

# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

## A FRANSALIAN INSTITUTE OF HIGHER LEARNING

### WORKSHOP ON ENTREPRENEURSHIP AND INNOVATION AS CAREER OPPORTUNITY



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)



Organised By  
Incubation and Aspire Cell

**MONDAY 28TH NOV, 2022**

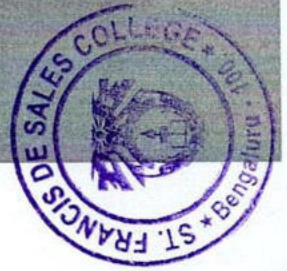
#### Resource Person

**Mrs. Prathibha Vikram**

Senior Assistant Professor

New Horizon College, Kasturi Nagar,  
Bengaluru

**Venue:  
Business Lab**







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### Report on Workshop on Entrepreneurship and Innovation

<b>Title</b>	Workshop on Entrepreneurship and Innovation
<b>Date of Event(s)</b>	28 <sup>th</sup> November, 2022
<b>Department/Association/Cell /Committee</b>	Department of Business Administration in association with Aspire Cell
<b>Venue</b> (Mention the platform if it is online)	Business Lab and Zoom Platform (Blended Learning Platform)
<b>Number of Participants</b>	121
<b>Target Audience</b>	BBA Students

<b>Resource Person(s) with qualification (if applicable):</b>	Mrs Prathibha Vikram Sr. Assistant Professor
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<b>Place of visit/ details of Industrial Visit place (if applicable):</b>	-
<b>Event Coordinator</b>	Prof Ramandeep Kaur





A Workshop on Entrepreneurship and Innovation is conducted on 28<sup>th</sup> November, 2022 in Business Lab. It is conducted for Second Years of BBA. 121 Students was benefitted from this workshop. It is conducted from 1.30 pm to 2.30 pm.

**Objectives of the workshop:**

- 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.

Mrs Prathibha Vikram talked about how Innovation is important in entrepreneurship. According to her 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 start-up competitive.

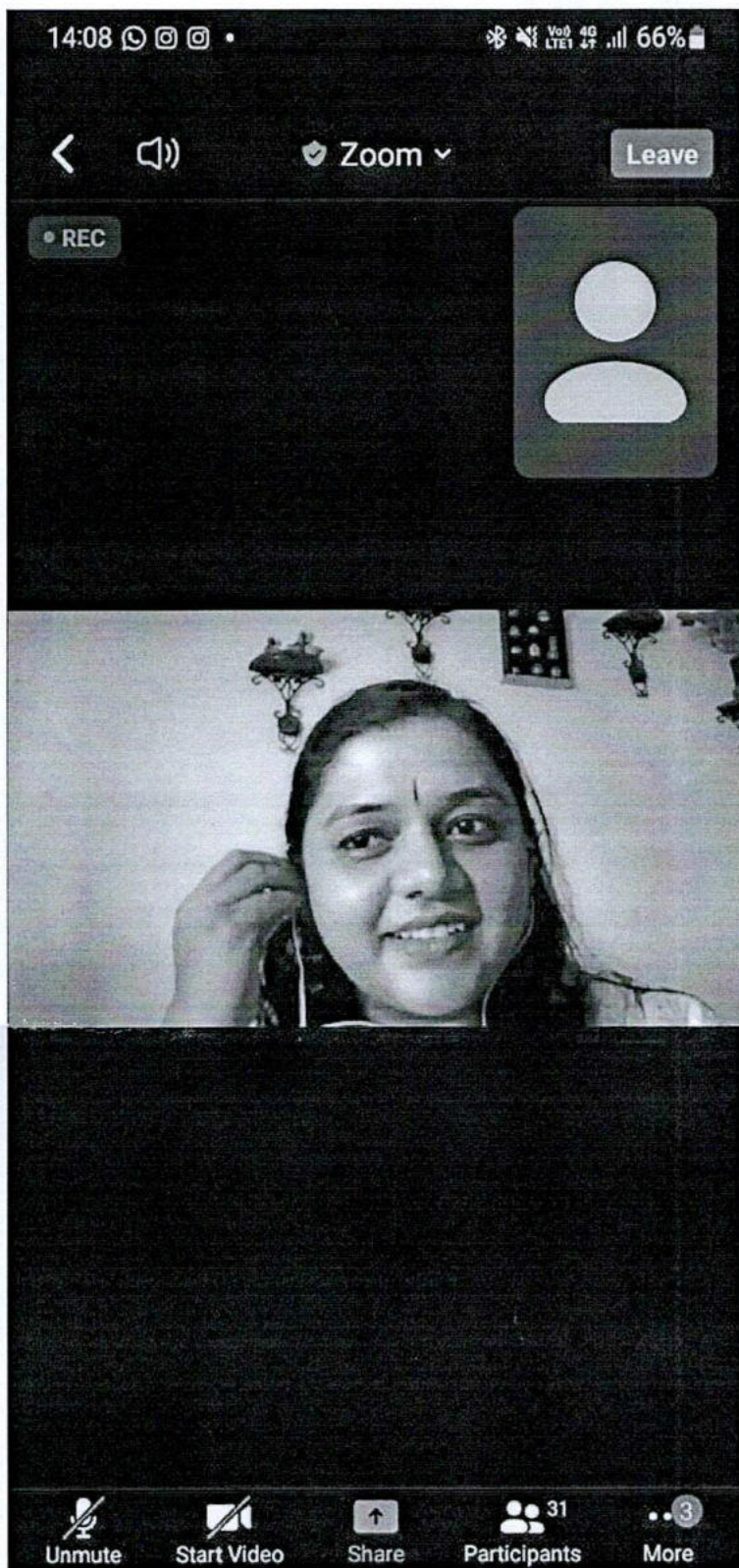
**Outcome of the programme:**

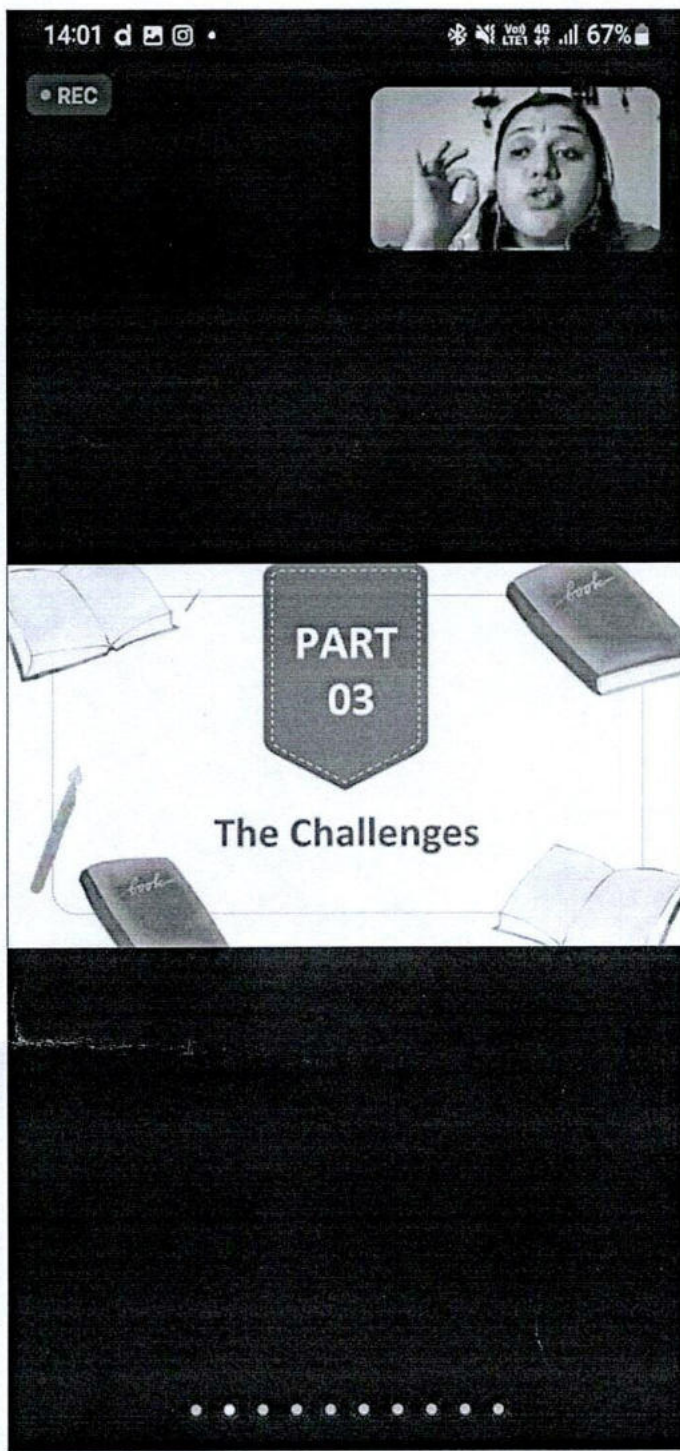
The workshop highlighted the importance of innovation in entrepreneurship its value for the longevity of a business. The workshop also emphasized on the opportunity to innovate to make the lives more comfortable and the solutions that can be evolved to make it better, easier and more useful. Entrepreneurs 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 kinds of workshops will be continued in the times to come.

Report by:  
Prof Ramandeep Kaur

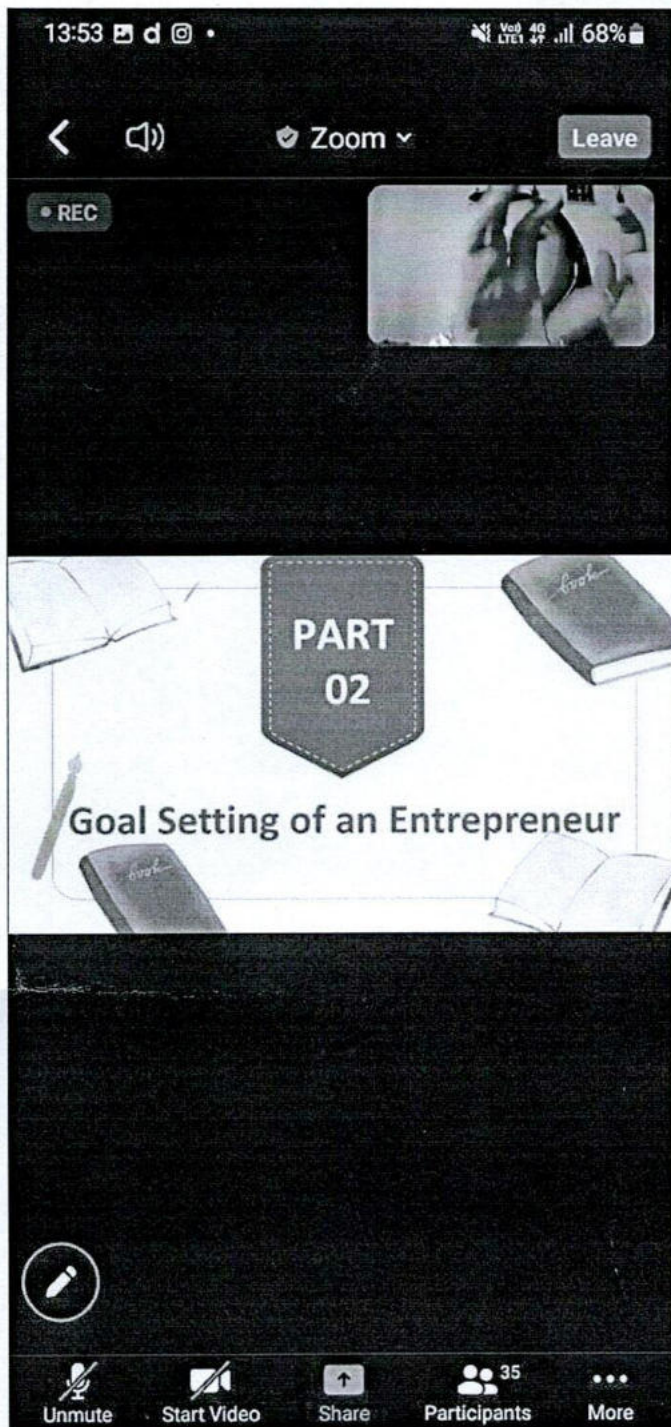
  
**PRINCIPAL**  
St. Francis de Sales College  
Electronics City Post, Bangalore - 560 076











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Close Participants (34)

