

ASUTOSH COLLEGE

**ANNUAL REPORT
OF THE
ENTREPRENEURSHIP CELL**

ACADEMIC SESSION: 2023-24

ABOUT THE COMMITTEE/ UNIT/ CELL:

<https://asutoshcollege.in/new-web/pdf/EDCellPolicies.pdf>

CONVENERS/ COORDINATORS:

Jt. Convenors :

1. Dr. Supriyo Das
2. Dr. Nandini Mukherjee
3. Dr. Amit Bhattacharjee
4. Dr. Utpal Barman

MEMBERS:

1. Dr. Kanchan Karmakar
2. Dr. Monoj Kumar Barman
3. Sri Nirmalya Chakrabarty
4. Dr. Sayanti Kar
5. Dr. Gourab Bera
6. Smt. Sneha Dutta
7. Sri Pinaki Dey
8. Dr. Pritha Biswas
9. Dr. Ainul Haque
10. Dr. Sudip Ghosh

ACTIVITIES

Activity -1

**TITLE OF EVENT: ENTREPRENEURSHIP AND SKILL DEVELOPMENT:
PROSPECTS AND CHALLENGES**

THEME OF THE EVENT: The event was based on the theme “**Entrepreneurship:
Education, Experience and Environment**”

ACADEMIC SESSION: 2023-24

DATE: 08.12.2023

VENUE: Seminar Hall, Centenary Building, Asutosh College

OBJECTIVE/ PURPOSE:

The one-day seminar was organized by the **Department of Economics in association with Entrepreneurship Cell and in collaboration with IQAC, Asutosh College** with the aim to familiarize the participants with the idea of entrepreneurship development and the concept of empowerment and skill-development associated with it.

RESOURCE PERSON/S:

Dr. Sharmistha Banerjee, Professor, Department of Business Management, University of Calcutta

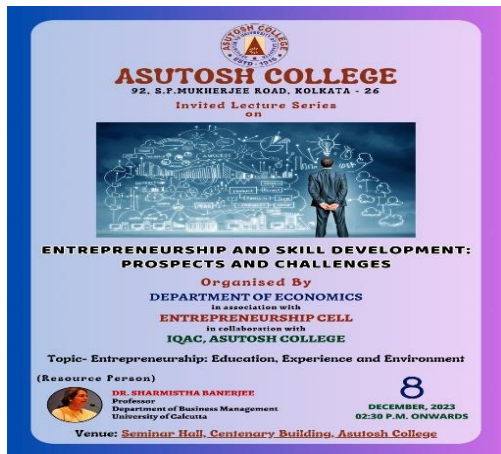
PARTICIPANTS: Faculty members and students of the various departments of Asutosh College

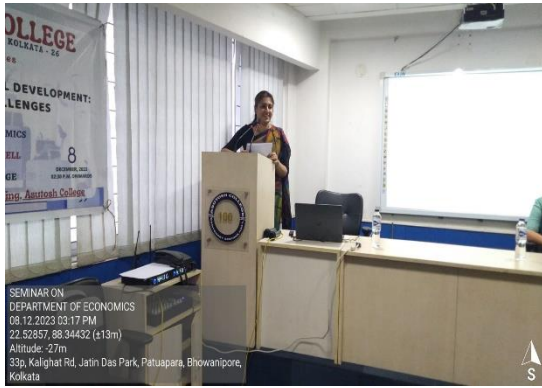
BRIEF REPORT ABOUT THE EVENT: It is indeed an honour to arrange such enlightening lecture given by the speaker Professor Sharmistha Banerjee for the faculties and students of the Asutosh College. The seminar was chaired by Dr. Sraboni Roy, IQAC Co-ordinator, Asutosh College and Dr. Rina Kar (Dutta), Secretary, Teachers' Council, Asutosh College. The inaugural lecture was given by Dr. Nandini Mukherjee, Head of the Department of Economics. The invited speaker was introduced by Smt. Sneha Dutta, Faculty of Business Administration department and felicitated by Dr. Pritha Biswas, Assistant Professor of Economics department. The session was conducted by Smt. Senjuti Ghosh Das, Faculty of Economics Department and the vote of thanks was given by Smt. Suparna Basu, Associate Professor of Economics Department. Students of Economics department acted as volunteers and at the time of registration bookmarks made by the students of the Economics department were distributed among the participants. The participants were very much enriched by the presentation where the speaker gave insights into the different theories of entrepreneurship, entrepreneurship scenario in India and across the globe, the concept of start-ups, empowerment thorough entrepreneurship programme and the idea of social entrepreneurship. She also enlightened the participants about scope of the National INNOVATION and STARTUP Policy 2019 for Students and Faculty to indulge the institutions in the entrepreneurship related activities. In the interactive session, participants asked questions to the speakers and shared their views with the audience. Faculties from various departments (Smt. Suparna Basu from Economics department, Dr. Bidisha Datta from the BBA department, Dr. Deepchandana Chakraborty from Zoology department and Sri Rahul Mondal from IFF department) shared their valuable opinion about the practical aspects of entrepreneurship and skill-development.

