Report on SSIP on "Workshop on Entrepreneurship Skill, Attitude and Behavior Development" organized at S. R. Luthra Institute of Management, Surat on 10th March, 2026

S. R. Luthra Institute of Management organized an SSIP session titled "Entrepreneurship Skill, Attitude and Behavior Development" for Semester II students on 10th March, 2026. The session was conducted by Dr. Jayshree Siddhpuria, Assistant Professor at S. R. Luthra Institute of Management, Surat.

The objective of the session was to help students understand the essential skills, attitudes, and behaviors required for successful entrepreneurship. The speaker explained the importance of various entrepreneurial skills such as leadership, decision-making, communication, financial management, problem-solving, marketing, and time management. These skills are crucial for managing business activities effectively and adapting to changing market conditions.

The session also emphasized the importance of a positive entrepreneurial attitude. Traits such as proactiveness, risk-taking ability, self-confidence, commitment, open-mindedness, persistence, and customer orientation were highlighted as important qualities that support entrepreneurial success.

In addition, the speaker discussed key entrepreneurial behaviors including opportunity recognition, innovation, networking, continuous learning, efficient resource utilization, and strategic planning. The importance of social responsibility and ethical business practices was also emphasized.

The session provided valuable insights and encouraged students to develop an entrepreneurial mindset and apply these concepts in real-world business situations.

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

Number of Students Attended: 45

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.