

## **ENSO- Opening Seminar Cum Orientation Program on Imbibing Entrepreneurial Skills**

**Date:** 20-09-2017

**Venue:** Seminar Room, Aryabhata College

**Teachers in-Charge:** Dr. Monica Aggarwal

**Programme Coordinator:** Ms. Shivani Raheja

**Speakers:** Mr Vikram Gahlot (IIM, DU Alumnus), Mr Ajay (DTU Alumnus)

**ENSO the Entrepreneur Society of Aryabhata College** organized an interactive seminar cum students meet on **Entrepreneurship** to discuss about the need and importance of **Entrepreneurial Element** for the students, on 20<sup>th</sup> September 2017 from 12:30 onwards in the Seminar Room of our college.

Mr. Vikram Gahlot, an IIM Calcutta & Delhi University alumnus and Mr Ajay (DTU Alumnus), were invited as the speakers for this event. Mr Gahlot started his career as an area manager at **Asian Paints** and explored the domain of entrepreneurship by subsequently founding two business ventures. He is the founder of Anticlockwise, an advertising company and has headed and worked as the Media Director in **Webchutney**, a digital marketing firm. Currently, Mr Gahlot is working as a mentor at **MBAguru**, where he is continuously inspiring thousands of young aspirants to pursue their dreams and work for themselves. He has conducted multiple seminars and workshops for promoting Entrepreneurship and Skill development in several institutes. Mr Ajay, recently finished his engineering and started his own venture, **Honest Farmer**, in an alliance with Mr Gahlot.

Students had an interactive session with the speakers and the members of the society. Few budding entrepreneurs of the college who had already started their ventures briefed the audiences about their entrepreneurial journey and shared the challenges and rewards of being an entrepreneur. Students gained widely in the domain of entrepreneurship and many were seen visibly motivated to start their own ventures. The subject matter expertise and experiences of our speakers about the implementation of self-employment programmes and entrepreneurship led to a large number of students' inflow from different backgrounds and courses for the seminar, filling the room beyond its capacity.

The society also broadcasted the live event on its Facebook page. As the first step towards a new beginning, an intra college collaborative initiative was taken for the first time in the history of our college, where the society collaborated with the Marketing Cell of Aryabhata College- **MarkCell** as the marketing partner and the Photography society of Aryabhata College-**Picwic** as the photography partners to reap the benefits of synergy. Students were briefed about the society and its future course of events, and information regarding the recruitment process and further details were shared. This opening seminar positively motivated our students and boosted their enthusiasm to be an Entrepreneur.













