

# LJ INSTITUTE OF ENTREPRENEURSHIP AND FAMILY BUSINESS

**BBA +  
BBA (Hons.) +  
MBA  
(As Per NEP 2020)**



## Nurturing Entrepreneurs & Creating Business Legacy



# About LJ University

Founded in 1980, Lok Jagruti Kendra expanded into fields like commerce, management, engineering, media, and more. In 2019, LJ University unified 15 institutes, offering diverse academic programs and industry collaborations. Located on a 14-acre campus near Ahmedabad's S.G. Road, it provides top sports facilities and vibrant cultural activities. With over 50,000 alumni, the university fosters a dynamic learning environment. The Antrapreneur Business Incubator, launched in 2014, supports innovation and start-ups. It hosted the Start-up Gujarat, Stand-up Gujarat initiative, led by the then Education Minister.



The tech-enabled campus features optical fiber, over 6,000 workstations, and blockchain-based evaluation. AI-integrated pedagogy ensures a future-ready educational experience. LJ University is committed to quality, affordable education, and holistic student development. Its ecosystem blends academic excellence, entrepreneurship, and cutting-edge technology.

# Vision Mission

## Vision

“LJKU is a 'Research-Driven Teaching University' with a difference in terms of visualization, delivery, and assessment of programs through collaboration, innovation, and excellence to create a cadre of well-trained and socially responsible professionals.

## Mission

### LJKU's Mission is to:

- i. Create cutting-edge academic programs with an intensive interface with technology to fulfill its vision.
- ii. Develop premier infrastructure and cultivate a vibrant ecosystem for teaching, learning, research, consultancy, entrepreneurship, innovation and array of extra-curricular activities.
- iii. Collaborate with academic institutions of excellence and network with industry, to contribute to the nation's contemporary and futuristic human capital needs.



Case Study



Sectoral  
Research  
Analysis



Industry mentor  
interaction



Entrepreneurial  
Networking Hub  
(ENH)



Pitching  
Funding



Zero to 1 Lab  
(z1 Lab)



# LJ Institute of Entrepreneurship and Family Business

Designed to develop entrepreneurial leaders and prepare future generations for family business success, this program blends experiential learning with real-world venture creation. Led by dynamic faculty with powerful mix of academicians, seasoned entrepreneurs and fueled by energetic students with a true entrepreneurial spirit, we cultivate an innovative mindset that turns challenges into opportunities.



Case Study



Sectoral  
Research  
Analysis



Industry mentor  
interaction



Entrepreneurial  
Networking Hub  
(ENH)



Pitching  
Funding



Zero to 1 Lab  
(z1 Lab)



# Course structure

## *A Step-by-Step Journey...*

SEMESTER

**01**

**Entrepreneurial Mindset  
Development**

**Problem Identification &  
Idea Generation**

SEMESTER

**02**

SEMESTER

**03**

**Business Plan &  
Feasibility Study**

**Pitching & Funding**

SEMESTER

**04**

SEMESTER

**05**

**Business Incorporation &  
Family Business Dynamics**

**Business Growth  
& Revival**

SEMESTER

**06**

*...from Idea to Sustainable  
Enterprise*





# Sectors & Clusters We Cover

## Retail & FMCG

Grocery & Supermarkets  
Dry Fruits & Snacks (FMCG)  
Jewelry, Tiles & Ceramics  
Electronics & Pharma  
Steel & Construction Materials

## Agriculture & Agri- Trading

Crop & Produce Trading  
Vegetables Wholesale  
Edible Oils & Grains  
Salt Farming & Processing

## Construction & Allied

Building Materials  
Construction Retail  
Allied Trading Services

## Export-Import & Global Trade

Spices & Seafood Export  
Global Agri-Trade  
Building Material  
Export

## Automobile & Allied

Automobile Sales & Parts  
Auto Sector Trading

## Emerging Sectors

Fintech  
Healthtech  
Renewable energy,  
Recycling,  
Mixed-Use Trading Ventures

