



## **A BRIEF REPORT ON**

### **“ILLUMINATE WORKSHOP”**

**Organized by The Entrepreneurship Cell, Shyam Lal College**

**On October 10<sup>th</sup>, 2017**

The big event Illuminate workshop was conducted by our E-Cell in collaboration with IIT-B on 10th October'17 where Mr. Punit Raman discussed on how to develop a product, its financing and other related strategies. Puneet Raman is the founder of a start-up in education management, through a unique global digital platform to build economic value for its subscribers and their family. He has 20+ years of professional experience in (telecom & logistics) service industry having worked in large corporates as Tata Communications Ltd, Bharti Airtel Ltd, Mahindra & Mahindra Ltd, Reliance Communications and Procall. He is passionate about sharing his professional experience's, learning's with the student community and believes in collaborative success, where the working professionals share their knowledge, skills and most crucial WISDOM with the youth of the country in a structured manner, thus enabling building the talent pipeline of the country. His network comprises of professionals, business leaders and subject experts across multiple industries and business functions.

This workshop aimed to inspire and train the students of the college to do something fruitful for the society. It will help the students to generate ideas, make business plans, learn about the financing issues and identify the strengths and weaknesses of the entrepreneurial activities. Participants were encouraged to write and submit their business plans. All students of the college were invited to participate in this workshop.

This helped the students understand how a new business is started and what all aspects are to be kept in mind. The basic purpose of the workshop was to enlighten and motivate students to be a successful entrepreneur. The focus was on some prominent points which were identifying a problem, expanding one's formal and informal education, building network, solving the problem with a business idea and raising money. The competitions helped the participants and the audience to get vast exposure and experience to the corporate world and the entrepreneurial journey. They were able to polish up their business knowledge and intellect and learned to tackle obstacles on the run. The event was well attended by the faculty as well as students, and the response was overwhelming. We are grateful to our Principal Dr. Rabi Narayan Kar, for always encouraging us and supporting us. The event was attended by 70 students.