



# PRERNA COLLEGE OF COMMERCE

(Run by PICTUNA SEWA MANDAL Regd. No. No. 1860/17033/BPE Act. 1940/1826)  
Reshimbag Square, Nagpur - 21

Govt. Recognized & Affiliated to Hachitransat Lokadip (Maharaj), Nagpur University  
NAAC (UGC) ACCREDITED INSTITUTION UPGRADE (CIPA - 2.31)

Ph. 2745296, 2746840

Website: www.prernacollegeofcommerce.com

E-mail: prernacollegeofcommerce@gmail.com



## Department of Commerce & Management

**Event: Understanding Entrepreneurship Against New Realities**

**Day & Date: Tuesday, 4<sup>th</sup> May, 2021**

**Chief Guest: Shri Rajesh Kumar Joshi**

**Time: 10.30 am to 1.30 pm**

### **Objectives: -**

- To provide the basic knowledge of an Entrepreneurship.
- To develop entrepreneurial attitude and abilities among the students.
- To develop entrepreneur qualities among students.
- To make them analyse different environments for the set up of their business in the growing world.
- To them aware what are the requirements to be a good and successful entrepreneur.
- To help them understand entrepreneurship during and post COVID 19 period and how they can grab the opportunity in this pandemic.
- To provide students with the knowledge, skills and motivation to encourage entrepreneurial success.
- To make them think innovatively in the direction of having entrepreneurship against the new realities that have now merged.
- To enable students to be an independent, capable and promising entrepreneur.
- To know the pros and cons in becoming an entrepreneur.

### **Highlights: -**

- Ms. Rutuja Budhe welcomed and introduced the guest Shri Rajesh Kumar Joshi, Dr. Bhumika Agrawal, Sardar Gurmeet Singh Rajkhokar, Shri Deepesh Goel, speakers of the program.
- Introductory Speech was given by Dr. Priyadarshani Keshtty.
- Shri Rajesh Kumar Joshi explained that every entrepreneur should have a vision and passionate about that vision.
- He also explained that entrepreneurs have to be motivated, they have to take the risk, and also have to be confident.



- Shri Rajesh Kumar Joshi also emphasized on the point that an entrepreneur doesn't work only for money but also increase the wealth of society.
- Dr. Bhumika Agrawal explained the basics of an Entrepreneurship and also made student understand the characteristics of an entrepreneurship giving various examples of the most successful Entrepreneurs.
- She in her talk elaborated the various types of an entrepreneur like Innovative Entrepreneurs, Imitative Entrepreneurs, Fabian Entrepreneurs and Drone Entrepreneurs.
- She has also explained what is the difference between 'Innovation' and 'Creativity' and emphasized on some misleading assumptions about an Entrepreneurship which are assumed mostly.
- Sardar Gurmeet Singh Rajkhokar explained some of the important characteristics of an entrepreneur. An entrepreneur must have like Good Communication Skills, Pleasing Personality, and Attitude Like a Lion etc.
- He suggested, with proper research and knowledge, you should take a step ahead so it will lesser the chances of failures.
- Shri Deepesh Goel explained Adaptability: "Survival of the Fittest" To "Survival of the Quickest" and added an entrepreneur needs to be an adaptable and open to any kind of situation.
- He talked about 'Career Blueprint' and explained how do we survive and and thrive.
- He in his talk elaborated the various types of an entrepreneur like Small Business, Scalable Start-up, Large Company, Social Entrepreneurship.
- Shri Deepesh Goel explained success formula of an entrepreneur which he included:
  - 1) Find Your Purpose
  - 2) The 3 P's of Entrepreneurship
  - 3) Ignite Your Passion
  - 4) Purpose, Passion and Preservance.

**Outcome: -**

- Our students have learnt about basics of an Entrepreneurship.
- They understood importance of the quality of being innovative, risk taker, good communicator, pleasing personality and confident.





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Reshisting Square, Nagpur - 24

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NAAC (UGC) ACCREDITED INSTITUTION 'B' GRADE (CGPA - 2.32)

Ph. 2743298, 2746840

E-mail: prernacollegenggp@gmail.com

Website: www.prernacollegeofcommerce.com



- They learnt about the ethics the entrepreneur must have.
- They also learnt how adaptability plays an important role in becoming successful Entrepreneur.
- They understood how their network is their net worth.
- They also understood the function of the entrepreneur in the successful, commercial application of innovations.
- After learning from the most Eminent Resource Persons and their experiences, our students now are able to identify personal attributes that enable best use of entrepreneurial opportunities.
- They understood 'Entrepreneurship Skills Against New Realities.'

