

**J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA
FARIDABAD, HARYANA**

NAAC 'A+' Grade accredited Haryana State University



Department of Business Studies

Report of Expert Lecture on
“Entrepreneurship Development Programmes”

Held on 2nd May 2023

The Department of Business Studies, has organised an interactive session on “Entrepreneurship Development Programmes” on 2nd May 2023 from 11:00am to 12:00 noon by Ms. Radhika Sharma for students of B.Com(H) under the guidance of Chairperson Dr. Manisha Goel. Dr. Pallavi Mahajan, faculty member, Department of Business studies has coordinated the expert lecture. 31 students of B.com(H) attended the lecture.

**J. C. Bose University of
SCIENCE AND TECHNOLOGY, YMCA,
FARIDABAD, HARYANA**
ACCREDITED 'A+' GRADE BY NAAC

G20  **भारत 2023 INDIA**

75  **आज़ादी का
अमृत महोत्सव**

**DEPARTMENT OF BUSINESS STUDIES
FACULTY SEMINAR SERIES**

"TOPIC- ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES"
TUESDAY, MAY 2, 2023 (11AM -12 NOON)
VENUE: ROOM NO 202, 2ND FLOOR, VISHWAKARMA BUILDING


SPEAKER
MS. RADHIKA SHARMA,
ASSISTANT PROFESSOR
DEPARTMENT OF BUSINESS STUDIES

MS. RADHIKA SHARMA IS WORKING AS ASSISTANT PROFESSOR IN DEPARTMENT OF BUSINESS STUDIES. SHE IS PURSUING DOCTORATE OF PHILOSOPHY FROM UNIVERSITY SCHOOL OF MANAGEMENT, KURUKSHETRA UNIVERSITY KURUKSEHETRA ON THE TOPIC "AIRLINE SERVICE QUALITY AND ITS IMPACT ON CUSTOMER LOYALTY- A COMPARATIVE STUDY". SHE HAS PUBLISHED 5 RESEARCH PAPER IN REPUTED INTERNATIONAL AND NATIONAL JOURNALS. SHE HAS ALSO PRESENTED SEVERAL PAPER IN INTERNATIONAL AND NATIONAL CONFERENCES. SHE HAS OBTAINED THE 2ND POSITION IN KURUKSHETRA UNIVERSITY IN HER GRADUATION. SHE HAS BEEN AWARDED ICSSR DOCTORAL FELLOWSHIP FOR HER PHD.

DR. MANISHA GOEL
(CHAIRPERSON, DBS)

DR. PALLAVI MAHAJAN
(FACULTY CORDINATOR)

She discussed the different entrepreneurship development programmes organized to motivate the people for becoming entrepreneur and also contribute in the for the growth of entrepreneurs. She also discussed the different scheme of financial and non-institutions for developing entrepreneurship in India.



She also explained how the feasibility study is to conducted before the start of a new venture or different parameter to be examined before the start of a venture. She thoroughly explained the different government and promotional agencies which plays a very vital role in development of entrepreneurship.



The session was very well received by the students and they discussed their queries related to opportunities in the field of entrepreneurship. The Students also get knowledge regarding various institutions in India that helps entrepreneurs in their development and starting of their own business.