



ENTREPRENEURSHIP AS A CAREER FOR SCIENCE & ENGINEERING STUDENTS

*Presented
By*

BRAINWORKS ACADEMY

Training Institute for GATE, IES, PSU's and NET





Entrepreneurship

What is “entrepreneurship”?

“undertaking the **creation** of an **enterprise** or business that has the chance of profit or **success**”

**“Technology Ventures”
by Dorf & Byers**

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Entrepreneurship

Why entrepreneurship?

- **Money**
- **Independence/Freedom**
- **Create**
- **Help**

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Why not entrepreneurship?

- **Risk/Failure**
- **Pressure/Opportunity Cost**

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What does it take to succeed in entrepreneurship?

- **Opportunity Discovery**
- **Opportunity Analysis**
- **Effective & Efficient Decision Making**

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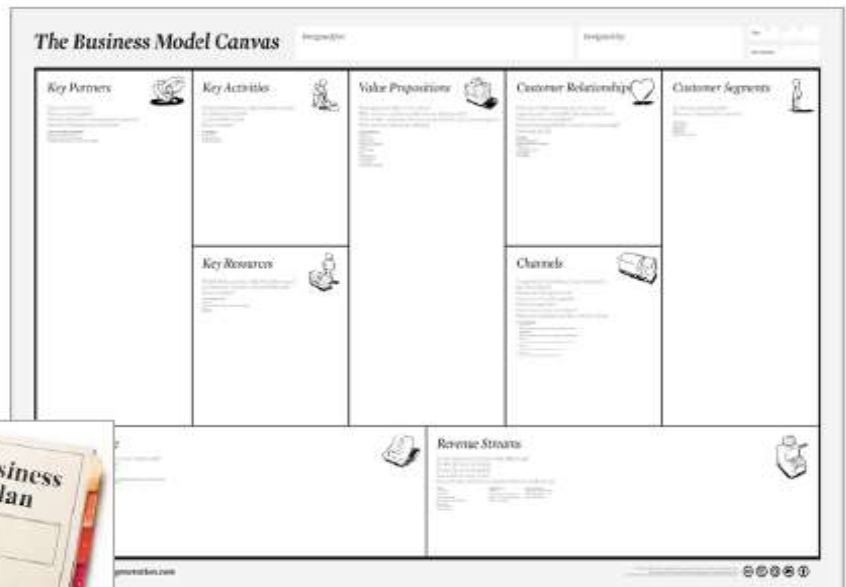
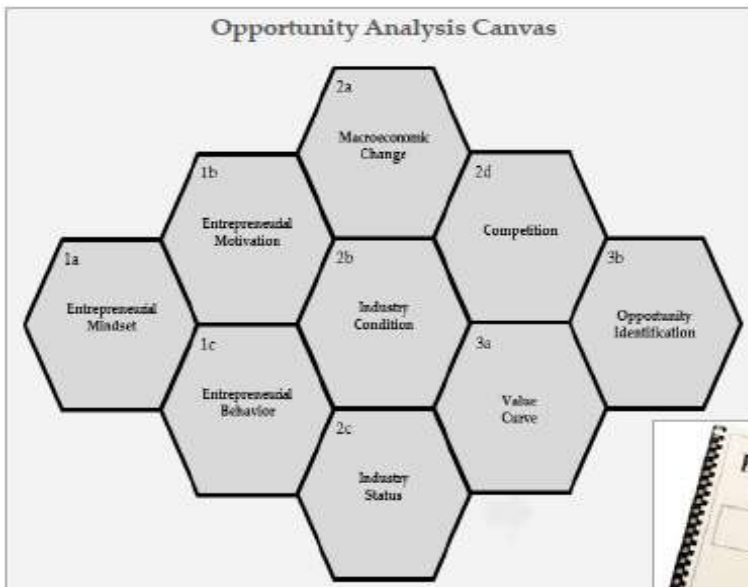
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Who is an “entrepreneur”?

“ Having Ability to Solve Real life Problem”

Entrepreneurs develop ideas into actions.



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“Entrepreneurship” is right choice for Undergraduate student or not? : YES

Because:

- Negligible Risk
- Minimum Opportunity Cost
- Youngsters are more Creative

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If you have strong attraction towards money, you want freedom at your work, you want to create a product or services to help society, ready to take risk and pressure, having ability to think differently, innovate artistically & to make effective decision Entrepreneurship is the best career option for you

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If Yes then how to start from scratch?

Get an Innovative Idea.

Basic Feasibility Test: In your feasibility study you should analyze your business idea, market and competitive advantage as well as the financial feasibility of the business.

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FIRST STEP

Make your Idea known to the world

↓ FEEDBACK ↑
Improve your Idea

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How to share your idea to the world?

- Discuss with you friends and family.

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How to share your idea to the world?

- Make your Project live on web just for the purpose of research

HOW?

