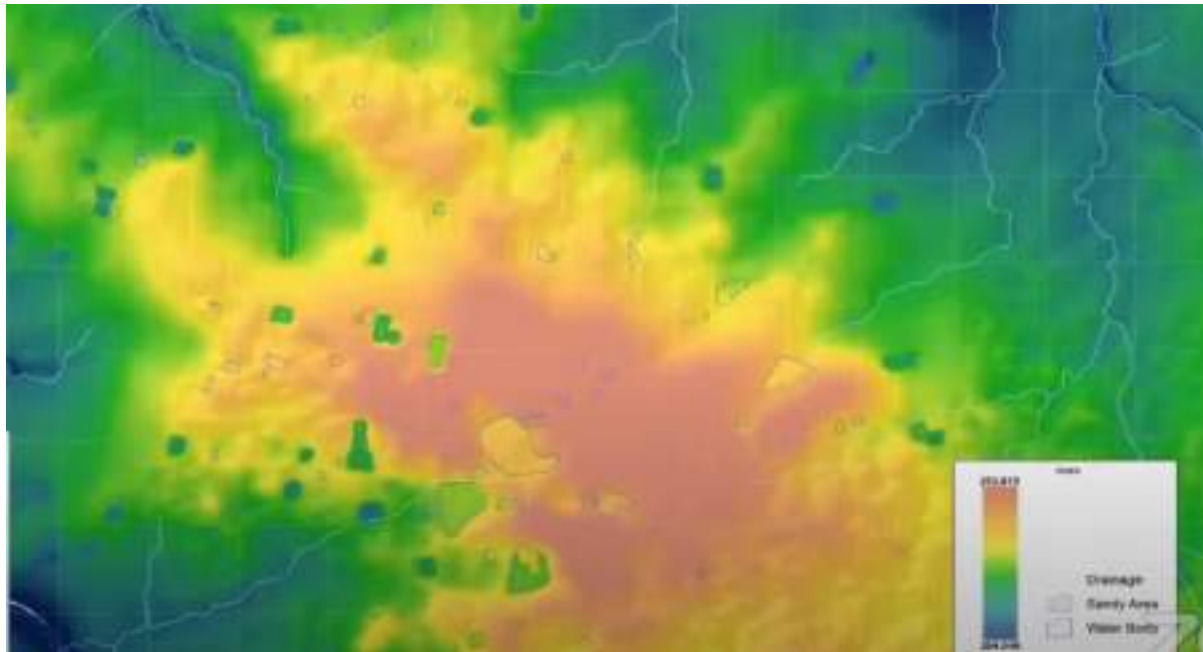
- Around 50% of the world's wetlands have been lost in one century, primarily through drainage for agriculture and urban development and water system regulation
- Indicators of wetland loss can be measured by reference to particular habitat types.
  - 67% of mangrove forests were lost in the Philippines between 1920 and 1980
  - Alluvial forests in Europe, the Rheinland forest in Alsace is estimated to have decreased by 50% in the last 50 years;
  - Peatlands have been drastically reduced. In the Netherlands only 3.6% of the original raised bogs now remain.
  - In Ireland, approximately 51% were lost to forestry and peat mining between 1957 and 1987;
  - 95% of the world's coral reefs have been damaged by overfishing, dynamiting and poison used to catch coral reef fauna, pollution and ship's anchors.
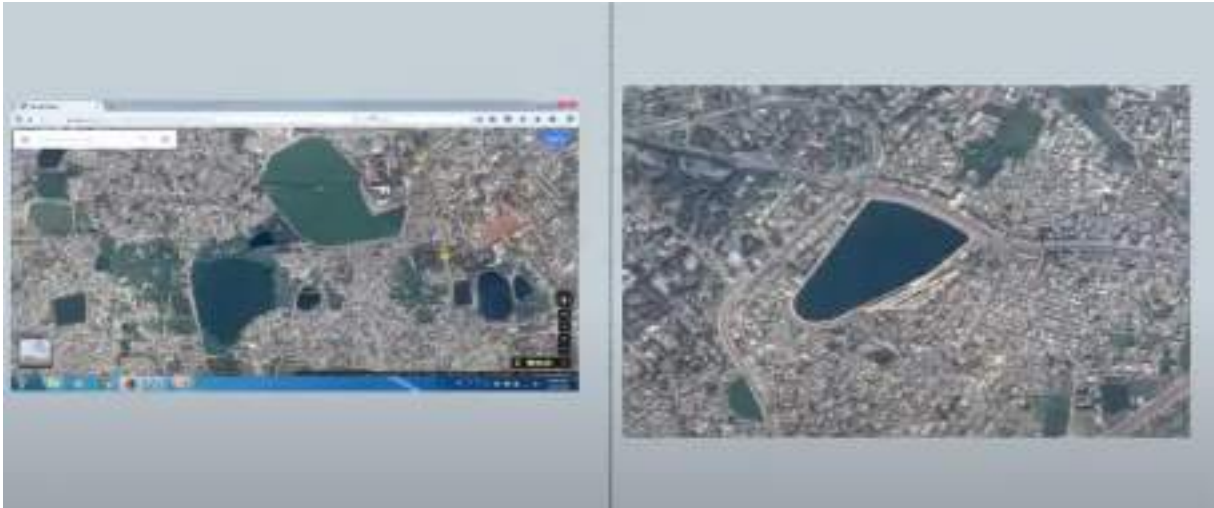
- Ideal packaging material
- Light Weight & Non-Breakability
- Excellent Barrier Properties- Enhancing Shelf Life
- Superior Impact Resistance
- Transparency as wee as opacity
- Lower fuel consumption and product loss during transp
- Corrosion Resistance
- Easy-to-carry

