

## Summary Report

**Subject:** Entrepreneurship Development Program (EDP) organized from 10/09/2025 to 22/09/2025 by Entrepreneurship Development Cell of Anand Pharmacy College, Anand in association with Centre for Entrepreneurship Development, Gujarat, Supported by SSIP, Govt. of Gujarat and IIC, MoE

**Date:** 10/09/2025 – 22/09/2025

**Time:** 12:30 Noon to 3:30 PM

**Venue:** UG-5 Classroom, Anand Pharmacy College, Anand

**Participants:** 38

**Title of program:** Entrepreneurship Development Program (EDP)

**Topic Discussed in EDP (Photographs attached)**

The Entrepreneurship Development Cell of Anand Pharmacy College, in collaboration with the Centre for Entrepreneurship Development (CED), Gujarat, organized an Entrepreneurship Development Program (EAD) with the objective of nurturing entrepreneurial skills and promoting self-employment among students. The program was designed to provide participants with a well-rounded understanding of entrepreneurship, blending theoretical concepts with practical insights delivered by experienced professionals from academia and industry.

The sessions covered a wide range of topics essential for aspiring entrepreneurs. Participants were introduced to the fundamentals of entrepreneurship, including opportunity identification, business planning, and functional aspects of managing a venture. Financial literacy was a key focus of the program, with impactful sessions conducted by Dr. Ritesh Amarsela and Dr. Jayesh Poojara on topics such as working and fixed capital, financial management, business accounting, and loan application processes. These sessions helped participants understand how to manage business finances effectively and navigate funding procedures.

Marketing, a vital area for business success, was explored in depth. Dr. Iwansh Christian delivered a highly engaging session on market research and marketing management, incorporating case studies and role-play to enhance practical learning. In addition, Mrs. Disha Thakkar conducted an insightful session on digital marketing, explaining its growing importance in reaching target customers and building brand presence in today's digital economy.

Participants also gained awareness about various government and institutional schemes supporting startups and MSMEs, including those offered by the District Industries Centre (DIC). The program emphasized the importance of accessing these external resources to aid in business establishment and growth. Beyond technical and managerial knowledge, the program also addressed personal development. A unique session on meditation and its effect on decision-making, led by Mrs. Disha Thakkar, encouraged participants to develop focus and clarity—essential traits for successful

entrepreneurs.

Overall, the program provided a comprehensive learning experience, inspiring participants to explore entrepreneurship with confidence, creativity, and a practical approach. It successfully fostered an entrepreneurial mindset aligned with innovation and self-reliance.

## Photographs





