



RUKMINI DEVI

Institute of Advanced Studies

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An ISO 9001 : 2008 Certified Institute

Guest Lecture

On

“Creating Job Opportunities as a part of Entrepreneurship Development”

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| Topic | Guest Lecture On “Creating job opportunities as a part of Entrepreneurship Development” by Prof. Sanjiv Mittal, Presently working as a Professor in University School of Management Studies, GGS Indraprastha University. |
| Date of the Event | October 1 , 2013 |
| Aim of the activity | The session was organized to equip students with skills and knowledge that are essential for inculcating entrepreneurial values and guiding their interests towards entrepreneurial career. |
| Description of the Event | <p><i>Entrepreneurship is living a few years of your life like most people won't, so you can spend the rest of your life like most people can't.</i></p> <p>It is now widely accepted by policy-makers, businesses and academics that educational programs in entrepreneurship have a positive effect on developing individuals' entrepreneurial attributes, raising awareness of career options in entrepreneurship and inculcating a positive attitude towards entrepreneurship.</p> <p>Prof. Mittal encouraged the students improve their entrepreneurial skills and to develop successful start-ups during and after their studies. Sir insisted that entrepreneurship is a combination of the right toolset and mindset. In other words, with the right tools in hand, the right approach to using them and enough practice, one can successfully innovate to create value. to strengthen entrepreneurial management skills through capacity building and training resources that foster adoption of good</p> |

workplace practices in micro-, small and large enterprises.

The initiative helped to 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 students and young alumni in the conceiving, planning, launching, and growing of sustainable ventures.

Sir then focused on the basic necessity for becoming an Entrepreneur i.e. creativity and innovation. Creativity is A process of assembling ideas by recombining elements already known but wrongly assumed to be unrelated to each other and Innovation: A process of intentional change made to create value by meeting opportunity and seeking advantage.

The program provided inputs on process and practice of entrepreneurship development, communication and inter-personal skills, creativity, problem solving, achievement motivation training and inputs on resource and knowledge industries and suggestions for starting the business in various fields like food joints, art and craft , investment banking.