Bhautipratappur, Uttar Pradesh, India
F53V+4MC, Bhautipratappur, Uttar Pradesh 209301, India
Lat 26.453679° Long 80.193743°

Bhautipratappur, Uttar Pradesh, India
F53V+4MC, Bhautipratappur, Uttar Pradesh 209301, India
Lat 26.453703° Long 80.193743°

Bhautipratappur, Uttar Pradesh, India
F53V+4MC, Bhautipratappur, Uttar Pradesh 209301, India
Lat 26.453703° Long 80.193743°

Bhautipratappur, Uttar Pradesh, India
F53V+4MC, Bhautipratappur, Uttar Pradesh 209301, India
Lat 26.453703° Long 80.193743°

Bhautipratappur, Uttar Pradesh, India
F53V+4MC, Bhautipratappur, Uttar Pradesh 209301, India
Lat 26.453703° Long 80.193743°

Report of the Activity

Title of the Event: A seminar on Angel investment/VC funding opportunities for early stage entrepreneurs.

IIC Driven Activity

Date: 14ᵗʰ June 2023

Speaker: Mr. Asit Kumar Gahalaut

About the Event:

It was an interesting and quite informative session on various funding opportunities for early stage start-ups. the speaker has elaborated about need for funding for an start up finding hard to survive through the cooling period when the start-up is not really making profits.

Mitigating regular expenses during cooling period is essential for a startup to sustain and grow gradually that's why arrangement of funding in advance is vital.

Speaker highlighted that debt and equity based funding are two ways where Angel investors and venture capitalists are equity based funding providers. They play important role to help startup grow with their expertise and connections by mentoring the startup.

Angel investor is an affluent individual that fund small scale startup whereas VC's are the firms which offer good stake in the potential startup for large scale production thereby earning huge profits.

The Screenshots of the Event are attached below.

Report of the Activity

Title: A seminar on "Achieving Value Proposition Fit and Business Fit".

Date:14th June 2023

Program Theme: School to Start-Ups Igniting Young Minds to Innovate new ideas.

Number of Participants: 56

Speaker: Ms. Prachi Verma

About the Event:

The event was conducted in the offline mode at Pranveer Singh Institute of Technology, Kanpur.

Aim of this event is to enlighten young students with start-up ideas. The student has participated in this event with full of enthusiasm and delivered bunch of important information regarding the start-up, market strategies and many more.

Mainly in this particular session, two very important aspects of the start-up which are "Value Proposition Fit" & "Business Fit" were covered. These two important aspects help us to maximize our growth in the market. For any start-up who only thinks about the idea and launch that idea in the market are just the front faces of the start-up, we need to focus on the background aspects as well.

This session is totally based on that what the importance are to explore customers need, which type of services they want, on which unique approach of take your start-up on a long run and many more.

Overall, this event helped the students a lot.

The Snapshots are the event are highlighted below.

Report of the Activity

Title of Event: Seminar on "Road Map to Entrepreneurship"

Date: 16ᵗʰ June 2023

Program Theme: School to Start-Ups Igniting Young Minds to Innovate new ideas.

Speaker: Mr. Himanshu Bartwal

About the Event:

The Institution Innovation Council's Self Driven Activity on "Road Map to Entrepreneurship" was conducted in offline mode at Pranveer Singh Institute of Technology, Kanpur. The students participated with great enthusiasm. It was an interesting and quite informative session on the Road map for Entrepreneurs.

The speaker has elaborated about how an individual can start there idea to Start-Ups what is the roadmap for it about Procedure and other aspects leading to Entrepreneurship.

