

PROFESSIONAL LECTURE SERIES ON
“INNOVATION AND ENTREPRENEURSHIP”
2ND SEPTEMBER, 2019

The Institute organised Professional lecture series on “Innovation and Entrepreneurship” for the students of BBA Semester III on 2nd September, 2019. The workshop was marked by interactive and motivating sessions by the guest speaker, Ms Sonal Agarwal Bali. Ms. Sonal is a Chartered Accountant, an innovative and energetic leader and a skilled communicator.



“Innovation and Entrepreneurship” workshop was organised to enlighten our students of diverse aspects of entrepreneurship from idea generation to idea commercialization. The workshop was aimed to introduce and familiarize students with Entrepreneurship, generate enthusiasm and project it as a career option.

Ms Sonal, provided students with real life examples, she took the students through the inspiring journey of entrepreneurs. She explained that 'innovation' is a way of thinking and that everybody has the potential to be innovative. The lecture provided with the basic understanding of the skill set and knowledge which a person requires for undertaking the entrepreneurial journey. Various aspects like the feasibility of the idea, understanding of markets, operations, financial planning, raising resources and setting up of the company, building and managing teams was briefly discussed.

The Highly interactive and informative session ended with a vote of thanks and memento presentation to the guest by our Director, Prof. B. S. Hothi.

Prepared by: Ms. Sonia Peter, Assistant Professor, giBS