



श्रद्धायान् लभते ज्ञानम्

SIVANATH SASTRI COLLEGE

(Formerly City College Com. Dept. South Kolkata (Morning)
[City College South Kolkata Women's Branch]
[Accredited by NAAC]

23/49, Gariahat Road, Kolkata-700029
Email : sivanathsastricollege@yahoo.in
website : sivanathsastricollege.org
Mobile : 6289449983

One Week Programme on 'Entrepreneurship and Managerial Skill Enhancement in Modern Business Environment'

The Department of Commerce, in collaboration with the IQAC (Internal Quality Assurance Cell) of Sivanath Sastri College, organized a one-week program on '**Entrepreneurship and Managerial Skill Enhancement in Modern Business Environment**' for all Semester I Honours students (BA, B.Sc., and B.Com) for the academic session 2023-24. The program was conducted from **21st August 2023 to 28th August 2023**, held in the **College Campus Hall**. The program aimed at enhancing the managerial and entrepreneurial skills of students and preparing them for the dynamic business environment.

Programme Schedule and Speakers:

The event featured a series of expert talks from renowned industry professionals and academicians:

- **21st August 2023 (Monday):**

Mr. Rahul Sengupta, Deputy Manager at **ICRA Analytics** opened the program by sharing his insights on the changing landscape of business management and entrepreneurship.

- **22nd August 2023 (Tuesday):**

The day saw two speakers:

Dr. Anulekha Banerjee, Assistant Professor in Commerce at **St. Xavier's College (Autonomous)**, delivered a session on academic perspectives related to entrepreneurship.

Mr. Subhajit Jana, an **Entrepreneur**, shared his entrepreneurial journey and the key skills required for business success.

- **23rd August 2023 (Wednesday):**

Mr. Sisir Das, Co-founder of **Colombus Ventures Pvt. Ltd.** and Director at **QUARK – Centre for Physics Learning**, spoke on managing ventures and utilizing innovative techniques in business.

- **24th August 2023 (Thursday):**

Ms. Sangita Sen, Founder and CEO of **SunnyRay Solutions** and Founder Director of both **Bharatrays Solutions Pvt. Ltd.** and **Icliniq Biotech Pvt. Ltd.**, inspired the students by discussing leadership and the path to scaling business ventures in modern times.

- **25th August 2023 (Friday):**

Ms. Paromita Ghosh, General Manager and Business Management Analytics Lead (Europe and Latin America) at **Ericsson**, shared her vast industry experience, focusing on global business strategies and the importance of analytics in business growth.

- **28th August 2023 (Monday):**

The program concluded with the **Inter-Group Student Competition on ‘My Business Idea’**, where Semester I students participated in a business idea pitch session. The business idea competition demanded that each group develop a Proposed Business Plan for a start-up or business venture and present their ideas to a panel of judges. The groups, consisting of 5 to 10 students, presented their proposed business plans using PowerPoint presentations. A total of **14 student groups** actively participated in the competition, showcasing their creativity and innovative thinking.

Program Outcome:

The week-long program successfully brought together a variety of perspectives from academia and industry, enriching the students’ knowledge of entrepreneurship and managerial skills. The engaging sessions provided students with valuable insights into the skills necessary to thrive in modern business environments. Moreover, the competition on business ideas allowed students to apply their learning in a practical and competitive setting, further enhancing their understanding of entrepreneurship.

The event helped foster a spirit of collaboration and innovation, encouraging students to think critically and creatively about their entrepreneurial aspirations. The support from the department, the IQAC, and the esteemed guest speakers made this event a valuable experience for all participants.

Conclusion:

The **One Week Programme on ‘Entrepreneurship and Managerial Skill Enhancement’** was a resounding success. It not only provided students with crucial business insights but also gave them an opportunity to showcase their entrepreneurial skills in front of experienced professionals. The event saw **14 student groups** competing in the **‘My Business Idea’** competition, further exemplifying the interest and enthusiasm among the students to engage in entrepreneurial activities.

This initiative stands as an excellent example of how academic institutions can bridge the gap between theoretical knowledge and practical application, equipping students for success in the business world.



