



Under the aegis of Vijayam Educational Trust

CATALYST COLLEGE

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Institution approved by Education Department, Government of Bihar, Affiliated to Patliputra University, Patna



Ref: CC/WRSP-NOT/21/25730

Date: 14-Oct-2021

NOTICE

This is to inform all the Students that a workshop on Blockchain Technology Workshop will be organized on 6.11.2021 from 9:30 AM to 5:30 PM in the auditorium of Catalyst College.

The workshop is completely free, and no money will be charged for the Training or Certification.

Interested students are instructed to meet the Activity In-Charge / Class Coordinator for more details and their registration.

By the order of

Principal


Principal
CATALYST COLLEGE
Plot No.- C-16(P) Patliputra Industrial Area
Patliputra, Patna-13

Plot No.C16(P), Patliputra Industrial Area
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Date:06-11-2021

Workshop Title

Introduction to Blockchain Technology: Unleashing the Future of Digital Transactions

Number of Students Participated: 49

Objective:

This workshop is designed to provide participants with a comprehensive understanding of blockchain technology, its key principles, use cases, and its potential to transform industries. The session will be hands-on, exploring practical applications, and offering a deep dive into how blockchain works, its impact on various sectors, and how businesses can leverage it for innovation and growth.

Target Audience:

- Entrepreneurs, business owners, and professionals interested in understanding blockchain technology.
- Developers and IT professionals wanting to explore blockchain from a technical perspective.
- Investors or stakeholders considering blockchain solutions for business or financial opportunities.
- Students or individuals new to blockchain and looking to explore career opportunities in the tech space.

Model 1. Introduction to Blockchain Technology

- What is Blockchain?: A simple, clear explanation of blockchain technology.
 - The structure of a blockchain: Blocks, chains, hashes, and distributed ledgers.
 - Key features of blockchain: Transparency, decentralization, immutability, and security.
 - The evolution from traditional databases to blockchain.



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- The Blockchain Ecosystem: Overview of key components like nodes, miners, smart contracts, and consensus algorithms (Proof of Work, Proof of Stake, etc.).
 - How Blockchain Works: A step-by-step explanation of how transactions are validated and added to the blockchain, ensuring security and trust without intermediaries.
-

Model 2. Types of Blockchain Networks

- Public vs. Private Blockchains: What's the difference and how each is used?
 - Public Blockchains: Bitcoin, Ethereum, and others.
 - Private Blockchains: Hyperledger, Corda, and enterprise solutions.
 - Permissioned vs. Permissionless Blockchains: Who controls access to the network and how it affects the use case.
 - Hybrid Blockchains: Combining elements of public and private blockchains for tailored solutions.
-

Model 3. Use Cases of Blockchain Technology

- Cryptocurrency and Finance: The origin of blockchain with Bitcoin and its impact on digital currencies.
 - Beyond Bitcoin: Other cryptocurrencies like Ethereum, Litecoin, and stablecoins.
- Supply Chain Management: How blockchain is being used for transparency, traceability, and efficiency in the supply chain industry.
- Smart Contracts and DApps: Introduction to decentralized applications (DApps) and how smart contracts automate transactions and business processes.
- Blockchain in Healthcare, Real Estate, and Identity Management: Exploring how blockchain can improve data integrity, security, and reduce fraud in various sectors.
- Blockchain for Voting and Governance: How blockchain can ensure secure, transparent voting systems.



Model 4. Hands-On Session: Exploring Blockchain Tools

- **Setting Up a Basic Blockchain:** A live demonstration on how to create a simple blockchain using open-source tools like Ethereum or Hyperledger.
- **Working with Smart Contracts:** An introduction to writing, deploying, and interacting with basic smart contracts using Ethereum and Solidity.
- **Using Blockchain Platforms:** Overview of popular blockchain platforms like Ethereum, Binance Smart Chain, and others, and their development environments.

Model 5. The Future of Blockchain: Opportunities and Challenges

- **Emerging Trends in Blockchain:** NFT (Non-Fungible Tokens), Decentralized Finance (DeFi), and Web3.
- **Challenges Facing Blockchain Adoption:** Scalability, energy consumption (PoW), regulatory hurdles, and interoperability between different blockchain systems.
- **Blockchain Security:** How blockchain addresses security concerns and why it is considered "immutable," but also the risks of hacks, forks, and vulnerabilities.
- **Future Applications:** Blockchain's potential to disrupt industries like finance, supply chain, insurance, healthcare, and beyond.

Model 6. Blockchain in Business: How to Leverage Blockchain for Growth

- **Business Case Studies:** Real-life examples of companies using blockchain to innovate and grow.
 - IBM and Maersk's blockchain-based supply chain solution.
 - DeFi applications and their implications for financial institutions.
 - Blockchain-based identity solutions for global digital authentication.
- **Building a Blockchain Strategy for Your Business:** How to identify potential use cases, plan for integration, and execute blockchain projects.
 - What to consider when adopting blockchain: cost, scalability, ROI.



- Key factors for success in blockchain projects: team, technology stack, and ongoing innovation.
-

Model 7. Legal and Ethical Considerations of Blockchain

- Blockchain and Law: Understanding the legal landscape around blockchain, cryptocurrencies, and smart contracts.
 - Regulatory challenges and compliance requirements for businesses.
 - How blockchain can address issues like fraud, data privacy, and contract enforcement.
 - Ethical Considerations: The debate around blockchain's environmental impact, energy consumption, and decentralization vs. centralization.
-

Model 8. Q&A and Networking Session

- Live Q&A: Opportunity for participants to ask questions about blockchain, its applications, and how it can benefit their industry.
 - Networking: A chance for attendees to connect with blockchain experts, entrepreneurs, and developers to explore collaboration opportunities.
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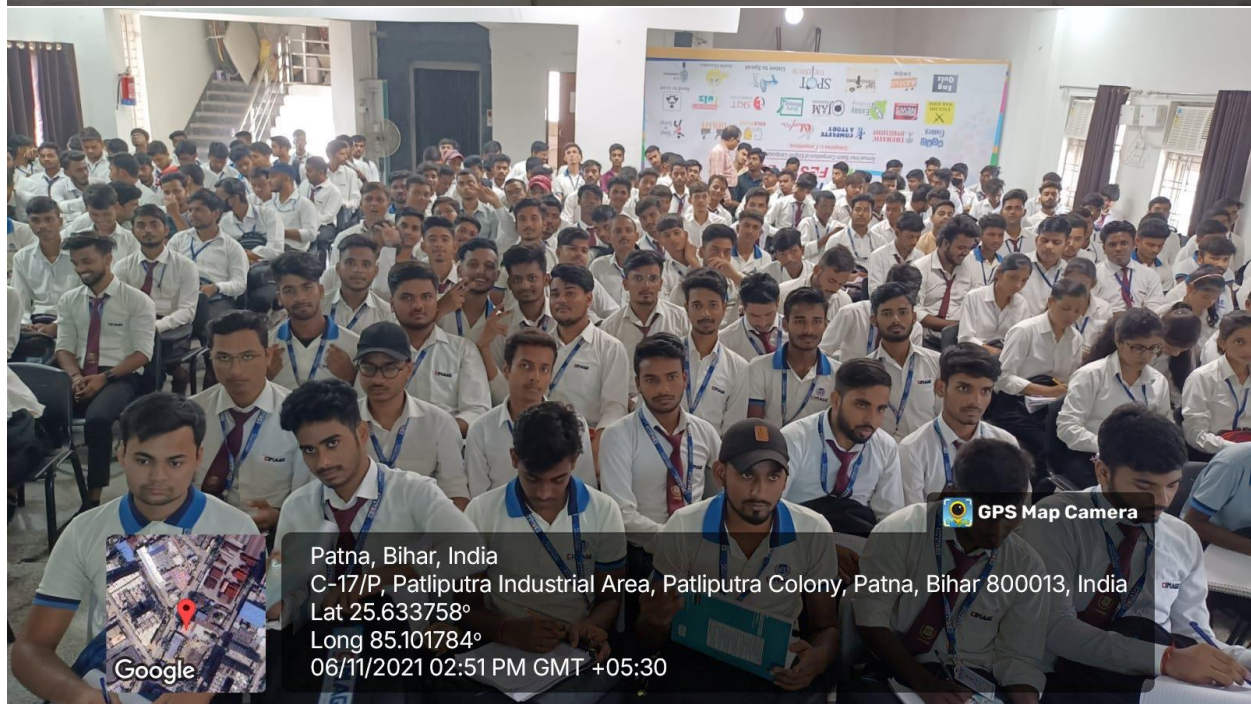
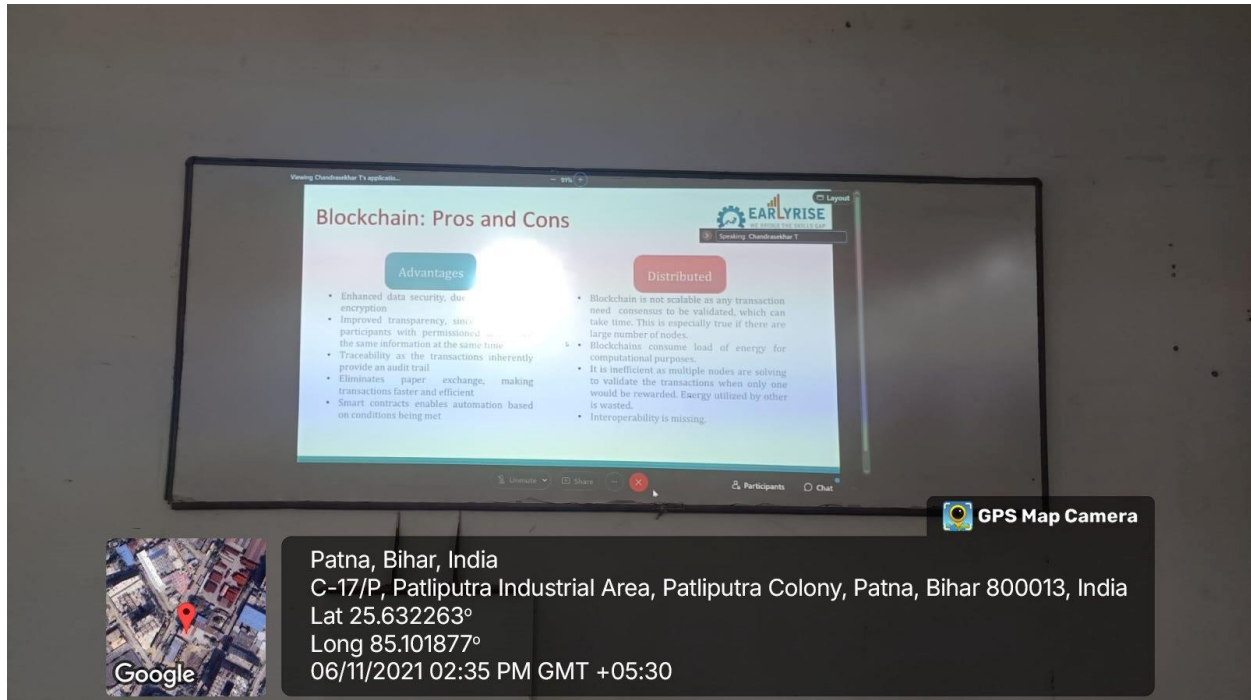
Key Takeaways:

- Understanding Blockchain: Gain a solid understanding of blockchain technology and its key components.
- Practical Skills: Learn how to use blockchain platforms, create smart contracts, and explore blockchain development tools.
- Business Applications: Discover how blockchain can transform industries, improve transparency, reduce costs, and drive innovation.
- Future Outlook: Learn about the emerging trends in blockchain and how to prepare for the future of decentralized technologies.



Introduction to Blockchain Technology: Unleashing the Future of Digital Transactions

Date:-06/11/2021



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Introduction to Blockchain Technology: Unleashing the Future of Digital Transactions

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Registration

For Workshops/Seminars/Conferences during Academic Year 2021-2022

Blockchain Technology Workshop

(06 November 2021)

S. No.	ID	Name of the student	Student's Signature
1	445-7301	Abhishek Kumar	Abhishek
2	445-7309	Sonu Sharma	Sonu Sharma
3	445-7300	Khushboo Kumari	Khushboo Kumari
4	445-7323	Ayush Kumar	Ayush Kumar
5	445-7330	Hariom Kumar	Hariom
6	445-7337	Suhani Kumari	Suhani Kumari
7	445-7336	Chetan Anand	Chetan Anand
8	445-7281	Ansu Rani	Ansu Rani
9	445-7241	Abhishek Kumar	Abhishek Kumar
10	445-7356	Yashwant Kumar	Yashwant Kumar
11	445-7266	Prem Raj	Prem Raj
12	445-7257	Deepak Kumar	Deepak Kumar
13	445-7403	Sangam Mishra	Sangam Mishra
14	445-7416	Avinash Choubey	Avinash Choubey
15	445-7465	Sandeep Kumar	Sandeep Kumar
16	445-7493	Navnit Kumar Singh	Navnit Kumar Singh
17	445-7550	Suraj Kumar	Suraj Kumar
18	445-7532	Vishnu Gauatm	Vishnu
19	445-7582	Vikram Kumar	Vikram Kumar
20	445-7580	Anish Anand	Anish Anand
21	445-1669	Amisha Kumari	Amisha Kumari
22	445-1666	Bambam Kumar	Bambam Kumar
23	445-7255	Gautam Kumar	Gautam Kumar
24	445-7324	Rohan Raj	Rohan
25	445-7130	Rohit Kumar	Rohit Kumar
26	445-7466	Rohit Kumar	Rohit Kumar
27	455-7118	Sania Zaffar	Sania Zaffar
28	445-7152	Swati Gupta	Swati Gupta
29	445-1668	Vikash Kumar	Vikash Kumar
30	445-7107	Rajesh Kumar	R. Kumar
31	445-7192	Abhay Kumar	Abhay
32	445-7223	Pawan Kumar	Pawan Kumar



33	445-7263	Md Intakhab Alam	Md. Alam.
34	445-7261	Abul Kalam	Abul Kalam.
35	445-7316	Samir Alam	Samir Alam
36	445-7293	Nisha Kumari	Nisha Kumari
37	445-7313	Sumit Kumar	Sumit Kumar.
38	445-7321	Sid Kumar	Sid Kumar.
39	445-7415	Raj Verma	Raj Verma
40	445-7227	Sayma Praveen	Sayma Praveen
41	445-6981	Aditya Kumar Sahni	A. K. Sahni
42	445-6762	Akshay Verma	Akshay Verma
43	445-6915	Aman Kumar Gupta	Aman Kumar Gupta
44	445-7272	Amit Kumar Thakur	Amit K. Thakur
45	445-7443	Ashutosh Kumar	Ashutosh Kumar
46	445-6725	Bipul Kumar	Bipul Kumar
47	445-6767	Gautam Kumar Solanki	Gautam K. Solanki
48	445-6951	Golu Kumar	Golu Kumar
49	445-6928	Harsh Raj	Harsh Raj



(Sign.)

