

**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:**