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Now I'm going to discuss some basic technical tools, that you can use for your Business. i.e:

1. **Drupal**
2. **GIT**

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Download XAMPP Server and install it

<https://www.apachefriends.org/download.html>

After installation XAMPP control panel icon will appear on your desktop.

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XAMPP Control Panel v3.0.12 [Compiled: June 24th 2012]

XAMPP Control Panel v3.0.12

Service	Module	PID(s)	Port(s)	Actions
<input checked="" type="checkbox"/>	Apache	6780 7300	80, 443	<input type="button" value="Stop"/> <input type="button" value="Admin"/> <input type="button" value="Config"/>
<input checked="" type="checkbox"/>	MySQL	1116	3306	<input type="button" value="Stop"/> <input type="button" value="Admin"/> <input type="button" value="Config"/>
<input checked="" type="checkbox"/>	FileZilla			<input type="button" value="Start"/> <input type="button" value="Admin"/> <input type="button" value="Config"/>
<input type="checkbox"/>	Mercury			<input type="button" value="Start"/> <input type="button" value="Admin"/> <input type="button" value="Config"/>
<input checked="" type="checkbox"/>	Tomcat			<input type="button" value="Start"/> <input type="button" value="Admin"/> <input type="button" value="Config"/>

00:40:11 [main] Starting Check-Timer
00:40:11 [main] Control Panel Ready
00:40:25 [apache] Starting apache app...
00:40:25 [apache] Status change detected: running
00:40:29 [apache] Stopping apache (PID: 4288)
00:40:31 [apache] Status change detected: stopped
00:40:35 [apache] Starting apache app...
00:40:35 [apache] Status change detected: running
00:40:38 [mysql] Starting mysql app...
00:40:42 [mysql] Status change detected: running

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Type localhost in your web browser this window will appear then select language.



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After selecting language this window will appear.



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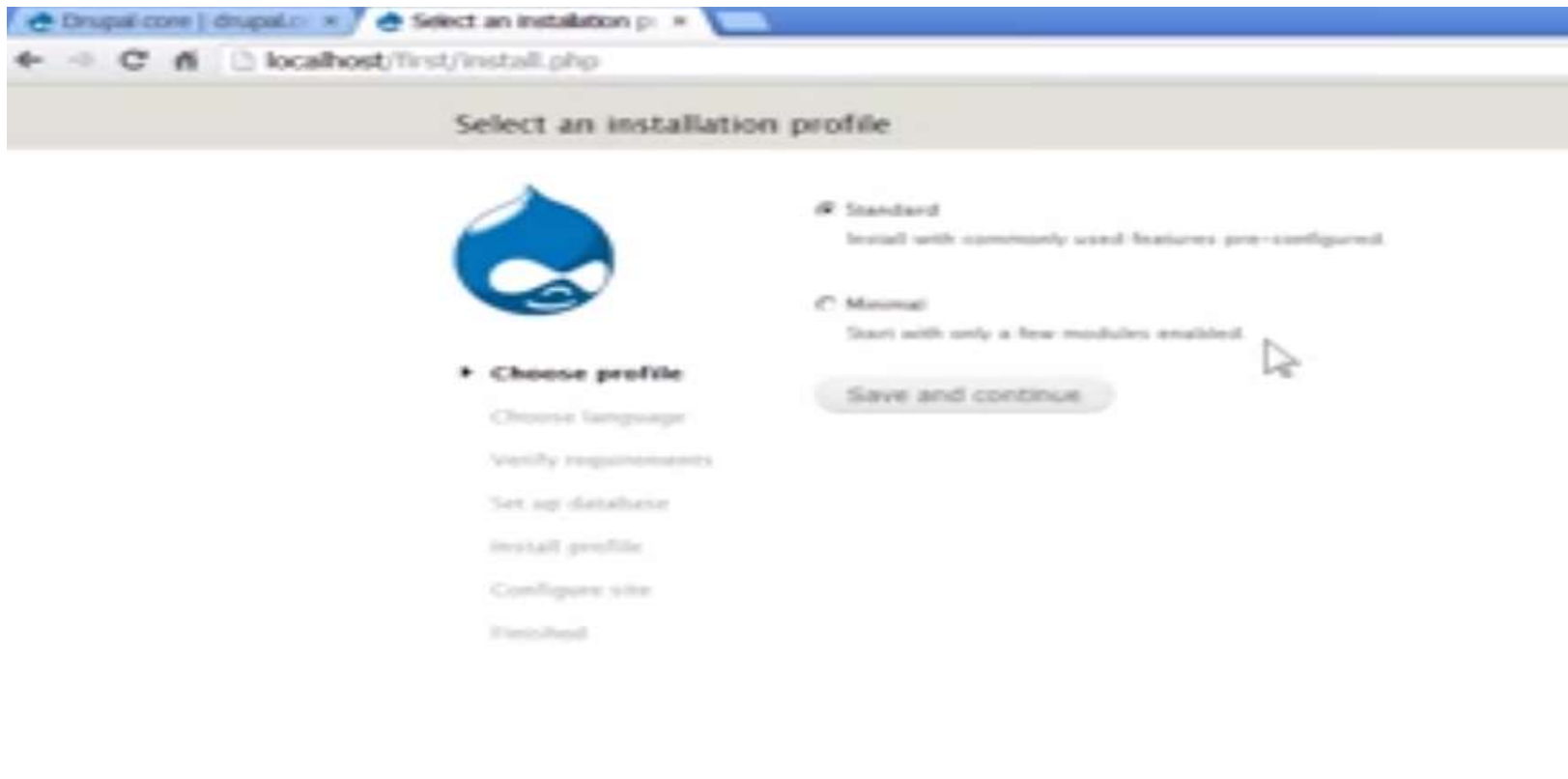
Now download drupal from www.drupal.org and paste it to htdocs folder in XAMPP directory and rename it according to your site name, Then install drupal.

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Type localhost/yourstename in your web browser this window will appear then standard installation.



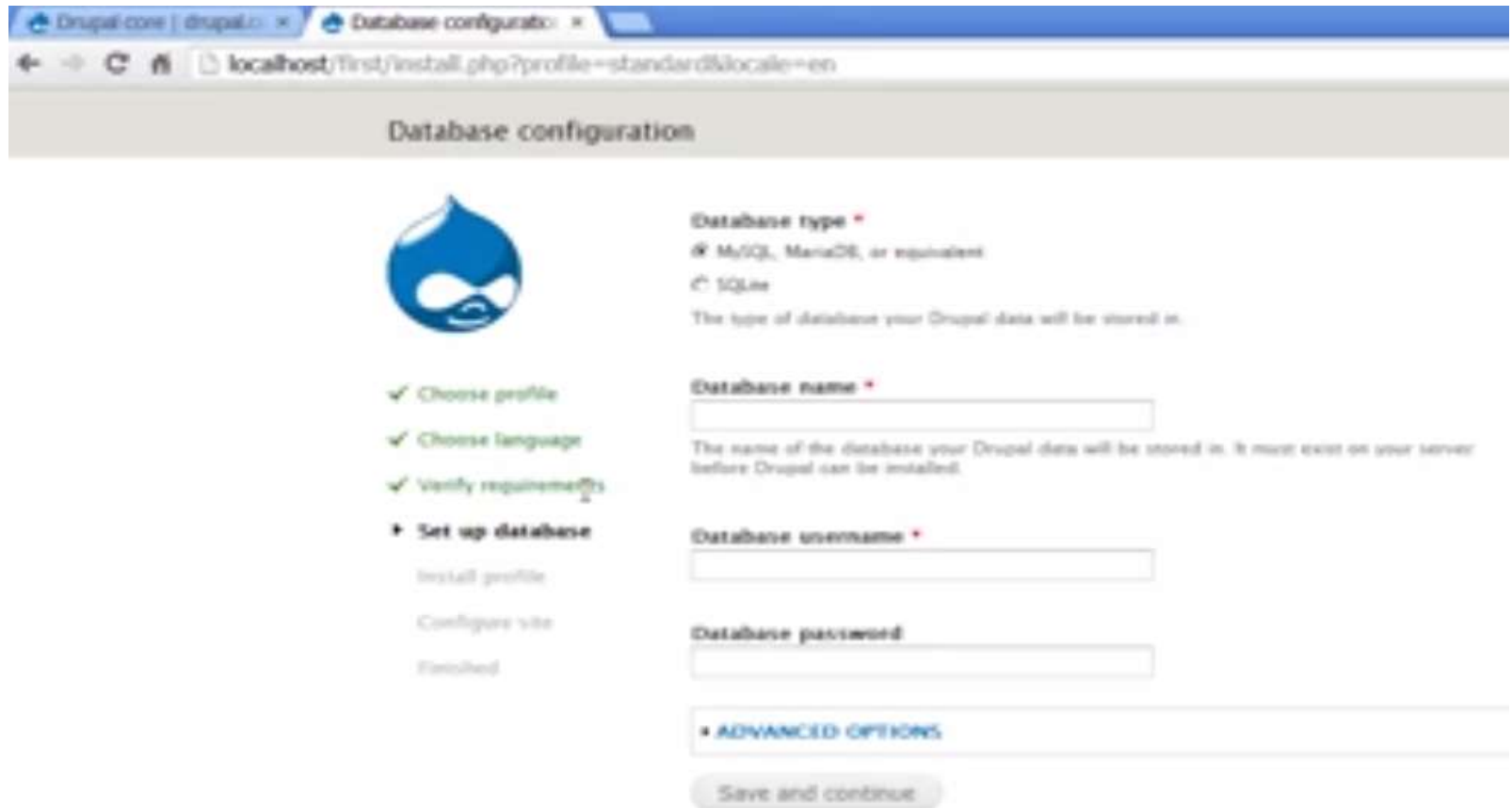
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Now create a database



The screenshot shows the 'Database configuration' page in a web browser. The browser's address bar displays 'localhost/first/install.php?profile=standard&locale=en'. The page title is 'Database configuration'. On the left, there is a vertical list of steps: 'Choose profile', 'Choose language', 'Verify requirements', 'Set up database', 'Install profile', 'Configure site', and 'Finished'. The 'Set up database' step is currently active. To the right of the steps is the Drupal logo. Further right, under 'Database type', there are radio buttons for 'MySQL, MariaDB, or equivalent' (selected) and 'SQLite'. Below this is a text input field for 'Database name', followed by a text input field for 'Database username', and another for 'Database password'. At the bottom, there is a section for 'ADVANCED OPTIONS' and a 'Save and continue' button.

