

Report on Entrepreneurship Sensitization

The half day e-workshop on Entrepreneurship Sensitization was conducted by Dr Sucheta Pawar who is the Associate Professor of General Management & Dean of Centre of Entrepreneurship & Innovation at PTVA's Institute of Management & Ms. Ridhima Mahabal who is the Innovation Ambassador of IIC and Faculty Co-ordinator of COEI on 11th January 2021 with 99 students of Ghanshyamdas Saraf college. The aim of the session was to sensitize the students regarding the concept of entrepreneurship, ideation and innovation.

The session started with an Introductory speech by Prof.Niyati Kalyanpur. Dr. Jayant Apte, Principal, Saraf College welcomed all the members by sharing a brief introduction to Ghanshyamdas Saraf college and it's E.cell.

Dr. Sucheta started the workshop by sharing success stories of Entrepreneurs with specific reference to students. She also shared how students can enhance their skills and potential by participating in various activities under the E. Cell Ecosystem.

Ms. Ridhima gave insights on how to ideate for a business by sharing information on how to develop ideas and making basic plans for business & development of prototypes. She also told the students about the importance of adding value to the resume by participating on different platforms like business plan competition, publishing papers, etc. The workshop was very action oriented where the students learnt about business & entrepreneurship from a career perspective. The workshop covered areas like identification of problems, how to initiate new ideas and modify existing ideas. The facilitators also shared with students what are the different stages of entrepreneurial development and how one can gain benefit at each level. The sessions were interactive, and the students asked many questions.

Dr. Lipi Mukherjee, Vice-Principal Saraf College delivered the vote of thanks. The e-workshop was a grand success.



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