



## **A BRIEF REPORT ON**

### **“ENTREPRENEURSHIP WEEK”**

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

**On February 13<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> 2018**

The team organized an **Entrepreneur Week**, in collaboration with National Entrepreneurship Network to strengthen the college relations with the Wadhvani Foundation's National Entrepreneurship Network. To render greater synergy in the long run, the team organized Product Strategem, an event focusing on Idea Pitching with a twist of developing strategizing capabilities which was followed by an interactive session by Dr. Pushpender, Assistant Professor, K.M.C. and an Impressario Quiz that witnessed huge participation both in terms of offline and online participation. On the first day the competition Product Strategem was organized where participants had to build a product and do its marketing, costing, formulate a revenue model etc. This helped the students understand how a new business is started and what all aspects are to be kept in mind. On the second day the resource person for the seminar was Dr. Puspender Kumar, Assistant Professor in the Kirori Mal College (University of Delhi) who is well known for his Marketing Research Skills. The resource person discussed the ideas on how to be an entrepreneur. The basic purpose of the seminar was to enlighten and motivate students to be a successful entrepreneur. He further elaborated that “Entrepreneur” is an exciting title for many as it can be a fulfilling and rewarding career. The entrepreneurial path tends to start with a great idea. He focused 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 students who were present in the seminar were fascinated about the ideas shared by Dr. Pushpender Kumar. On the third day a quiz competition was organized for the students. 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. The speakers of the event expressed their gratitude towards everyone who joined. They also wished best of luck to everyone and also gave some tips to gain success in future. The seminar ended on a positive note and was a successful one. Our heartiest thanks to Dr. Pushpender Kumar for his valuable time. We are grateful to our Principal Dr. Rabi Narayan Kar, for always encouraging us and supporting us. 50 students attended the event.

**Cell**  
SLC (UNIVERSITY OF DELHI)  
THE ENTREPRENEURSHIP CELL  
ORGANIZES

# E - WEEK

13<sup>TH</sup>, 15<sup>TH</sup> & 16<sup>TH</sup>  
FEBRUARY'18  
VENUE - SEMINAR HALL

**DAY 1**  
(13 February '18)  
12:00 p.m.  
**PRODUCT STRATEGEM**  
Develop product strategy on marketing, cost, revenue, finance etc. and present it.  
12:00 p.m.

**DAY 2**  
(15 February '18)  
12:00 p.m.  
AN INTERACTIVE SESSION ON  
**ENTREPRENEURSHIP**  
BY  
**DR. PUSHPENDER KUMAR**  
(ASST. PROFESSOR  
DEPARTMENT OF COMMERCE,  
KIRORI MAL COLLEGE)

**DAY 3**  
(16 February '18)  
11:00 a.m.  
**IMPRESSARIO QUIZ**  
An Entrepreneurial Quiz

Certificates and Attractive Prizes

**Dr. Bharat Bhushan**  
(Convenor)

**Dr. Rabi Narayan Kar**  
(Principal)

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