EXPECTED OUTCOME:

The entire session was very much insightful and relevant to all the participants as the prospects and challenges of entrepreneurship skill-development were very lucidly discussed by the resource person. In the current employment scenario of India, inclusion of the scopes of entrepreneurial knowledge and skills in the course curriculum was an important direction for the faculties and students. The preparation of the bookmarks by the students of economics department was a nice effort of inculcating basic entrepreneurial skills in the young minds.

GEO-TAGGED PHOTOGRAPHS:





Activity -2

TITLE OF EVENT: One-Day National Seminar on Entrepreneurship, Innovation & Start-up Ecosystems

THEME OF THE EVENT/ PROGRAMME: Entrepreneurship building and innovative idea generation for Start-ups

DATE: March 13, 2024

VENUE: Seminar Hall, Centenary Building, Asutosh College

COLLABORATOR/S (IF ANY):

Department of Communicative English in association with IQAC and Entrepreneurship Cell, Asutosh College.

OBJECTIVE/ PURPOSE:

To provide insights into effective entrepreneurship development, innovative strategies for Start-ups and honing the skills and techniques for professionals and students interested in the field.

SPEAKER/S / RESOURCE PERSON/S:

Dr. Mala Dasgupta Sengupta, the founder of Anubhav-Experience-English is Fun (A.E.E.I.F.) and Rahul Basak, the founder and CEO of Amar Canvas.

TARGET AUDIENCE/ PARTICIPANTS:

Students, professionals, and individuals interested in enhancing their skills on entrepreneurship development and mastering the innovative strategies for Start-ups.

BRIEF REPORT ABOUT THE EVENT/ PROGRAMME:

The seminar was graced by the presence of Dr. Mala Dasgupta Sengupta, the founder of Anubhav-Experience-English is Fun (A.E.E.I.F.), whose presentation on the topic of “Edupreneural Trek: Hiking the way uphill” took the attendees on a trek to the mountains of

edupreneurship. Her journey to the top was one with which the attendees could deeply connect. Dasgupta delved into several strategies of start-ups: idea generation & validation, business planning, resource, acquisition, product/service development, marketing and sales, operations and growth. She inspired the students by giving real world examples and motivated them for turning start-ups into successful business.

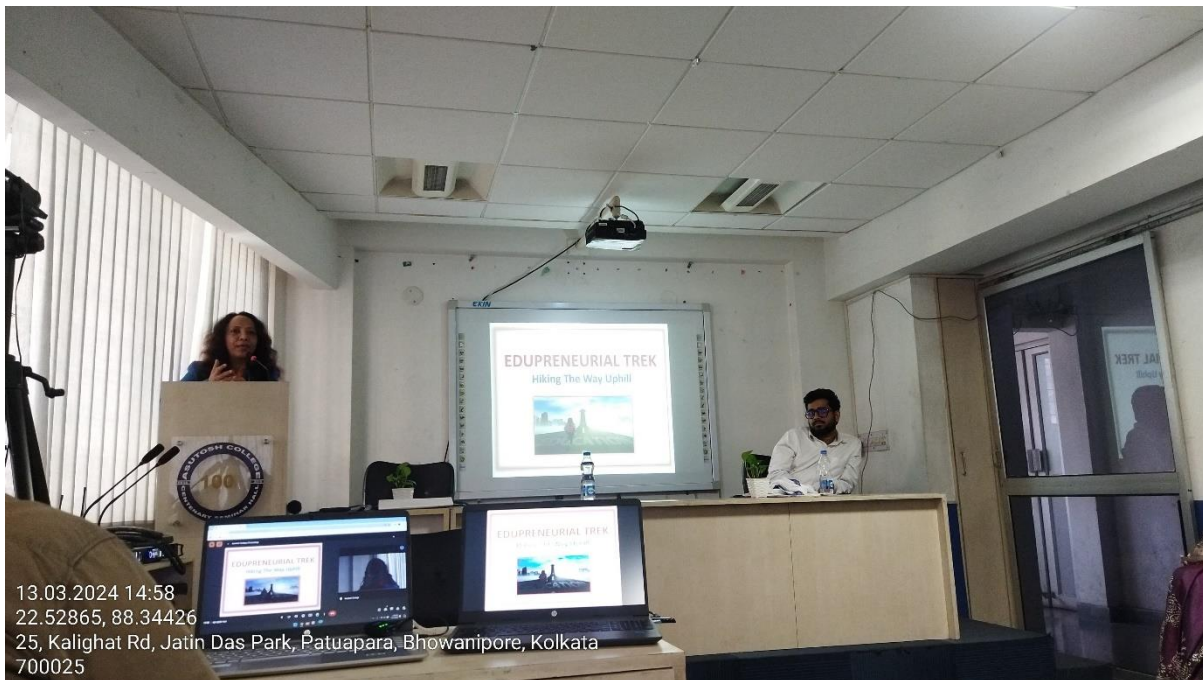
Sri Rahul Basak, the founder and CEO of Amar Canvas, illuminated the importance of teamwork in the making of a company and entrepreneurial ecosystems. His shared personal anecdotes and experiences with the attendees proved to be perspective-changing. Basak highlighted the keys to entrepreneurial success, also shedding light on the challenges faced by startups, that can be overcome through hard work, creativity, and a willingness to adapt and pivot as needed.

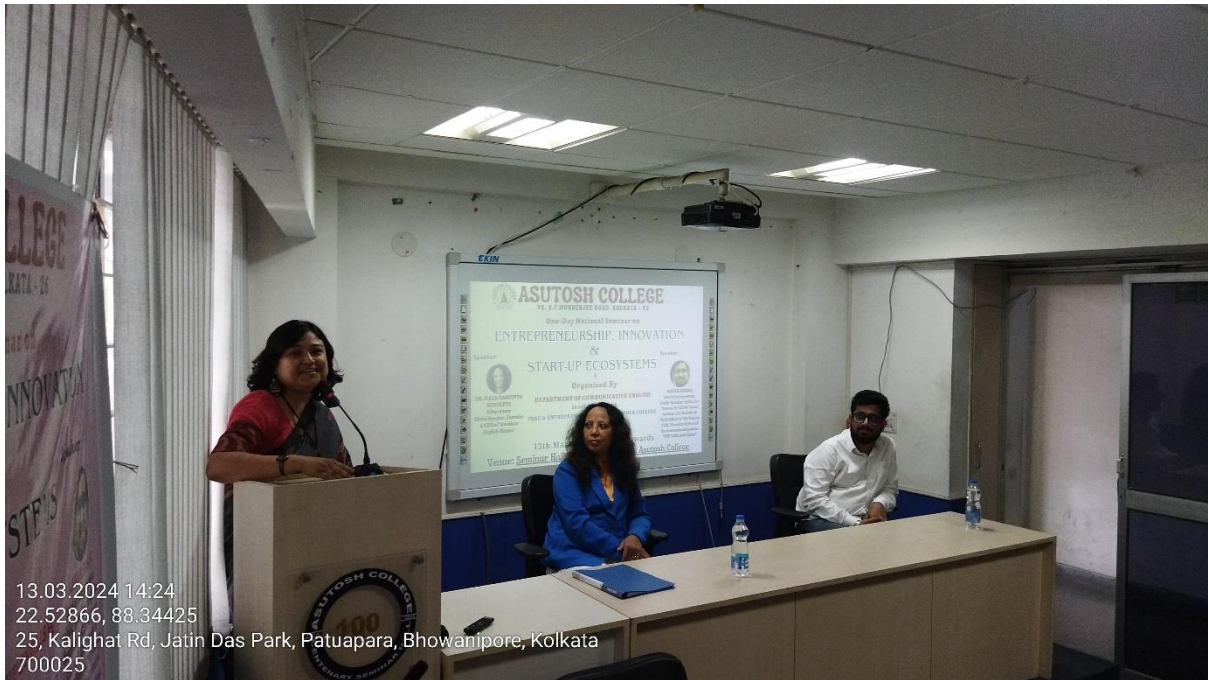
The sessions also included interactive Q&A sessions where participants could clarify doubts and seek further insights from the speakers. Overall, the seminar provided valuable guidance and practical tips for enthusiasts of entrepreneurship and start-ups to enhance their skills and achieve better results in their respective roles.

EXPECTED OUTCOME:

The expected outcome of the webinar was to imbibe participants with the knowledge and strategies necessary to develop their entrepreneurship skills and execute effective marketing strategies, thereby intensifying their professional capabilities in the start-up ecosystem. The seminar proved to be an excellent opportunity for educating, inspiring and fostering a knack for entrepreneurship in the minds of tomorrow

GEO-TAGGED PHOTOGRAPHS:



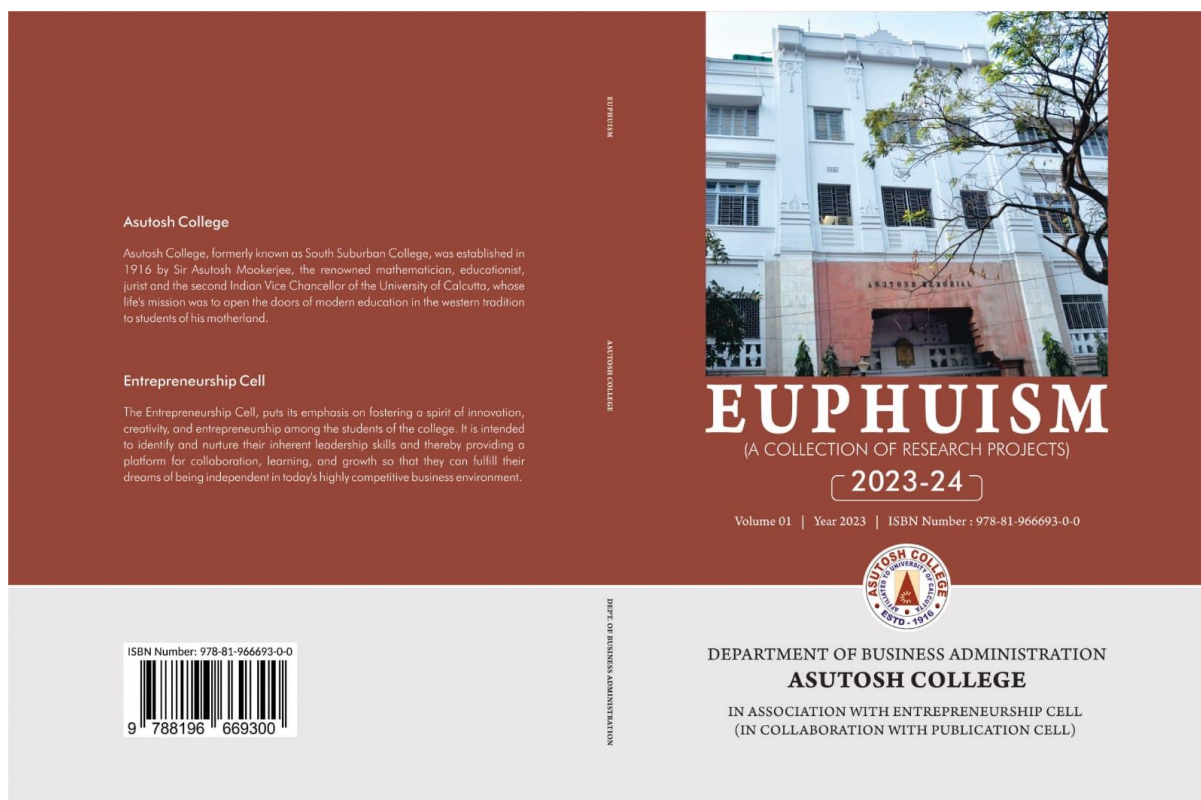


Activity-3

TITLE OF EVENT: Book Launch

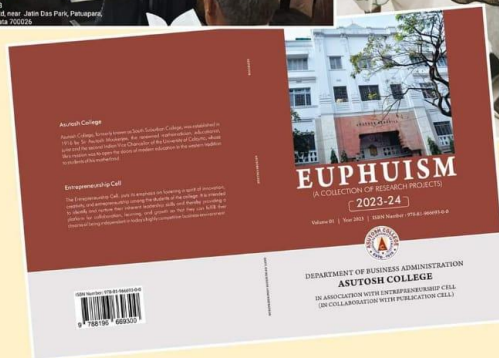
DATE: 23.12.2023

BBA department launched book in collaboration with the entrepreneurship cell



EUPHUISM 2023-24 has been brought out by Department of Business Administration of Asutosh College, in association with Entrepreneurship Cell, in collaboration with Publication Cell, on 23-12-2023. It has been inaugurated by Sri Sougata Roy, Hon'ble MP, President, Governing Body, along with Dr. Manas Kabi, Principal of the college in an august presence of distinguished personalities. As departmental journal, approved by ISBN, EUPHUISM contains distinctive research projects, submitted by students of final semester. In the inaugural programme, both Sri Roy and Dr. Kabi, have emphasized the need of such innovative initiatives to equip students, particularly with reference to newly introduced NEP. Faculty members of BBA department are quite hopeful that the publication would be highly useful for the students for developing effective approaches to resarch projects.

