

REPORT ON CERTIFICATE COURSE IN “UNDERSTANDING DYNAMICS OF ENTREPRENEURSHIP”

Prerna College of Commerce

Committee: Prerna Business and Entrepreneurship Centre

Program: Understanding Dynamics of Entrepreneurship

Speakers: Dr Shivani Katakwar, Ms Chandni Agrawal, Dr Ravi Inder Singh, Mr Pratik Kodmalwar, Ms Dipali Randive, Dr Manish Vyas, Ms Sonali Shangrapawar, Ms LeenaKapse, Ms Shrikant Kulkarni, Mrs Bhagyashri Choudhari

Date and Time: 17th to 29th December 2021 from 1.00 pm to 4:00 pm.

Objectives: -

1. To make students understand what Entrepreneurship is and what it aims at.
2. To remove all the myths that students have about Entrepreneurship.
3. To cover all the aspects of Entrepreneurship right from business plan to fundraising.
4. To know and analyse various government schemes and institutional support available to new Entrepreneurs.
5. To understand how an Entrepreneur can make best use of available resources to maximize his profit.

Highlights: -

1. Day 1 (Topic: Introduction to Entrepreneurship, Principles of Entrepreneurship)
On day 1 Dr Katakwar took the students through a journey that was aimed at understanding Entrepreneurship and its core principles.
2. Day 2 (Topic: Different Concepts of Entrepreneurship).
Ms Chandni Agrawal gave a practical explanation of various concepts related to Entrepreneurship like Intrapreneurs and start-ups.
3. Day 3 (Topic: Types of Entrepreneurs)
On day 3 Dr Ravi Inder Singh enlightened the students with a detailed session on types of entrepreneurs. His amazing session covered some new and dynamic

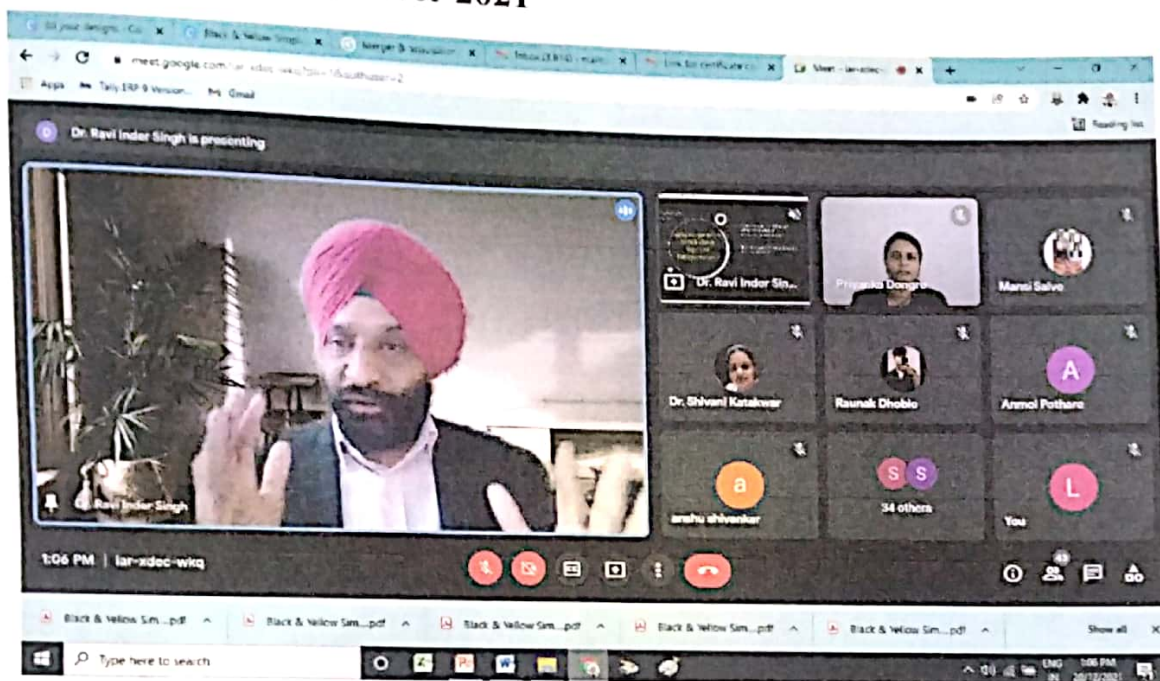
concepts related to Entrepreneurship.

