



Rayat Shikshan Santha's
Dr. Patangrao Kadam Mahavidyalaya,
Ramanandnagar (Burli)
Department of Commerce



MoU Activity
"To Be a Successful Entrepreneur"
Guest Lecture Report

Date: 14.3.2024

The Department of Commerce at Dr. Patangrao Kadam Mahavidyalaya, Ramanandnagar (Burli), organized a guest lecture on the topic "To Be a Successful Entrepreneur" as part of its ongoing collaboration under the Memorandum of Understanding (MoU) between Sangram Udyog Samuh and the Department of Commerce. The lecture, held on 11th March 2024, featured Smt. Vijaymala Nilesh Yesugade, a prominent figure in the entrepreneurial landscape CEO of Sangram Nutritious Food Industry, as the guest speaker.

During her insightful presentation, Smt. Vijaymala Yesugade delved into the essential qualities and strategies required to become a successful entrepreneur. She shared personal anecdotes and practical insights gleaned from her own entrepreneurial journey, offering valuable lessons to the 58 students in attendance.

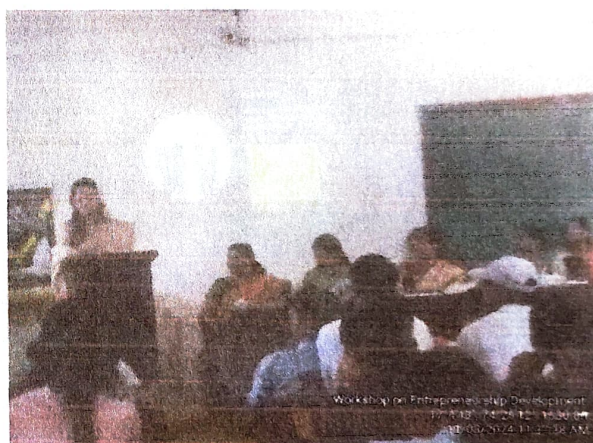
Outcome of the Activity:

1. **Enhanced Understanding of Entrepreneurial Qualities:** Students gained a deeper understanding of the essential qualities and attributes required to succeed as an entrepreneur, including creativity, resilience, adaptability, and proactive problem-solving.
2. **Increased Awareness of Market Opportunities:** The lecture helped students develop a heightened awareness of identifying and capitalizing on opportunities in the market, enabling them to recognize potential niches for entrepreneurial ventures.
3. **Improved Business Planning Skills:** Participants learned the importance of strategic business planning, including conducting market research, financial forecasting, and developing comprehensive business strategies, to effectively launch and manage entrepreneurial endeavors.

4. **Inspiration and Motivation:** The insights shared by Smt. Vijaymala Yesugade served as a source of inspiration and motivation for students, encouraging them to pursue their entrepreneurial aspirations with confidence and determination.
5. **Interactive Learning Experience:** Through interactive discussions and a Q&A session, students had the opportunity to engage with the guest speaker, clarify doubts, and seek advice, fostering a dynamic and participatory learning environment conducive to gaining practical insights into entrepreneurship.

Participants and Beneficiaries:

A total of 58 students from Department of Commerce benefited from this activity.



Smt. Vijaymala Yesugade Delivering speech on "To be a successful entrepreneur"



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