श्रद्धावान् लभते ज्ञानम्

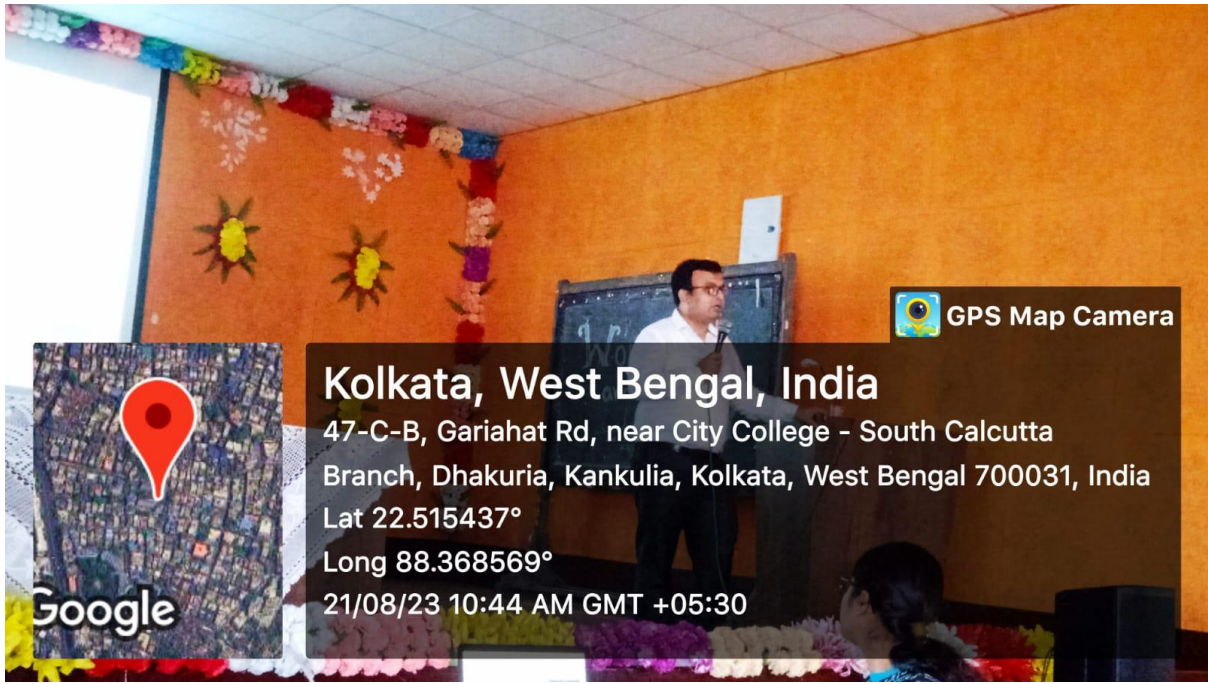
One Week Programme on 'Entrepreneurship and Managerial Skill Enhancement in Modern Business Environment'


**Organised by
Department of Commerce, Sivanath Sastri College**

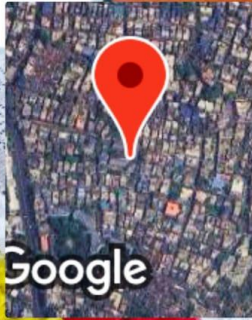
**In Collaboration with
IQAC, Sivanath Sastri College**

