

REPORT

“Entrepreneurship in the Wake of COVID -19”

1. **Category** : Awareness
2. **Date** : 20/05/2020
3. **No. of Resource Persons** : 2
 1. **Mr. L. Charles** , F.C.A, Chartered Accountant
 2. **Mr.Raja Monsingh**, Founder, Thaagam Foundation
4. **No. of participants** : 990 (**Outside** :829 **WCC**:161)
5. **Report description**

The global lockdown caused by the Covid-19 pandemic has not just slowed down the progress on the business front, but has also significantly influenced the entrepreneurial engagement of self-employed persons, forcing them to re-look their business plan. In this scenario the Department of Commerce proposed to organize a webinar titled “Entrepreneurship in the wake of COVID -19”, on 20th May 2020 with the following objectives:

- ✓ Providing students and interested faculty of all streams with tools, techniques and Do’s and Don’ts regarding entrepreneurship.
- ✓ Personal attributes one should develop to become entrepreneurs.
- ✓ Latest entrepreneurial trends emerging in post covid times
- ✓ Emphasize the need of social entrepreneurship

6. **Report**

“Entrepreneurship in the Wake of COVID-19” Webinar

The webinar had an overwhelming response of over 1000 registrations and this was evidence of the desire to learn, grow and develop oneself even amidst this time of crisis. The speaker for the webinar Mr. Charles shared with the participants the what, why and how’s of entrepreneurship. He expressed the importance of entrepreneurial abilities, capabilities and qualities before venturing into the business world. His approach to the ongoing pandemic is that this was the time for emerging start-ups to make an initiative to identify a problem and offer a solution with their idea for a suitable product or service. He motivated and encouraged the participants to dream big, be passionate and work hard, looking at this pandemic crisis as an opportunity rather than an obstacle.

Mr. Raja from Thaagam Foundation stressed on the importance of lending a helping hand to the less fortunate. He brought to light the need to commit to integrating a social cause with one's brand besides profit-earning as a motive in such a time as this. The duties of an entrepreneur is met when he fulfils his responsibilities while facing the various risks at stake. With combined efforts, by contributing resources like intellectual, physical, financial, material to economic activity, one can also be a part of a social cause and help those in need by sharing what the privileged have with the less fortunate.

The speakers then dived into a question answer session where they addressed numerous queries and doubts of the participants regarding the topic at hand, like government policies, job-openings and employments, positive and negative effects of the pandemic on businesses, operating in lockdown etc.

In conclusion, both existing and emerging entrepreneurs will be the force which drives the economy towards an upward shift. A live feedback response from one of the participants, Ms. Renita Keren who shared how the webinar was both informative and interesting and has inspired all those watching, to be a part of the solution to this global problem. The Webinar enlightened participants to perceive COVID-19 as just another crisis and challenge that can be overcome through responsible combined efforts by all the players in the society.

The webinar was coordinated by Dr. Kanchana Naidu, Associate Professor in the Department of Commerce.

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