The speaker highlighted the misconception about the Entrepreneurs and importance of being Entrepreneurs in today era also discuss about some new Entrepreneurs who become success about their passion towards work and all.

Basically, roadmap comes in flavours for different market, but all made of same basic ingredients.

The Screenshots of the Event are attached below.

Report of the Activity

Theme of The Event: Innovation/Prototype Validation- Converting Innovation Into Startup

Date: 20th June 2023

Total Number of Participants: 62

Program Theme: Entrepreneurship/Leadership/Innovation

Speaker: Ms. Sonam Dubey

About the Event:

The Institution Innovation Council (IIC) activity on "Innovation/Prototype Validation- Converting Innovation Into Startup" was conducted in offline mode at Pranveer Singh Institute of Technology, Kanpur. The students participated with great enthusiasm. All students have unique mind with a unique idea. The purpose of this programme was to educate students about START-UP Ideas, Innovation Cycle & Product Development Phases Starting From Ideation To Proof Of Concept (PoC). To develop prototypes for various technologies at various stages of readiness, and then to eventually transform them into products for startups. By talking about real examples, the students were encouraged and motivated to start their own businesses.

The **resource person** discussed the many stages of product development and underlined the need of developing and verifying a prototype. She claimed that when you have determined the user issue you need to solve but have not yet developed a solution, prototype validation is required. You can determine public opinion prior to the release of a new product by doing concept testing at a later stage. The validation method gave the inventor information on whether or not the final product could please the customer, and if not, where it fell short and how to make it better.

The speaker emphasised the options open to engineering students and urged each attendee to apply their creative thinking to create a prototype, test it for viability, and then create a finished product to launch a firm.

The Snapshots of the event are enclosed below:

Report of the Activity

Theme of The Event: BARRIERS Of ENTREPRENEURSHIP / STARTUP /RESEARCH and DEVELOPMENT.

Date: 4th July 2023

Total Number of Participants: 71

Program Theme: Barriers of Entrepreneurship

Speaker: Mr Shiwam Pratap Singh

About the Event:

The Event was conducted in the offline mode at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm. This event aimed to enlighten young students with BARRIERS Of ENTREPRENEURSHIP. The purpose of the seminar was to explore and discuss the various challenges and obstacles faced by entrepreneurs in starting and running their businesses successfully. The event aimed to provide valuable insights and strategies to overcome these barriers and foster a thriving entrepreneurial ecosystem.

The seminar on "Barriers of Entrepreneurship" provided valuable insights into the challenges faced by entrepreneurs and suggested strategies to overcome them. By addressing the lack of access to capital, regulatory burdens, market entry barriers, limited networking opportunities, fear of failure, and skill gaps, stakeholders can foster an environment conducive to entrepreneurial growth. It is imperative for governments, educational institutions, and industry leaders to collaborate and support aspiring entrepreneurs in their journey to create successful businesses and drive economic development.

<p align="center">**Report of the Activity**</p>

Theme of the Event: NEP Ki Samagh Celebrating 3 Years of Implementation of NEP 2020

Date: 11th July 2023

Week of Event for Participation: 7th to 14th July 2023

No. of Students Participants: 68

Program Theme: NEP Ki Samagh, New Education Policy.

About Event:

The Event was conducted at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm.

The Seminar titled "NEP Ki Samagh" talked about, The National Education Policy (NEP) of India, approved in July 2020, is a comprehensive framework aimed at transforming the country's education system.

It proposes several significant changes, including a restructured school system spanning 5+3+3+4 years, a flexible and multidisciplinary curriculum to promote critical thinking, and a focus on teaching in mother tongue or local languages.

The policy stresses the importance of technology in education, calls for improved teacher training, and envisions a higher education landscape with multidisciplinary learning and vocational integration.

The NEP also suggests a single regulatory body for higher education and increased public investment in education. It seeks to bring about a holistic and innovative approach to education to meet the challenges of the 21st century.

Along with the Seminar, the Students also participated in NEP Ki Samagh where Students have to answer questions of NEP in the video formats of 45-60 Seconds. A Sample of Proofs are also attached along with their submission IDs.

Overall, this event was very informative.