**Date : 21st August, 2023 to 28th August, 2023
Venue : College Campus Hall, Sivanath Sastri College**



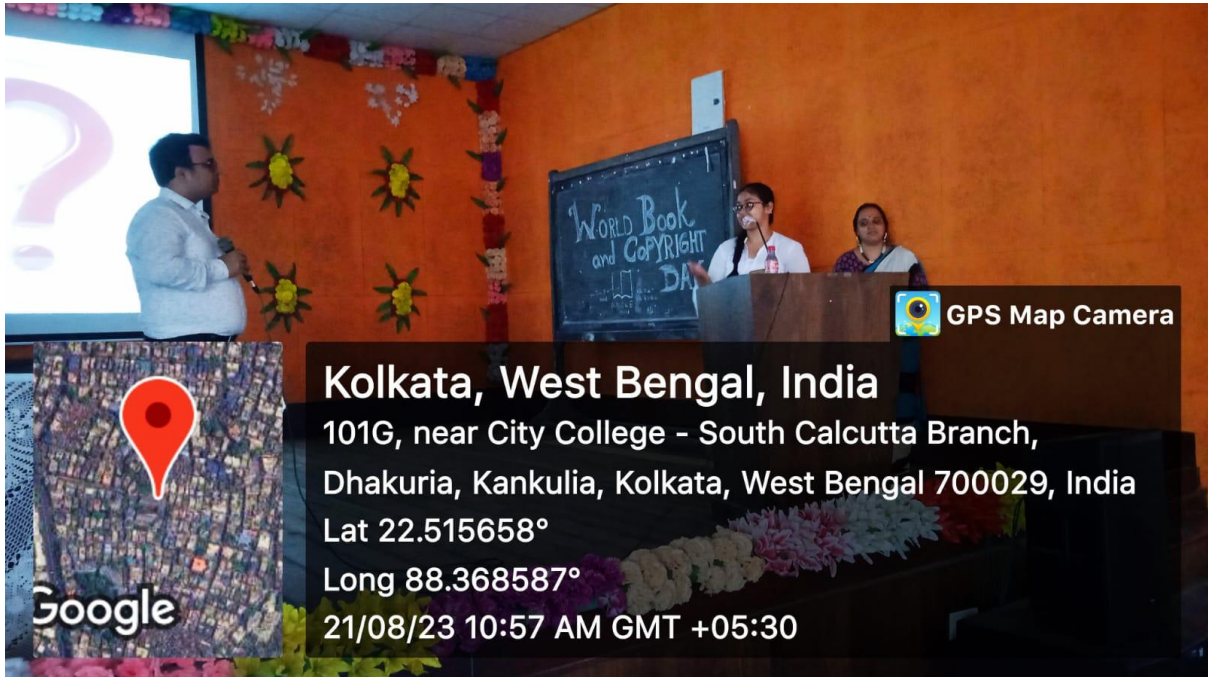



 GPS Map Camera

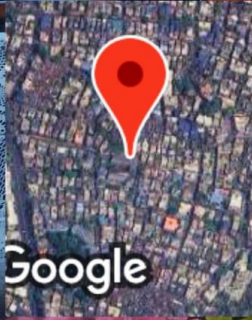


Kolkata, West Bengal, India

47-C-B, Gariahat Rd, near City College - South Calcutta
Branch, Dhakuria, Kankulia, Kolkata, West Bengal 700031, India
Lat 22.515437°
Long 88.368569°
21/08/23 10:44 AM GMT +05:30



