



Web Report on Guest Lecture on “Entrepreneurship Development Programme”

Title	Guest Lecture on “Entrepreneurship Development Programme” for the students of BBA and MBA
Date	February 08, 2016
Resource Person/Facilitator	Prof. H.P. Singh, Chief Consultant, NIESBUD (National Institute for Entrepreneurship and Small Business Development).
Summary	<p>Entrepreneurship is a process of identifying and starting a business venture, sourcing and organizing the required resources and taking both the risks and rewards associated with the venture. Entrepreneurship is a key factor for economic development. There is an increased rate of students across developed and developing countries considering the issue of self-employment. Whether you start your own company or choose to ascend the corporate ladder, maintaining the spirit of entrepreneurship all along the way is essential. This goes far beyond just making money. It is about creating value and ideas, about possessing internationally convertible leadership skills and about cultural diversity.</p> <p>The objective of this session was to motivate students towards entrepreneurship as it can create employment for the future generations. Prof. H.P. Singh, Chief Consultant NIESBUD addressed the students about the concept of entrepreneurship. The lecture was organized to raise basic awareness of entrepreneurial concepts and to enable students to identify and learn how to make a mindset to take up entrepreneurship as a career.</p>

The facilitator introduced the concept of entrepreneurship by focusing on myths related to it and the different aspects of entrepreneurship such as 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 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 so as to minimize the risk. Sir explained in detail about the various attributes of successful entrepreneurs such as drive, communication skills and technical skills.

The concept was further infused with a power point presentation that spoke about the startup business in India. Followed by a discussion on contemporary business environment prevailing in the country. He also highlighted names of some successful entrepreneurs like Sriram Subramanya, Rohit Bhatt, Azim Premji, Lakshmi Mittal, Dhirubhai Ambani, Sachin Bansal and Binny Bansal, Kishore Biyani and their journey towards becoming an entrepreneur. This lecture motivated the students to work hard and start a new venture through adequate forward planning and the execution of the plans. The session was an interactive one where the students were very participative and engaged in questions with the dignitary.