

Eshan College of Engineering

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

Detailed Report

Seminar on- "Entrepreneurship Essentials"

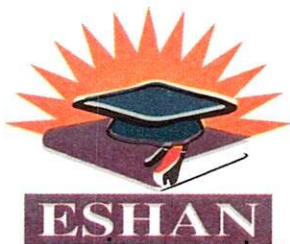
Subject Area- Entrepreneurship

Organized by- Faculty, ECE

Entrepreneurship is a process of actions of an entrepreneur who is a person always in search of something new and exploits such ideas into gainful opportunities by accepting the risk and uncertainty with the enterprise. An Entrepreneur is an initiator, a challenger and a driver who creates new product/service or does normal things in a different way in the market which includes his Innovations or Creativity. As entrepreneurship essentials introduces students to the entrepreneurial journey, from finding an idea, to gaining traction in the marketplace, to raising capital for their venture, Eshan College of Engineering hosted an **"Entrepreneurship Essentials"** seminar from 04/09/2017 to 05/09/2017 in Seminar Hall.

The foundation of this seminar lied on the fact that Entrepreneurs are very goal-oriented and know exactly what they want. They set their goals and everything they do is aimed at achieving those goals. Having a strong vision helps propel you toward accomplishment. For student enrichment, this realization is very important as five factors will be key to entrepreneurial success: creativity, tolerance for risk, responsiveness to opportunities, leadership and the ability to take advantage of the rights afforded. The process also





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incorporates establishing new business firms and organizations. Innovation also becomes an integral part of the process.

It was an honour to have Mr. Jitendra Sharma, Trainer, GLA University, Mathura as a resource person. In the seminar, students learned the basics of Entrepreneurship to identify the market opportunities by deep market study. They also gained information about how to generate idea and validate it in real life by market research, building the business model canvas and getting ideas on how to implement sales strategy to have growth in your startup and generate revenues. On the second day, learning continued making an ideal marketing plan that can support business and help in generating leads on how to get an investment by making the best pitch deck. The entire faculty participated along with 44 students.

