



Three Days Workshop on Entrepreneurship- January 20-22, 2020

A three days workshop on Entrepreneurship was organized by the School of Management, ITM University Gwalior for MBA Vth Trimester Students from 20-22, January 2020.

The mission of such workshops is to create zeal and motivate our students to start their own ventures ahead. Our attempt is to enrich their credentials and they shall prove successful entrepreneurs in the future.

The resource person for the workshop was **Prof. Vijayalakshmi Rangarajan** from Welingkar Institute of Management, Mumbai. The resource person is an expert in the field of Entrepreneurship and has wide experiences as an academician. She has also published papers in National and International journals. The sessions for all three days started from 9 A.M to 5 P.M and were taken as pre-lunch and post-lunch sessions.

On the first day the resource person highlighted the difference between industrialists and entrepreneurs. Next she highlighted the qualities of successful entrepreneurs. The session continued by looking into the differences between innovation and creativity and how innovation and creativity is significant in the field of entrepreneurship. The resource person in the post lunch session discussed entrepreneurs in-depth and categorized them as Visionary Entrepreneurs, Entrepreneurs with Business Models, Spiritual Entrepreneurs, Social Entrepreneurs, Global Entrepreneurs, and Tech- Entrepreneurs etc.

On the second day the topic of discussion was **“why do entrepreneurs fail”**? An assignment was given to the participants and teams were divided into three categories and were asked to speak either on successful entrepreneurs or successful entrepreneurs but have failed now or unsuccessful entrepreneurs. The teams were asked to find the reasons and next the question answer session made the session lively and interesting. Next part of session was devoted by the resource person to share good insights on preparing a fifty page project report and conducting a feasibility analysis of a project.

The third day started with finding out the reasons for the failure of startup ventures. During the sessions for the day a good number of startups were deeply analyzed and evaluated from many perspectives to understand their real problems and the cause of their failures.

The sessions for all three days were highly practical and interesting and the students shared a wonderful feedback for the resource person. The workshop concluded with the vote of thanks by the coordinator of the workshop.

Glimpses of the Workshop



Updated and Posted by: Dr. Shahid Amin (Assistant Professor, SOM, ITM University Gwalior)