

## Report on E-workshop on Phases of Entrepreneurship Development

E-workshop titled: Phases of Entrepreneurship Development was conducted by PTVAIM's convener R. Mahabal on 16th December 2020 with the Third semester MMS students of PTVA's Institute of Management. The aim of the session was to sensitize the students regarding various phases of entrepreneurship development, its nuances, benefits and challenges. 38 students attended this workshop.

R. Mahabal explained the stages of entrepreneurship development. She emphasized that any enterprise develops primarily along these 5 stages, other sub stages may differ from company to company, however these 5 stages remain intact. Following are the five stages she discussed: Idea, Decision, Proof-of-concept, Growth and Long-term plan. She explained the nuances of each stage and discussed its benefits. She also spoke of the challenges that start-up founders and how they can resolve the same. she shared the example of one of the campus start-up founders Mr. Ravi Ravariya. She discussed his business as a case study and explained how he developed it through each of the stages. She urged the students to think along these lines as well while ideating. She mentioned that having a clear picture though idealistic of how their respective ideas should develop will have them better prepared than not having any vision or plan or idea regarding future course of action at all will! The session concluded with a question answer round in which the students asked many interesting and pertinent questions.



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