

**RUSA SPONSORED, Dr. BMN COLLEGE OF HOME SCIENCE IN COLLABORATION WITH  
INNOVATION & INCUBATION CENTRE OF SMT. MMP SHAH WOMEN' S COLLEGE OF ARTS  
& COMMERCE, MATUNGA**

**6 Days Workshop for EECH (Entrepreneurship Employment & Career Hub)**

Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs through various training and classroom programs. The whole point of entrepreneurship development in our college was to increase the number of entrepreneurs. To initiate this, a program was being planned for a group of interested students. The Program included 6-day workshops on relevant topics by experts so as to motivate our students to take up Entrepreneurship. It also aimed at simplifying the various procedures required to apply for loans as well as simple Marketing options.

**PARTICIPANTS:**

75 students of our college registered.

**OBJECTIVES:**

- To acquaint the students with the knowledge of Entrepreneurship & discuss various start-up ideas.
- To help students plan & budget their Entrepreneurial venture.
- To make the students aware of the various loan facilities available by banks.
- To acquaint the students on various Marketing Techniques for Marketing their products.
- To help the students prepare a sound business proposal.

**OUTCOME:**

- This 6-day workshop allowed students to generate various start-up ideas.
- It prepared the students in making a sound business proposal.
- Students learnt the art of planning & budgeting their own venture.

- Students learnt practical hands-on training of various Marketing Techniques & use of social media to Market their products at lower budget.

### 6-DAY PROGRAM

Sr. No.	Day	Workshop	Tentative Dates
1	DAY 1	• Introduction to Entrepreneurship & discussing various Start-up ideas.	• 22/3/21
2	DAY 2	• Session on Planning & Budgeting	• 23/3/21
3	DAY 3	• Need for E-Mail Etiquettes & good Communication Skills	• 24/3/21
4	DAY 4	• Session on Loan Facilities available to Women Entrepreneurs	• 25/3/21
5	DAY 5	• Session on Use of social media in Marketing	• 26/3/21
6	DAY 6	• Session on How to make a sound business proposal?	• 27/3/21

32 students presented business proposals out of which 5 BEST PROPOSALS were given Certificates & CASH PRIZE of 2000/- each.

#### PRIZE WINNERS:

- 1<sup>st</sup> Prize      Khusbu Chandan      ‘HOMELY CRECHE’  
 2<sup>nd</sup> Prize      Riddhi Shinde      ‘BAKED KITHS’  
 3<sup>rd</sup> Prize      Aishwarya Patil      ‘KUPPA KOFFEE CAFÉ’

4<sup>th</sup> Prize Salomi Santanumuthu & Priyadarshini Elangano SOUTH INDIAN  
RESTAURANT

5<sup>th</sup> Prize Kavita Mukadum TATTOO SHOP