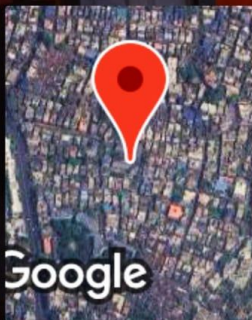
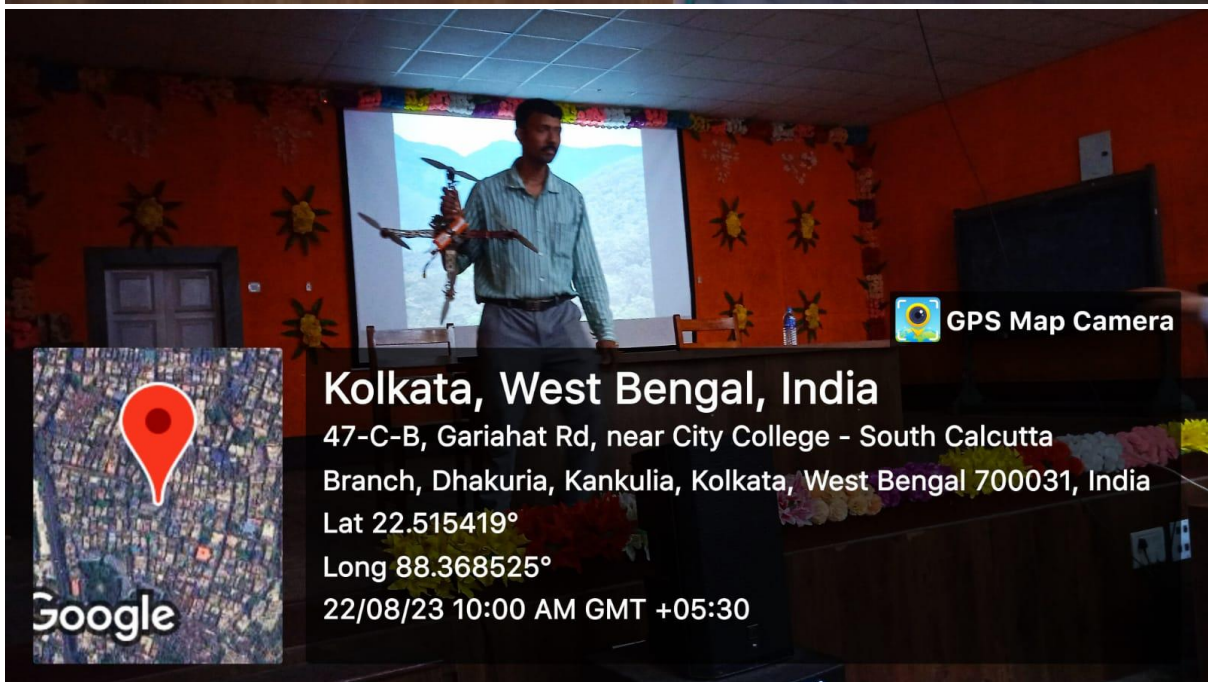
 GPS Map Camera



Kolkata, West Bengal, India

101G, near City College - South Calcutta Branch,
Dhakuria, Kankulia, Kolkata, West Bengal 700029, India
Lat 22.515658°
Long 88.368587°
21/08/23 10:57 AM GMT +05:30






Kolkata, West Bengal, India

47-C-B, Gariahat Rd, near City College - South Calcutta
Branch, Dhakuria, Kankulia, Kolkata, West Bengal 700031, India

Lat 22.515419°

Long 88.368525°

22/08/23 10:00 AM GMT +05:30

 GPS Map Camera




Kolkata, West Bengal, India

35, Ballygunge Terrace, First Floor, Dhakuria, Kankulia, Kolkata, West Bengal 700029, India

