

Seminar

1. Name of the College: Sri Durga Malleswara Siddhartha Mahila Kalasala
2. Organized Department: Commerce & Management
3. Title of the programme: **ENTREPRENEURIAL INDIA: A FASCINATING VISION**
4. Date of the programme: 09-11-2024
5. Details of the resource Person: Koratala Preethi Director, CASA Group; Shiva Swathi Digital trainer, JCI Founder President – JCI Vijayawada Impact.
6. Brief report of the Programme: The Department of Commerce & Management of SDMSMK celebrated National entrepreneurship Day. The title of this program is “**Entrepreneurial India: A Fascinating vision**”. The event aimed to highlight the importance of Entrepreneurship in the current age and provided insights to students about the significance of Entrepreneurial opportunities available. It was intended to encourage new entrepreneurs & equip them with the knowledge to develop innovative business models, leading to impactful contributions to society and economic growth. The chief for this program is **Koratala Preethi** Director of CASA group and head of the Entrepreneurial panel, explained about entrepreneurship is not merely about starting a business, it is about a mind-set driven by innovation, problem solving. She highlighted how entrepreneurs identify gaps in the market and take calculated risks to introduce new products that meets the needs of the entrepreneurs. Shiva Swathi, who attended as a resource person, stated in her speech that ‘One should not wait for opportunities but instead create them’. She explained that when inspiring to become an entrepreneur, transforming one’s interests in an innovative way and implementing them makes achieving success easier. She inspired the students by citing the examples of women entrepreneurs who have succeeded as entrepreneurs in the current society.