Course Coordinator



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Ref: CC/WRSP-NOT/2124/29

Date: 21-09-2021

NOTICE

This is to inform all the Students that a workshop on Workshop on Digital Marketing Strategy and Executions will be organized on 10.11.2021 from 9:30 AM to 5:30 PM in the auditorium of Catalyst College.

The workshop is completely free, and no money will be charged for the Training or Certification.

Interested students are instructed to meet the Activity In-Charge / Class Coordinator for more details and their registration.

By the order of

Principal

[Signature]
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Date:10-11-2021

Workshop Title

Workshop on Digital Marketing Strategy and Executions

Number of Students Participated: 56

Objective:

This workshop aims to equip entrepreneurs, marketers, and business professionals with the knowledge and skills required to craft and execute a powerful digital marketing strategy. Participants will learn how to build an actionable plan, optimize various channels (SEO, social media, email marketing, etc.), and implement tactics that deliver measurable results.

Model 1. Introduction to Digital Marketing Strategy

- Understanding the difference between strategy and tactics.
 - The role of digital marketing in modern business success.
 - Why every business needs a digital marketing strategy.
- Components of a Digital Marketing Strategy:
 - Market Research: Understanding your audience, competitors, and industry trends.
 - Goal Setting: Defining SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound).
 - Target Audience: Creating buyer personas and segmenting your market.
- Aligning Business Goals with Digital Marketing: How to ensure that your digital marketing efforts align with your business objectives.

Model 2. Building the Digital Marketing Plan



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- Defining Your Unique Value Proposition (UVP): Why your brand is different and how to communicate that.
 - Choosing the Right Digital Channels:
 - Website, Social Media, Email, SEO, Content Marketing, Paid Ads, Affiliate Marketing, etc.
 - How to determine where your target audience spends their time and which platforms are best for your business.
 - Channel Integration: How to create a cohesive, cross-channel strategy that works together (e.g., integrating social media campaigns with content and email marketing).
 - Content Strategy: Planning and creating content that resonates with your audience and drives results.
 - Blogging, videos, infographics, case studies, and more.
 - The role of storytelling and how to create engaging content.
 - Creating a Content Calendar: Planning for regular, consistent content across multiple platforms to keep your audience engaged.
-

Model 3. Search Engine Optimization (SEO) for Success

- SEO Basics: Understanding how search engines work and why SEO is critical for your strategy.
 - On-Page SEO: Optimizing your website content for relevant keywords, meta tags, headlines, and internal linking.
 - The importance of quality content and optimizing for user intent.
 - Off-Page SEO: Building backlinks, engaging in guest blogging, and leveraging social signals.
 - Technical SEO: How to ensure your website is technically optimized for search engines (site speed, mobile optimization, structured data, etc.).
 - Local SEO: How to optimize for local searches, Google My Business, and local citations.
-

Model 4. Social Media Marketing Strategy



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- Choosing the Right Social Media Platforms: Overview of platforms like Facebook, Instagram, LinkedIn, Twitter, and TikTok, and how to select the best fit for your business.
 - Social Media Content Strategy:
 - Types of content that work on different platforms (posts, stories, videos, live streams).
 - Frequency and timing: How often should you post, and when is the best time?
 - Building Engagement and Community: How to engage followers, build brand loyalty, and create a community.
 - The importance of responding to comments, messages, and creating interactive content.
 - Paid Social Media Advertising: Basics of running effective paid campaigns on Facebook, Instagram, LinkedIn, and others.
 - Budgeting, targeting, ad formats, and measuring ad performance.
 - A/B testing and optimization.
-

5. Email Marketing & Automation

- Building and Segmenting Your Email List: How to grow and organize your email list for targeted outreach.
 - Crafting Compelling Email Campaigns: Writing subject lines, creating valuable content, and designing engaging emails that convert.
 - Email Marketing Automation: How to set up automated workflows (welcome emails, lead nurturing, post-purchase follow-up).
 - Using tools like Mailchimp, HubSpot, or ActiveCampaign for email automation.
 - Measuring Email Marketing Success: Open rates, click-through rates (CTR), conversion rates, and A/B testing.
-

6. Paid Advertising (PPC) Campaigns



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- Google Ads: How to run effective pay-per-click (PPC) campaigns on Google Search and Display Networks.
 - Keyword research and bidding strategies.
 - Writing effective ad copy and selecting the right landing pages.
 - Social Media Advertising: Running effective paid campaigns on Facebook, Instagram, LinkedIn, and Twitter.
 - Budgeting, targeting, and using retargeting to boost conversions.
 - Measuring Ad Performance: How to track ROI, CPA (cost per acquisition), and other key performance indicators (KPIs).
 - Tools for monitoring ad campaigns (Google Analytics, Facebook Ads Manager, etc.).
-