Lat 22.51556°

Long 88.368504°

23/08/23 09:43 AM GMT +05:30

 **GPS Map Camera**




Kolkata, West Bengal, India

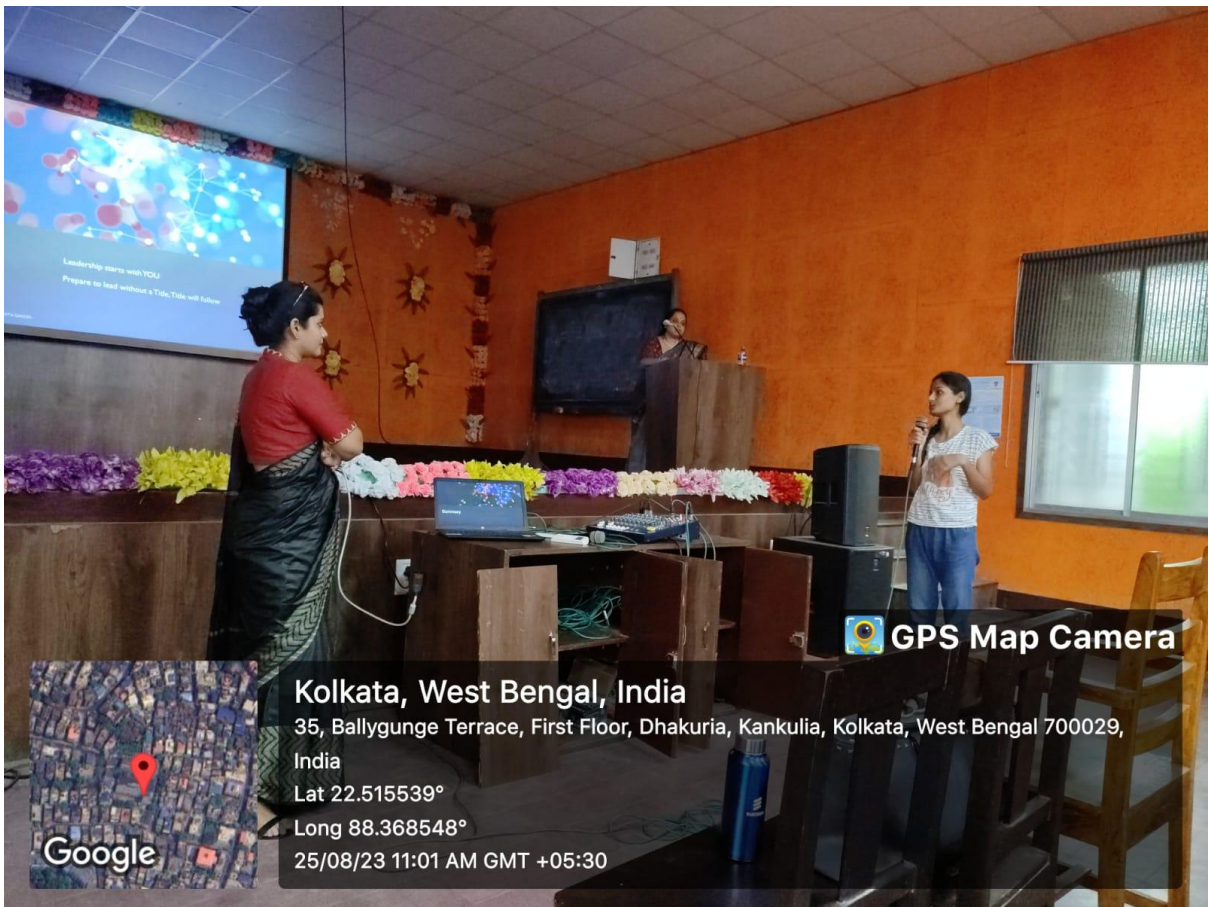
35, Ballygunge Terrace, First Floor, Dhakuria, Kankulia, Kolkata, West Bengal 700029, India


Lat 22.515553°

Long 88.368537°

24/08/23 11:05 AM GMT +05:30

 **GPS Map Camera**



 **GPS Map Camera**



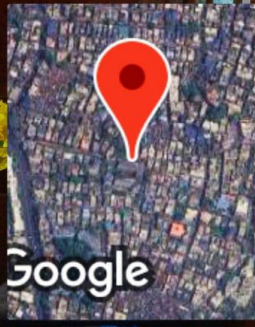
Kolkata, West Bengal, India

35, Ballygunge Terrace, First Floor, Dhakuria, Kankulia, Kolkata, West Bengal 700029,
India

