



Eshan College of Engineering

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

Detailed Report

Seminar on- "Entrepreneurship Roles in Business Functions"

Subject Area- Entrepreneurship

Organized by- Department of Computer Science and Engineering

An entrepreneur is an individual who creates and grows a business through their creative ideas. Entrepreneurs play key roles besides generating income as they grow their businesses. An entrepreneur identifies a commercial need in their community, crafts a business idea and takes the lead role to start their business. Entrepreneurs set up businesses for a variety of reasons. Ultimately however, successful businesses survive by meeting customer needs. Entrepreneurs must have a range of characteristics and motives to create a successful business. Owing to this growing significance of entrepreneurship, a seminar was held on **"Entrepreneurship Roles in Business Functions"** (29/04/2021) in Seminar Hall.

It is said that an economy is an effect for which entrepreneurship is the cause. Entrepreneurship development has therefore become a matter of great concern in all countries. But the real problem is how to develop entrepreneurship. Entrepreneurship development programs, or EDPs in short, are deemed to offer the solution to this problem. The seminar was devoted to reflect the ground realities and a collective consensus on addressing how entrepreneurship will prove to be a pivotal point in terms of meeting the country's inclusive economic development goals while also establishing a robust community. The resource





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person was Mr. Ramendra Kumar Sharma, Retd. Divisional Manager, Canara Bank, Agra who propagated-

- Different perspective about entrepreneurship development through innovations during uncertainties
- Entrepreneurship discourse and transformation through marketing activities and Professional Investment.
- Factors affecting small-scale industry, role of businessmen in economic development, entrepreneurial behavior and the facilities available for establishing small-scale enterprise.
- Motivation training - Participants were induced and their need for achievement is increased which in turn helps in building confidence and positive attitude.
- Management skills - Small businessmen cannot afford expert managers, therefore knowledge of finance, production, marketing and human resource was imparted to them.
- Support system and procedure - Support available from different institutions was informed and the procedure for approaching them, applying and obtaining support also explained.
- Fundamentals of project feasibility study - Participants were taught how to carry out the analysis and the feasibility of marketing, organization, technical, financial, and social aspects.

A total of 62 students were present. The seminar commenced with the lighting of lamp and welcome introduction of dignitaries. A vote of thanks by Head, Department of Computer Science and Engineering encouraged students and





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appreciated the constructive platform that the seminar provided them for entrepreneurship.