Database configuration

✓ Choose profile
✓ Choose language
✓ Verify requirements
▶ Set up database
Install profile
Configure site
Finished

Database type *

☒ MySQL, MariaDB, or equivalent
☐ SQLite

The type of database your Drupal data will be stored in.

Database name *

The name of the database your Drupal data will be stored in. It must exist on your server before Drupal can be installed.

Database username *

Database password

• ADVANCED OPTIONS

Save and continue

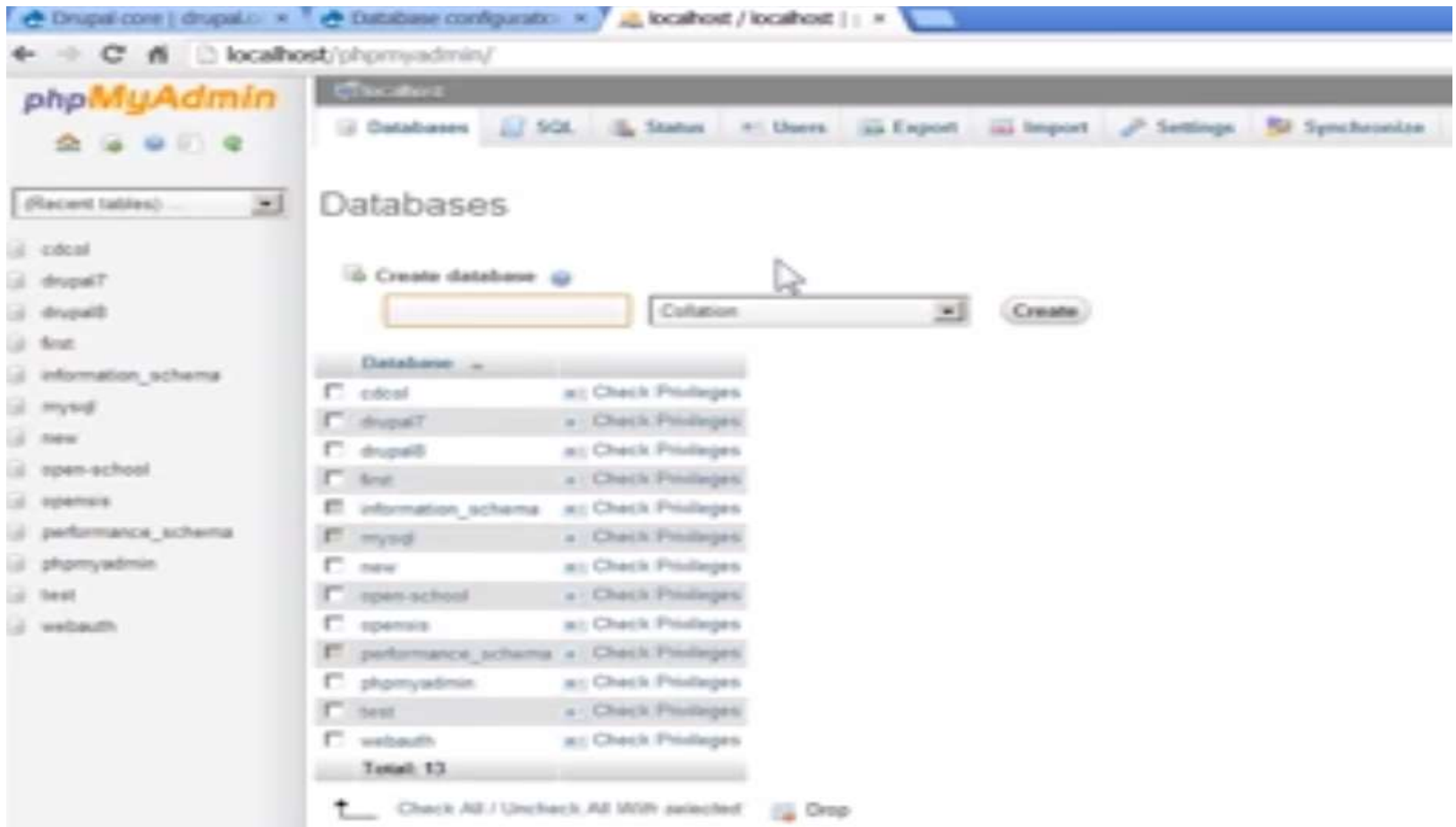
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Type localhost in other tab of web browser then select phpmyadmin this window will appear now create a database and user for that.