4. Day 4 (Topic: Management Concepts and Organizational Behaviour)
Management and organizational behaviour are inseparable parts of Entrepreneurship and Mr Pratik Kodmalwar explained it with the help of some interesting case studies.
5. Day 5 (Topic: Development of Entrepreneurship skills)
On day 5 Ms Dipali Randive elaborated to students about how they can imbibe and develop the Entrepreneurial skills
6. Day 6 (Topic: Business Opportunity Identification)
Dr Manish Vyas blessed the student with a talk on Opportunity Identification where he demonstrated the visionary approach that every Entrepreneur needs to have.
7. Day 7 (Topic: Small Business Management)
Entrepreneurship doesn't necessarily start with a visionary business idea and a huge amount of capital. The importance of small businesses can never be denied and the same was explained by Ms Sonali Shangrapawar on day 7.
8. Day 8 (Topic: Project Appraisal and Finance)
Project appraisal is a very crucial tool that helps in evaluating the viability of the project. Ms Leena Kapse described the entire project appraisal process and she also highlighted the process of procuring finance.
9. Day 9 (Topic: Institutional Support System)
On day 9 Mr Shrikant Kulkarni made the students understand exactly how a good economic environment and government assistance help in boosting Entrepreneurship.
10. Day 10 (Topic: Resource Mobilization)
Mrs Bhagyashri Choudhari helped the students understand the concept of resource mobilization in the simplest way possible,

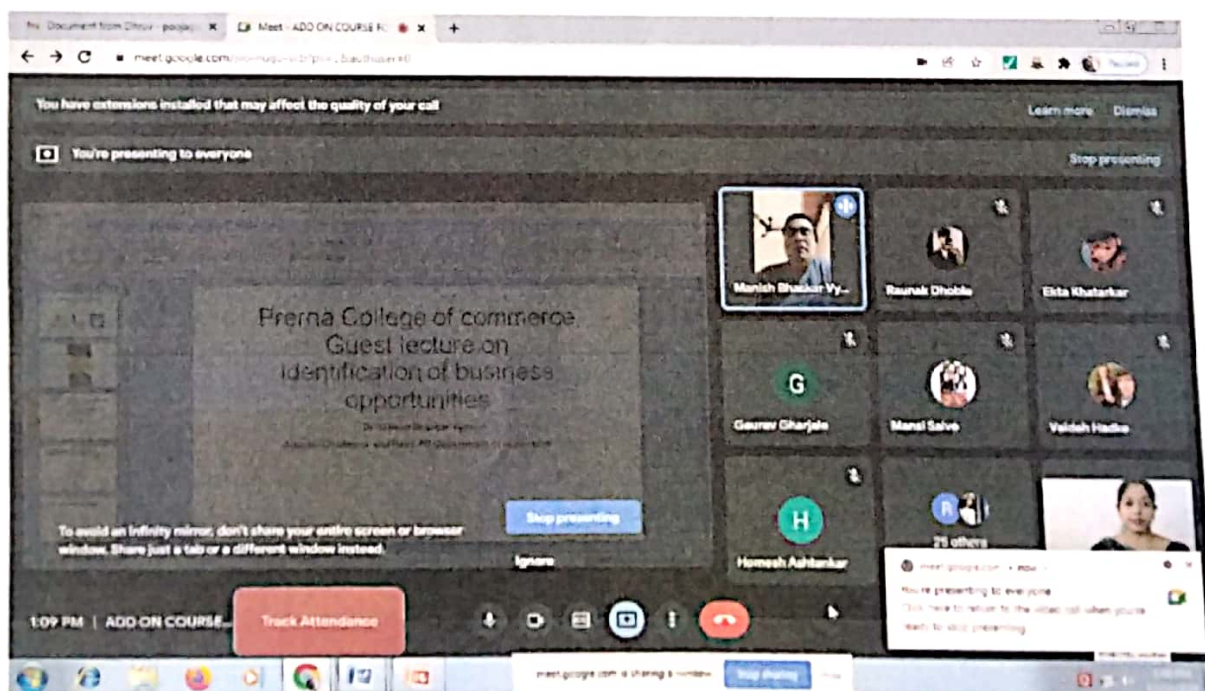
Outcome: -

1. The Certificate Course resolved the fundamental queries of the students related to Entrepreneurship.
2. Students got to learn Entrepreneurship through a holistic approach as the course covered almost all the important aspects of Entrepreneurship.
3. The ten days course enlightened the students with the knowledge of practical aspects of Entrepreneurship.
4. The course enabled the students in identifying business opportunities especially in today's daunting circumstances.
5. This course gave the students a blueprint which they can follow to be successful Entrepreneur.

