



Swami Swatantranand Memorial College, Dinanagar

A Multi Faculty, Post Graduate Co-Educational Institution

(Accredited with 'A' Grade by NAAC /Affiliated to Guru Nanak Dev University, Amritsar)

Report On

*Workshop On
"Essential Entrepreneurship Skills"
17th December, 2021*

*Organized by:
P.G. Department of Commerce
and
Management*

2021-22

Website: www.ssmdinanagar.org

Email: ssmdnn@yahoo.com

Workshop on Essential Entrepreneurship Skills (Entrepreneurship)

Objective:-

- To promote first generation businessman and industrialists.

Resource Person:

- **Prof. Dr. Bikramjeet Hundal** (Dean, Department of Economics and Business, GNDU, Amritsar)

Swami Swatantranand Memorial College, Dinanagar organized a workshop on “Essential Entrepreneurship Skills” on 17th December, 2021. The event was organized by the P.G. Department of Commerce and Business Management. Asst. Prof. Harinder Kaur started the event by introducing the speaker to the audience. The speaker of the event was Prof. Dr. Bikramjeet Hundal. Asst. Prof. Parbodh Grover, Head, Department of Economics gave a brief introduction of the topic.

Firstly, Dr. Hundal explained that the entrepreneurship is the process of establishing ideas in the form of business by presenting innovative techniques and services to the marketplace.

Further, he said that Entrepreneurship is not just alternative form of business; it is considered a driving force of the society. Furthermore, Entrepreneurship not just gives profit to the entrepreneur himself; but also contributes to the overall development of the organization and the economy. In addition to this, Entrepreneurship is an emerging form of business and involves a lot of risk-taking events. Entrepreneur not only plays an important role in economic development, but also acts as the catalysts in the process of industrialization and economic development. Technical progress cannot lead to economic development unless technological innovations are put to economic use by entrepreneurs.

Moreover, He highlighted the facts by saying, “progress does not occur impulsively as a natural consequence when economic conditions in some sense are right. A catalyst is required and this requires entrepreneurial action to a considerable extent, the diversity of activities that characterizes rich countries can be attributed to the supply of entrepreneurs”. Additionally, the entrepreneur is the key to the formation of new enterprises that strengthen the economy and rejuvenate the established enterprises that make up the economic structure.

The event was concluded by Asst. Prof. Grover by giving vote of thanks. The workshop was attended by more than 50 students. On this occasion, Asst. Prof. Gurpreet Sidhu, Asst. Prof. Rajat, Asst. Prof. Anjali and Asst. Prof. Amarpreet Kaur were present.

Outcome:

- It enhanced analytical and logical skills that help in solving problems.

Highlights of Workshop




एसएसएम कॉलेज में उद्यमिता कौशल पर लगाई कार्यशाला

दीनानगर | एसएसएम कॉलेज के स्नातकोत्तर कामर्स विभाग ने उद्यमिता कौशल संबंधी कार्यशाला प्रिंसिपल डॉ. आरके तुली की अध्यक्षता में लगाई, जिसमें जीएनडीयू के बिजनेस स्कूल के डीन बिक्रमजीत सिंह संधू मुख्यातिथि थे। गवर्नमेंट कॉलेज गुरदासपुर के रिटायर्ड प्रोफेसर डॉ. राकेश विशेषातिथि थे। उन्होंने उद्यमिता कौशल को व्यापार का जरूरी अंग बताते हुए विद्यार्थियों को औद्योगिक विकास



के प्रकल्पों में भाग लेने को प्रेरित किया। बिक्रमजीत सिंह हुंदल ने कहा कि उद्यमिता कौशल एक ऐसा कौशल है जिससे मार्केट में आने वाली बाधाओं से बचा जा सकता है। उन्होंने कहा कि युवा प्रतिभा का सदुपयोग कर व्यापार व अर्थव्यवस्था को मजबूत बना सकता है। इस मौके पर डॉ. हरिंदर कौर, प्रो. प्रबोध ग्रोवर, गुरप्रीत कौर, अमरप्रीत कौर, रजत महाजन, अंजलि, रक्षंदा, गीतिका मौजूद थीं।




Principal
SWAMI SWATANTRAMAND MEMORIAL COLLEGE
Dinanagar (Gurdaspur)