Lat 22.515539°

Long 88.368548°

25/08/23 11:01 AM GMT +05:30



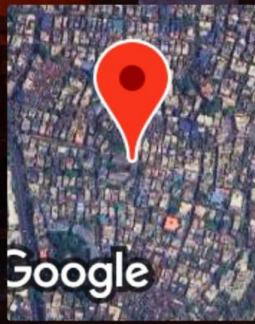
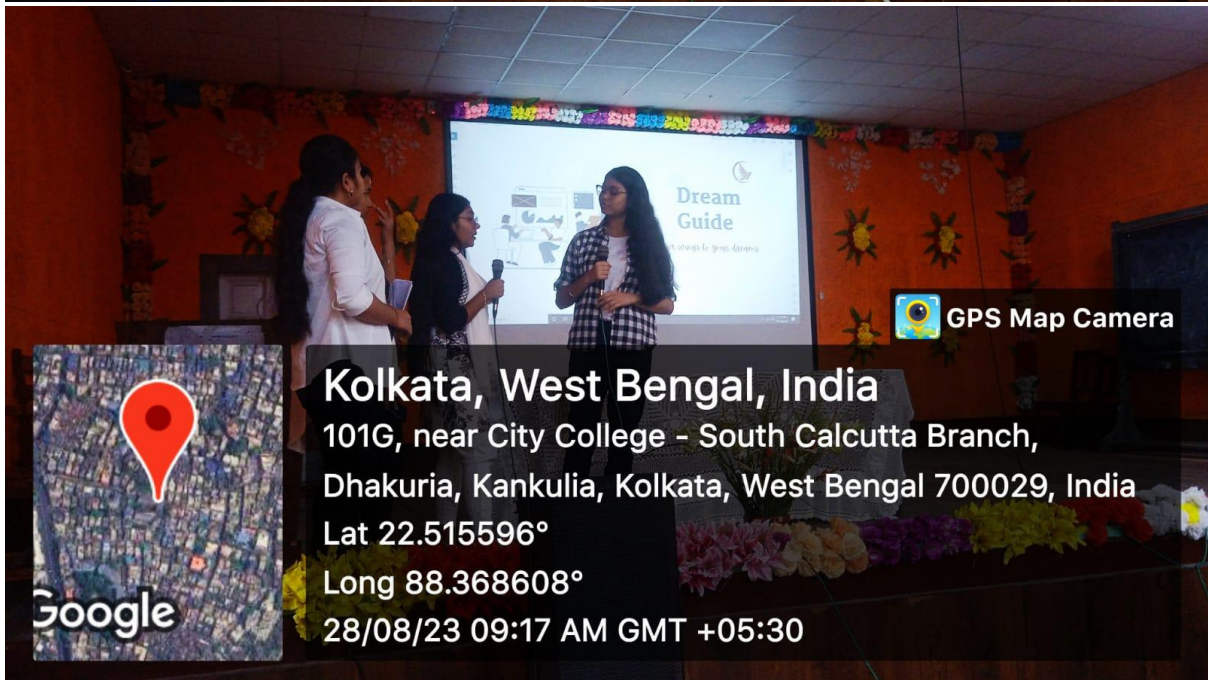
Kolkata, West Bengal, India

101G, near City College - South Calcutta Branch,
Dhakuria, Kankulia, Kolkata, West Bengal 700029, India

