Report on One-Day Entrepreneurship Programme

Date: 14 November 2024

Resource Person: Mr. Jagannath Biswas, Manager,

Human Resources, Kaizen IT Services Pvt. Ltd

Introduction

A one-day Entrepreneurship programme was organized on 14th November 2024, aimed at inspiring and equipping participants with the necessary knowledge and skills to pursue entrepreneurial ventures. The session was conducted by Mr. Jagannath Biswas, Manager of Human Resources at Kaizen IT Services Pvt. Ltd, who shared valuable insights into entrepreneurship, startup culture, and the skills required to succeed in business.

Objectives

The key objectives of the programme were:

- To motivate participants towards entrepreneurship as a viable career option.
- To provide an understanding of the challenges and opportunities in starting and managing a business.
- To impart practical knowledge on developing business ideas, planning, and execution.

Overview of the Programme

The session began with Mr. Biswas introducing the concept of entrepreneurship and its importance in economic development and innovation. He discussed various types of entrepreneurship and the mindset required to be a successful entrepreneur.

Mr. Biswas elaborated on the critical stages of setting up a business including ideation, market research, business planning, and funding options. He also emphasized the significance of resilience, adaptability, and leadership skills in entrepreneurial success.

The programme included interactive discussions and real-life examples from Mr. Biswas's professional experience, which helped participants relate theory to practice. The session concluded with a Q&A segment where participants raised questions regarding startup challenges, funding, and managing teams.

Key Topics Covered

Definition and importance of entrepreneurship

- Identifying and evaluating business opportunities
- Business planning and strategy formulation
- Funding sources and financial management for startups
- Leadership and team management in entrepreneurial ventures

Participant Feedback

Participants appreciated the engaging and insightful delivery of the session by Mr. Jagannath Biswas. Many found the practical tips and examples particularly useful in understanding the realities of entrepreneurship. The programme was well-received for its motivational tone and actionable advice.

Conclusion

The one-day Entrepreneurship programme held on 14th November 2024 successfully achieved its goal of educating and inspiring participants towards entrepreneurial pursuits. Mr. Jagannath Biswas's expertise and practical approach significantly contributed to the effectiveness of the programme, leaving participants better equipped to explore business opportunities confidently.





NAAC Accredited (Grade B, 1st Cycle), 2023 PATRASAYER, BANKURA

INDUSTRY RELATION CELL

Organises

ENTREPRENEURSHIP PROGRAMME

Resource Person-Mr. Jagannath Biswas, Manager, Human Resources, Kaizen IT Services Pvt. Ltd.

Date-14.11.2024 Venue-VIRTUAL ROOM

Patrasayer, Bankura.

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