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Now configure site login.

Drupal core | drupal.org | Configure site | Drupal

localhost/first/install.php?profile=standard&locale=en

Configure site



- ✓ Choose profile
- ✓ Choose language
- ✓ Verify requirements
- ✓ Set up database
- ✓ Install profile
- ★ **Configure site**
(finished)

SITE INFORMATION

Site name *

Site e-mail address *

Automated e-mails, such as registration information, will be sent from this address. Use an address ending in your site's domain to help prevent these e-mails from being flagged as spam.

SITE MAINTENANCE ACCOUNT

Username *

E-mail address *

Password *

Confirm password *

Password strength: _____

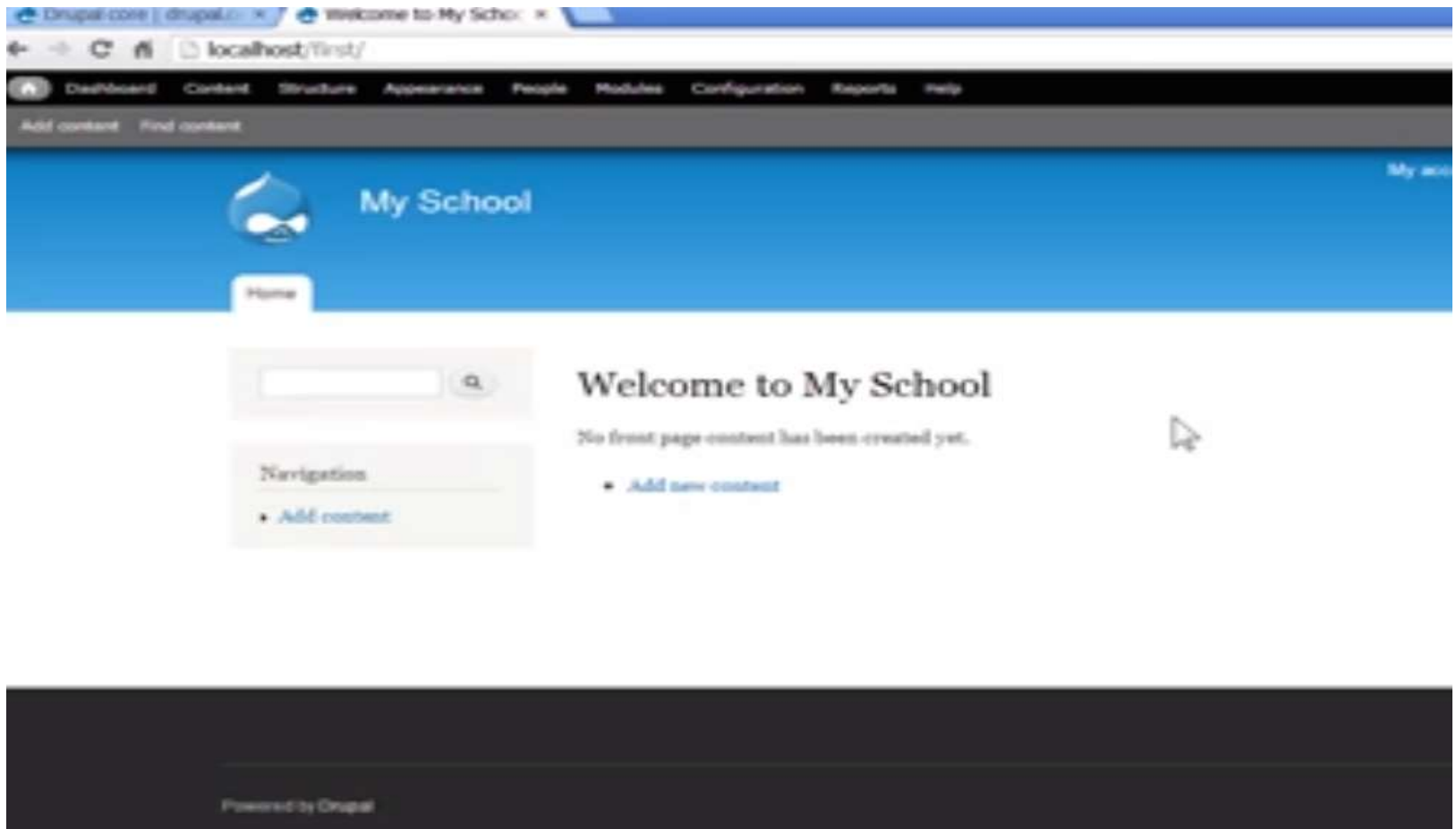
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YOU ARE DONE START BUILDING YOUR WEBSITE WITH THE HELP OF VIDEO LECTURE FOR DRUPAL AVAILABLE ON WEB.



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Now you developed a website for your business, but that is available on your local server. So how to share with world?

Ans: using GITHUB

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What is Version Control?

“Version control is a system that records changes to a file or set of files over time so that you can recall specific versions later.”

<http://git-scm.com/book/en/Getting-Started-About-Version-Control>

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What is Git?

“Git is a free and open source distributed version control system designed to handle everything from small to very large projects with speed and efficiency.”

<http://git-scm.com/>

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Download Git

- Go to the following website and click on the download link for your operating system (Mac, Windows, Linux, etc):

<http://git-scm.com/downloads>



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Install Git

- Once the file is done downloading, open it up to begin the Git installation



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Open Git Bash

- Once Git Bash opens, you'll see a short welcome message followed by the name of your computer and a dollar sign on the next line
- The dollar sign means that it's your turn to type a command

```
Welcome to Git (version 1.8.4-preview20130916)

Run 'git help git' to display the help index.
Run 'git help <command>' to display help for specific commands.

PC ~
$
```

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Windows users:

- Open the start menu
- Search for Git Bash
- Open Git Bash



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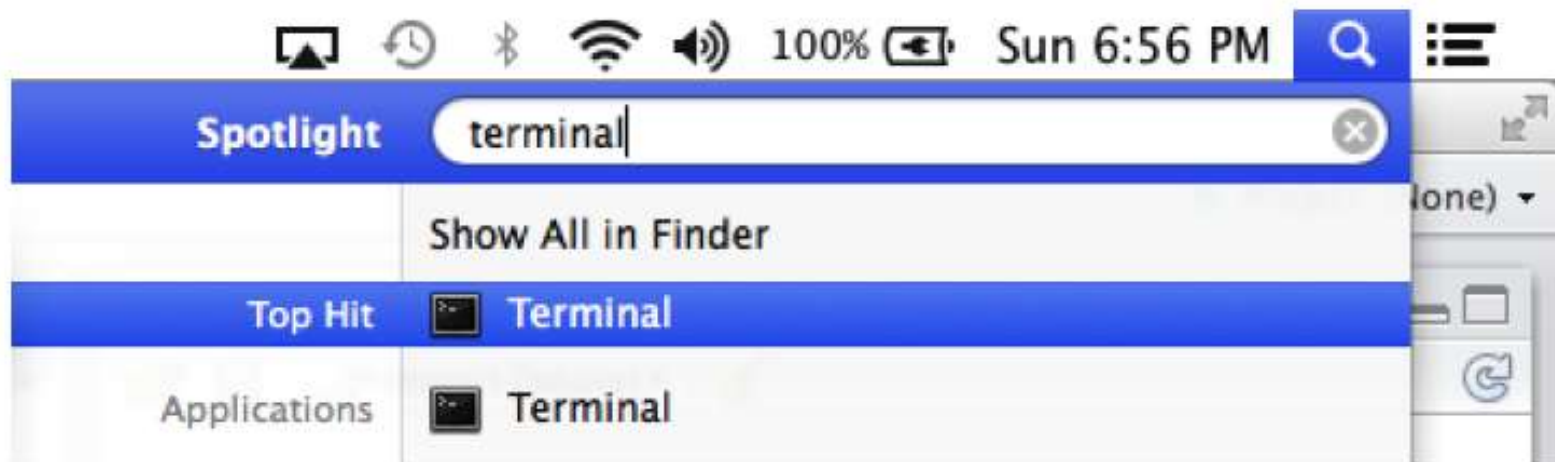
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Mac users:

- Open Spotlight
- Search Terminal
- Open Terminal



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Configure Username and Email

- Each commit to a Git repository will be "tagged" with the username of the person who made the commit
- Enter the following commands in Git Bash, one at a time, to set your username and email:

```
$ git config --global user.name "Your Name Here"  
$ git config --global user.email "your_email@example.com"
```

- You'll only have to do this once, but you can always change these down the road using the same commands

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What is GitHub?

“GitHub is a web-based hosting service for software development projects that use the Git revision control system.”

<http://en.wikipedia.org/wiki/GitHub>

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Set Up a GitHub Account

- Go to the GitHub homepage at <https://github.com/>
- Enter a username, email, and password and click "Sign up for GitHub"
- **NOTE: You should use the same email address that you used when setting up Git in the previous lecture**

A screenshot of the GitHub homepage. At the top, there's a navigation bar with the GitHub logo, a search bar, and links for 'Explore', 'Features', 'Enterprise', 'Blog', and a 'Sign in' button. The main content area has a dark background with the text 'Build software better, together.' and a sub-headline 'Powerful collaboration, code review, and code management for open source and private projects. Need private repositories? Upgraded plans start at \$7/mo.' To the right, there's a sign-up form with three input fields: a username 'datadana123', an email 'datadana@example.com', and a password field with dots. Each field has a green checkmark on the right. Below the password field is a note: 'Use at least one lowercase letter, one numeral, and seven characters.' and a green 'Sign up for GitHub' button. At the bottom, there's a small text: 'By clicking "Sign up for GitHub", you agree to our terms of service and privacy policy.'