Lat 22.515686°

Long 88.36852°

28/08/23 11:08 AM GMT +05:30



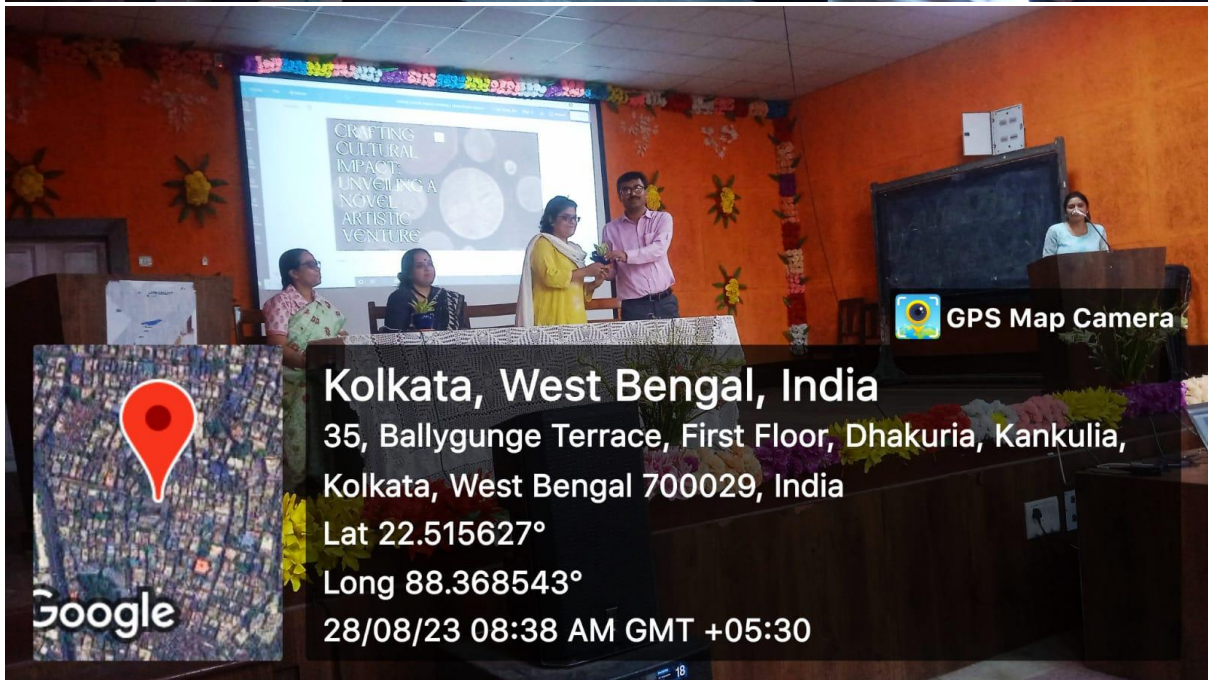
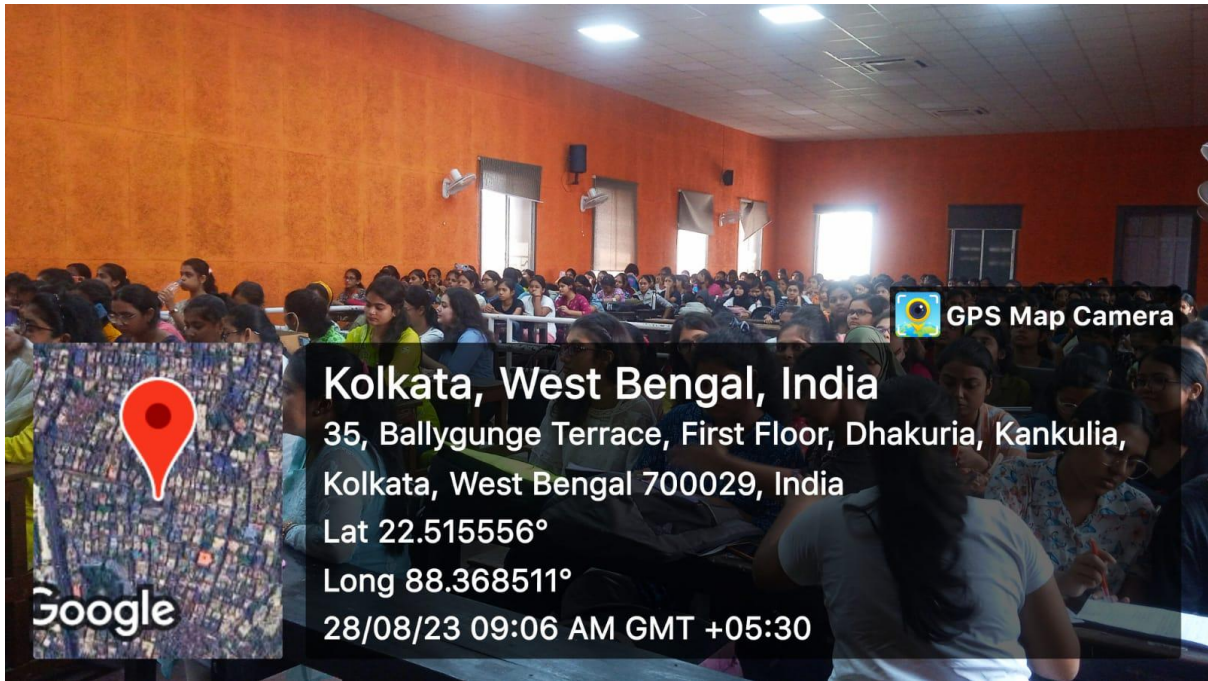
Kolkata, West Bengal, India

101G, near City College - South Calcutta Branch,
Dhakuria, Kankulia, Kolkata, West Bengal 700029, India

Lat 22.515596°

Long 88.368608°

28/08/23 09:17 AM GMT +05:30





Kolkata, West Bengal, India

35, Ballygunge Terrace, First Floor, Dhakuria, Kankulia,


Kolkata, West Bengal 700029, India

Lat 22.515583°

Long 88.368622°

28/08/23 11:14 AM GMT +05:30




Principal
(DR. RUNA BISWAS)
Sivanath Sastri College

Principal
Sivanath Sastri College