Model 7. Analytics & Measuring Success

- Setting Up Tracking: How to set up Google Analytics, Facebook Pixel, and other tracking tools to measure campaign performance.
 - Key Metrics to Track:
 - Website traffic, conversion rates, bounce rates, and more.
 - Social media engagement: Likes, shares, comments, reach, etc.
 - Email marketing performance: Open rates, CTR, unsubscribes.
 - Analyzing Data and Making Adjustments: How to interpret the data, identify trends, and make data-driven decisions to improve your campaigns.
-

Model 8. Execution: Bringing It All Together

- Developing Your Action Plan: How to translate your strategy into a step-by-step execution plan.
 - Setting timelines, assigning responsibilities, and managing resources.
- Execution Tips: Overcoming challenges and staying on track.
 - How to stay consistent and avoid common pitfalls (lack of content, poor targeting, etc.).



- Tools for Execution: Overview of tools like project management software (Trello, Asana), social media schedulers (Buffer, Hootsuite), and analytics tools to streamline execution.
-

Key Takeaways:

- Actionable Strategy: Understand how to build a digital marketing strategy aligned with business goals.
 - Optimized Campaigns: Learn how to optimize digital channels for traffic, leads, and conversions.
 - Data-Driven Decisions: Gain the skills to analyze results and refine your approach for continuous improvement.
 - Comprehensive Skillset: Walk away with a holistic understanding of digital marketing, from SEO to paid ads and email marketing.
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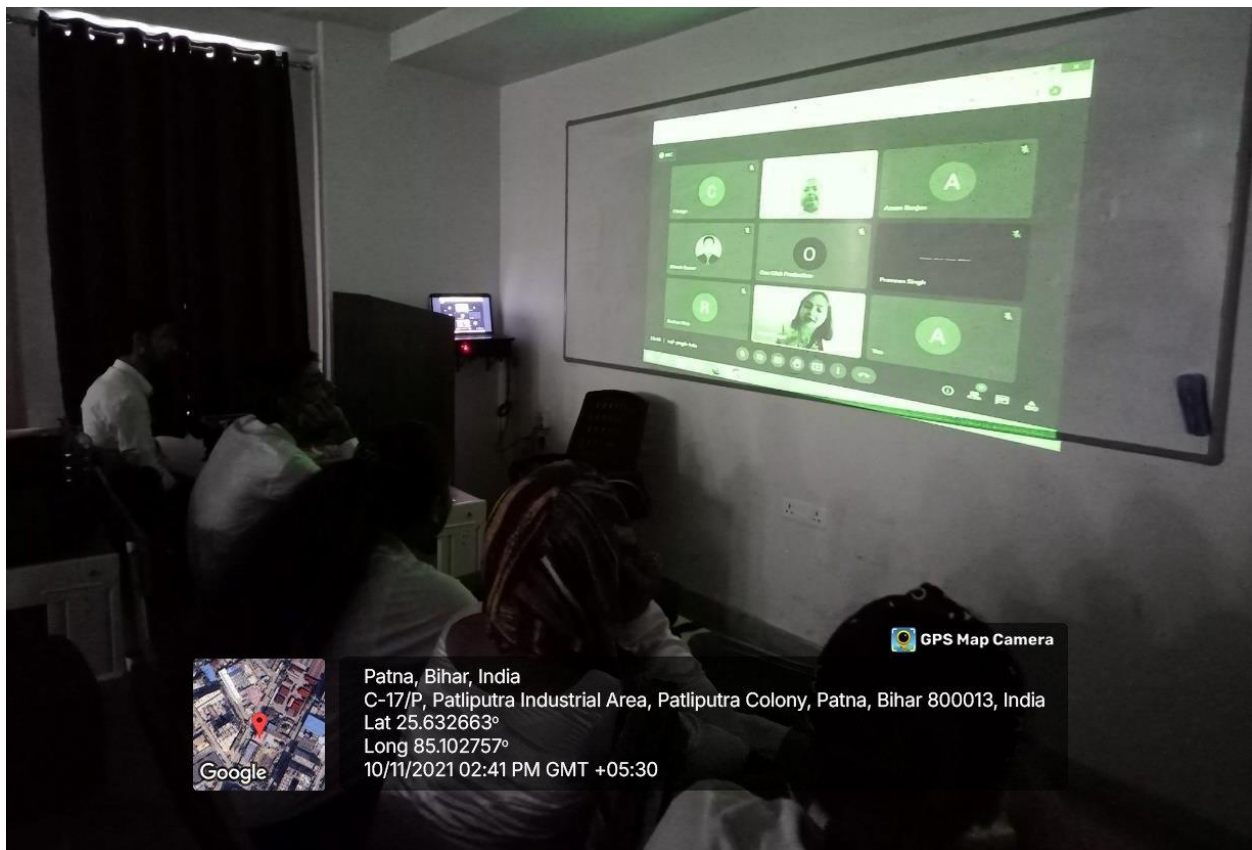
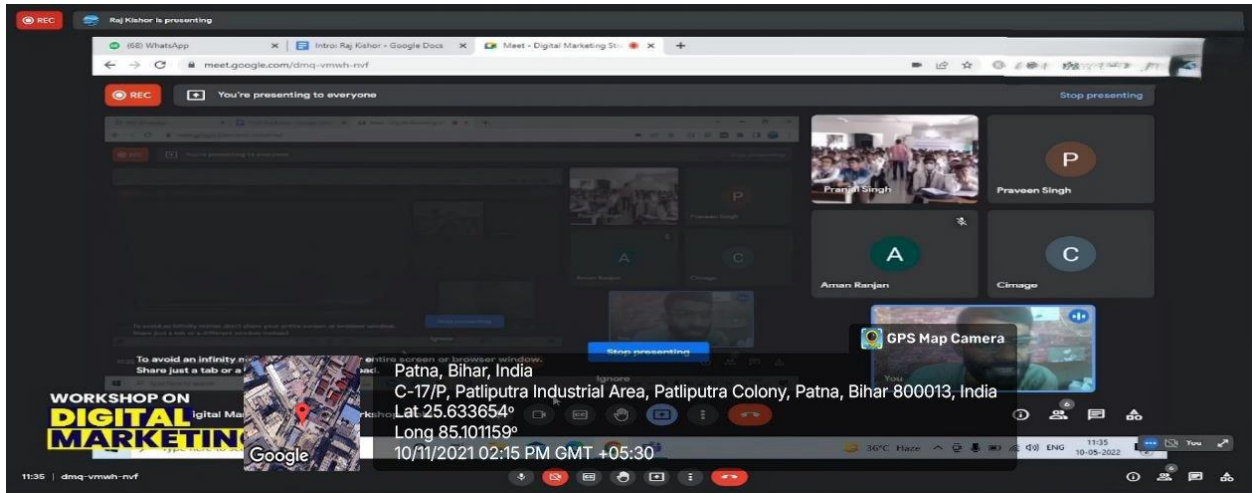
Tools & Resources Provided:

