

A Report on 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 21st 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 Collegetville, 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 chiefguest.



Key takeaways:

- Customer-centric approach: The seminar provided insights for understanding the target audience and priorities 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.





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..