



**MANIPAL UNIVERSITY
JAIPUR**

MUJ/Q&C/021/F/1.01

Event Report Format



**MANIPAL UNIVERSITY
JAIPUR**

Faculty of Management & Commerce

School of Business & Commerce

Department of Commerce

INDUSTRY EXPERT LECTURE

8th July 2022



1. Introduction of the Event

Department of Commerce organized an industry expert lecture on “Entrepreneurship” on 8th July 2022 from 11:00 AM – 12:00 PM.

2. Objective of the Event

The aim of this lecture was to brief students about the processes for opening up their own venture. It also focusses on various challenges which are faced by an entrepreneur for opening new start up. The talk also focuses on how to overcome those challenges.

3. Beneficiaries of the Event

This talk was organized for B. Com and B.Com (Hons) students’ batch 2021 - 2024 to make them aware about real time industry challenges.

4. Details of the Guests

Mr. Abhishek Sharma is an entrepreneur. He is running his own company “SHWET SWARNA” from 2019 onwards. The company is selling more than 65 HARBAL Products to various customers and retailer.

Brief Description of the event

Abhishek Sharma is presently founder and entrepreneur of SHWET SWARNA (A PREVENTIVE HEALTHCARE STARTUP) and Independent Brand Strategist (Government and Private Organisations). The company selling Harbal products in India covering various types of diseases.

Today he was invited to deliver the lecture on "Entrepreneurship ". Dr Jawahar Jangir, Director, School of Business and Commerce and Dr Teena Shivnani welcomed him, and provided insights about the Shwet Swarna. Abhishek Sharma explained the complete journey of his startup company. He explained about the how the idea can be turned into the company. He also explained the differences between entrepreneur and business man. He emphasized on the challenges faced by the first level entrepreneur. He also motivated students that only a single person can start the business. He emphasized on the importance of various transferable skills along with technical skills. The session was also followed by Vote of Thanks by Dr Saurabh Sharma, Head of Department, Commerce and group photograph.

School of Business and Commerce wishes Abhishek Sharma for future endeavors.

5. Photographs of the event



Welcome address by Director, SBC



Interacting with Commerce students



Group Photograph of the event

6. Brochure or creative of the event (insert in the document only)



School of Business & Commerce
Department of Commerce
Organizes

INDUSTRY EXPERT Lecture on
"Entrepreneurship"

Friday 8th July
2022 (11.00 -
12.00 PM)

Resource Persons-
Mr. Abhishek Sharma
Entrepreneur

Convener- Dr. Tina Shivnani

7. Schedule of the event (insert in the report)

The talk was conducted on 8th July 2022 from 11:00 – 12:00 PM.

8. Attendance of the Event :- Total attendee:- 40

Sr. No	Registration Number/Employee code	Name of Attendee	Name of Dept	E- Mail ID
1	210902039	ANIRUDH JAIN	Commerce	anirudh.210902039@mu.j.manipal.edu
2	210902005	ANMOL AGRAWAL	Commerce	anmol.210902005@mu.j.manipal.edu
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4	210902036	ARPIT	Commerce	arpit.210902036@mu.j.manipal.edu
5	210902024	ARPITA UPADHYAY	Commerce	arpita.210902024@mu.j.manipal.edu
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39	210903039	BHARAT MEENA	Commerce	bharat.210903039@muj.manipal.edu
40	210903021	BHUMIKA V HIREMATH	Commerce	bhumika.210903021@muj.manipal.edu

9. News Publication- News printed in newspaper or online links if any for news – insert images) - NA

10. Feedback of the Event (if obtained) – NIL

- It was excellent.
- We learnt various challenges of start ups.
- Very good.
- Excellent.

**11. Link of MUJ website stating the event is uploaded on website
- NA**