



Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

Entrepreneurship and Innovation Centre

Academic Year 2019-20

Report of Workshop on “ENTREPRENEURSHIP”

Date: 19 November 2019

Number of beneficiaries: 92 students from B.Com, B.B.A., B.A. & B.Sc Departments.

Name and details of the Chief Guest: Mr. Amlan Bhattacharya, co-founder and director of Throttle PAD 2.0. Mr. Amlan addressed the students in a very interactive way stating the various opportunities to start a business and a ready plan for every situation.

Objective: To acquaint the students in getting a brief idea on how to become a successful entrepreneur and to keep a focus on how to position your products/services in the minds of the customers, for your own enterprise.

Brief Write up on the Programme: The one-day workshop on "idea generation and business plan preparation" was organized by entrepreneurship and innovation center in association with Kristu Jayanti Incubation Centre. The workshop consisted of 4 sessions namely why entrepreneurship, funding and support, innovative ideas and business ideas and business plan preparation. The inauguration started at 9:30 am and a brief introduction of the workshop was given to the students by the chief guest. In the first session sir spoke about how entrepreneurship is different from a job and self-employment and highlighted the reasons as to why a person should opt for entrepreneurship. The second session was about funding and support. He discussed the 4 methods of funding consisting of angel investors and venture capitalists. During this session he encouraged the students to participate in business plan competition in various colleges and build their connections as the judges of such competitions are mostly investors or venture capitalists. The third session comprised of how an idea should be. He told the students that their idea should be innovative and not copied in order to be viable and valuable in the market. The last session was about business ideas and business plan preparation. During this session he spoke about the different steps in business plan preparation and discussed about diversification and transition.

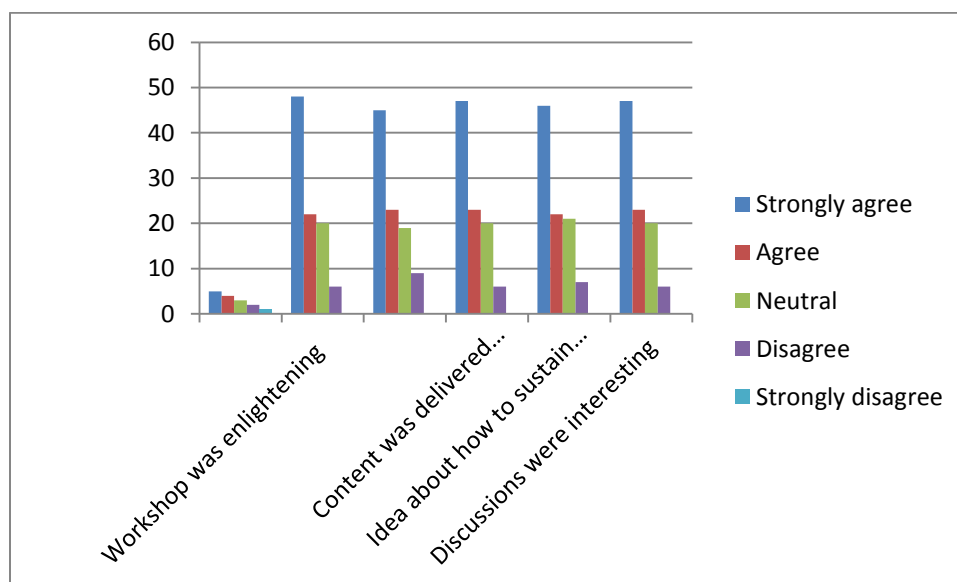
Feedback: The feedbacks received by the participants for the workshop was brilliant. According to them the sessions were very resourceful and indeed motivated them to go ahead with their business ideas and generate a proper business plan. Feedback was taken in order to analyze the

effectiveness of this Programme. It was found that out of 96 beneficiaries, 51% (48 students) rated the programme was an excellent event and found the information imparted to them was very inspired and beneficial. Apart from this 23% (22 students) rated the talk as very good, 20% (20 students) rated as good, and 6% (6 students) rated as satisfied. Very less no of students expressed their dissatisfaction towards the event.

Overall assessment of the event:

How were these areas addressed	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	5	4	3	2	1
Workshop was enlightening	48	22	20	6	0
Information about how to start a business plan.	45	23	19	9	0
Content was delivered efficiently	47	23	20	6	0
Idea about how to sustain the existence of company for an entrepreneur.	46	22	21	7	0
Discussions were interesting	47	23	20	6	0

Overall Assessment of the Program



Photos of the session:



Presidential Address by Vice-Principal Rev. Fr. Dr. Augustine George



Lamp Lightening by the Diagnotories



Experience shared by student about her achievement as a member of EIC



Resource person Mr. Amlan Bhattacharyya sharing his views about entrepreneurship



Mr. Amlan Bhattacharya discussing case study with students to give a solution



Dr. Mathiyarsan M. Presenting a memento as a token of appreciation

Report prepared by: Prof. Chandrakala M

Report verified by: Dr. Arti Singh

Date: 03-12-2019