



Institution's Innovation Council

Report Submission: 09/02/2026

Semester:	EVEN	Academic Year:	2025-26	Venue:	202, Block I AIGS
Event Date:	05/02/2026	Time:	10:00 AM to 12:00 PM	Duration:	2 HOURS

TYPE OF EVENT: WORKSHOP

EVENT NAME: AWARENESS WORKSHOP ON ENTREPRENEURSHIP AND INNOVATION AS CAREER OPPORTUNITIES

Target Audience:	IIC Student members	Number of Participants:	60
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Objectives of the Event:

- To introduce participants to entrepreneurship and innovation as viable and rewarding career paths
- To build awareness of entrepreneurial mindsets, skills, and competencies needed in today's economy
- To help participants identify opportunities for innovation in real-world problems and industries.
- To encourage creative thinking, risk-taking, among the participants.

Program Introduction:

A workshop was organized by the Institution's Innovation Council, Acharya Institute of Graduate Studies, for the IIC student members B.Com. The workshop was designed to enhance students' understanding of the role of entrepreneurship as career opportunities. The session started by Mr. Venkatesh Kumar R, Assistant Professor, Department of Commerce, AIGS by giving introduction on entrepreneurship.



Mr.Venkatesh Kumar R

Mr.Venkatesh Kumar R Assistant Professor, Department of Commerce, AIGS, having 5 years teaching experience and published and presented various papers in conferences and seminars at national and international level. Sir is expertise in entrepreneurship skills and accounting.

Theme of the event:

The theme of the workshop focuses on creating awareness among students about entrepreneurship and innovation as promising career opportunities. It emphasizes the importance of creative thinking, problem-solving, and risk-taking in building successful and sustainable careers. The theme highlights entrepreneurship as a means of self-employment, economic growth, and job creation. It also aims to motivate young minds to explore innovative ideas and transform them into viable ventures. Overall, the theme encourages students to adopt an entrepreneurial mindset and become future innovators and leaders.

Detailed Report

In the contemporary economic environment, entrepreneurship and innovation have emerged as powerful drivers of growth, employment generation, and social transformation. With rapid technological advancement and changing employment patterns, traditional career paths alone are no longer sufficient to absorb the growing workforce. In this context, an Awareness Workshop on Entrepreneurship, Innovation and Career Opportunities was organized to educate and motivate students to explore entrepreneurship as a viable and sustainable career option.

The primary aim of the workshop was to create awareness about the concept of entrepreneurship and the role of innovation in building successful careers. The workshop emphasized that entrepreneurship is not merely about starting a business but involves identifying opportunities, taking calculated risks, applying creativity, and generating value for society. Students were introduced to the idea that innovation acts as a key differentiator in today's competitive market and plays a vital role in business sustainability.

During the workshop, the speakers explained various forms of entrepreneurship such as startup entrepreneurship, social entrepreneurship, family business management, and intrapreneurship. Real-life examples of successful Indian entrepreneurs were discussed to inspire participants



and help them relate theory to practice. These examples demonstrated how innovative ideas, when supported by determination and strategic planning, can lead to remarkable career growth and business success.

The workshop also highlighted entrepreneurship as a promising career opportunity, particularly for young graduates. Participants were informed about the wide range of career options available in the entrepreneurial ecosystem, including startup founders, consultants, freelancers, innovators, and business managers. The importance of developing entrepreneurial skills such as leadership, problem-solving, communication, and financial management was strongly emphasized as these skills enhance both self-employment and employability.

A significant part of the workshop focused on the Indian startup ecosystem and government initiatives that support entrepreneurship. Schemes such as Startup India, MSME development programs, incubation centres, and financial assistance through banks and financial institutions were discussed. This information helped students understand the institutional support available for aspiring entrepreneurs and reduced the fear associated with business risk and failure.

The interactive sessions encouraged active participation from students. They raised questions related to idea generation, funding, risk management, and failure handling. The discussions created a positive learning environment and motivated students to think creatively and confidently about their career choices. The workshop succeeded in fostering an entrepreneurial mindset among participants by encouraging innovation, resilience, and adaptability.

Geo tagged Photos:



Mr.Venkatesh Kumar R, Introducing the concept of entrepreneurship



Resource person explaining the features of successful entrepreneurs



Resource person explaining the initiatives of government to promote entrepreneurship



Students asking the doubts regarding government initiatives



Resource person asking for the feedback about the session

Outcomes:

1. Understand the concept and scope of entrepreneurship and innovation
2. Recognize entrepreneurship as a potential career option alongside conventional jobs
3. Identify key skills such as creativity, leadership, adaptability, and critical thinking
4. Gain basic knowledge of how ideas are transformed into startups or innovative ventures
5. Participants will be able to identify business opportunities based on market needs and local problems.
6. Enhanced knowledge of career options beyond traditional employment, such as startups, social enterprises, and freelancing.
7. Improved confidence and motivation among students to pursue self-employment and innovation-driven careers.

Conclusion and Audience Feedback Summary:

In conclusion, the Workshop on Awareness of Entrepreneurship, Innovation and Career Opportunities proved to be highly informative and impactful. It broadened students' perspectives on career planning and inspired them to consider entrepreneurship as a meaningful and rewarding career path. By promoting innovation, self-reliance, and job creation, the



workshop contributed significantly to preparing students for the challenges and opportunities of the modern economy.

Feedback was collected from a total of 52 students who participated in the programme to assess its effectiveness and relevance. The feedback received was encouraging and reflected a positive response from the students. Out of the total responses, 6 students rated the programme as Good, 0 students rated it as Average, and 46 students rated it as Excellent. The feedback indicated that students found the session informative and useful in understanding the role of chatbot in maintain CRM in business. The overall response suggests that the workshop was well-received and met the expectations of the target audience.

**Feedback of awareness workshop on
entrepreneurship and innovation as career
opportunitiy**