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Your GitHub Profile

- Your profile is where all of your activity on GitHub is displayed
- Allows you to show other people who you are and what you are working on
- As you work on more and more projects, your profile becomes a portfolio of your work



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Creating a GitHub Repository

- Two methods of creating a GitHub repository:
 1. Start a repository from scratch
 2. "Fork" another user's repository
- We'll start with the first method
- *NOTE: A repository is often referred to as a "repo"*

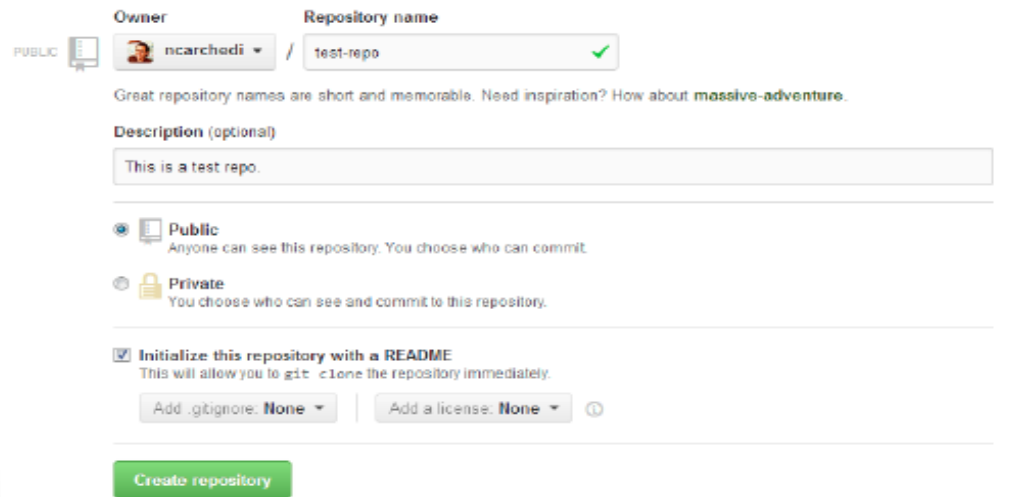
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Start a Repository From Scratch

- Create a name for your repo and type a brief description of it
- Select "Public" (Private repos require a paid [or education] account)
- Check the box next to "Initialize this repository with a README"
- Click the "Create repository" button



The screenshot shows the GitHub 'Create new repository' form. At the top, there's a 'PUBLIC' button and a repository icon. The 'Owner' dropdown is set to 'ncarchedi'. The 'Repository name' field contains 'test-repo' with a green checkmark. Below this, a tip suggests repository names should be short and memorable, with an example 'massive-adventure'. The 'Description (optional)' field contains 'This is a test repo.'. Under the 'Visibility' section, 'Public' is selected, indicating 'Anyone can see this repository. You choose who can commit.' The 'Private' option is also visible, indicating 'You choose who can see and commit to this repository.'. The 'Initialize this repository with a README' checkbox is checked, with a note: 'This will allow you to git clone the repository immediately.' Below this, there are two dropdown menus: 'Add .gitignore: None' and 'Add a license: None'. At the bottom, there is a green 'Create repository' button.

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Creating a Local Copy

- Now you need to create a copy of this repo on your computer so that you can make changes to it
- Open Git Bash
- Create a directory on your computer where you will store your copy of the repo:

```
$ mkdir ~/test-repo
```

- Navigate to this new directory using the following command:

```
$ cd ~/test-repo
```

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Creating a Local Copy

- Initialize a local Git repository in this directory

```
$ git init
```

- Point your local repository at the remote repository you just created on the GitHub server

```
$ git remote add origin https://github.com/yourUserNameHere/test-repo.git
```

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Fork a Another User's Repository

- The second method of creating a repository is to make a copy of someone else's
- This process is called "forking" and is an important aspect of open-source software development
- Begin by navigating to the desired repository on the GitHub website and click the "Fork" button shown below



<https://help.github.com/articles/fork-a-repo>

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Clone the Repo

- You now have a copy of the desired repository on your GitHub account
- Need to make a local copy of the repo on your computer
- This process is called "cloning" and can be done using the following command:

```
$ git clone https://github.com/yourUserNameHere/repoNameHere.git
```

- *NOTE: This will clone the repository into your current directory.*

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Now push your business project from your local directory to GitHub and start sharing your project with others.

