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SARVAJANIK EDUCATION SOCIETY

SMT. SHARDARANI RAMESHCANDER



S. R. LUTHRA INSTITUTE OF MANAGEMENT

Approved by AICTE | Constituent College of Sarvajanik University

Report on SSIP on “Workshop on Entrepreneurship Skill, Attitude and Behavior Development” organized at S. R. Luthra Institute of Management, Surat on 4th March, 2025



Surat, Gujarat, India
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S. R. Luthra Institute of Management organized a SSIP session on “Entrepreneurship Skill, Attitude and Behavior Development” conducted for Semester II students by S. R. Luthra Institute of Management on 4th March, 2025. The esteemed speaker was Dr. Jayshree Siddhpuria, Assistant professor, S R Luthra Institute of Management Surat.

The primary objectives of the session were to help participants understand the key skills required for entrepreneurship, highlight the importance of attitude in business success, and discuss the behaviors that drive entrepreneurial growth. The session also provided practical strategies for developing an entrepreneurial mindset and encouraged participants to apply entrepreneurial concepts in real-world scenarios.

The session emphasized the importance of developing a diverse set of entrepreneurial skills. Leadership skills are essential for managing and motivating teams effectively. Decision-making skills enable entrepreneurs to make informed and timely business decisions. Strong communication skills are crucial for business negotiations, marketing, and networking. Financial management skills help in budgeting, investment planning, and cash flow management. Problem-solving skills support entrepreneurs in overcoming business challenges and finding innovative solutions. Additionally, marketing and sales skills are vital for understanding customer needs and promoting products effectively. Entrepreneurs must also develop time management skills to prioritize tasks efficiently and cultivate resilience to adapt to market changes.

An entrepreneurial attitude shapes the mindset necessary for business success. The session highlighted the significance of proactiveness, which enables entrepreneurs to seize opportunities rather than wait for them. Risk-taking is an important trait, as successful entrepreneurs are willing to take calculated risks. Self-confidence plays a key role in decision-making and problem-solving. Commitment and passion drive entrepreneurs to stay dedicated to their business goals despite obstacles. Open-mindedness allows entrepreneurs to accept feedback and embrace new ideas. Persistence and determination help in overcoming failures and challenges. Lastly, customer orientation ensures that entrepreneurs prioritize customer satisfaction and market needs.

Entrepreneurial behavior refers to the actions and habits that contribute to business success. The session discussed opportunity recognition as a key behavior that helps entrepreneurs identify market gaps and potential business opportunities. Innovation and creativity enable the development of unique solutions and products. Networking and collaboration allow entrepreneurs to build valuable industry relationships. Continuous learning is essential for staying updated with market trends and acquiring new skills. Effective resource utilization ensures optimal management of financial, human, and technological resources. Strategic planning helps in setting clear business objectives and action plans. Social responsibility was also emphasized as an important aspect, encouraging ethical business practices and contributions to community development.



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The event was intended for: Semester I (Division B)

Number of Students Attended: 50

Number of Faculties / Non Teaching Staff Attended: 02

Names of the Faculties /Non Teaching Staff Attended: Dr. Ranjan Sabhaya, Dr. Jayshree Siddhpuria

Other Participants: -----

Outcome: The session was a step forward in fostering entrepreneurship and equipping individuals with the tools necessary for business growth and success.