



An Introduction
By
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Ahmedabad A City Of Entrepreneurs

- A 600 year old city Nominated for World Heritage City Status.
- Established by Ahmed Shah 1st when he saw a very interesting thing in this area.
- The platform of Indian Freedom Movement
- A city which has tradition of Entrepreneurs being richer than the kings of the state.
- Mumad Guzani's Invasion Of Ahmedabad & City Entrepreneurs came to the rescue.
- The city Entrepreneurs have a legacy of being socially responsible.
- A City Of Entrepreneurs.



Ahmedabad Education Society

- The force behind Ahmedabad University
- Started in 1935
 - A true Community Initiative inspired by Sardar Vallabhbhai Patel
 - Not owned by a group or individual
 - Very well connected with Industry and Trade
- The Founders
 - Kasturbhai Lalbhai, Ganesh Mavlankar



Institutions Supported people of AES

- Ahmedabad Textile Industries Research Association (ATIRA)
- Physical Research Laboratory (PRL)
- National Institute of Design (NID)
- Indian Institute of Management, Ahmedabad (IIMA)
- Gujarat University
- CEPT University

Ahmedabad University

- Established In 2009
- 6 Faculty
- 2 Centres
- 3500+ Students

5

Entrepreneurial MBA Program

A MBA Program Designed For Aspiring Entrepreneurs & Next Generation Entrepreneurs

- Based On 3 R
 - Rigor
 - Relevance
 - Relationship
- Special Subjects
 - Project Gulliver To Generate Empathy
 - Family Business Management
 - Creativity & Innovation In Business
 - New Product Development

6

Center for Innovative Business Design



Collaborative innovative space

AHMEDABAD UNIVERSITY
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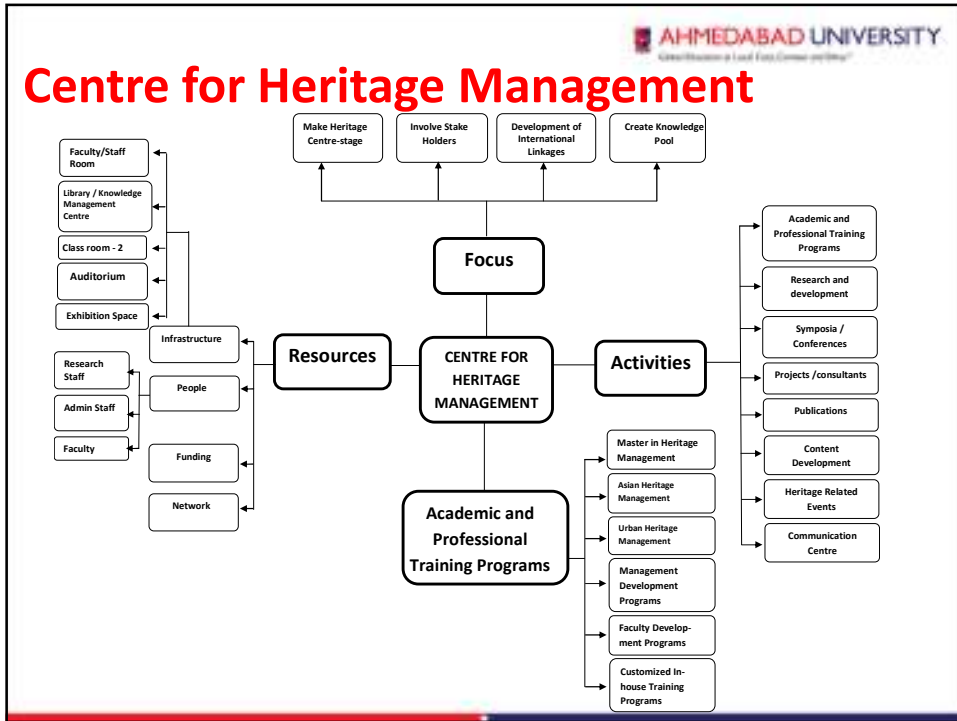


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17 Venture Teams





Projects By Students





Mgmt college ties up with NGO to boost product sales

Amrta Mistry School will form a market strategy for Apaxya Murti Mandal

Amrta Mistry School of Management has tied up with Apaxya Murti Mandal, an NGO that designs the best products and gives them a push. The school signed a memorandum of understanding (MOU) to form an advisory committee to be formed in a couple of years. The school will continue supporting the NGO to help them produce more products.



The school will be guided by the board of directors on the school side. The tie up between the school and the NGO will be a mutually beneficial one. The school will be providing the products and the NGO will be providing the market. The school will be providing the products and the NGO will be providing the market.

10

Problems faced & Solution

- EMBA Program
 - Problem
 - Creating Empathy In The Minds Of Next Generation Entrepreneurs and making them ready for failure.
 - Solution
 - Project Gulliver
- Venture Studio
 - Problem
 - Killing The Darlings
 - Accepting Criticism & Confidence to keep persuading
- Heritage Management
 - Making the participants accepting technology to catapult there art.
 - Making the participants to collaborate and share traditional knowledge with new generation not from there family.

11

THANK YOU

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