



SWAMI VIVEKANANDA UNIVERSITY

EXCELLENCE . INNOVATION . ENTREPRENEURSHIP

www.swamivivekanandauniversity.ac.in



Mentoring Session on

Lean Start-up & Minimum Viable Product/Business

Date: 10-07-2025

Time: 01:30 PM onwards

Venue: NND 307

Organized by: IIC of Swami Vivekananda University

In Association with: School of Life Sciences

Topic: *Global Spirit, Local Vision: Innovation and Entrepreneurship Across Borders*

Speaker:

Dr. Jayanta Banerjee

Deputy Head (Acting) and Associate Professor,

Marketing, College of Business, City University Ajman, UAE.

Global Professor of Practice, Golden Gate University, California, USA.

Research Supervisor, Liverpool John Moores University, England.



1. Introduction

The **Institution's Innovation Council (IIC)** of **Swami Vivekananda University**, in collaboration with the School of Life Science, hosted an enlightening and thought-provoking session on “**Global Spirit, Local Vision: Innovation and Entrepreneurship Across Borders**” on 10th July 2025 under the thematic area “**Lean Start-up & Minimum Viable Product/Business**”.

The keynote speaker, Dr. Jayanta Banerjee, brought with him a rich global perspective on innovation, entrepreneurship, and the dynamics of cross-border business ecosystems, offering valuable insights into how global thinking can empower local start-up ecosystems and MVP development strategies.



2. Objective of the Session

The primary goal was to expose students, researchers, and faculty members to the global trends shaping innovation and entrepreneurship, and how these can be harnessed in local contexts to build scalable and sustainable ventures. The session aimed to:

- Highlight the importance of cross-border entrepreneurship.
- Share global success and failure stories.
- Explore models and ecosystems supporting startups.
- Identify collaborative opportunities between India and global economies.

3. Highlights of the Session

The session offered valuable insights into the importance of cross-border innovation, highlighting how global ideas can thrive when effectively adapted to local contexts. Through real-world brand case studies and comparative ecosystem analysis, Dr. Banerjee emphasized strategic lessons in entrepreneurship, models of global-local business adaptation, and the critical role of localization in scaling ventures internationally. The discussion also shed light on the entrepreneurial landscapes of both Dubai and India, drawing attention to the unique challenges and opportunities each presents for aspiring innovators.



4. Impact and Feedback

The session proved immensely beneficial, especially for aspiring entrepreneurs, incubator participants, and early-career researchers. It broadened the participants' understanding of how **global perspectives can empower local ventures**, and inspired them to explore international models while staying rooted in local realities.

Students and faculty members appreciated the strategic blend of real-world case studies with practical frameworks, while students expressed enthusiasm toward initiating globally competitive startup ideas from regional contexts.

5. Acknowledgments:

Special thanks were extended to:

- **Dr. Nandan Gupta**, Chancellor, Swami Vivekananda University for his immense support.
- **Prof. (Dr.) Subrata Kumar Dey**, Vice Chancellor, Swami Vivekananda University for making us reach new heights.
- **Prof. (Dr.) Pinak Pani Nath**, Registrar, Swami Vivekananda University for guiding us.
- **Mr. Sourav Adhikary**, Chief Operating Officer of Swami Vivekananda University, for motivating the department for new beginnings.
- **Prof. (Dr.) Nemai Saha**, Former Vice-Chancellor, The University of Burdwan and Director, School of Life Sciences of Swami Vivekananda University for encouraging everyone towards innovation.
- **Prof. Dr. Keya Das Ghosh**, director of Institution's Innovation Council, for her unwavering leadership in fostering an innovation-driven academic environment.

5. Conclusion

The special session by Dr. Jayanta Banerjee was a valuable academic and entrepreneurial engagement that contributed significantly to Swami Vivekananda University's vision of fostering innovation and global readiness among its community. IIC and the School of Life Science look forward to more such globally enriching collaborations in the future.

