

# COMMUNICATION IS THE WAY TO ENTREPRENEURSHIP

10<sup>TH</sup> MARCH 2025 (MONDAY)



The session on “Communication is the way to Entrepreneurship” was conducted by IIC-GIBS on 10<sup>th</sup> March 2025. The session drew 60 participants from the BBA E2A & E2B. The main objective was to explain that entrepreneurship is primarily driven by excellent communication and is not simply about invention and business strategy. The session aimed to emphasize the pivotal role of effective communication in entrepreneurial success. The event featured a talk by Ms. Ruchi Malhotra (Innovative Ambassador), who provided valuable insights into how communication shapes leadership, networking, and business growth.

The event commenced with an engaging talk by Ms Ruchi, who emphasized the importance of communication as a leadership tool. Ms. Ruchi offered her knowledge on role of Communication in Entrepreneurship. She underlined that becoming an expert communicator may lay the groundwork for successful entrepreneurship. She shared case studies demonstrating how effective communication contributes to entrepreneurial growth. The session covered crucial aspects such as business pitching, negotiation techniques, and networking strategies. Many would-be business owners have trouble networking, convincing investors, communicating their ideas, and assembling capable teams. She also explained that entrepreneurship is not just about having a great idea; it is about effectively communicating that idea to the world. Communication serves as the backbone of entrepreneurship, enabling entrepreneurs to convey their vision, build relationships, attract investors, and inspire teams. Entrepreneurs who master the art of communication can efficiently express their ideas, build strong networks, market their brands, negotiate deals, lead teams, and manage crises.

The event successfully reinforced the idea that communication is the cornerstone of entrepreneurship. Participants left with valuable insights on how to harness communication skills for business growth and leadership. The session concluded with a call to action for entrepreneurs to continuously refine their communication abilities to achieve long-term success. The session concluded with the vote of thanks by Ms. Namrata Jain, Assistant Professor at GIBS.

## FLYER OF THE EVENT



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**INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)**


**INSTITUTE QUALITY ASSURANCE CELL (IQAC)**  
GIITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI



**COMMUNICATION IS THE WAY TO ENTREPRENEURSHIP**

**10<sup>th</sup> March 2025 (Monday)**

**TIME : 12:00 PM ONWARDS**  
**VENUE : ROOM NO. 603**  
**CLASS : BBA, E2A**

**MS. RUCHI MALHOTRA**  
**(INNOVATIVE AMBASSADOR)**

#gibs gitarattan  


www.gitarattan.edu.in

lic\_club\_gibs@gitarattan.edu.in

<b>TYPE OF EVENT</b>	IIC-SESSION
<b>VENUE</b>	Room No. 603
<b>TIME &amp; DURATION</b>	12 pm onwards
<b>CONDUCTED BY</b>	(IIC)-GIBS
<b>ORGANISED FOR</b>	BBA E2A & E2B
<b>NAME OF THE COORDINATOR</b>	Ms. Namrata Jain
<b>ATTENDANCE</b>	Students: 40
<b>RESOURCE PERSON</b>	Ms. Ruchi Malhotra (Innovative Ambassador).

<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"> <li>1. To understand the significance of communication in entrepreneurship.</li> <li>2. To explore different communication strategies for business success.</li> <li>3. To highlight the role of storytelling, persuasion, and negotiation in entrepreneurship.</li> <li>4. To provide practical insights on enhancing communication skills.</li> <li>5. To encourage participants to leverage effective communication for networking and business expansion.</li> </ol>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. Participants developed a deeper understanding of communication as a crucial skill in entrepreneurship.</li> <li>2. The session highlighted various communication techniques essential for networking, investor relations, and team management.</li> <li>3. Attendees learned how to craft compelling business pitches and present their ideas effectively.</li> <li>4. Practical strategies for overcoming communication barriers and improving clarity in business interactions were discussed.</li> </ol>
<b>SHORTFALLS, IF ANY</b>	None
<b>LINK TO YOUTUBE VIDEO</b>	<a href="https://youtu.be/-fdSObe9XpI">https://youtu.be/-fdSObe9XpI</a>

**PREPARED & SUBMITTED BY: MS. NAMRATA JAIN, ASSISTANT PROFESSOR,  
GIBS**