



Krantiveer Vasantao Narayanrao Naik Shikshan Prasarak Sanstha

LOKNETE GOPINATHJI MUNDE

INSTITUTE OF ENGINEERING EDUCATION & RESEARCH

Canada Corner, Sharanpur Road, Nashik 422 002

Approved by AICTE, Accredited 'B' Grade by NAAC



AD-	Guest lecture Report	Academic Year: 2025-26
		Semester-I

Department of Management Studies.

Event Title:	A Week Entrepreneurship Awareness Camp "Jagar Udyogjagtecha"
Date:	22.09.2025 to 26.09.2025
Duration:	4 Hr daily 1:00 PM to 5:00 PM
Venue:	Seminar Hall
Resource Person:	<ul style="list-style-type: none">• Mr.Shriram Chandak (Day 1)• Mr.Ramesh Pathak (Day 2)• Mr.Aditya maheshwari (Day3)• Mr.Nikhil Bhalerao (Day 4)• Dr.Vikrant Bhujbalrao (Day5)
Coordinator:	Prof. Mahima Ugale & Prof Rahul Thorat
Objective:	<ul style="list-style-type: none">• To expose students to the process of starting and managing a business, including ideation, planning, and resource mobilization.• To provide guidance on support systems available for entrepreneurs, such as government schemes, incubators, and funding agencies.
Outcome:	<ul style="list-style-type: none">• Student will be increased interest in business idea generation and problem-solving using entrepreneurial thinking.• Students will be able to develop basic entrepreneurial skills, including business planning, market research, and resource management.• Student will develop a better understanding of entrepreneurship as a viable and rewarding career option.
Mapped with PO	
Mapped with PSO	

Session Overview :

A week-long Entrepreneurship Awareness Camp "Jagar Udyogjagtecha" organized by the Department of Management Studies in association with Udyogwardhini from 22nd to 26th

insightful talk on why entrepreneurship is a compelling and viable career path for today's youth. He emphasized that in the modern economy, the best way to secure your future is not by waiting for a job but by creating one. He challenged the conventional mindset of stability-first, urging participants to see opportunities, take initiative, and craft value.

Why Choose Entrepreneurship

- **Autonomy & Ownership:** Running your own venture lets you make decisions, own your risks and rewards.
- **Impact & Innovation:** Entrepreneurs solve real problems; they have the chance to create social and economic impact.
- **Scalability:** A small idea, when executed well, has the potential to scale far beyond what a regular job might offer.

Skillsets & Mindset Required

Mr. Chandak highlighted several core traits needed for entrepreneurial success:

- **Resilience and Grit:** Startups face setbacks. Persistence is key.
- **Adaptability & Learning:** Be agile and ready to pivot based on market feedback.
- **Customer Orientation:** Focus on understanding actual customer pain points rather than building what you think is needed.
- **Resourcefulness:** Use limited resources efficiently, bootstrap, and make the most of networks and partnerships.

He did not sugarcoat the challenges: uncertain income, resource constraints, market competition, regulatory hurdles, and the stress of responsibility. But he stressed that these risks can be managed and mitigated when one is well-prepared, mentored, and strategic.

Mr. Chandak spoke about how no entrepreneur succeeds in isolation. He introduced the role that organizations like Udyogwardhini can play — providing mentorship, access to networks, training, and helping ideas turn into viable ventures. He encouraged participants to leverage mentorship, peer support, incubators, and government schemes.

Impact & Takeaway for Participants

- Many students left the session energized and saw entrepreneurship not just as an alternate path, but as a first-choice career option worth exploring.
- Participants gained clarity on what it truly takes — beyond passion — to build a startup: discipline, customer focus, resilience, planning.
- The session also set expectations realistically: success in entrepreneurship is not instant, but built through persistence and continuous learning.
- It provided a foundation for the rest of the camp: participants understood the “why” behind all subsequent workshops and exercises.

Day 2 Tuesday 23/9/2025

Speaker : Mr.Ramesh Pathak

- A hands-on workshop on design thinking led by Ms. E. Singh where participants practiced empathy mapping, problem framing.
- Following that, resource person (e.g. Mr. B. Kulkarni) introduced Business Model

Canvas, value proposition, customer segments.