GEO-TAGGED PHOTOGRAPHS:



Activity -4

TITLE OF EVENT: Physics & Beyond: Give Your Learning a Wing.

THEME OF THE EVENT: Alumni Talk

ACADEMIC SESSION: 2023-24

DATE: 12.12.2023

VENUE: Seminar Hall, Centenary Building, Asutosh College

OBJECTIVE/ PURPOSE:

To highlight how Physics can shape into building the career of a successful Entrepreneur, the Department of Physics, Asutosh College in collaboration with IQAC and Entrepreneurship Cell has organized a *one-of-a-kind* Seminar by an *alumnus* (Batch of 2001) on 12/12/2023.

RESOURCE PERSON/S:

Mr. Arnab Chakraborty (Lead Technical Product Owner, Cigna Corporation, NJ USA).

PARTICIPANTS: Faculty members and students of the various departments of Asutosh College

BRIEF REPORT ABOUT THE EVENT:

The event presided by Prof. Tathagata Roy Chowdhury, Department of Botany, Asutosh College initiated by the welcome note. Importance of new industry-oriented job perspective, the inter-personal relationship skills and the pathway to remain important and profitable (and thus hireable) in an industrial setup, as well as the role of being a successful entrepreneur were highlighted. The invited speaker, who was an alumnus of the Department's 2001 Batch and batchmate of Prof. Surjya Sarathi Bhattacharyya was introduced to the audience by Prof. Amit Kumar Bhattacharjee. The event was anchored and the Vote of Thanks were also delivered by Prof. Amit Kumar Bhattacharjee. Around **75** students of the Physics Department participated in the event. The program initiated via a direct student-speaker interaction about career and pathway beyond the domain of Physics. The main take home message was to identify few human qualities and traits using which a person can remain useful between product (and team workers delivering the same) and client to become a very successful entrepreneur. An example from the Pharmaceutical world were demonstrated as an example. We expect such phenomenal international exposure of alumnus from industry who had been working as a successful entrepreneur may help shape the future of many students, who wish

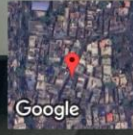
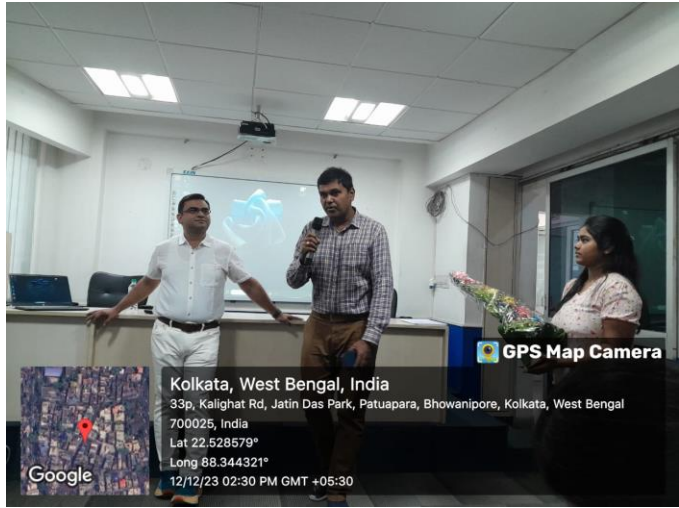
to explore such opportunities at an International platform in the challenging World of today, where academic jobs as well as Government funded jobs are way too limited.

EXPECTED OUTCOME:

The event "Physics & Beyond: Give Your Learning a Wing" aimed to bridge the gap between academic learning and real-world application, particularly emphasizing entrepreneurship in the field of physics. By bringing in an accomplished alumnus like Mr. Arnab Chakraborty, the event provided students with valuable insights into how their physics education could translate into successful entrepreneurial ventures, especially in industries beyond academia. The interactive session facilitated direct engagement between students and the speaker, fostering a deeper understanding of the skills and qualities necessary for success in the professional world. Overall, the event is expected to inspire and equip students with the mindset and knowledge to pursue entrepreneurial opportunities, contributing to their personal and professional growth beyond traditional career paths in physics.

GEO-TAGGED PHOTOGRAPHS:





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