## No. of Beneficiaries: -

Total 98 participants attended this program.



## PRERNA COLLEGE OF COMMERCE

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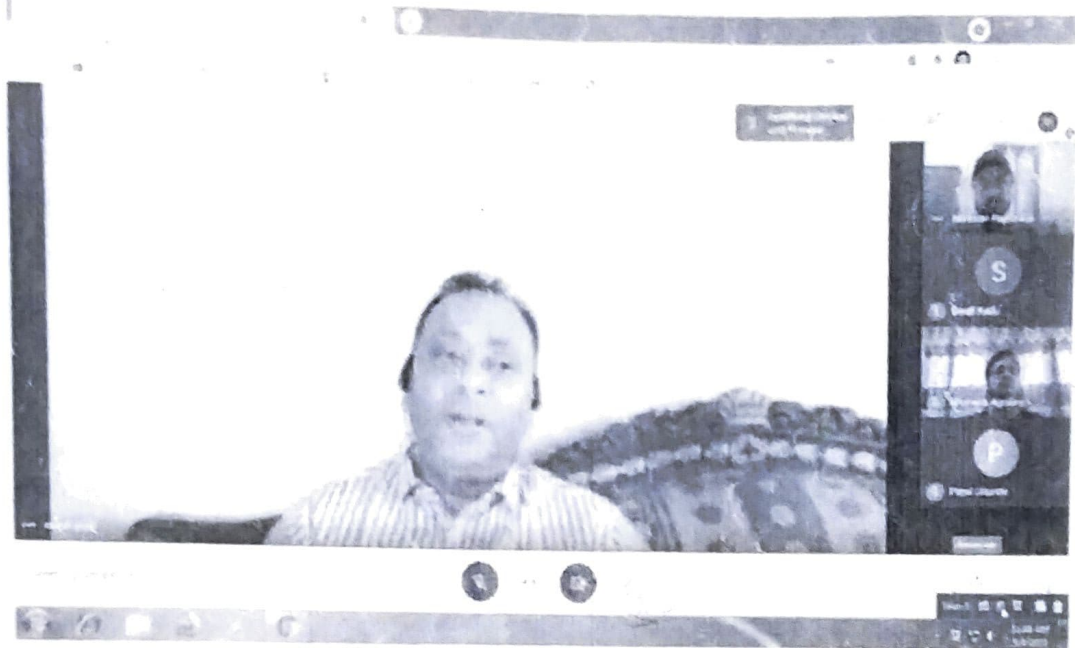
PRERNA COLLEGE OF COMMERCE, Affiliated to Karmaveer Bhausaheb Patil Mahavidyalaya, Nagpur University

NAAC - ACCREDITED (ENHANCED) B Grade (CGPA - 2.02)

Ph: 020-26666666

E-mail: prernacollegeofcommerce@gmail.com

Website: www.prernacollegeofcommerce.com



Shri Rajesh Kumar Joshi Delivered A Lecture On The Topic 'Entrepreneurship Skills Against New Realities.'



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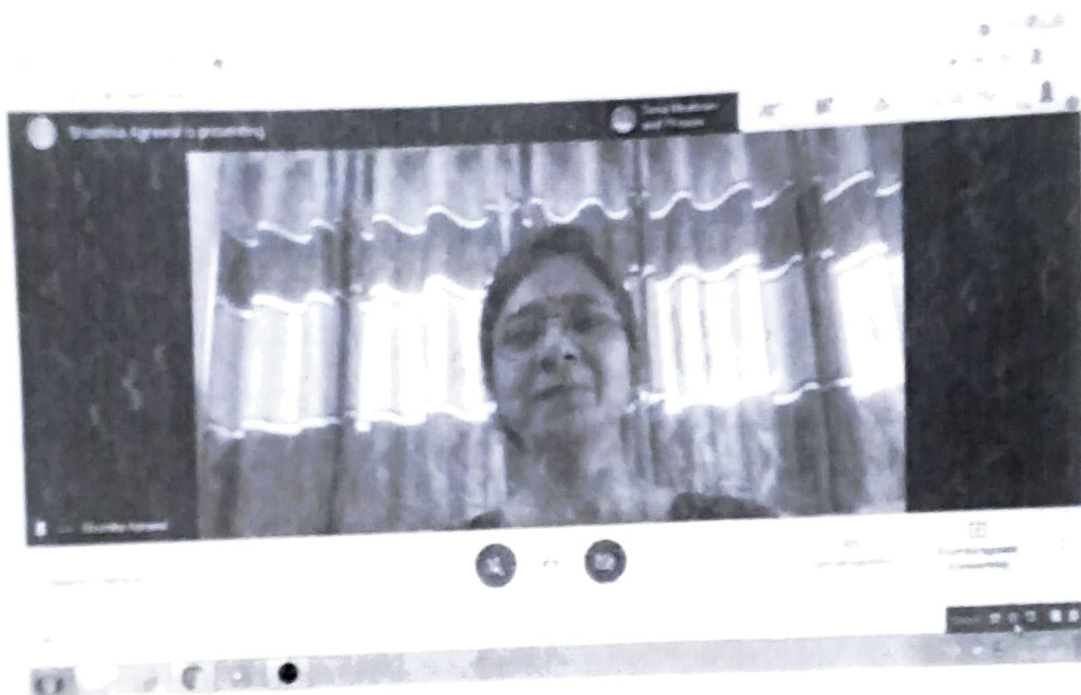
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Dr. Bhumika Agrawal Delivered A Lecture On The Topic 'Entrepreneurship Skills Against New Realities.'