- Teams began drafting their preliminary models.* Mentor interactions provided immediate feedback.

Day 3 Wednesday 24/9/2025

Speaker : Mr.Aditya Maheshwari

- Lecture on market survey techniques, customer validation, competitor analysis.
- Digital marketing session introduced social media, content marketing, SEO basics.
- Teams went out for mini field surveys / questionnaires to gather customer feedback.

Day 4 Thursday 25/9/2025

Speaker : Mr.Nikhil Bhalerao

- Financial planning: revenue models, startup costs, break-even analysis.
- Legal aspects: business registration, taxes, licensing.
- Mentor check-ins: each team had dedicated slots to consult mentors, clarify doubts, refine their plan.

Day 5 Friday 26/9/2025

Speaker : Dr.Vikrant Bhujbalrao

- Final touches: teams rehearsed their pitch, refined slides.
- Business Pitch Competition: each team presented before jury (from Udyogwardhini / external entrepreneurs).
- Q&A by jury, scoring, feedback to each team.
- Award winners (1st, 2nd, perhaps special categories).
- Closing remarks by dignitaries, certificate distribution, group photo.

Knowledge & Awareness

- Participants reported significant increase in understanding of entrepreneurship fundamentals (via pre- and post-event survey).
- Many had been unaware of business modeling, funding processes, legal aspects etc., prior to the camp.

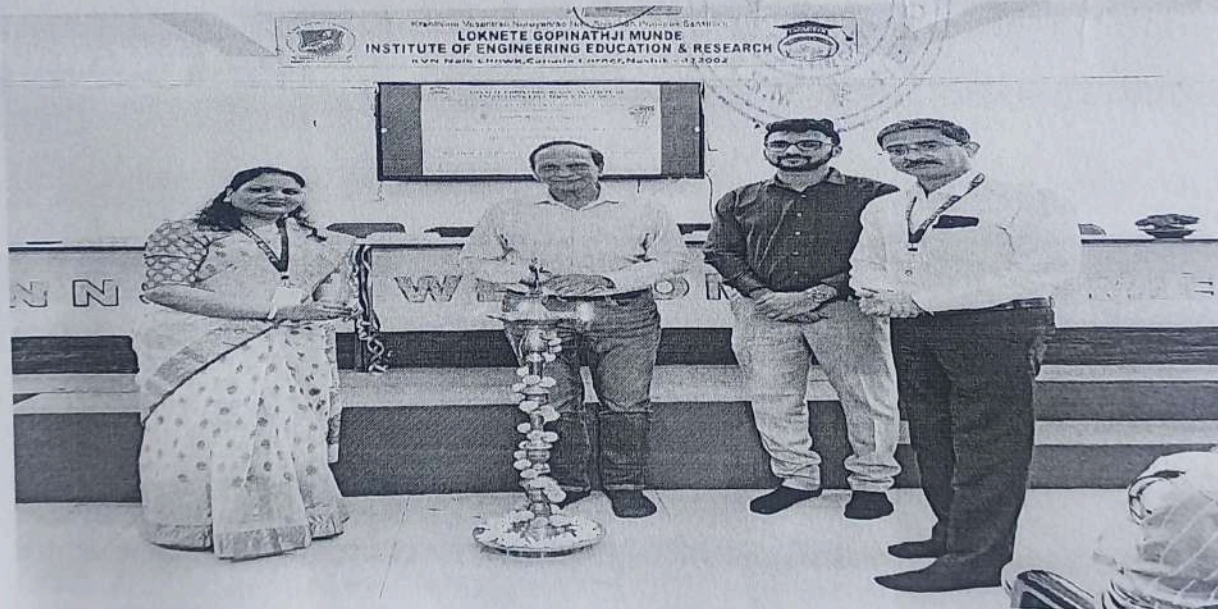
Motivation & Next Steps

- Several students expressed desire to continue working on their startup ideas.
- Udyogwardhini expressed willingness to mentor promising teams further.
- Department plans to hold follow-up incubation support, seed funding, or a startup showcase.

Networking & Linkages

- Participants got exposure to entrepreneurs and mentors.
- Institutional linkage between Department and Udyogwardhini was strengthened.

Photographs (with Geotag)





[Signature]
HOD



[Signature]
Principal