

INSTITUTION INNOVATION COUNCIL

Awareness Workshop: "Entrepreneurship & Innovation" as Career Opportunities

Organizing Secretary: Abhishek Gupta, Assistant Professor, Commerce, IIC-Convener

Date: 08.01.2026

Objectives:

1. To create awareness about entrepreneurship and innovation.
2. Shifting student mindset from job seekers to job creators.
3. To Skill Development and Idea Validation into viable start-ups.
4. To equip participants Understand the Startup Ecosystem.
5. To motivate students to explore opportunities in innovation-driven enterprises.
6. Encouraging Self-Employment among the youth.

Participant Details: The workshop was attended by 50 participants.

Programme Overview:

An exciting morning session that included introductions and icebreakers kicked off the Awareness Workshop on "Entrepreneurship and Innovation as Career Opportunities." The speaker highlighted the true difficulties and benefits of entrepreneurship by sharing tales of both successful and unsuccessful start-ups. From inspiration and market research to execution and sustainability, participants gained knowledge of the phases of a start-up journey. Throughout, the need of comprehending consumer demands, market demand, and a well-organized business plan was emphasized. Participants engaged in participatory activities in the afternoon, such as a small-group idea pitch activity. They came up with creative ideas, found gaps in the market, and wrote few business plans. The activity promoted cooperation and original thought. The presentation was easy to follow and had a captivating visual style.

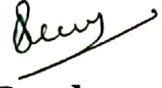
Outcome: .

1. A deeper comprehension of the entrepreneurial process and startup environment.
2. Knowledge of how business strategy and market research influence a successful endeavor.
3. Hands-on experience with company pitching and idea generation.
4. Encouragement to choose entrepreneurship as a fulfilling career option.

In summary, the workshop was successful in encouraging participants to see entrepreneurship as a means of innovation and development. They gained an understanding of the fundamentals of idea generation and company planning through startup narratives and practical exercises. The crowd was continuously engaged by the participatory format. All things considered, the workshop inspired young people to think creatively and become future change agents.



Abhishek Gupta
(Convenor, IIC)



Dr. Sapana Pandey
(HOI and President, IIC)

प्राचार्य
राजकीय महिला स्नातकोत्तर महाविद्यालय
विन्दीकी, फतेहपुर (उ०प्र०)
पिन-212635