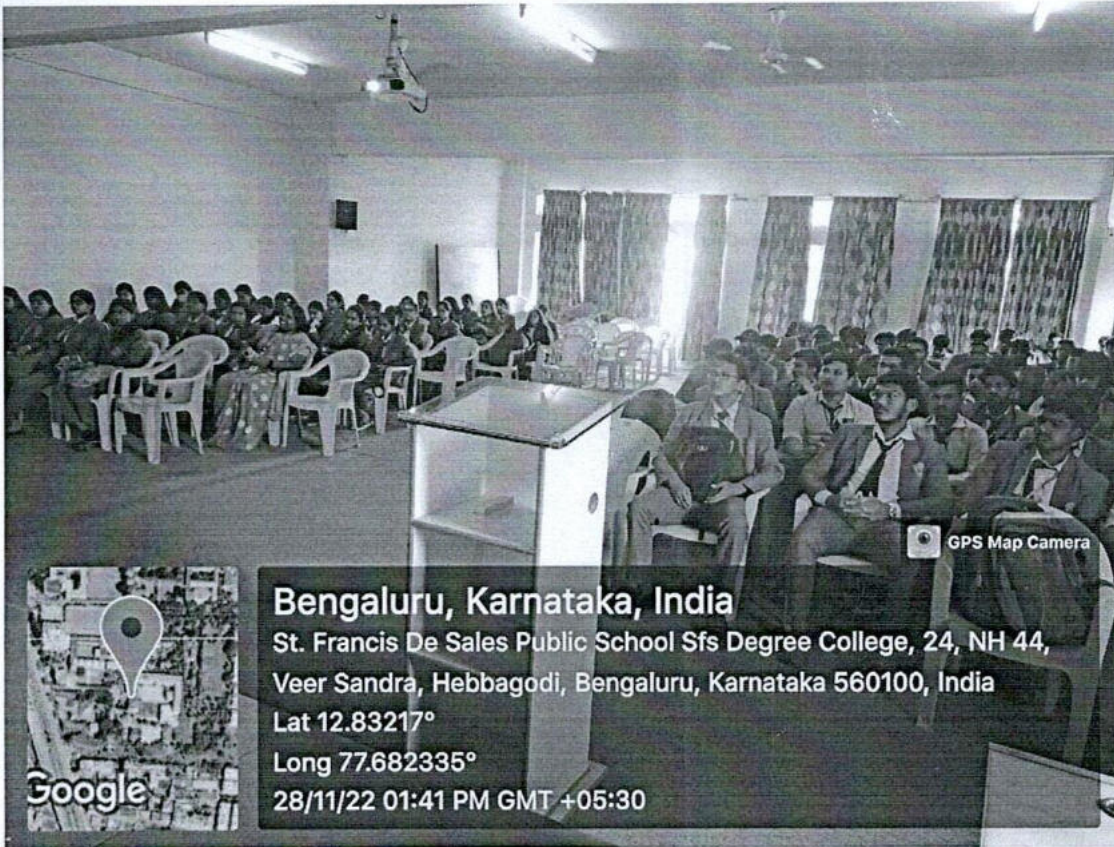
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PK	Pawandeep Kaur (me)	🔊 📹
AP	Asst. Prof. Prathibha Vikr... (Host)	🔊 📹
AL	Anishakumari. L	🔊 📹
AK	Arun Kumar A	🔊 📹
A	Ayushi	🔊 📹
BS	bhumi shree	🔊 📹
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OA	OPPO A31	🔊 📹
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P	Raman Das	🔊 📹

Invite







### **Bengaluru, Karnataka, India**

St. Francis De Sales Public School Sfs Degree College, 24, NH 44,

Veer Sandra, Hebbagodi, Bengaluru, Karnataka 560100, India

Lat 12.83217°

Long 77.682335°

28/11/22 01:41 PM GMT +05:30

