



Doc.No.: AU/INC/FDP/CBP:P/2022/02

Program Report

Banking and Finance for Startups

- 1. Program Type:** Capacity Building Program
- 2. Organized By:** Atal Incubation Center-BIMTECH in Association with ICICI Bank
- 3. Theme:** Showcase banking products for Startups
- 4. Academic Year:** 2021-2022
- 5. Quarter:** Q1
- 6. Date:** 14th January, 2022
- 7. Total number of participants:** 4
- 8. Mode:** Online
- 9. Budget/ Expenditure:** Not Applicable

Summary of Event:

On 14th January 2022 at 4 pm, a webinar was organised by Atal Incubation Center-BIMTECH in association with ICICI Bank. The session included showcasing of banking products like services and schemes provided to the start-ups by the bank. The entire program was very much resourceful for the participants who are planning for start-ups. Adamas University promoted the event as Capacity building program for Staffs/ Faculty members/ Students engaged in the Center for Incubation and BIRAC E-YUVA Centre.

Objective:

To spread awareness regarding services provided by the banking sector to start-ups.

Event details:

A webinar was organised by Atal Incubation Center BIMTECH in association with ICICI Bank. The event took place on 14th January from 4 pm to 5 pm. The resource person of the webinar was Mr. Vineesh Thukral and Mr. Himanshu Malik. This webinar has helped the attendees to understand the scope of start-ups and entrepreneurships in present day scenario and how people can get access to various schemes and features provided by bank sectors to support their business. Aspect of various digital transaction systems were discussed to make the process of transaction easier and faster. Provision of loans for early-stage start-ups were introduced to give economical support to the startups. A detailed information regarding loans,

mutual funds and shares were being discussed by the staff of ICICI bank and participants who are interested for startups were able to generate connections for future communication and collaboration.

10. Mandatory Submission:

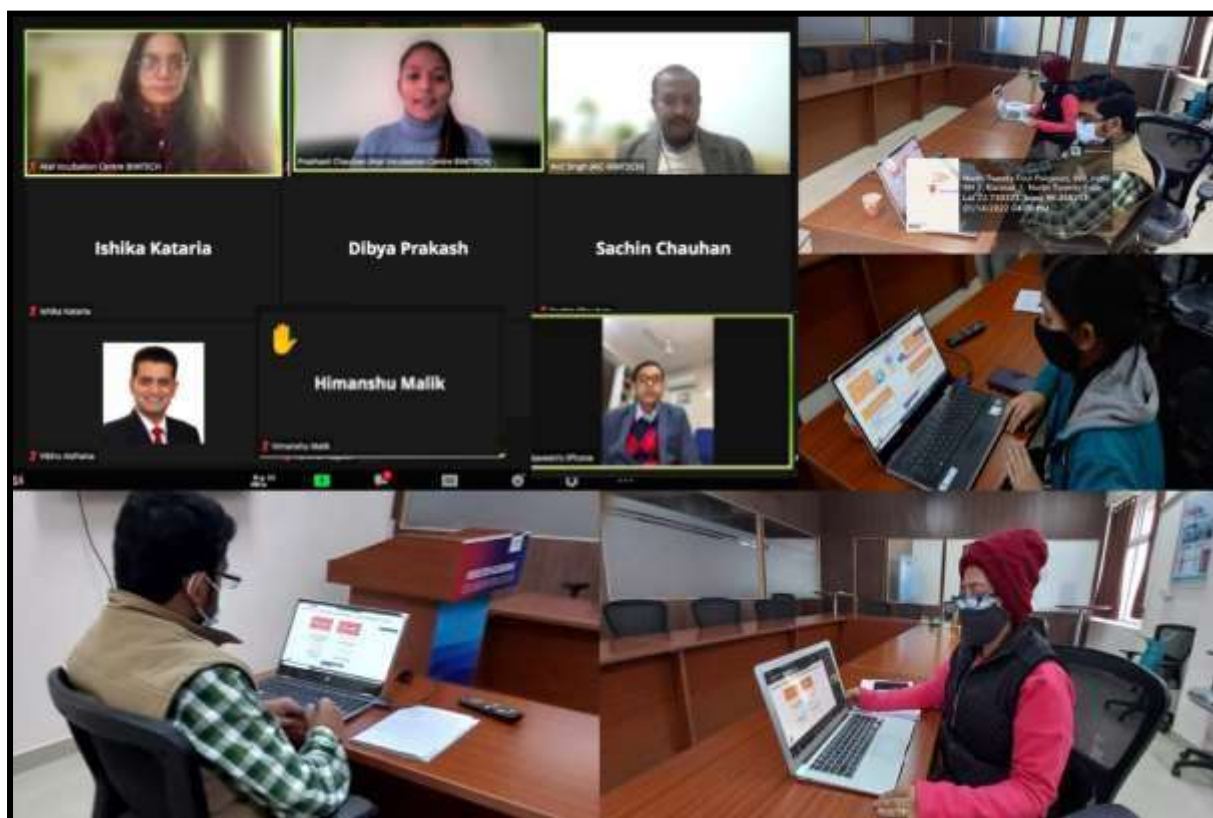
a) Flier



b) Social Media Link:

https://www.linkedin.com/posts/aicbimtech_banking-offerings-initiatives-activity-6887317584287420416-8aWN

c) Photos



Photographs of participants attending webinar on Banking and Finance for Startups organised by Atal Incubation Center-BIMTECH in Association with ICICI Bank

d) List of Participants (Offline)

Sl No	Participant Name	Institute	Contact Number
1	Dr. Saptarshi Chatterjee	Adamas, E-YUVA Centre	saptarshi.chatterjee@adamasuniversity.ac.in
2	Dr. Mousumi Chatterjee	Adamas, E-YUVA Centre	mousumi.saha@adamasuniversity.ac.in
3	Shreya Banerjee	Adamas, E-YUVA Centre	shreya1.banerjee@adamasuniversity.ac.in
4	Sacchidananda Podder	Adamas, E-YUVA Centre	sacchidananda1.podder@adamasuniversity.ac.in

e) Certificate



Signature:

Convener, IIC-AU

Associate Director, Incubation
Chief Coordinator, E-YUVA Centre, Adamas University
(Supported by BIRAC)