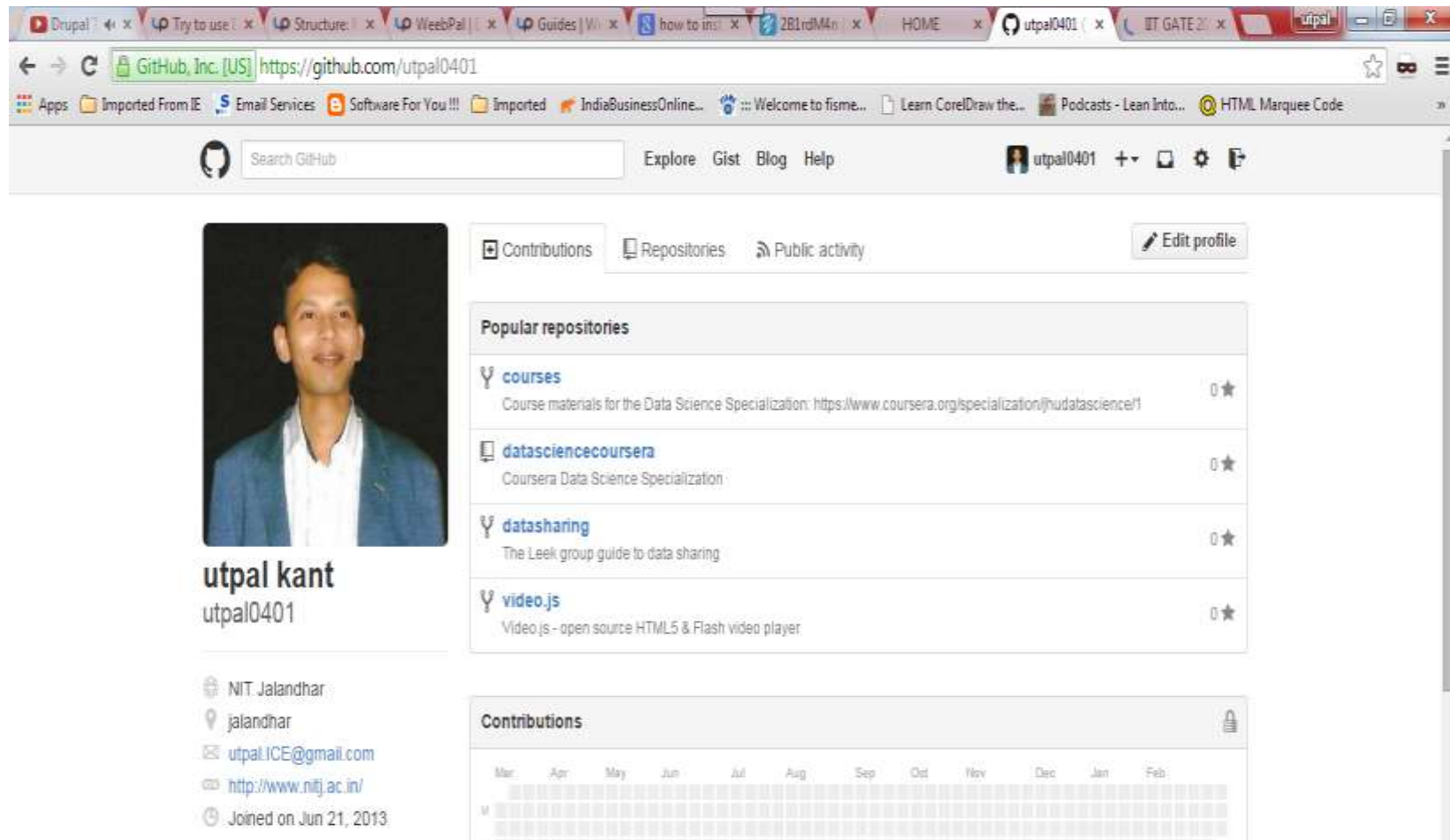
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Now your project will appear in remote repository on you github profile.



The screenshot shows a web browser displaying the GitHub profile of a user named 'utpal0401'. The browser's address bar shows the URL 'https://github.com/utpal0401'. The profile page includes a profile picture of a man, the name 'utpal kant', and the username 'utpal0401'. Below the name, it lists the user's affiliation as 'NIT Jalandhar', their location 'Jalandhar', their email 'utpalICE@gmail.com', their website 'http://www.nitj.ac.in/', and their join date 'Joined on Jun 21, 2013'. The 'Popular repositories' section lists four repositories: 'courses' (Course materials for the Data Science Specialization), 'datasciencecoursera' (Coursera Data Science Specialization), 'datasharing' (The Leek group guide to data sharing), and 'video.js' (Video.js - open source HTML5 & Flash video player). The 'Contributions' section shows a calendar grid for the month of March, with a lock icon in the top right corner.

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When you are done with enough research and improvement for your business project then get ready launch.

But How?

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Government of India provides free of cost .net domain and hosting for one year for any business, in collaboration with Hostgator and Google.

<http://www.indiagetonline.in/>

NOTE: You need PAN card to get this service.

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Useful Resources:

<http://www.mca.gov.in/>

<http://www.saccindia.org/india/startup-education>

<http://university.saccindia.org/login/index.php>

<https://www.facebook.com/YoungEntrepreneurs?fref=nf>

<http://www.sidehustlenation.com/>

<http://feinternational.com/blog/how-to-make-six-figures-a-year-without-seo/>

<https://www.odesk.com/>

<https://www.elance.com/>

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