- Digital Marketing Checklist: A comprehensive checklist for creating and executing your strategy.
- Templates: Content calendars, email marketing templates, and social media post templates.
- Further Learning: Recommended blogs, books, and tools for continued learning.
- Bonus Resources: Exclusive access to video tutorials on key topics like Google Ads, SEO tools, and analytics software.



Workshop on Digital Marketing Strategy and Executions

Date:10/11/2021



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One Click Production is presenting

How to dominate Google with SEO

What is SEO?

Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines

Example:

1. Brand awareness
2. Local customers
3. Build credibility and trust

WORKSHOP ON DIGITAL MARKETING

GPS Map Camera

Patna, Bihar, India
C-17/P, Patliputra Industrial Area, Patliputra Colony, Patna, Bihar 800013, India
Lat 25.631493°
Long 85.101537°
10/11/2021 02:32 PM GMT +05:30

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Digital John is presenting

WHAT IS A CONTENT MARKETING?

Content marketing is a strategic marketing approach focused on creating and distributing **valuable, relevant, and consistent** content to **attract** and **retain** a clearly defined audience — and, ultimately, to drive **profitable** customer action. -CMI

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WORKSHOP ON DIGITAL MARKETING

GPS Map Camera

Patna, Bihar, India
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Lat 25.632673°
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mathematics teacher, then you are creating content on videos

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Workshop on Digital Marketing Strategy and Executions

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Registration

For Workshops/Seminars/Conferences during Academic Year 2021-2022

Workshop on Digital Marketing Strategy and Executions

(10 November 2021)

S. No.	ID	Name of the student	Student's Signature
1	445-6838	Amar Kumar Jaiswal	Amar Kumar
2	445-7248	Gulshan Kumar	Gulshan
3	445-6901	Himanshu Raj	H. Raj.
4	445-6925	Jyoti Kumari	Jyoti Kumari
5	445-7453	Kalpana Kumari	K. Kumari
6	445-7404	Kalyan Kumar	Kalyan
7	445-7003	Manish Ranjan	Manish Ranjan
8	445-7021	Md Imran	Imran
9	445-6921	Muskan Malhotra	Muskan malhotra.
10	445-6999	Praveen Kumar	Praveen kr.
11	445-6930	Priyanshu Kumari	Priyanshu kr.
12	445-7037	Rajan Raj	Rajan.
13	445-7386	Rajesh Kumar	Rajesh kr.
14	445-6961	Rajiv Kishor Singh	Rajiv Kishor
15	445-6868	Rajnikant Kumar	Rajnikant.
16	445-6978	Rajshi Shah	Rajshi Shah
17	445-6957	Ravi Ranjan Kumar	R. R. Kumar
18	445-7025	Rohit Kumar	Rohit kr.
19	445-7351	Sanju Kumari	Sanju Kumari
20	445-6995	Subham Kumar	Subham.
21	445-7005	Sunil Kumar	Sunil kr.
22	445-7291	Supriya Kumari	Supriya
23	445-6989	Surabhi Kumari	Surabhi
24	445-6967	Swarnika Kumari	Swarnika Kumari
25	445-7666	Vikram Kumar	Vikram.
26	445-7009	Divya Kumari	Divya Kumari
27	445-7426	Aditya Kumar	Aditya.
28	445-7425	Sunny Kumar	Sunny Kumar
29	445-7236	Golu Kumar	Golu kr.
30	445-7429	Seema Kumari	Seema.
31	445-7244	Riya Kumari	Riya Kumari
32	445-7115	Sakshi Kumari	Sakshi kr.



