

POORNIMA COLLEGE OF ENGINEERING JAIPUR
ENTREPRENEURSHIP DEVELOPMENT CELL
CELEBRATION OF E-WEEK-13TH MARCH- 19TH MARCH, 2013

'SAKSHAM 2K13' DAY-1

Entrepreneurship Development Cell of Poornima College of Engineering started celebration of E-Week on 13th March, 2013. The program SAKSHAM 2K13 started with the inaugural function where the guest interacted with future technocrats who wanted to be entrepreneurs. The function started with a address from Dr. Prof. R. P. Rajoria, Campus Director, PCE, who shared his views on the aspects on the career of entrepreneurs and he expressed his thoughts that it is the ultimate career for a human to opt for.

The other guest Dr. O. P. Sharma, Principal, PCE, addressed the audience on the view of 'Making of an Entrepreneur'. He interacted with the audience on the qualities to be developed in an entrepreneur.

The special guest Mr. Gaurav Sharma, Proprietor, Mohit Enterprise, Jaipur, a young entrepreneur shared his experiences of his life that how he became a successful entrepreneur. Mr. Gaurav addressed the audience that it is the idea generated in one's mind makes one person a successful entrepreneur.

The coordinator of the program Mr. Sunil Gupta, HOD with his team gave the information that the program is scheduled during the one week from 13th to 19th March, 2013 and many activities like 'Idea Generation, B-Plan, Poster Making etc will be organized along with e-talk with renowned entrepreneurs who will share and motivate the students to be the entrepreneurs in near future.



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'SAKSHAM 2K13' DAY-2

In continuity of the program the second day started with the welcome of the guest speakers from industries. The guests were Mr. Rahul Gupta of Jusra Jewels International, Jaipur and Mr. J. C. Toshniwal of Bestronix Enterprise, Jaipur.

Both the speakers shared their view on different aspects of entrepreneurship. Mr. Rahul Gupta addressed the participants and took them into the thought process that one should never set a specific mindset for a particular trade or business. He also told that being a technocrat he has proved that it is his attitude and approach that he made his career in jewelry field though he is from engineering discipline.

Entrepreneur Mr. J. C. Toshniwal expressed his views on how to be a successful entrepreneur. He emphasized the participants to keep a pace and track of all moral values as well as aspects to become a good entrepreneur. He expressed his views that being a human it is not only the human duty and obligation but also a social duty to fulfill all moral and corporate social responsibilities of ours towards the society. So, one should also follow ethical behavior in his/her business.

Along with the E-Talk of entrepreneurs an activity of 'Idea Generation' was also conducted in the program where student came out with new innovative ideas and tried to implement them with minimum input to earn optimum output.



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'SAKSHAM 2K13' DAY-3

In continuity of the program the third day started with the welcome of the guest speakers from industries. The guests were Mr. Ram Dhanopiya of Shriram Overseas, Jaipur and Mr. Karun Modi of Modi Infrastones, Jaipur.

Mr. Ram Dhanopiya addressed the participants and emphasized on the importance of quality products. He said to compromise with quality of product may lead to distrust of the customer on the business house. So, one should consider quality of product on every level and aspect.

The second key speaker Mr. Karun Modi focused on the aspect of how to be a successful entrepreneur. He emphasized on the importance of growth and diversification in business and said that it is the key to success. He said that to have an optimistic approach may lead one towards success so one should not quit if he gets failure. One should have 'I Can and a never say die attitude'.

Another activity of B Plan Competition was organized and student participated in the program with lots of zeal.