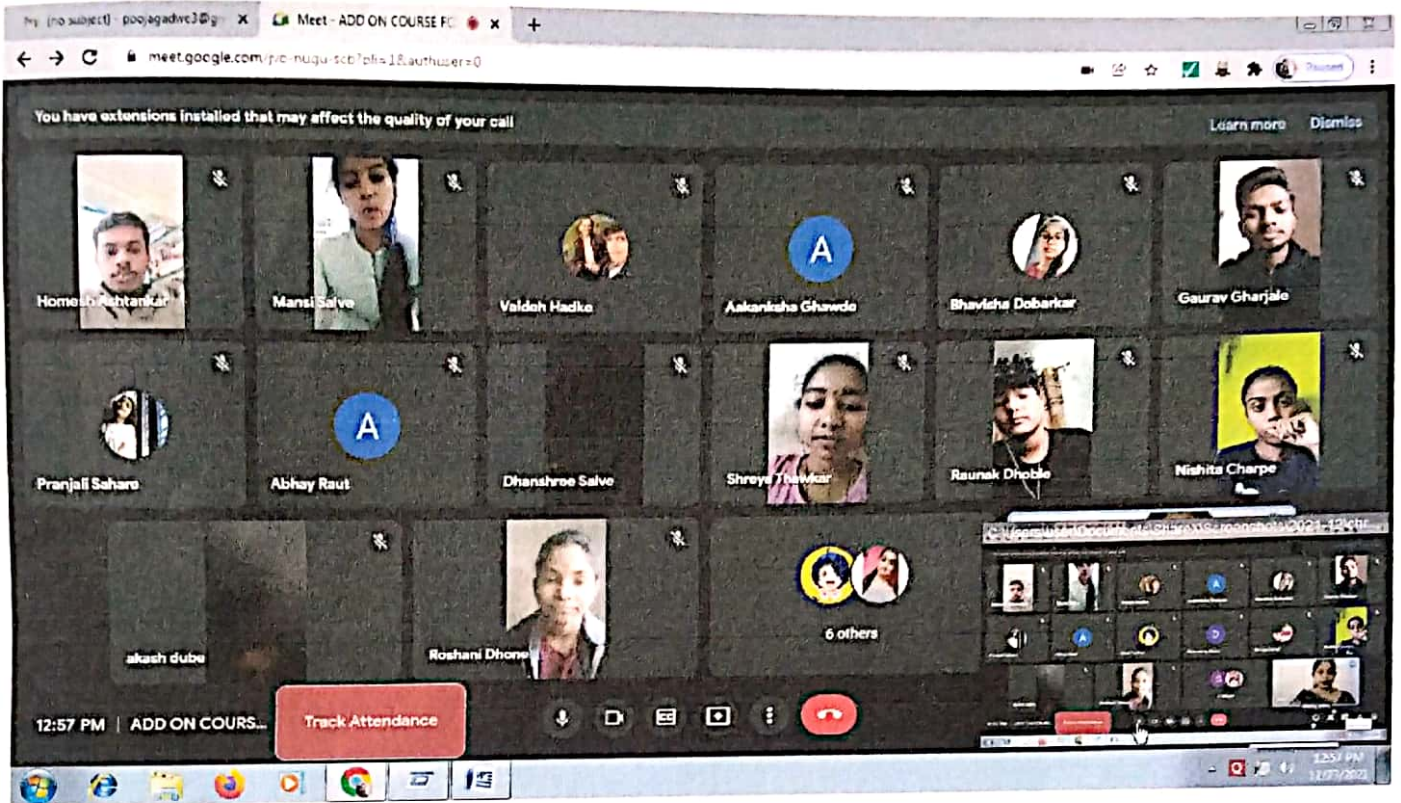
No. of Beneficiaries: Around 168 students.
Programme Coordinator: Ms Leena Kapse
Date : 17th to 29th December 2021



Dr Ravi Inder Singh addressing the students.



Dr Manish Vyas addressing the students.



Students attending the Certificate Course

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11/11/2021