



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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A Report

On

Entrepreneurship & Innovation Workshop



Date: 15th March, 2019, Friday

Venue: Multipurpose Hall, TIAS, PG Building

Organized by: MBA Dept., TIAS

Event details-

Event Name: **Workshop on Entrepreneurship & Innovation**

Date: **15th March, 2019**

Day: **Friday**

Time: **11:30 AM onwards**

Venue: **Multipurpose Hall, PG Building**

Programme: **MBA**

Convener: **Dr. Kanika Gupta**

No. of Students: **78**

Speaker: **Mr.Rakesh Mehta, Director, Astral Education**

Objectives:

- To provide them with deeper understanding of start- ups and their complexities
- To educate students about how innovation helps entrepreneurs to fight and sustain competition.
- To highlight importance of Innovation in Entrepreneurship.

Purpose of the Workshop: Considered as a global movement, entrepreneurship is presently embryonic in emerging markets like China and India. Social, women, and youth sectors are the sectors that demand innovative solutions, and entrepreneurs have a large playground to cater to, with out-of-the-box ideas that will impact the quality of lives and contribute towards making the world a better and more sustainable place.

About the training agency: **ASTRAL EDUCATION** was established in 2003 to provide coaching for UGC NET / JRF Exam with a vision to provide excellent mentor ship program to UGC NET aspirants by using the vast experience of the subject matter experts.

The institute truly believes in making the coaching: Affordable, Appealing & Appropriate for clearing the exam. It promises quality education and deliver best results that's why they are the most trusted UGC NET JRF Coaching Institute in India. Till date more than 14,000 students have taken benefit from the mentor ship of Astral Education.

Inaugural session:

The workshop started with felicitation ceremony when Dr. Arun Bhatia, HOD, MBA presented a Ganapati idol to Mr.Rakesh Mehta, Director, Astral Education, as a memento for welcoming gesture.



Dr.Arun Bhatia welcoming and presenting Ganesh Idol to Mr.Rakesh Mehta.

Mr.Rakesh Mehta talked about how Innovation is important in entrepreneurship. According to him in the highly competitive world, innovative ideas are what will separate you from the rest. In order to create an outstanding product, strong brand and to build customer network, one need to innovate. He explained to the students that Innovation doesn't always mean to create something new, innovators often take something that already exists, improve it, change it, make it better and make it the best for their customers. Innovative ideas are what will make a startup competitive.



Interactive session where in students are participating and expressing opinions.

He focused on how innovation is a facilitator of entrepreneurship and a way of empowering people to take charge of their lives and economic prosperity.



Students attending the workshop with enthusiasm and interest.

At the same time, Mr. Mehta also interacted with students highlighting how entrepreneurship is the answer to innovation both at individual business-level.



He also focused on growth of a nation, flourishing entrepreneurship ,ingenuity, amalgamating innovation and strategic business practices.



Students and faculty attending the workshop and learning entrepreneurship skills.

Valedictory session:

The vote of thanks was given by Dr. Kanika Gupta, convener of the. Expressing her gratitude she thanked Mr.Rakesh Mehta , Director , Astral Education for his support and timely presence at the venue on the date of the workshop. She also thanked Dr. Ajay Kumar, Director, TIAS & Dr. A.K. Srivastava , Chief Executive (A & D) for their support and confidence in her . She also thanked Dr. Arun Bhatia, HOD, MBA, TIAS for his kind support and shared his thoughts on the theme of the workshop. Last but not the least she expressed her gratitude to faculty members without whom the workshop could not have been realized into a reality one.



Dr. Kanika Gupta, giving Vote of Thanks

Learning Outcome:

The workshop highlighted the importance of innovation in entrepreneurship its value for the longevity of a business. The workshop also emphasized on the opportunity to innovate to make the lives more comfortable and the solutions that can be evolved to make it better, easier and more useful. Entrepreneurs must keep themselves abreast with the current trends and demands. Manufacturers are constantly innovating to produce more without sacrificing the quality.

Companies and enterprises keep innovation as part of their organization. Innovations contribute to the success of the company. Entrepreneur, as innovators, see not just one solution to a need. They keep coming up with ideas and do not settle until they come up with multiple solutions. Innovation is extremely important that companies often see their employees' creativity as a solution. The workshop concludes with a note on the promise from both the sides that these kind of workshops will be continued in the times to come.

End of Report

