

**Rukmini Devi Institute of Advanced Studies**  
Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE &Affiliated With GGSIP University)

# **DOSSIER**

**On**  
**Guest Lecture**

**On**  
**“ Creating Job Opportunities as a part of**  
**Entrepreneurship Development ”**

**On**

**October 1, 2013**





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**Ms. Surbhi Malhotra**

**Ms. Amandeep kaur**  
**(Chairperson, Literary Club)**

**Prof. Col. (Retd.) Mahander Singh**  
**Director General, RDIAS**



## **FORM A**

### **Proposal:**

- **Name of the event to be organized:** Guest Lecture on “Creating job opportunities as a part of Entrepreneurship Development”
- **Date:** October 1, 2013
- **Time:** 3:00 pm - 05:00 pm
- **Venue:** Lecture Theatre, RDIAS
- **Motivation for the activity:** The session was conducted to encourage the students to improve their entrepreneurial skills by raising awareness of career options in entrepreneurship. It focused on inculcating a positive attitude, skills and knowledge that are essential for inculcating entrepreneurial values and guiding their interests towards entrepreneurial career and venture in start-ups after their studies.
- **Organized by:** MBA Department



## **FORM B**

### **Part 1**

**Aim of the event:** The aim of the event was to give an exposure to the students about the present status of entrepreneurship and foster a dynamic community of entrepreneurs with the aspirations and capacities to address challenging problems with innovative ideas and build resources and structure to support in conceiving, planning, launching, and growing of sustainable ventures.

### **Part 2**

**Abstract:**

*“The best way to predict the future is to create it.”*

- **Peter Drucker**

The session was initiated by **Prof Sanjiv Mittal**, where he briefed about “Creating job opportunities as a part of Entrepreneurship Development”.

The session was conducted with three broad divisions as follows:

- The first phase stressed upon importance of entrepreneurial skills.
- The second phase instigated the role creativity and innovation in becoming an entrepreneur.
- The Third phase included practical Life examples along with ideas of starting a new venture.

Initially, a brief overview of entrepreneurship was given mentioning that, it is the ability to make something out of nothing; it fuels imagination and provides millions of jobs across the globe. Entrepreneurship is defined as the process of identifying, evaluating and seizing an opportunity. It is usually associated with the young, and vibrant, the fearless few that are willing to take the first step. The youth is the future of our country and the ideas and concepts that come from their minds will pave the way.



The speaker focused “If you have a dream, an idea and a burning desire, but are not willing to try, you have failed already”.

Skills are key to building the future economy and these skills must be nurtured through education and training. Basic Skills are creativity and innovation. To explain these skills speaker explained the six hat theory. The term *Six Thinking Hats* is used to describe the tool associated with the idea of parallel thinking provide a means for to plan thinking processes in a detailed and cohesive way, and in doing so to think together more effectively.

- **Information** (White) - considering purely what information is available, what are the facts?
- **Emotions** (Red) - intuitive or instinctive gut reactions or statements of emotional feeling (but not any justification)
- **Discernment** (Black) - logic applied to identifying reasons to be cautious and conservative
- **Optimistic response** (Yellow) - logic applied to identifying benefits, seeking harmony
- **Creativity** (Green) - statements of provocation and investigation, seeing where a thought goes
- **Blue Hat** -The Blue Hat stands for process control

Entrepreneurship as a form of business filled with risks and big probability of success differences needs creativity and innovation. Being creative in your entrepreneurship either by implementing creativity while planning, dealing with customers or workers means facilitating your work while achieving more goals in a very short span of time.

The speaker mentioned famous quotes of famous entrepreneurs like Lakshmi Mittal, Dhirubhai Ambani, Steve Jobs, Sam Walton were quoted to motivate students to become an entrepreneur. He also suggested various ventures such as:-



- **Food Segment** - Diet Restaurant and clinics, Mobile restaurants, Pre packed food
- **Fitness Centre** - Yoga, Day and Hair Spa, Fitness Centre
- **Art and Craft** – Hand made Decorator, Candle making Designer cushions.
- **Children World** – Children designer wear, Day care services
- **Tours and Travels** – Recreational tours, Adventure club, Medical tourism
- **Marriage and Reception Events** - Event Management, Wedding Planner, Ballroom Parties

Other ideas were also specified like Mobile Computer Training, English Speaking Centers, Senior Home care, Textile printing, Online Selling.

### **Part 3**

**Conclusion:** In the concluding stage of the session the speaker mentioned the intrinsic and extrinsic qualities for becoming an entrepreneur. An idea can be born from simply getting to know a market, a product or a business skill or spotting an opportunity within what you do, or just a great instinct and foresight. He also emphasized that whatever the circumstance, we need to nurture it and encourage it, to allow entrepreneurship to flourish. The road to success is not easy and will be fraught with many challenges, but would like to urge you to follow your passion, even when you feel like you want to give up. Make the absolute best of it, and never give up.

*“Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible.”*



## Snapshots of the Session



Welcome Speech for the Guest of Honor by the students..!!



Speaker addressing the gathering..!!



Energetic Audience in the session..!!



Director General Sir presenting token of appreciation Prof. Sanjiv Mittal at the end of the session..!!!