



MARATHWADA MITRA MANDAL'S COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University,
Re-Accredited by NAAC with "A" Grade

REPORT ON ONE DAY WORKSHOP ON TRAINING THE NEXT GENERATION OF SUCCESSFUL ENTREPRENEURS

Date:06/03/2019

Department of Business Administration had organized a one-day workshop on 05th March, 2019, on "Training the Next Generation of Successful Entrepreneurs". 51 students attended the workshop along with all the faculties.

The program started with the welcoming of the resource person for the day, Prof. T. M. Satyanarayan. The welcome address was given by Asst. Prof. Gurmeet Kaur Rajpal and the session was taken ahead by the resource person thereafter.

The workshop began with an overview of entrepreneurship, highlighting its importance in driving innovation, economic growth, and job creation. This session focused on identifying entrepreneurial opportunities and assessing market demand. Participants learned how to conduct market research, identify unmet needs, and develop innovative business ideas.

Participants were introduced to the Business Model Canvas, a tool for visualizing and developing business models. The session delved into the process of launching and growing a startup. Participants learned about key aspects such as product development, marketing and sales, operations, finance, and team building.

The session concluded with addressing student's doubts. Vote of thanks was proposed by Asst. Prof. Gurmeet Kaur Rajpal

Dr. Ashwini Kulkarni
BBA Coordinator

Dr. M. D. Lawrence
Principal

