



RUKMINI DEVI

Institute of Advanced Studies

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DOSSIER

On

Class Room Lecture on Potential Career In Entrepreneurship

Support

On

February 6, 2019



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FORM A

Proposal :

- **Name Of the event to be organized :** Class Room Lecture on Potential Career In Entrepreneurship
- **Date :** February 6, 2019
- **Time :** 10:00AM - 12:10PM
- **Venue :**
- **Organized By:** Support
- **Motivation for the activity :** The motive behind holding the classroom lecture was to apprise the students about the concept of entrepreneurship and motivate them to identify their capabilities and develop new skills required towards developing a mindset to take up entrepreneurship as career. Also, to encourage them in the direction of setting up new ventures and make them a success through adequate forward plans and decision- making.

Form B

Part 1

Aim of the event :

The objective of this session was to motivate students towards taking up entrepreneurship as a career so that they can contribute towards employment generation for present and future generations. Also the aim was to clear myths related to entrepreneurship, features of entrepreneurship and how to overcome challenges on this career path.

Part 2

Abstract :

Mr. Sumit Chaudhury, Chairperson and Managing Director Third Millennium Business Resource Associates Private Limited delivered a stimulating lecture on “Potential Careers as Entrepreneur” at RDIAS on February 6, 2019. He introduced the different features of entrepreneurship and emphasized that risk taking and innovation are the main ingredients in a recipe for business start-up. He explained in detail about various attributes of successful entrepreneurs such as risk taking ability, innovation, communication skills, decision making and technical skills.

He also highlighted founder of Reliance Industries Mr. Dhirubhai Ambani’s journey towards becoming a successful entrepreneur. He focused on negotiating and carrying out business deals by giving the deals to the clients that they cannot refuse. He explained the importance of SWOT and PESTLE Analysis for identification of an opportunity to become an entrepreneur. He exquisitely explained the ASK Principle i.e. Attitude, Skills and Knowledge Principle to increase the amount of success in one’s life.

Part 3

Conclusion

The lecture was certainly informative and interactive where Mr. Sumit Chaudhury kept students engaged throughout the lecture by giving everyday life examples and asking interesting questions. Relevant queries were elucidated by the guest speaker that was related to emerging mind-sets in incorporating new ventures. The lecture was an educative, productive and learning experience for all present.

SnapShot



Mr Sumit Chaudhury introducing the topic to students



Students of BBA 6 Morning B enjoying the interactive session by the resource person



A healthy interaction between students and the guest speaker



Students of BBA 6 Morning C enjoying the interactive session by the resource person