The Snapshots of the event are enclosed below:
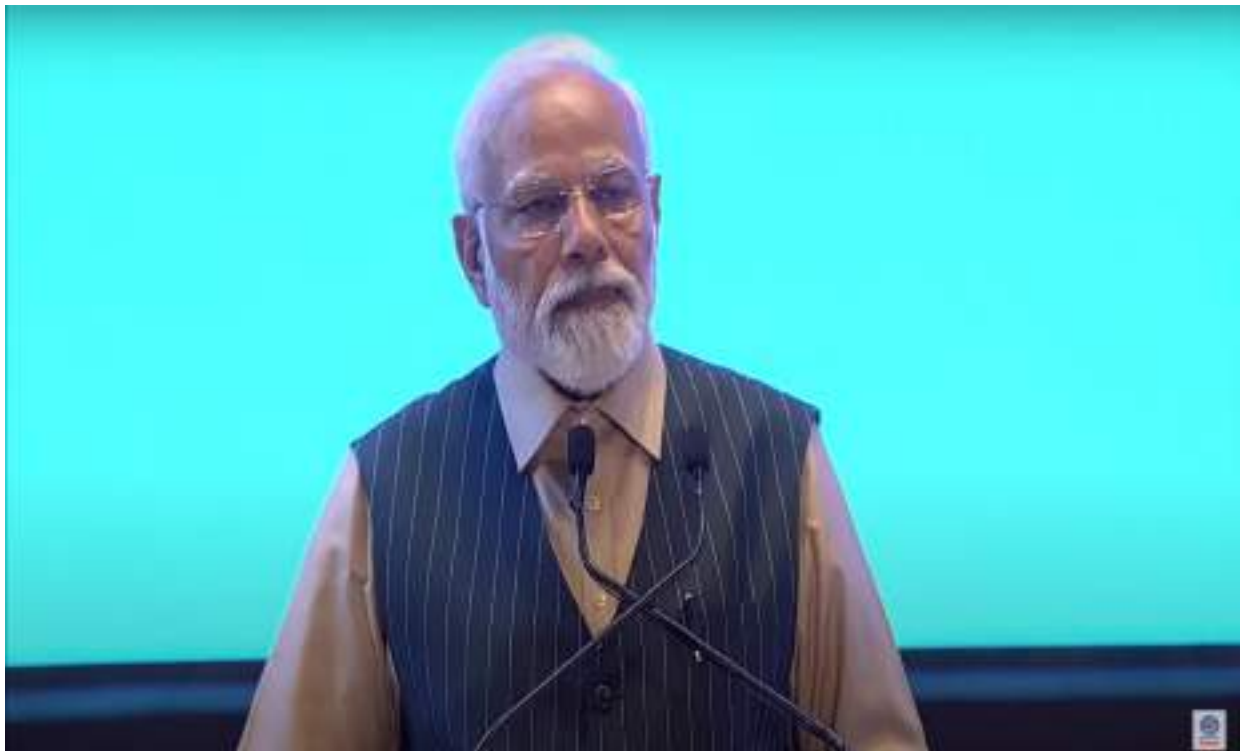
Mail Proofs of the Students Participated in NEP ki Samagh Event

Fwd: Submission complete for National Education Policy 2020 Inbox

Harshita Jadwani <harshitajadwani0802@gmail.com>
to me

--------- Forwarded message ---------
From: MyGov Team <no-reply@mygov.in>
Date: Thu, 13 Jul, 2023, 10:59 pm
Subject: Submission complete for National Education Policy 2020
To: <harshitajadwani0802@gmail.com>

Dear Harshita Jadwani,

Thank you for your submission for National Education Policy 2020.

Submission ID: 112083114

Regards,
MyGov Team

Fwd: Submission complete for National Education Policy 2020 Inbox x

Fwd: Submission complete for National Education Policy 2020 `External`

Rishabh Didwania <rishabhdidwania22@gmail.com>
to me ▾

---------- Forwarded message ----------
From: **MyGov Team** <no-reply@mygov.in>
Date: Fri, Jul 14, 2023 at 8:41 PM
Subject: Submission complete for National Education Policy 2020
To: <rishabhdidwania22@gmail.com>

Dear Rishabh Didwania,

Thank you for your submission for National Education Policy 2020.

Submission ID: 112100224

Regards,
MyGov Team

Report of the Activity

Theme of The Event: Session on Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs

Date:19ᵗʰ July 2023

Total Number of Participants: 54

Speaker: Mr. Adison Pal

About the Event:

The Event was conducted in the offline mode at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm. This event aimed to enlighten young students with the *Opportunities available in Early Stage Startups*. The purpose of the seminar was to explore and discuss the various challenges and obstacles faced by entrepreneurs in starting and running their businesses successfully. The event aimed to provide valuable insights and strategies regarding idea generation, Sustainable business model, funding, Market Entry, Product development, Team building etc.

The seminar on "*Accelerators and Incubation / Opportunities for Students & Faculties – Early Stage Entrepreneurs.*" provided valuable insights into the challenges faced by entrepreneurs and suggested strategies to overcome them. By addressing the lack of access to capital, market entry barriers, limited networking opportunities, fear of failure, and skill gaps, stakeholders can foster an environment conducive to entrepreneurial growth. It is imperative for governments, educational institutions, and industry leaders to collaborate and support aspiring entrepreneurs in their journey to create successful businesses and drive economic development.