33	445-7427	Sidhant Kumar	Sidhant
34	445-7422	Vishwjeet Kumar	Vishwjeet
35	445-7420	Veer Gupta	Veer Gupta
36	445-6983	Aabha Kumari	Aabha.
37	445-6965	Aarti Kumari	Aarti
38	445-6997	Abhishek Kumar	A. K.
39	445-7018	Abhishek Paswan	Abhishek Paswan
40	445-6838	Amar Kumar Jaiswal	A. K. Jaiswal
41	445-7248	Gulshan Kumar	Gulshan
42	445-6901	Himanshu Raj	Gulshan Kumar
43	445-6925	Jyoti Kumari	Jyoti
44	445-7453	Kalpna Kumari	K. K.
45	445-7404	Kalyan Kumar	Kalyan
46	445-7003	Manish Ranjan	Manish
47	445-7021	Md Imran	Md. Imran.
48	445-6921	Muskan Malhotra	Muska Malhotra
49	445-6999	Praveen Kumar	P. Kumar.
50	445-6930	Priyanshu Kumari	P. Koi
51	445-7037	Rajan Raj	Rajan Raj
52	445-7386	Rajesh Kumar	Rajesh.
53	445-6961	Rajiv Kishor Singh	Rajiv Kishor
54	445-6868	Rajnikant Kumar	R. K.
55	445-6978	Rajshi Shah	Rajshi
56	445-6957	Ravi Ranjan Kumar	Ravi Ranjan


 (Sign.)
 Course Coordinator



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Ref: CC/WRSP-NOT/22/23)28

Date: 01-Aug-2021

NOTICE

This is to inform all the Students that a workshop on Meet the Entrepreneur: Inspiring Stories of Success and Innovation will be organized on 16.8.2021 from 9:30 AM to 5:30 PM in the auditorium of Catalyst College.

The workshop is completely free, and no money will be charged for the Training or Certification.

Interested students are instructed to meet the Activity In-Charge / Class Coordinator for more details and their registration.

By the order of

Principal


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Date:16-8-2021

Workshop Title

Meet the Entrepreneur: Inspiring Stories of Success and Innovation

Number of Students Participated: 55

Objective:

This workshop aims to inspire and motivate budding entrepreneurs by sharing real-life stories of business owners who have navigated challenges, harnessed innovation, and achieved success. Participants will gain insights into the mindset, strategies, and key lessons that helped these entrepreneurs succeed in a rapidly evolving marketplace. The session will also foster networking and mentorship opportunities for aspiring business owners.

Model 2. Entrepreneurial Journey: From Idea to Execution

- The Idea That Started It All: Entrepreneurs will share how they came up with their business idea, the inspiration behind it, and how they validated it in the market.
 - Key Challenges Faced: The roadblocks that entrepreneurs typically face when starting a new business (funding, market validation, scaling).
 - Pivoting and Adapting: Real examples of how some entrepreneurs pivoted their business models when faced with market changes or unexpected challenges.
 - The First Milestones: How they secured initial customers or users, the first sale, and what that success meant for their confidence and growth trajectory.
 - Lessons Learned: Insights into the essential skills, tools, and strategies that helped entrepreneurs turn their vision into a thriving business.
 - Importance of perseverance, adaptability, and seeking mentorship.
 - Managing the emotional rollercoaster of entrepreneurship.
-



Model 3. Innovation and Differentiation: Standing Out in the Market

- **Creating a Unique Value Proposition:** How successful entrepreneurs identified gaps in the market and created products or services that stood out.
 - **Disrupting the Status Quo:** Examples of businesses that have disrupted traditional industries through innovation.
 - **Leveraging Technology:** How technology, social media, and digital tools have played a role in scaling their businesses.
 - **Branding and Marketing:** Entrepreneurs will share how they built their brand, from their initial marketing efforts to creating a compelling brand identity.
 - The role of storytelling in building a brand that resonates with customers.
 - Practical marketing strategies that worked, such as content marketing, influencer partnerships, and grassroots community-building.
 - **Challenges of Scaling:** The hurdles entrepreneurs face when scaling, including team building, operational efficiency, and managing cash flow. Entrepreneurs will provide real-world examples of how they overcame these challenges.
-

Model 4. Overcoming Failure: Turning Setbacks into Stepping Stones
Failure as a Learning Opportunity: Entrepreneurs will discuss their failures and mistakes along the way—be it financial losses, product failures, or missed opportunities—and how these setbacks shaped their growth.

- **Case Study Examples:** Specific instances where failure led to reinvention and long-term success.
 - **Resilience and Mindset:** How maintaining a positive mindset, focusing on solutions, and embracing failure as part of the journey helped them bounce back stronger.
- **Risk-Taking and Decision-Making:** Insights into the calculated risks successful entrepreneurs have taken, from investment decisions to pivoting their product or service.
 - The importance of risk management and how to minimize the impact of risks.



