



# VIVEK COLLEGE OF COMMERCE

# Institutional Distinctiveness 2023-24

## **Fostering Entrepreneurial Spirit**

The Meraki Pre-Incubation and Incubation Centre serves as a pioneering entrepreneurial hub in Maharashtra. Recognized for its innovation and leadership in industry collaboration, the Centre actively participates in initiatives like the Ministry of Education's Institution Innovation Council (IIC). It is also celebrated for its outstanding achievements in the National Entrepreneurship Challenge and for receiving continued recognition from Google, as acknowledged last year.

An E-Cell student was selected by IIT-B E-Cell to mentor the NEC team from Kerala. Despite being a commerce college, the institution secured 9th place in the IIT-B National Entrepreneurship Challenge, competing against engineering colleges.

The Centre conducts a wide range of activities, including workshops, motivational sessions, and events on key topics such as Intellectual Property Rights, Business Model Canvas, entrepreneurship, startup growth, problem-solving, and mentoring by successful entrepreneurs. Notable events include "World Entrepreneur Day," "World Intellectual Property Rights Day," and "Startup Awareness Programs." Along with workshops and field visits, the Centre promotes cross-college collaborations, such as visits to KES Shroff College and the inauguration of Start-Up Pre-Incubation Centers at partner institutions.

The Centre remains committed to cultivating an entrepreneurial mindset, empowering students to turn innovative ideas into successful ventures.

**Meraki Report: [View Document](#)**