



S.C.I.M. GOVERNMENT COLLEGE

Accredited With 'A' Grade By NAAC

Tanuku, West Godavari Dt., AP.

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)



DEPARTMENT OF COMMERCE

ONE DAY WORKSHOP ON “ENTERPRENEURSHIP AND INNOVATION” AS CAREER OPPORTUNITY

BY

Dr.B.VENKATESWARA RAO

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2023

Workshop Report

Workshop Title: One Day Workshop on "Entrepreneurship and Innovation as a Career Opportunity"

Date: 28.10.2023

Venue: Seminar Hall, SCIM Govt College, Tanuku, West Godavari(Dt.), Andhra Pradesh

Objective:

The one-day workshop on "Entrepreneurship and Innovation as a Career Opportunity" was conducted by Department of Commerce and Institution Innovation Cell to enlighten participants on the potential career prospects in entrepreneurship and the significance of innovation in today's dynamic business landscape. The primary objective was to provide insights and knowledge essential for fostering an entrepreneurial mindset among the attendees.

Inaugural Session:

The workshop commenced at 10:00 AM with an inaugural session. Mr Phanidhar the In charge Principal of SCIM Govt College, graced the occasion as the chief guest. Dr. B. Venkateswara Rao, an Assistant Professor from the Department of Commerce at Berhampur University in Odisha, was invited as resource person of the workshop. The session began with an inaugural address emphasizing the importance of entrepreneurship in the current economic scenario and the need for innovative thinking in pursuing entrepreneurial ventures. Dr. Rao, as the resource person, brought in expertise and insights into the world of entrepreneurship and innovation, shedding light on the numerous career prospects available in these fields. The workshop was attended by students from all streams (BA,B.Com & B.Sc) of the SCIM Government College. The diversity in attendees offered a comprehensive understanding of the subject matter, catering to the interests of students from various academic disciplines.

Sessions Conducted:

1. Session 1: Introduction to Entrepreneurship

- Dr. B. Venkateswara Rao, Assistant Professor, Department of Commerce, Berhampur University, initiated the workshop with an insightful presentation on the fundamentals of entrepreneurship. This session covered the definition, traits, and various forms of entrepreneurship, along with success stories to inspire the participants.

2. Session 2: Innovation and its Role in Entrepreneurship

- An engaging session focusing on the role of innovation in the entrepreneurial process was conducted by industry experts and seasoned entrepreneurs. They shed light on how innovation drives business success and sustains growth in a competitive market.

3. Session 3: Entrepreneurship as a Career Choice

- This session involved a panel discussion comprising successful entrepreneurs and professionals from diverse sectors. They shared their experiences, challenges faced, and the opportunities available in the entrepreneurial world, inspiring the participants to consider entrepreneurship as a viable career option.

Workshop Activities:

Apart from presentations and panel discussions, the workshop included interactive activities such as group discussions, case studies, and entrepreneurial games. These activities were designed to provide practical insights into the entrepreneurial journey and encouraged active participation among attendees.

Conclusion:

The workshop concluded with a summary by Dr. B. Venkateswara Rao, emphasizing the key takeaways from each session. Participants were encouraged to utilize the knowledge gained and explore entrepreneurial opportunities using innovative approaches.

Closing Ceremony:

The valedictory session included the distribution of certificates to the participants and a vote of thanks expressed by Smt A.Maruthi Devi Choudary, Head Dept.of Commerce, expressing gratitude to the speakers, attendees, and sponsors for their contributions to the success of the workshop.

The one-day workshop on "Entrepreneurship and Innovation as a Career Opportunity" was a commendable initiative, providing a platform for knowledge sharing, networking, and inspiring budding entrepreneurs to explore innovative career paths in the field of entrepreneurship.



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Odisha- 760007



Dt: 28.10.2023



Tanuku, AP, India

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534211, AP, India

Lat 16.757808, Long 81.678753

10/28/2023 12:13 PM GMT+05:30

Note : Captured by GPS Map Camera