

**DR. AMBEDKAR GOVERNMENT ARTS COLLEGE
VYASARPADI, CHENNAI -600039.**

DEPARTMENT OF BUSINESS ADMINISTRATION

Name of the Event: WORKSHOP ON “AWAKEN THE ENTREPRENEUR IN YOU”

Report Description:

The Department of Business Administration, Inaugurated the annual association “eMPower 2020 “on 7th and 8th January 2020. A workshop on the topic “**Awaken the Entrepreneur in You**” was conducted by **Dr. J.Vasanthakumari.,M.A.,M.Sc.,M.B.A.,M.Phil, Ph.D., Managing Trustee and Consultant Psychologist, Institute of Career Development.** Students were given insight into the following topics, Identifying business opportunity, Sources of Finance, Essentials of Innovation and Creativity, and on various nuances of Entrepreneurship. Nearly 180 students benefited from this workshop.

OBJECTIVES OF THE WORKSHOP:

The main objectives of the workshop is to introduce the students to the modern business world and the spirit of entrepreneurship among the students. The focus areas were as follows

- Identifying business venture and opportunity
- Sources of Finance
- Essentials of Innovation and creativity
- Importance of branding etc

Inauguration of eMpower- 2020 Brochure by the Speaker and college Principal



Participants at the Workshop