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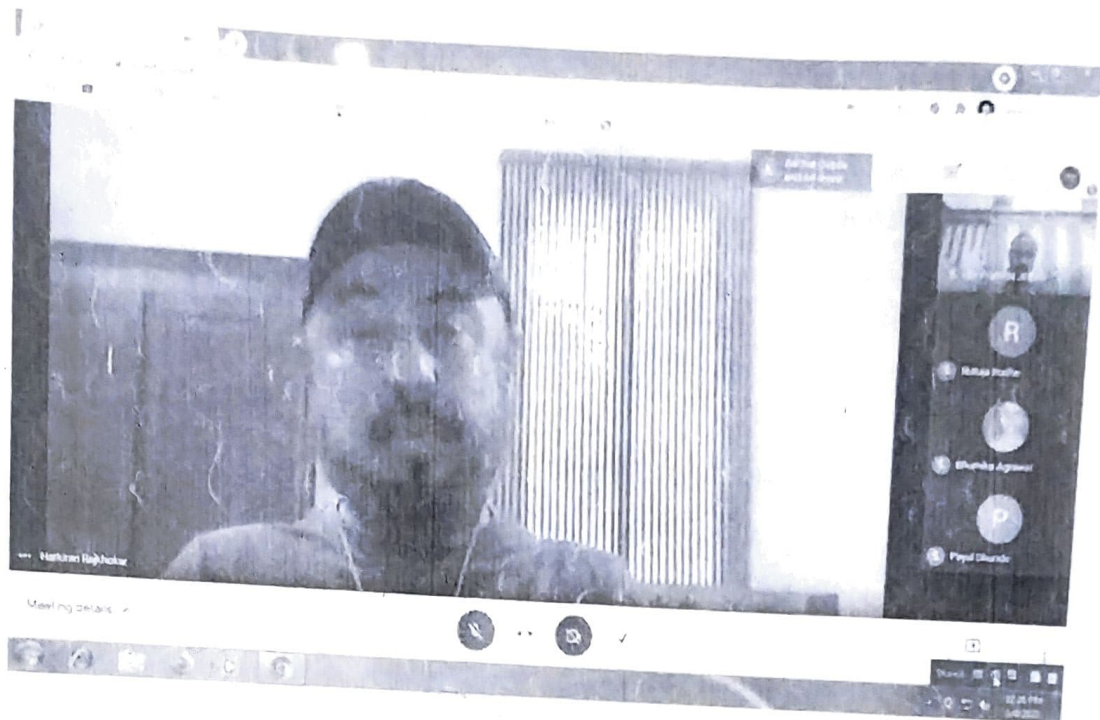
Govt. Recognised & Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University

NAAC A++ ACCREDITED INSTITUTION B GRADE (GPA - 2.71)

Ph: 2745206, 2746840

E-mail: prernacollegem@gmail.com

Website: www.prernacollegeofcommerce.com



Sardar Gurmeet Singh Rajkhokar Delivered A Lecture On The Topic  
'Entrepreneurship Skills Against New Realities.'





# PURNA COLLEGE OF COMMERCE

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Reshimbag Square, Nagpur - 24

Govt. Recognised & Affiliated to Rashtrasant Tukadom Maharaj, Nagpur University

NAAC 'A' ACCREDITED INSTITUTION B-GRAD (CGPA - 2.47)

Ph: 2745296, 2746840

E-mail: purnacollegengpo@gmail.com

Website: www.purnacollegeofcommerce.com



Shri Deepesh Goel Delivered A Lecture On The Topic 'Entrepreneurship Skills Against New Realities.'

*Deepti*  
Programme Co-ordinator  
College of Commerce