Report of the Activity

Theme of The Event: Session on "Lean Start-up & Minimum Viable Product/Business" - Boot Camp (or) Mentoring Session

Date: 26th July 2023

Program Theme: Navigating Lean Start-up Strategies and Crafting Minimum Viable Products/Businesses

About the Event:

Embarking on a journey of innovation and strategic entrepreneurship, Pranveer Singh Institute of Technology hosted a transformative session titled "Lean Start-up & Minimum Viable Product/Business" - a dynamic Boot Camp (or) Mentoring Session.

Enthusiastic participants converged to delve into the realm of lean start-up methodologies and the art of creating impactful minimum viable products (MVPs) or businesses. Through a blend of interactive workshops, expert-led discussions, and hands-on activities, attendees immersed themselves in the principles of lean entrepreneurship.

The session's primary objective was to equip participants with the tools and insights to validate business concepts swiftly, iterate effectively, and optimize the development process. By engaging in this immersive experience, attendees were empowered to launch ventures with agility, efficiency, and a laser focus on delivering value to their target audience. The event underscored the institution's commitment to fostering a culture of innovation, resilience, and adaptive thinking, preparing participants to thrive in the dynamic landscape of modern entrepreneurship.

Overall, this event helped the students a lot.

The Snapshots of the event are enclosed below:

Overview

- Introduction
- Understanding Lean Start-up
- The Concept of MVP or MVB
- Ideation and Problem Validation
- Building Your MVP/MVB
- Lean Experimentation and Testing
- Iterative Development and Pivot
- Business Model Innovation
- Scaling Up and Growth Strategies
- Conclusion and Action Steps

Introduction

- Welcome to the session on "Lean Start-up & Minimum Viable Product/Business." Discover strategies to launch innovative ventures efficiently and effectively.

- Understand why embracing lean principles and creating MVPs/MVBs are pivotal in today's fast-paced entrepreneurial landscape. Explore how these approaches reduce risk and maximize value.

The Concept of Minimum Viable Product (MVP) or Business (MVB)

Defining MVP/MVB

Gain insights into what constitutes an MVP/MVB— a strategically crafted solution with essential features that addresses user needs while avoiding unnecessary complexity.

Real-world Examples

Explore successful case studies of MVPs/MVBs that exemplify how early adopters' feedback can shape product/business iterations and drive growth.

Iterative Development

Understand how MVP/MVB development isn't a one-time event, but a continuous process of learning, refining, and aligning with evolving market demands.

Ideation and Problem Validation

Generating Innovative Ideas:
Discover techniques for generating creative and market-relevant ideas that form the foundation of your MVP/MVB.

Identifying User Pain Points:
Learn to identify your target audience's challenges and needs, ensuring your MVP/MVB addresses genuine problems.

Lean Validation Methods:
Explore lean techniques to validate your business idea before investing extensive resources, reducing the risk of building something that doesn't resonate with users.

Report of the Activity

Theme of The Event: 2nd edition of the Akhil Bhartiya Shiksha Samagam

Date: 31st July 2023

Total No. of Students Participants: 63

Program Theme: Akhil Bhartiya Shiksha Samagam, Innovation, IECC.

About Event:

The Event was conducted at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm.

The Session titled "NEP Ki Samagh" talked about, The two-day Akhil Bharatiya Shiksha Samagam 2023, conducted from July 29th to 30th, was inaugurated by the Hon'ble Prime Minister at Bharat Mandapam, Pragati Maidan, New Delhi.

During the event, the Prime Minister released the first installment of Rs. 630 Crore under the PM SHRI Scheme to selected 6207 schools and unveiled education and skill curriculum books translated into 12 Indian languages. Over 3000 participants attended the inaugural sessions, which included 16 thematic sessions on cross-cutting themes of School Education, Higher Education, and Skill Education.

The event featured a multimedia exhibition with around 200 stalls, showcasing institutions, organizations, industry stakeholders, and best practices.