**and More...**



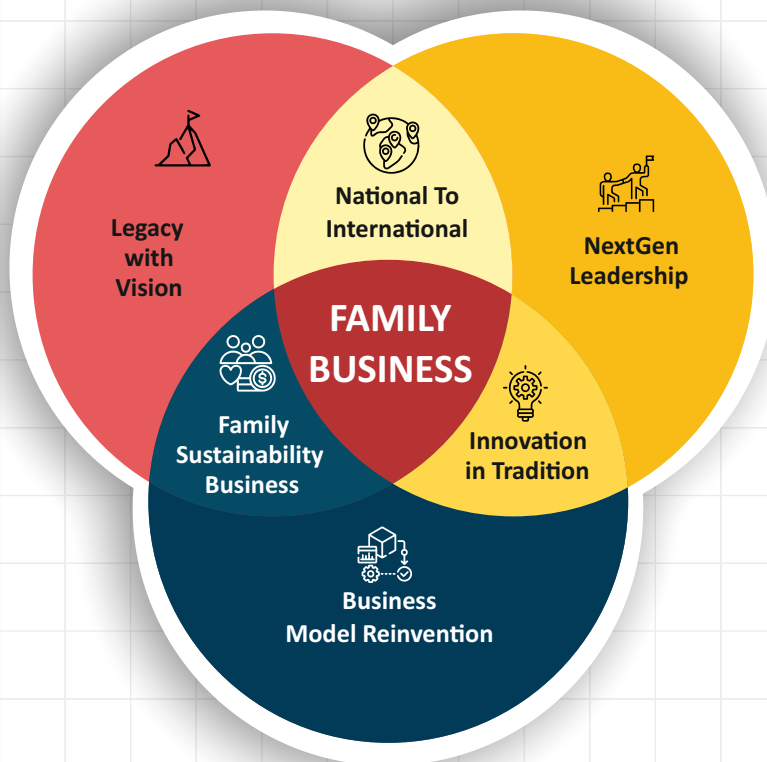
# A Fusion of Tradition With Transformation

**LegacyX : Navigating the Succession Journey**

**IdeaLaunch : Business Idea Validation**

**Sharkteens : way to Youngpreneur**

**Startups : Voice From the Field**







**LJ University**  
University with a Difference



**LJEFB**

# Learning at glance



**Intensive  
International  
exposure**

**Empowering The Next  
Generation of Family  
Business**



**Succession  
Planning**

**Peer  
Group  
learning**



# Fueling Startup Dreams

## Scaling & Growth Strategies



## LEEN *(LJ Education and Empowerment Network)*

LEEN is a student-led initiative that fosters entrepreneurship through workshops on motivation, psychology, and digital marketing for students. It organizes events for Start-Ups, MSMEs and also conducts charity programs, including blood donation camps and Miles for meal Marathons.



## Global Exposure : Global Perspectives

### Global Exposure : Global Perspectives

LJ Institute promotes international exposure through faculty exchange programs and global collaborations.

In 2024-25 students got exposure of experts like Prof. Silviya Georgieva, Mr. Pieter Van Essen, and Mr. Mateen

Syed and gained insights into global business trends and crosscultural learnings.



{ Family Business Is Not Just About Succession it's About Legacy, Values, And Sustainability. }



### Women investing in women

Women Investing in Women empowers women through expert panels discussions, workshops, and D2C Demo Days, fostering women entrepreneur ecosystem of India. It inspires and equip aspiring women entrepreneurs for real-world challenges.

{ Where roots become branches and roots become Family }

### Students at business

Students gain practical entrepreneurial experience by launching seasonal ventures like kite selling, Gola stalls, and hot beverage kiosks. They also manage exhibition centers and trade stalls, represents family businesses. These hands-on initiatives enhance creativity and business acumen, preparing future leaders for success.







**LJ University**  
University with a Difference



**LJEFB**

## COMMUNITY ENGAGEMENT

At LJ Institute of Entrepreneurship and Family Business, we foster empathy and social impact through community engagements. Our students support NGOs, teach in government schools, and collaborate on initiatives like Waste Management at Campus.



## Culture, sports and celebration

Kalanjali and Escape are vibrant festivals at LJ that celebrate student creativity through dance, music, fashion, and drama. They foster expression, cultural appreciation, and innovation.

## Mindfulness and wellness

Regular yoga, meditation, Heartfulness sessions, and sound therapy foster mental clarity and resilience. Wellness center visits and mindfulness practices promote holistic well-being for balanced leadership.



