

ENTREPRENEURSHIP - OPPORTUNITIES AND CHALLENGES

Time: 9am – 1pm

Date: 17/06/2022

Venue: Eric Mathias Hall, Maffei block

Department of Post Graduate Studies and Research in Commerce conducted a State level Seminar on Entrepreneurship – Opportunities and Challenges. The inaugural programme began at 9.00 AM with the arrival of the honorable chief guest Mr. Mithun Bhatt Kakunje and the other dignitaries to the venue. The programme continued with a prayer. Mr. Joyan D'Souza, HOD, M.Com (Finance and Analytics) welcomed the gathering and the Seminar was formally inaugurated by the Chief guest and other dignitaries by lighting the lamp.

Ms. Nandini, Convener of the Seminar, gave a brief introduction of the Chief guest, Mr. Mithun Bhat Kankunje and invited him to address the gathering. Mr. Mithun Bhatt Kakunje started his speech with a story to capture the audience's attention. It was his life story about how he came up with the idea of creating his own business, and the things that have inspired him to go with his idea. He explained the gathering about the important aspects that need to be taken care by an aspiring entrepreneur before starting his business. The first thing to do is a thorough research in the relevant field and understand the market. He spoke about the failures that he has faced in business and how he has overcome them. He concluded by quoting "It's alright to fail but learn from mistakes".

Thereafter, the President of the inaugural programme, Rev Dr. Praveen Martis, Principal thanked all the organisers for conducting the seminar relevant topic like entrepreneurship. He spoke about how ideas can drive the world and how one can find solutions to their problems. The message delivered by the Principal was very insightful and inspired the students to become successful entrepreneurs. The inaugural programme ended with a vote of thanks by Ms. Vashika, student coordinator of the seminar.

The Key note address was delivered by Ms. Vathika Pai, Proprietor, Vathika International Travels and Head of Operations, Nirmala Travels. She is the former president of Kanara Chamber of Commerce & Industry. She enlightened the students on the topic Entrepreneurship: Opportunities and Challenges. Miss Joyline Jessica Correa, Assistant Professor M. Com (Finance and Analytics) welcomed and introduced the key note speaker to all the participants.

In this session Ms Vathika Pai discussed various Entrepreneurship Opportunities and Challenges. She mentioned that entrepreneur is someone who thinks differently from rest of them. He/ she is ready to take initiative and has leadership skills. One may be born with leadership skills or acquire it. When a leader is confident, the same confidence is boosted among the employees. She also highlighted various skills an entrepreneur must possess, like business skills, communication skills, decision making, problem solving, organization skills etc. She emphasized that most important skill among them is communication skills. She also mentioned that when you are an entrepreneur, you need to network with lot of people. She suggested the participants to read newspapers enhances their vocabulary to have better communication and networking with others. She also mentioned about the various challenges like access to quality education, technology, capital, societal attitude etc. She emphasized on the fact that the entrepreneurs need to utilize all modern methods available to reach out to

their target customers and expand their business. The session was open for discussion and questions from the students for 10 minutes. One student raised a question regarding the data abundance and how it can be utilized effectively for making decisions in the course of setting up of the business. The resource person answered the question telling that the data abundance and its availability is a boon for entrepreneur in acquiring customer and expanding the business but the entrepreneur should be careful about the source and the authenticity of the data. The session was ended with the vote of thanks proposed by Kiran, Student, M.com (Finance & Analytics).

The first technical session was taken by Dr. Roshni Yeshawanth, Assistant Professor, Government First Grade College, Kaup. DR. Shakira Irfana, Assistant Professor M.com (Finance & Analytics) welcomed and introduced the guest to all the participants.

In this session the resource person discussed on Social Entrepreneurship – An Entrepreneurial Culture for Shared Value Creation. She first explained the meaning and relevance of the concept of social entrepreneurship and discussed case studies on social entrepreneurship from different parts of Karnataka that she had studied during the course of her research. First case was on Women Empowerment, Women Multipurpose Co-operative Society - **Charaka Mahila Vividoddesha Kaigaarika Sahakari Sangha** founded by Mr. Prasanna. Second case was about a training and business unit run for the economic empowerment of differently abled – **Swastha – Training & Rehabilitation** (Parent Organization: The Coorg Foundation, Project Donors & Partners – TATA Coffee Limited). To conclude with the resource person mentioned that the social enterprises face financial difficulties as they mainly depend on the donation and the internal income generated by their business units. She highlighted the importance of Social Stock Exchanges which would help these social enterprises and social entrepreneurs to raise capital from the masses. Ms Ashika, student, MCom (Finance and Analytics) thank the chief guest for delivering such an insightful session on Social Entrepreneurship.

The resource person for second technical session was Dr. Sudhir Raj, Professor, Justice K.S. Hegde Institute of Management, NMAMIT, Nitte. He is the recipient of the prestigious Udupi District Karnataka State Rajyotsava Award 2020 for his contribution to education. Miss Norma, Student Coordinator welcomed and introduced the resource person to all the participants.

Mr. Sudhir Raj explained about the career options that available in the field of entrepreneurship. He highlighted the importance of entrepreneurship in VUCA world (Volatile, Uncertainty, Complexity and Ambiguity) and spoke about the strategy which give a long-term value to the entrepreneurs and the stakeholders. He discussed about how to create and develop the value for relevant people and how customer can be a friend and enemy and how an entrepreneur should be innovative and adaptable. The session was ended vote of thanks by Renita D Souza student, MCom (Finance and Analytics)

The state level seminar on Entrepreneurship – Opportunities and Challenges helped all the participants to get insights on various aspects of Entrepreneurship. It enlightened them on the practical aspects of social entrepreneurship and made them aware of various opportunities in the field of entrepreneurship and challenges faced by the entrepreneurs in the course of setting up and running their business. It motivated the students to take up entrepreneurship in future, be their own boss and be a job creator and not a job seeker. The seminar was wended up by Miss. Renita, student of M,Com (Finance and Analytics) by proposing vote of thanks.

Date: June 18, 2022
Place: Mangaluru

Ms Nandini
Coordinator
Entrepreneurship and Placement Cell