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Web-Report on Guest Lecture on “Entrepreneurial Motivation”

Title	Guest Lecture on “Entrepreneurial Motivation” for the Students of MBA and BBA
Resource Person/Facilitator	Prof (Dr.) Sanjeev Mittal, Dean, University School of Management Studies, GGSIPU, Delhi
Date	October 19, 2015
Summary	<p>The objective of this session was to motivate students towards entrepreneurship as it can create employment for the future generations.</p> <p>Prof (Dr.) Sanjeev Mittal, Dean, University School of Management Studies, Guru Gobind Singh Indraprastha University took the session on the same for the students of MBA & BBA. He motivated students about the concept of entrepreneurship and to raise basic awareness of entrepreneurship concepts, to enable students to identify and learn how to make a mindset to take up entrepreneurship as career and to motivate and work hard to start a new venture through adequate forward planning and the execution of the plans made for it. Dr. Mittal introduced the concept of entrepreneurship by focusing on myths related to it and the different aspects of entrepreneurship. He mentioned that the reason that people do not start their new ventures in a country like India is due to non-awareness amongst the population of India and decides to go for jobs in private or government sector to minimize the risk of their lives.</p> <p>Sir briefed about the Myths of entrepreneurship. Few of them are: Entrepreneurs are born not made, Entrepreneur fit an ideal profile, All you need is money to be an entrepreneur, All you need is luck to be an entrepreneur and another is that great idea is the only ingredient in a recipe for business. He talked in detail about the various attributes of successful entrepreneurs such as Drive, Communication skills and Technical skills. Prof. Mittal explained few institutions for Entrepreneurship Development which are EDI, NIESBUD, and SIDBI. Overall the lecture was quite</p>

	learning and motivating.
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