

## **Report on Online Lecture under Monthly Lecture Series on the topic: “STARTUP IDEA GENERATION AND FEASIBILITY STUDY”**

A webinar was organized by the department on August 27, 2023 (Sunday) with an objective to enhance the understanding of business and entrepreneurship among the youth. The event received its worthy words from Dr. Sunil Kumar, (Assistant Professor, Department of Commerce, Shaheed Bhagat Singh Evening College, affiliated to Delhi University).

The event was inaugurated by Professor Ashok Kumar Mishra, the Dean of the Department of Commerce, who commenced the program with an encouraging note and a presidential opening. In his address, he extended a warm welcome to all attendees and shared his insights on innovation, entrepreneurship, and the success of India's Chandrayaan-3 Mission.

Subsequently, Dr. Bhuvana Venkataraman, Head of the Department and Associate Professor, briefly outlined the program's objectives, introduced the esteemed chief guest, and emphasized the formation of student groups to foster entrepreneurship and technological awareness. Dr. Venkataraman delineated the plan for a series of training programs, lectures, and workshops to be conducted throughout the academic year.

Dr. Mukesh Agarwal, Assistant Professor of the Department of Commerce, elaborated on the informative aspects of the program and its potential significance for the students' future endeavors. He highlighted the alignment of the initiative with the Swalambi Chhattisgarh scheme initiated by the Honorable Vice Chancellor, Professor Alok Kumar Chakrawal.

Continuing the program, Mrs. Neha Pathak, the announcer, welcomed the chief guest, Dr. Sunil Kumar, and invited him to share his insights.

Dr. Kumar illuminated the essence of entrepreneurship and the overriding influence of business over employment. He stressed the need for a distinctive perspective to perceive the surroundings and generate innovative ideas in response to societal challenges. He clarified the distinctions between an entrepreneur, entrepreneurship, and enterprise. He underscored the importance of original thinking rather than mimicking established business models. Dr. Kumar explained that every individual presenting a challenge is a potential customer, and the one addressing it becomes a businessperson – a problem solver. He expounded on the art of effective work delegation and smart work strategies as integral to successful entrepreneurship. He introduced various small business ideas such as nail art, mehendi art, and event management. Dr. Kumar advised identifying broad-scale problems for individual or organizational resolution. He detailed factors for business initiation, encompassing micro-environmental aspects, technical upgrades, geographical considerations, and alignment with societal and cultural norms. He emphasized feasibility studies involving technical, financial, commercial, and societal dimensions. Dr. Kumar delineated diverse financial resources including grants, crowdfunding, bank loans, MSME units, angel investors, and venture capital. He exemplified OLA's business model and the scalability achievable through teamwork. An interactive Q&A session ensued, where students and faculty members raised pertinent queries.

The session attracted participation from numerous prominent institutions and scholars, including GEC Raipur, University of Lucknow, Techno Institute of Higher Studies, and Hindu Kanya Mahavidyalaya. The lecture was also streamed on YouTube, amplifying its reach.

Concluding the session, Dr. Amit Manglani, Associate Professor, Department of Commerce, Guru Ghasidas Vishwavidyalaya Koni (CG), expressed gratitude to the chief guest and all participants. He emphasized the practical application of the insights provided during the session.

Dr. Mukesh Agarwal (Assistant Professor Dept. Of Commerce) was the faculty in-charge of this event and the report was made by the department research scholar namely Shubhankar Chatterjee and Himanshu Kolte. This webinar was attended by 63 participants via Google Meet and 58 participant through youtube (<https://www.youtube.com/watch?v=tjmCM-DRDhs>)

### Glimpse of the event:



