

## Webinar

**Academic Year:** 2022-23

**Name of the Event:** Expert session on “How to be an entrepreneur”

**Date & Time of the Event:** 15<sup>th</sup> September 2022, 11:00 AM

**Name of the Speaker:** Mr. Arijit Bhattacharyya

**Designation:** Founder and CEO

**Name of the Company / Institution with Address:** Virtualinfocom

**Targeted Audience:** All students

**Venue:** Online

**Event Coordinator:** Prof. Manjusha Amritkar

**Number of Participants:** 130

### Activity Description in Nutshell:

The webinar was conducted on the occasion of Engineer’s Day. Expert was online joined through Microsoft teams and students were offline sitting at the venue. The expert started the session by explaining the importance of entrepreneurship and its perks and the future of entrepreneurs. The session explains the importance of Entrepreneur as a career. And since it is a digital era and technology plays a vital role in the field of entrepreneurship, the session justified a lot about the same.

The session focus on topics like: How to choose a business idea, how to choose and form a team, on what values to work in every phase, how to market the product, how to reach customers.

He shared his journey and experience and students got insights from the same. He explained the topic which needs to be focused on while working on small businesses and also explained about digitalization and the power of social media in changing the phase of the business. He also explained to students what skills are required to be an entrepreneur and how can they

develop those skills. Moreover, he gave focused on how students can do business and they need to improve for the same. Students asked queries related to the same and were satisfied by the answers and explanations given by the speaker.

Overall session was motivating for the students who are interested in taking a business opportunity.

### Event Photos:



**Mr. Arijit explaining about entrepreneurship**

