

# IIC SESSION ON AWARENESS OF ENTREPRENEURSHIP

## 13<sup>TH</sup> MAY 2024



On 13<sup>th</sup> May 2024, Gitarattan International Business School, Rohini, New Delhi organized an IIC session on "Awareness of Entrepreneurship" under ATL Linkage and Mentoring for students of Class XI and XII of Gitarattan Global School, Rohini. The resource person for the session was Dr. Manisha Kaushal Arora, Associate Professor and IIC Innovator Ambassador of GIBS, who enlightened the students about the intricacies of entrepreneurship.

The main objective was to meticulously outline the fundamental aspects of entrepreneurship, delving into essential concepts and providing valuable insights. Participants were engaged in interactive discussions, where they had the opportunity to grasp key facts and gain a deeper understanding of the entrepreneurial landscape. The session served as a platform for participants to explore various facets of entrepreneurship, ranging from ideation to execution, and to contemplate the significance of innovation and creativity in the entrepreneurial journey.

Participants of the training session on Entrepreneurship Awareness gained valuable insights into the entrepreneurial landscape. They learned about the fundamental concepts of entrepreneurship, including ideation, innovation, and execution, through interactive discussions and engaging presentations by Dr. Manisha Arora.

Moreover, participants had the opportunity to explore the significance of creativity and innovation in entrepreneurship, recognizing their potential to drive positive change and generate opportunities for growth. By reflecting on Dr. Manisha's expertise and real-world examples, attendees gained practical knowledge and inspiration to pursue entrepreneurship as a viable career path.

**FLYER OF THE EVENT**



<b>TYPE OF EVENT</b>	IIC
<b>VENUE</b>	Gitarattan Global School
<b>TIME &amp; DURATION</b>	10:00-12:00
<b>CONDUCTED BY</b>	IIC, GIBS
<b>ORGANISED FOR</b>	Class XI-XII
<b>NAME OF THE COORDINATOR</b>	Dr. Jatin Kumar Lamba Ms. Ruchi Malhotra
<b>ATTENDANCE</b>	Students: 65
<b>RESOURCE PERSON</b>	Dr. Manisha Kaushal Arora Associate Professor, IIC Innovation Ambassador

<p><b>OBJECTIVES OF THE EVENT</b></p>	<ol style="list-style-type: none"><li>1. To highlight the role of entrepreneurs in driving economic growth and innovation.</li><li>2. To foster a mindset that embraces creativity, risk-taking, and resilience.</li><li>3. To encourage students to think like entrepreneurs and identify opportunities in challenges.</li></ol>
<p><b>LEARNING OUTCOME</b></p>	<ol style="list-style-type: none"><li>1. They learned about the fundamental concepts of entrepreneurship, including ideation, innovation, and execution of ideas.</li><li>2. Students recognized the essential traits and mindset of successful entrepreneurs.</li><li>3. They understood the significance of creativity and innovation in entrepreneurship,</li></ol>

**PREPARED & SUBMITTED BY: DR. JATIN KUMAR LAMBA, ASSISTANT PROFESSOR, GIBS**