A total of 106 MoUs were signed across various sectors, and the event encompassed activities like the launch of a mobile app, logo, and slogan for ULLAS (Understanding Lifelong Learning for All in Society).
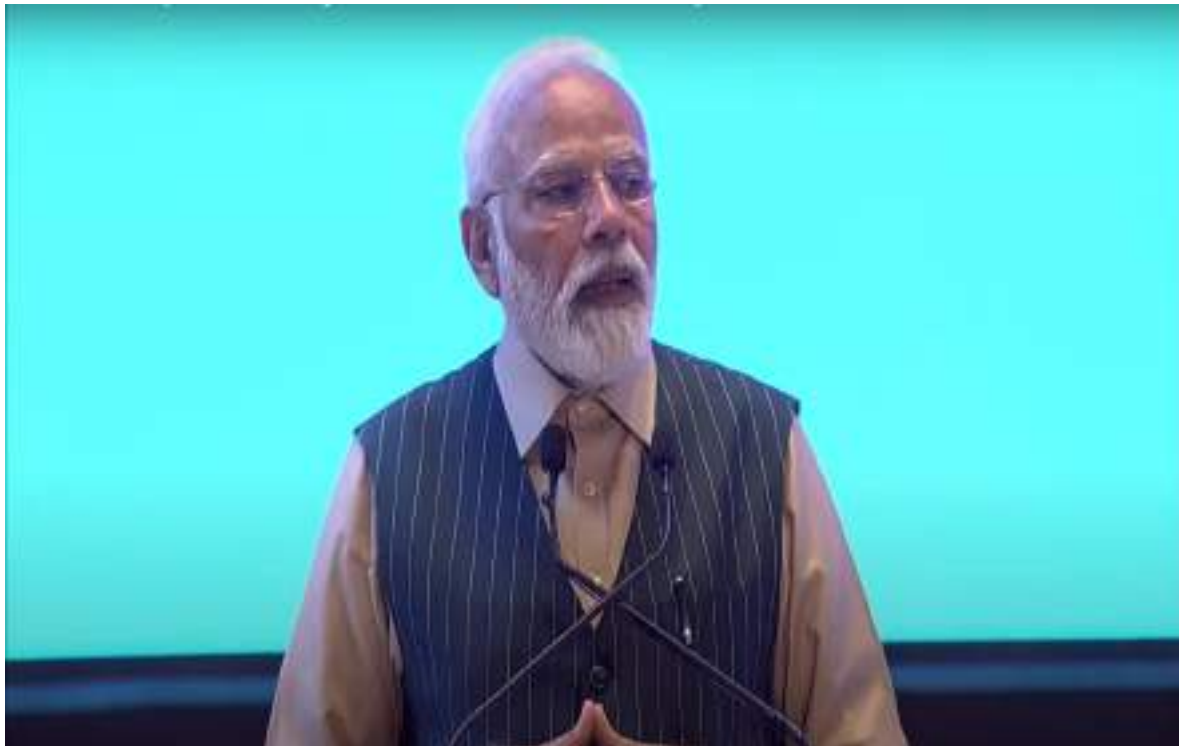
The event concluded with the announcement that the ABSS would become an annual event and the development of 300 institutions as Centers of Excellence for teacher capacity building.

Overall, this event was very informative.

The Snapshots of the event are enclosed below:

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Report of the Activity

Theme of The Event: Independence Day- Celebrating Aazadi Ka Amritkal

Date: 15th August 2023

Program Theme: Aazadi Ka Amritkal

Number of Participants: 68

About Event:

This year Independence day was celebrated with great enthusiasm at Pranveer Singh Institute of Technology, Kanpur. And also, a webinar is organized at this event to celebrate India's Independence and role of Innovators. The webinar titled "Aazadi Ka Amritkal" conducted on Indian Independence Day, explored the multifaceted dimensions of India's struggle for freedom, featuring discussions by eminent historians and scholars. Also, the webinar discussed the role of innovators and innovation in Entrepreneurship domain. From revisiting pivotal events like the Sepoy Mutiny and the Salt March to emphasizing the inclusive nature of the movement encompassing diverse communities, the webinar underscored the sacrifices and ideologies of the freedom fighters who battled British colonialism. The discussions also highlighted the movement's lasting socio-economic, cultural, and ideological impact, drawing parallels to contemporary challenges and stressing the need to uphold democratic values and social justice.

The webinar concluded by urging participants to uphold the legacy of the freedom fighters by contributing to nation-building and promoting unity and harmony in society, encapsulating the essence of India's journey to sovereignty. It also discussed the role of innovators and innovation in entrepreneurship future.

Overall, this event inspired the students a lot.

The Snapshots of the event are enclosed below:

Orange:

"Bhagwa pr the saffron colour denotes renunciation of disinterestedness. Our leaders must be indifferent to material gains and dedicate themselves to their work."

White:

"The white in the centre is light, the path of truth to guide our conduct."

Green:

"The green shows our relation to soil our relation to the plant life here on which all other life depends."