# OUR ENTREPRENEURIAL STARS



**Jainam Sheth**  
SnehShilp Startup fest  
2024 Startup Conclave

LJ Institute Of  
Entrepreneurship & Family Business

**"The Pitching Show:  
Spark Your Idea"**  
*Social & Sustainable Idea Award*



**Urvang Pujara**  
Eldery Care



**Yug Thakkar**  
Coco Cups

+91 9313922791 | [ljintegratedmba\\_eft@lju.edu.in](mailto:ljintegratedmba_eft@lju.edu.in)



**Dhara Soni**  
Founder  
Booking Shooking



**Dr. Viral Shah**  
**Executive Director and Founder , LJ E&FB**  
**Experience: 25 years**  
**Area of Specialisation: Entrepreneurship,**  
**and Finance**



**Asst. Prof. Yash Shah (CA)**  
**Experience: 8 Years**  
**Area of Specialization:**  
**Accounting, Tax and Finance**



**Asst. Prof. Shivali Thakar**  
**Experience: 12 Years**  
**Area of Specialization:**  
**Entrepreneurship, Finance**  
**and Economics**



**Asst. Prof. Dhvani. H Pandya**  
**Experience: 4 Years**  
**Area of Specialization:**  
**Business Research and Statistics**



**Mr. Girish Pillai**  
**Experience: 26 Years Business**  
**expertise: Skill Trainer and**  
**Consultant**



**Mr. Francis Lobo**  
**Experience: 31 Years**  
**Business expertise: Freelance**  
**Trainer and Consultant (AMA)**



**Anand Mashruwala**  
**Experience: More than 40 years**  
**Expertise : Family Business and**  
**Innovative Project Management**  
**Expert**



**CS. Priyanka Oza**  
**Experience: 13 Years**  
**Business expertise: Company**  
**Secretary (CS)**



**Mr. Nishil Nathwani**  
**Experience: 11 Years**  
**Startup and Family Business**  
**With Export Training & Strategic**  
**Consultancy**



**Ms. Mumta langalia**  
**Experience: 15 Years Business**  
**expertise: IT Skills and**  
**Software Specialist**



**Mr. Chandramauli Pathak**  
**Honorary Director, and Practising Professor**  
**Experience: 36 years**  
**Area of Specialisation: Entrepreneurship and SME Growth**



**Mr. Kartik Chawada**  
**Experience: 19 Years**  
**expertise: Product design and Developer**



**CA Devanshi Shah**  
**Experience: 12 Years**  
**expertise: Practicing CA**



**Dr. Apoorva Agarwal**  
**Experience: 26 Years**  
**expertise: Accounting and Finance**



**Dr. Kruti Patel**  
**Experience : 20 Yrs**  
**Trainer And motivator**  
**Women Entrepreneurship expert**

## **BUSINESS MENTORS**



**Mr. Jigar Jiواني**  
**Startup investment and incubation expert**



**Mr. Samrendra Srivastava**  
**International Business and Marketing experts**



**Ms. Brinda Pandya**  
**Startup business and Pitching mentor**



**Ms. Debopriya Chakroborty**  
**CEO at Antrapreneur**  
**The Business Incubator, Startup Growth expert**



**Mr. Anay Mashruwala**  
**4th Generation Family Business Owner & Global Entrepreneurship Specialist**



**Mr. Devang Patel**  
**Coach and Mentor, Family Business**



# Antrapreneur : The Business Incubator

**ANTRAPRENEUR**  
THE BUSINESS INCUBATOR

Antrapreneur supports early-stage startups with seed funding, mentorship, and incubation, helping them transform ideas into scalable

businesses. Startups receive guidance at every stage—from refining concepts to securing investors. Backed by the Department of Science & Technology and state level schemes like NewGen IDEC, IT/TeS, SSIP, and GSBTM, we provide the resources needed to drive innovation. In collaboration with the LJ Institute of Entrepreneurship & Family Business, together we foster a thriving ecosystem where student entrepreneurs and family businesses successor grow, innovate, and succeed.

**85**

Startup

**80**Patents  
Applied**29.126 cr.**Fund  
Raised**1100**Startups  
Supported**50**Investor  
Backbone**500**Mentor  
Pool

## Notes:



**LJ University**  
University with a Difference



**LJEFB**



# SCAN FOR ADMISSION



**+91 93139 22791**

**LJ INSTITUTE OF ENTREPRENEURSHIP AND FAMILY BUSINESS**  
**5TH Floor, New Commerce Building, LJ University**

[ljintegratedmba\\_EFB@ljku.edu.in](mailto:ljintegratedmba_EFB@ljku.edu.in)

[ljefb.official](https://www.instagram.com/ljefb.official)