



# St. Wilfred's College for Girls

(Affiliated to University of Rajasthan)

## Report: Faculty Development Programme on Online Teaching-A new Approach

Organized by

Department of Humanities

## Report: Workshop on Entrepreneurship Skills

Date: [13-06-2020]

### Introduction:

The Workshop on Entrepreneurship Skills was held on June 13, 2020, at the St. Wilfred's College for Girls Mansarovar Jaipur. The aim of the workshop was to provide participants with valuable insights and practical knowledge related to entrepreneurship, equipping them with the necessary skills to succeed in the business world. The event was attended by aspiring entrepreneurs, students, professionals, and individuals interested in starting their own businesses.

### Session 1: Keynote Address

The workshop began with a keynote address by Mr. Sanjeev Chaturvedi a successful entrepreneur and founder of Vinak Cotton Enterprise, Mr. Chaturvedi shared his personal journey, highlighting the challenges and opportunities he encountered along the way. He emphasized the importance of passion, resilience, and adaptability in entrepreneurship. The keynote address set the tone for the day and inspired participants to pursue their entrepreneurial dreams.

### Session 2: Identifying Business Opportunities

The second session focused on identifying business opportunities. Ms. Rakesh Nama a renowned business consultant, conducted an interactive session where she discussed various methods and strategies to identify profitable business opportunities. She shared practical examples and case studies to illustrate the process of recognizing gaps in the market and brainstorming innovative business ideas.

### Session 3: Business Planning and Strategy

In this session, Mr. Rakesh Nama, an experienced business coach, delved into the crucial aspects of business planning and strategy. Participants learned how to create a comprehensive business plan, define their target audience, analyze competitors, and develop a unique value proposition. Mr. Rakesh Mana emphasized the importance of setting clear goals and objectives and formulating a roadmap to achieve them.



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## Session 4: Financial Management for Entrepreneurs

Financial management is a vital skill for any entrepreneur. Ms. Arti a financial expert, conducted an informative session on financial management, covering topics such as budgeting, cash flow management, and financial forecasting. She explained various financial statements and discussed strategies to secure funding for startup ventures.

## Session 5: Marketing and Branding

The fifth session focused on marketing and branding strategies for startups. Mr. Sunil Chaturvedi, a marketing specialist, shared valuable insights on building a strong brand identity, creating effective marketing campaigns, and leveraging digital platforms for maximum reach. Participants gained knowledge about market research, customer segmentation, and the importance of storytelling in marketing.

## Session 6: Networking and Building Professional Relationships

The final session of the workshop focused on networking and building professional relationships. Mr. Rohit Sharma, a successful entrepreneur and networker, shared tips and techniques to expand professional networks, establish meaningful connections, and leverage them for business growth. Participants learned about the power of networking events, online platforms, and effective communication in building a strong entrepreneurial network.

## Conclusion:

The Workshop on Entrepreneurship Skills provided participants with a comprehensive understanding of the key elements involved in starting and growing a successful business. Through engaging sessions and expert guidance, attendees gained valuable insights into identifying business opportunities, developing business plans, managing finances, implementing marketing strategies, and building professional networks. The workshop served as a platform for aspiring entrepreneurs to enhance their skills, gain confidence, and foster a mindset of innovation and entrepreneurship. Participants left the workshop feeling motivated and equipped with the necessary tools to embark on their entrepreneurial journeys.



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