Ashoka Wheel:

"The Ashoka Wheel in the centre of the white is the wheel of the law of dharma. Truth or satya, dharma or virtue ought to be the controlling principles of those who work under this flag. Again, the wheel denotes motion. There is death in stagnation. There is life in movement. India should no more resist change, it must move and go forward. The wheel represents the dynamism of a peaceful change."

Ethnic outfits for Independence Day

India is a nation that celebrates national and the spiritual festival with good glory. Independence Day is among the very awaited days of this season. On this specific day, we need you to decorate in style. Let our country rejoice from the colour we adore and respect.

Sardar vallabhai patel:

- Born: 31 October 1875, Nadia
- Died: 15 December 1950, Mumbai
- Full name: Vallabhbhai Jhaverbhai Patel
- Nicknames: Bismarck of India, Strong (Iron) Man, Sardar, Iron Man Of India

<center>**Report of the Activity**</center>

Theme of The Event: World Entrepreneurs Day

Date: 21st August 2023

Number of Participants: 64

Program Theme: Start up, Creation, Innovation, Entrepreneurship.

About the Event:

The Event was conducted at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm. The things that were discussed included how, the World Entrepreneurs Day is a global celebration honoring entrepreneurs while emphasizing the significance of entrepreneurship education in equipping individuals with skills, knowledge, and attitudes for business endeavors.

The Education System's role in cultivating entrepreneurship and addressing obstacles such as financial constraints, fear of failure, and regulatory complexities is underscored. To foster the next generation of entrepreneurs, educators are urged to adopt a goal-oriented approach, drawing inspiration from success stories like Bhavish Aggarwal and Ritesh Agarwal, while focusing on instilling confidence and providing necessary resources to overcome challenges.

The support of mentors, parents, and educators is deemed essential in creating a conducive environment for entrepreneurial growth and development. The Main objective of this session is to encourage, inspire and nurture young students to follow their dreams, ambitions and thrive.

**Overall, this event helped the students a lot.**

The Snapshots of the event are enclosed below:

Tools that can support Value creation Process

	Value Creation	Interaction with outside world	Team work
Effectuation	Begin with simple problem for which you see an implementable solution	Meeting someone new changes 'who you know', 'what you know', 'who you are'	Twho choose to join the venture
Business Model canvas	Describes the rationale of how an organization create, deliver and capture value	What does the customer see	Printed out on a large surface so groups of people can jointly start sketching and discuss
Customer Development	Smallest complicated problem that the customer will pay us to solve	No facts inside your building so get outside into conversations	

Progression models
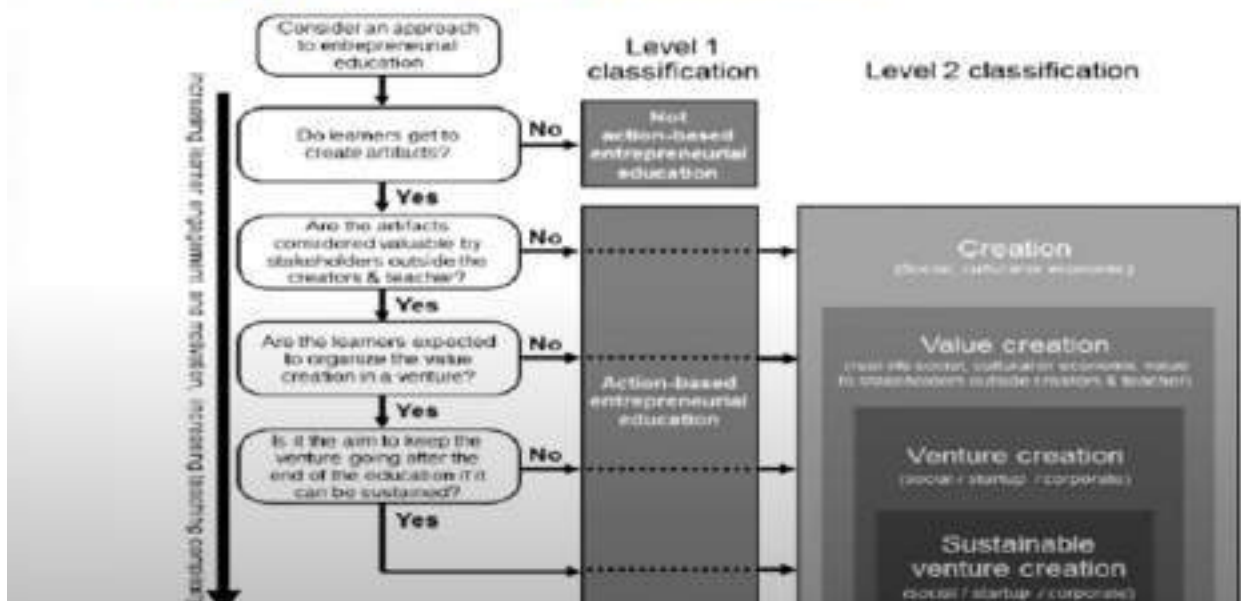
Comparison Entrepreneurship Education to Pedagogical approach

Major focus on...	Entrepreneurial education	Problem-based learning	Project-based learning	Service-learning
...problems	X	X	X	X
...opportunities	X			
...authenticity	X	X	X	X
...artifact creation	X		X	
...iterative experimentation	X			
...real world (inter-)action	X			X
...value creation to external stakeholders	X			X
...team-work	X	X	X	
...work across extended periods of time	X		X	X
...newness / innovativeness	X			
...risk of failure	X			

Unified Model for Entrepreneurial Education
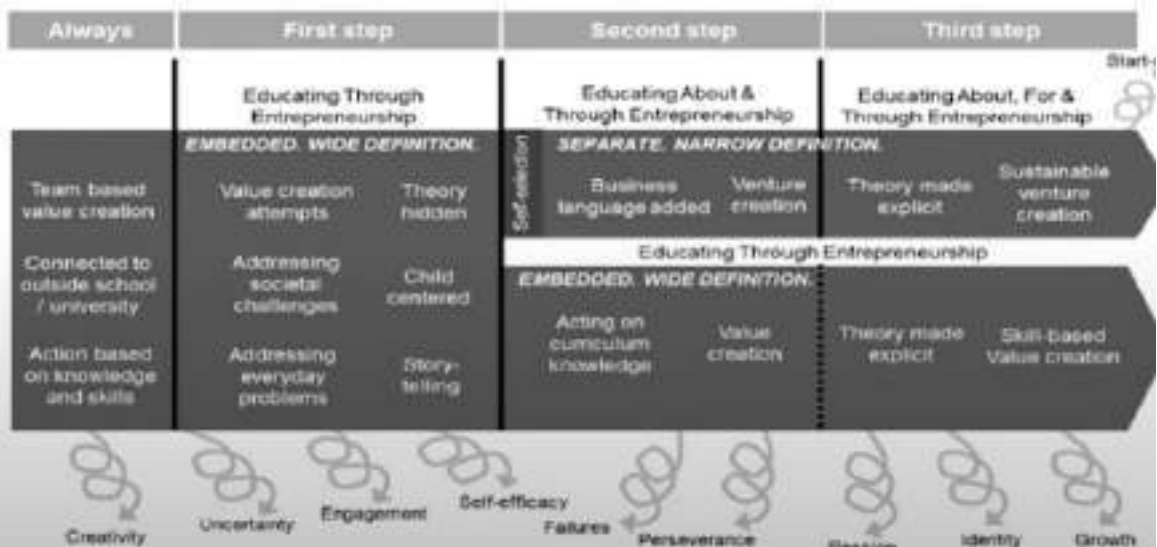
Activities that trigger Entrepreneurial Competencies

Educational assignments...	...trigger emotional events, situations and activities ...	...which in turn develop entrepreneurial competencies
Creation	Interaction with outside world	Increased self-efficacy
Value creation	Uncertainty and ambiguity in learning environment	Increased uncertainty and ambiguity tolerance
Venture creation	Teamwork environment	Increased self-insight
Sustainable venture creation	Overcoming competency gaps	Formation of entrepreneurial identity
	Presenting in front of others	Increased marketing skills
	And others...	And others...

Entrepreneurial Education

	Individual level	Organizational level	Societal level
Commonly stated reasons for entrepreneurial education, but less effective in schools and for emb...			
Job creation	More individuals are needed that are willing and capable to create job growth	Growing organizations create more jobs	Entrepreneurship and innovation are primary paths to growth and job creation
Economic success	Entrepreneurship can give individuals economic success	Organizational renewal is fundamental to every firm's long-term success	Renewal processes are fundamental to the vitality of economies
Globalization, innovation and renewal	People need entrepreneurial skills and abilities to thrive in an ever-changing world	Entrepreneurial firms play a crucial role in changing market structures	A deregulated and flexible market requires people with higher-level general skills
Rarely stated reasons for entrepreneurial education, but promising for schools and embedded app...			
Joy, engagement, creativity	Creation / value creation / creativity is a main source of joy and pride for people	Employee creativity and joy is essential for the performance of new and existing organizations	Economic wealth of nations correlates with happiness of its citizens
Societal challenges	People can make a difference to society, and marginalized people can achieve economic success	Corporations can collaborate with small social entrepreneurship initiatives to create social value	Social entrepreneurship addresses problems in society that the market economy has failed to address