



# Eshan College of Engineering

Approved by AICTE, New Delhi and Affiliated to AKTU (Formerly UPTU) & BTE, Lucknow

## Detailed Report

**Event- "Entrepreneurship Awareness Camp" (Three-days)**

**Subject Area- Entrepreneurship**

**Organized by- TBI-KIET, Ghaziabad**

As the Indian economy has changed a lot since liberalization, there are potential industries where there are ample opportunities for entrepreneurship. With the development of entrepreneurship ecosystem in India, if youth can tap into the national ecosystem, then, the potential of the industries can be explored and scaled up. As our objective was developing entrepreneurship attitude/abilities of students through participation in entrepreneurship camps, 21 students of B. Tech (III<sup>rd</sup> year) ME and CSE successfully completed a **"3 days Entrepreneurship Awareness Camp"** organized from 07/03/2022 to 09/03/2022 at our college campus.

The entrepreneurship awareness camp intends to impart participants with the knowledge, skills and attitude related to entrepreneurship. Distinguished dignitaries participated in the opening ceremony on day. The agenda for Day-1 included-





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- Opening Ceremony
- Welcome address and lighting of the lamp
- Introductory welcome by our Director
- Presentation by students on basics of Entrepreneurship
- A factory visit to impart working fundamentals in the students.

The second day's objectives were-

- To equip the participants with the basic knowledge of entrepreneurship so that they could explore and start business in the near future.
- Leadership skills, like commitment, time management, and organization.
- Financial acumen, including skills like budgeting and the ability to understand and analyse financial performance metrics.
- Strategic thinking including adaptability to understand situations and devise appropriate responses.

The third day focussed on creating awareness among faculty and students of Engineering and Science courses about various facets of entrepreneurship as an alternative career option as also to highlight the merits of pursuing such an option. The agenda included-







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- Market orientation, or an understanding of an endeavour's target market(s), those markets' unique priorities, and potential competitors.
- Analytical skills to research and analyze data to identify cause-effect relationships or trends that should inform decision-making and strategy.
- Marketing skills, like communication and public speaking, technology and social media, and negotiation.

Concluding words of our experts stated problem-solving, especially in terms of the ability to not be easily rattled and communication skills, including the ability to communicate clearly and persuasively, empathy and active listening, emotional intelligence, and open-mindedness.

