

A Report on a **Special Lecture**  
Titled **“START-UP & ENTREPRENEURSHIP”**

Organised by

**The Department of Business Administration,  
The Department of Commerce &  
Entrepreneurship Development Cell**

DATE: 21.06.2024

TIME: 12:30 PM – 2:00 PM

Kolosseum Collegiate Entrepreneurs, Xavier’s Commerce Society & Entrepreneurship Development Cell in association with IQAC of St. Xavier’s College, Burdwan, organised a special lecture on “Start-Up & Entrepreneurship” on 21<sup>st</sup> of June,2024, the Chief Guest for the seminar was Prof. Kingshuk Mukherjee.

Prof. Kingshuk Mukherjee is the Chairman of the Global Business Leadership Department (former Management Department) at College of St. Benedict & St. John’s University at Collegeville, Minnesota, USA. He is also a successful entrepreneur in world of International Trade and Textiles.

The motivational speech of Prof. Mukherjee has enriched the seminar and motivated the young minds. The seminar continued with an interactive session among the students which helped the students to gain informative knowledge for developing their entrepreneurial mind set. There were 137 students and 13 faculty participation. The programme was started with the facilitation ceremony followed by the lecture session of the chief guest. It was ended by the photo session of the students and faculties with the chief guest.

**Key takeaways:**

- Customer-centric approach: The seminar provided insights for understanding the target audience and prioritise their needs and preferences which stands very crucial for start-ups and entrepreneurship development.
- Problem identification: Guidance was provided to identify the real-world problem that need solutions for starting with new product idea.
- Continuous learning: Proactive interactions have also built the need of continuous learning from the past knowledge and stay updated with new industry trends and technology.
- Vision and execution: Interactive session also developed the need for balancing a clear vision and turning out new ideas into reality and achieve long term goals.

## Glimpses of the event



Felicitating Guest by HOD BBA



Speaker giving lecture



Students interacting with the Speaker



Speaker addressing student's queries



Students attending lecture



Students, Speaker and Faculties in one frame



**St. Xavier's College, Burdwan**

**Kolosseum-Collegiate  
Entrepreneurs,  
Xavier's Commerce Society &  
Entrepreneurship Development Cell  
in association with "IQAC" organizes a special  
talk on "Start-Up & Entrepreneurship".**



**KEYNOTE SPEAKER**

*Prof. Kingshuk Mukherjee*

Professor, Global Business Leadership  
Dept., College of St. Benedict & St.  
John's University Minnesota, USA.



**21st JUNE, 2024**

12:30 P.M.

Seminar Hall  
Administrative Building

**ALL ARE CORDIALLY INVITED..**