

Report of Entrepreneurship Development Cell

Session (2024-25)

On 18.9.2024 A one day 'Investor Education Workshop' was organized in Government College Narayangarh under the joint aegis of Entrepreneurship Development Cell, Department of Commerce and Computer Science under the chairmanship of Acting Principal Professor Joga Singh on the instructions of Principal Dr. Ajit Singh. In which about 200 students of B.Com, M.Com and BCA participated.

This workshop was conducted in two sessions in which students of B.Com, BCA participated in the first session and students of M.Com participated in the second session.

During the program, trainer Vishwadeep Sharma explained important things related to financial education in a very easy way by giving examples. He gave information about the importance of investment and financial investment opportunities. He told that there are many job opportunities in the investment market as well. He gave basic information about important topics like SEBI, BSE, NSE, shares, mutual funds, commodity market.

Convener of Entrepreneurship Development Cell and Head of the Department of Commerce Professor Renu Kumari welcomed the keynote speaker and introduced him along with his achievements in the related field and said that the main objective of this workshop is to make the students aware about savings and investment so that they can secure their future.

On 26.10.2024 a Diwali fest was organized at Govt. College, Naraingarh under the joint auspices of the Women's Cell and Entrepreneurship

Development Cell, chaired by Principal Dr. Ajit Singh.. At the Diwali fair, students of BA, B.Com, B.Sc, M.Com, MA History, English, etc., set up food stalls selling a variety of spicy dishes like Bhelpuri, Golgappa, Katori Chaat, Salty-Sweet Lassi, Aloo Paratha, Mango Lassi, Sandwiches, Coffee, Cosmetic Stall, Games Stall, Decoration Stall, Diwali Gifts, Diyas, Candles, which were highly appreciated by the Principal. Program coordinator Professor Renu Kumari, while wishing everyone a Happy Diwali, said that the Diwali fair has been organized to create self-reliant students. She informed that 15 different types of stalls were set up by the students in this Diwali fair, in which special attention was paid to hygiene and cleanliness. The stalls that secured first, second and third positions and all the participants were honoured by the Principal by giving them certificates. All the staff members were present on this occasion.

On 21.12.24 one-day online workshop was organized under the joint aegis of the Entrepreneurship Development Cell, Computer Science, chaired by Acting Principal Professor Joga Singh, and led by Dr. Reema Sandhu and Professor Renu Kumari. The topic was "Effective Sales and Marketing Strategies for Entrepreneurs and Startups."The keynote speaker was Tanushree Chandra, Center Head and Incubation Manager, Startup Incubator cum Center of Excellence, Government PG College, Sector 1, Panchkula. 80 students from B.Com, M.Com, and B.C.A. programs participated. Explaining the difference between marketing and sales, the keynote speaker explained that marketing involves identifying the right target audience and ensuring that as many people as possible within the target audience hear about your brand. Selling, on the other hand, is considered the process of converting that popularity into money. She explained that the first step in developing an effective marketing strategy is to clarify your business objectives and marketing goals.