

## ORIENTATION & PLANNING PROGRAMME CONDUCTED ON 1/9/2016

BY

### ENTREPRENEURSHIP DEVELOPMENT CELL AT GKCEM, BARUIPUR

The Entrepreneurship Development Cell of GKCEM, Baruipur organized an **Orientation & Planning Programme** on 1/9/2016 (Thursday) at 11:00 AM at the Seminar Hall of the college with the aim of apprising the students on the possibilities of making entrepreneurship an alternative employment.

The programme, attended by more than 70 students, was conducted by Mr. Subhabrata Bhattacharjee, Regional Manager - National Entrepreneurship Network (Wadhvani Foundation). Mr. Bhattacharjee is an expert in this field and has conducted many such sessions in a number of engineering and management institutes.

Mr. Bhattacharjee explained the importance of entrepreneurship in light of the not very encouraging job market scenario prevailing at present, both in the manufacturing and IT sectors. He highlighted a few basic traits or characteristics that a person must have to be an entrepreneur:

- Right acumen
- Innovative ideas
- Leadership skills
- Idea about customer base and marketing strategy
- Courage to take risks
- Knowledge about funding resources
- Family & Societal support

Mr. Bhattacharjee also informed that apart from NEN, Ministry of Skill Development & Entrepreneurship (MSDE), Govt. of India has also initiated empanelment of Project Institutes under “**Udyamita**”, a centrally sponsored project for creating and enabling entrepreneurship through education, training and easy access to various support networks. GKCEM is going to apply for empanelment in this scheme. He also discussed case studies of some highly successful entrepreneurs in India and abroad.

Students were informed that a team of 3 faculty members of GKCEM, led by Dr. Saikat Majumder, has already been trained by NEN on various aspects of entrepreneurship. This team will train up more members, both faculty and student, at the college. Mr. Bhattacharjee also guided the students on how to register with NEN using Google App.

Students showed keen interest in the program and asked many questions to clear their concept/doubts.

Glimpses of the event are as below:

