

Report on Entrepreneurship Development Program (Online)
On
Entrepreneurship: Exploring Opportunities and Overcoming Challenges

The Faculty of Commerce, initiated by the IQAC cell of ICFAI University, Raipur, successfully conducted a **5-day online Entrepreneurship Development Program (EDP) from 7th to 11th July 2025**, on the theme “**Entrepreneurship: Exploring Opportunities and Overcoming Challenges.**” The program provided a comprehensive platform for aspiring entrepreneurs, students, faculty, and professionals to gain insights into launching and managing successful ventures. Beginning with an introduction to entrepreneurship, participants explored opportunity identification, feasibility analysis, and business model development. This was followed by sessions on the legal framework of business in India, including types of entities, registration processes, licenses, and compliance measures—essential knowledge for formalizing a startup.

Prof. (Dr.) S.D. Pandey Vice chancellor of ICFAI University, Raipur, presented a motivational address for the Entrepreneurship Development Program. Today's changing business climate requires entrepreneurship to generate innovation, self-sufficiency, and economic growth, according to Dr. Pandey. He advised participants to think like problem-solvers, be open to new ideas, and take chances to establish successful organizations. Dr. Pandey thanked the Faculty of Commerce for organizing this important project and encouraged participants to apply their degree knowledge to real-world issues. His motivating remarks underlined the university's commitment to developing future leaders and entrepreneurs and set the stage for the following sessions.



The Entrepreneurship Development Program featured expert-led sessions by distinguished speakers such as **Dr. Anil Dhagat, Dr. Shobha Agrawal, and Mr. Gaurav Girija Shukla**, who shared valuable insights drawn from academia and industry. The program offered engaging and

practical modules covering critical aspects of entrepreneurship, including start-up planning, legal compliance, financial literacy, strategic marketing, and digital business growth. It witnessed active participation from a diverse group of attendees—faculty members, students, professionals, and budding entrepreneurs—creating a vibrant learning environment that fostered knowledge exchange and entrepreneurial inspiration across various sectors.

In the subsequent sessions, the focus shifted to skill development and business growth. Participants were introduced to the entrepreneurial mindset, leadership, decision-making, financial literacy, and organizational building. Strategic marketing and efficient operations were emphasized, with insights into workflow planning, CRM, sales strategies, and digital marketing. The concluding day delved into government schemes, taxation (including GST), bookkeeping, and funding options, preparing participants for business expansion and long-term sustainability. With expert speakers, interactive case studies, and practical activities, the EDP empowered attendees with actionable tools and strategic understanding to embark on or strengthen their entrepreneurial journey.



Zoom Workplace

Shubharth Srishti S Minz Dr Archi Dubey

Dr. Ruchi Gupta Dr. W. Ramana Rao

Dr. Shweta dewangan gaurav_girja

Participants (35)

Find a participant

- DS Dr. Shweta dewangan (Me)
- IR IU Raipur Meetings (Host)
- DG Dr. Ruchi Gupta (Co-host)
- BB Bhanu Bisht
- DW Dr. W. Ramana Rao
- BK Brundavathi K
- PB Padmini behra
- CS Chandra Shekhar
- DS Dr. Shilpi Gupta
- S SHEFALI
- Dr. Pinkey Chouhan
- DI Dr. Jayant Isaac

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