



Rayat Shikshan Sanstha's
Dr. Patangrao Kadam Mahavidyalaya,
Ramanandnagar (Burli)



Department of Commerce

Date 23/08/2024

Report

Guest Lecture on Entrepreneurship Development

The Department of Commerce organized a **Guest Lecture on Entrepreneurship Development** on 21st August 2024, in the Audio Visual Hall of the college. The event aimed to inspire students and provide valuable insights into the world of entrepreneurship.

The keynote speaker, **Hon. Abhijeet Patil**, Marketing Incharge at MKCL, Sangli, delivered an engaging lecture on the fundamentals of entrepreneurship, covering essential topics such as identifying business opportunities, the importance of innovation, and effective marketing strategies. He also emphasized the importance of adaptability and resilience in the rapidly changing business environment.

Shri. Lakhan Jadhav from Excel Computers further enriched the session with his insights on the **recent trends in entrepreneurship**. He discussed the impact of technology, digital platforms, and automation in shaping modern entrepreneurial ventures. His talk highlighted the growing significance of e-commerce, digital marketing, and start-up ecosystems.

This guest lecture provided the students with valuable learning opportunities and insights into the current trends in entrepreneurship, empowering them to think creatively and strategically about their future ventures.

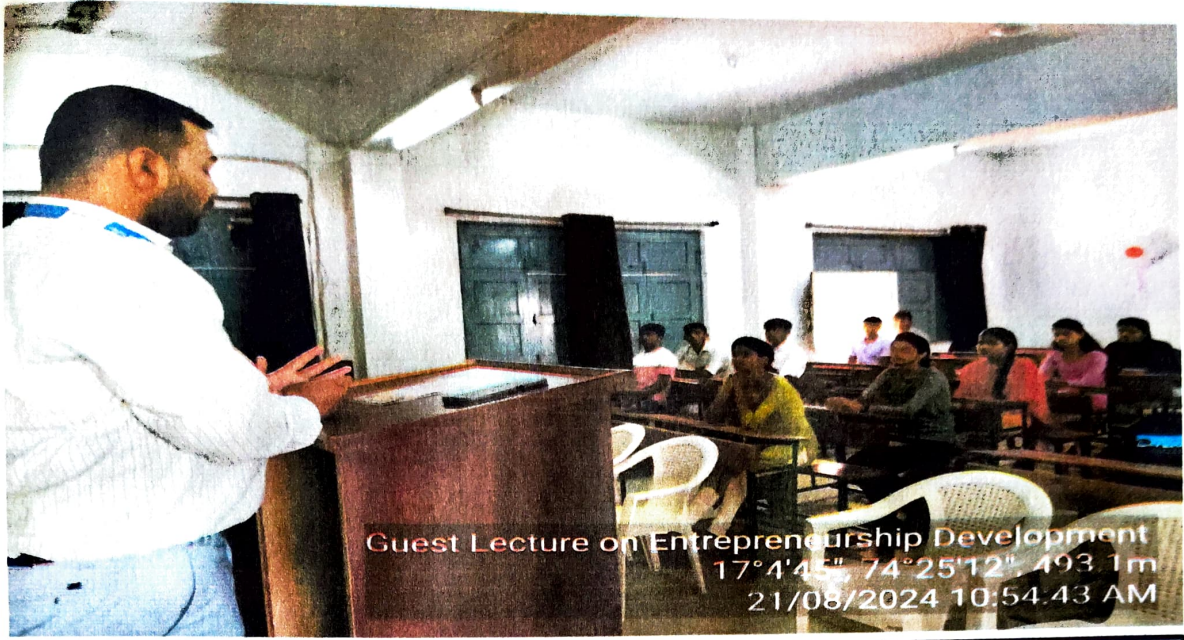
The activity was chaired by Vice Principal Dr. K.B. Bhosale, providing insightful leadership thoughts in the event. Mr. B. D. Patil compered the activity. The program concluded with a heartfelt vote of thanks delivered by Smt. P. D. Pudale, acknowledging the contributions of all participants and guests.

Outcomes of the Guest Lecture:

1. **Entrepreneurial Inspiration:** Students were encouraged to explore business opportunities.
2. **Trend Awareness:** Participants learned about current trends in entrepreneurship and technology.
3. **Practical Insights:** Students gained practical knowledge on starting and managing businesses.
4. **Interactive Engagement:** The Q&A session enhanced students' understanding through direct interaction with experts.

Beneficiaries:

35 Students of
B.Com. I




Hon. Abhijeet Patil, MI at MKCL Delivering Guest Lecture on Entrepreneurship Development (21.08.2024)



Dr. K. B. Bhosale delivering a Presidential speech (21.08.2024)


Head of the Department




I/C Principal
Dr. Patangrao Kadam Mahavidyalaya,
Ramanandnagar (Burli)