Model 5. Panel Discussion: Key Traits of Successful Entrepreneurs Mindset & Vision: A discussion on the mental traits that set successful entrepreneurs apart, such as risk tolerance, resilience, and a willingness to learn from mistakes.

- Visionary thinking: How entrepreneurs foresee future opportunities and align their business goals with trends.
- Leadership & Team Building: How to lead a team effectively, create a positive company culture, and attract talent that shares your vision.
 - The role of mentorship and collaboration in entrepreneurial success.
- Financial Management and Fundraising: A look into the financial side of entrepreneurship.
 - How to manage limited resources, secure funding, and ensure profitability.
 - How to pitch to investors and navigate the fundraising process.

Model 6. The Power of Networking and Mentorship

Building a Support System: The importance of networking, both online and offline, for personal and business growth.

- How entrepreneurs leveraged relationships to gain new customers, investors, and collaborators.
- Finding a Mentor: The value of mentorship in shaping an entrepreneur's journey. How mentors provide valuable insights, accountability, and emotional support.
 - Practical tips for finding and cultivating meaningful mentor-mentee relationships.

Model 7. Interactive Session: Q&A with the Entrepreneurs

- Live Q&A: Attendees will have the opportunity to ask the entrepreneurs any questions about their journey, challenges, and advice for success.



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- Questions can cover topics such as funding, marketing, hiring, or scaling a business.
- Audience Interaction: Encouraging participants to share their experiences and challenges, creating an open dialogue where they can gain personalized feedback from the panel.

Meet the Entrepreneur: Inspiring Stories of Success and Innovation

Date:16/08/2021

The screenshot shows a Zoom meeting interface. On the right, there is a vertical list of participants: Kumari Shipra, E2-29-6967-Swarnika Kumari, E1-01-5462-Aashish Raj, and E1-19-5414-Mahi Kumari. The main window displays a web browser with the URL startuptalky.com/bharatpe-success-story/#BharatPeBharatPe-About. The page title is "BharatPe - Founders and Team". The text on the page reads: "BharatPe founders were Ashneer Grover, Bhavik Koladiya, and Shashvat Nakrani. However, with Ashneer's resignation dated February 28, 2022, BharatPe lists Bhavik and Shashvat as its Co-founders." Below the text is a photograph of two men standing outdoors. A "GPS Map Camera" overlay is visible at the bottom of the photo, showing a map of Patna, Bihar, India, with coordinates: Lat 25.633263° Grover (right), Long 85.101577°, and a timestamp of 16/08/2021 11:15 AM GMT +05:30. The name "Ashneer Grover" is partially visible at the bottom left of the photo.


Principal
CATALYST COLLEGE
Plot No.- C-16(P) Patliputra Industrial Area
Patliputra, Patna-13

BharatPe - Business Model

The BharatPe business is an Indian QR code-based payments company that operates on B2B2C model because it helps the customers as well as the merchants or shop owners/retailers and other businessmen/women. The company's app accepts payments from **100+ mobile apps downloaded** in the Indian mobiles on India's UPI system by offering businesses a single interoperable QR sticker.

The QR can be scanned by and then payments are accepted from all renowned mobile apps such as **PayTm, WhatsApp, Mobikwik, Amazon Pay, BHIM, Google Pay, Freecharge** and True Caller. Retailers also get immediate credits for transactions made in their bank accounts on the same day.

In Patna, Bihar, India
 C-17/P, Patliputra Industrial Area, Patliputra Colony, Patna, Bihar 800013, India
 Lat 25.633367°
 Long 85.101167°
 16/08/2021 11:35 AM GMT +05:30

BharatPe Success Story | QR Code

BharatPe is a **QR code-based payment app** for offline businessmen and retailers. The company has its headquarters in New Delhi, but there are around 5 more offices of BharatPe across the country. The app, which allows its users to accept UPI payments for free through the BharatPe QR code, is hugely beneficial for the small merchants and kirana stores and their owners. Along with offering easy and interoperable QR codes for effortless **UPI payments**, BharatPe also extends Bharat Swipe (POS machine) for card acceptance and **small business** financing. Furthermore, the company also offers merchant loans of up to Rs 7 lakhs that can be availed for a duration of 3 to 12 months.

BharatPe also owns a peer-to-peer lending platform called 12% Club. BharatPe also launched the **Digital Gold** product in 2020. This will allow the users to transact for 24-carat gold with 99.5% purity.

The BharatPe app powered by efficient QR code payments helps its users to sign in immediately, and instantly start receiving the funds in their bank account. BharatPe started with a mission to make payments free for all its users. Its intention is to help all.

BharatPe Success Story | QR Code
 Patna, Bihar, India
 C-17/P, Patliputra Industrial Area, Patliputra Colony, Patna, Bihar 800013, India
 Lat 25.633237°
 Long 85.101575°
 16/08/2021 11:27 AM GMT +05:30

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(Signature)
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