







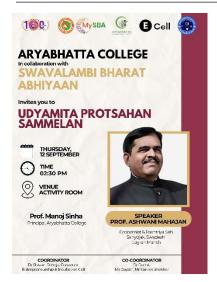
Report On Udyamita Protsahan Sammelan

Date: 12th September 2024

Time: 2:30 pm

Venue: Student Activity Centre

Faculty Coordinators: Dr. Shivani Raheja, Dr. Ruchi Sharma & Ms. Gayatri Yadav



On Thursday, September 12th, 2024, Aryabhatta College, in collaboration with the **Swavalambi Bharat Abhiyaan**, hosted the **Udyamita Protsahan Sammelan** aimed at promoting entrepreneurial spirit and self-reliance among students.

The keynote speaker of the day was **Prof. Ashwani Mahajan**, a noted economist and the Rashtriya Seh Sanyojak of Swadeshi Jagran Manch, an organization committed to promoting indigenous economic development in India. He was greeted by the coordinator Dr. Shivani Raheja with a special memento. Prof. Mahajan gave insightful remarks on the tenets of the Swadeshi movement and how they fit into the bigger picture of using entrepreneurship to create a self-sufficient country.





In his speech, Prof. Mahajan touched upon the importance of "Swavalamban" (self-reliance) in today's economic climate. He discussed the relevance of the **Atmanirbhar Bharat initiative** and how students could contribute to India's growth by focusing on local resources, talent, and innovation. The professor outlined the opportunities that come with building businesses that cater to India's vast and diverse market, emphasizing the importance of supporting local industries.



Furthermore, Prof. Mahajan encouraged the students to embrace entrepreneurship by tapping into the numerous opportunities available in sectors like agriculture, technology, and manufacturing. He highlighted the critical role of government initiatives such as Start-up India. His address was filled with practical advice on navigating the entrepreneurial journey, including building strong networks, understanding market needs, and fostering resilience.

An interactive Q&A session followed the keynote address, where students enthusiastically posed questions about overcoming challenges in the entrepreneurial space and the importance of mentorship. Prof. Mahajan provided clear and insightful responses, encouraging the students to adopt a proactive approach and seek guidance from industry veterans.

The event concluded with a vote of thanks by the coordinators and volunteers. The collaboration between Aryabhatta College and Swavalambi Bharat Abhiyaan marked a step toward nurturing entrepreneurial talent within the college community.

List of Participants:

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