



PARAMEKKAVU COLLEGE OF ARTS AND SCIENCE

THRISSUR AFFILIATED TO UNIVERSITY OF CALICUT. U.O. No. 2436/2013/CU
(Managed by Sree Paramekkavu Educational, Cultural and Charitable Trust)

MLA Road, Punkunnam, Thrissur 680002. Ph:0487 2960800, 9961068618

E-mail : paramekkavucas@yahoo.in, Website : <https://www.paramekkavuartsandsciencecollege.com>

BEST PRACTICES -2

TITLE

Unlock Your Potential: Insights & Inspiration from a Trailblazing Entrepreneur

OBJECTIVES OF THE PRACTICE

- To encourage participants to view obstacles as opportunities for growth and innovation.
- To teach the power of having a clear vision and how it shapes decision-making and business success.
- To share stories of setbacks and how resilience, persistence, and learning from failure were key to his success.
- To highlight the importance of adaptability in the fast-paced world of business.
- To highlight the role of mentorship and networking in personal and business growth.
- To provide practical tips on staying organized, managing priorities, and maintaining focus.

THE CONTEXT

Paramekkavu college of arts and science collaborated with The Institutional Innovation Council (IIC) and the Department of Commerce organized an inspiring and enriching offline session on Motivation and Entrepreneurship by Mr. Saji, the successful entrepreneur and startup founder of Samrithi Enterprises. The session aimed at motivating students, enlightening them about the essential qualities and skills required for entrepreneurship, and guiding them through the process of starting a business. This session provided a platform to explore practical insights into becoming a successful entrepreneur and starting a new venture. He explained that entrepreneurship is not just about starting a business but about identifying opportunities, solving problems, and creating value. He emphasized that entrepreneurship involves risk-taking, innovation, and the ability to persist in the face of challenges. The discussion moved on to the significance of small businesses in the economy, which often serve as the backbone of innovation and job creation. He stressed how small businesses have the flexibility and agility to innovate and cater to niche markets. The session successfully motivated students to consider entrepreneurship as a viable career option. It helped them understand the qualities, skills, and strategies required to start and run a successful business. The interactive Q&A provided a platform for students to gain practical insights and clarity on how to navigate the challenges of entrepreneurship.

THE PRACTICE

The Practice" was an inspiring and enriching offline session on Motivation and Entrepreneurship, led by Mr. Saji, the successful entrepreneur and founder of Samrithi Enterprises. The session aimed to equip aspiring entrepreneurs with practical tools, strategies, and motivational insights to kickstart their ventures. Mr. Saji began by sharing his personal entrepreneurial journey, including the challenges and setbacks he faced while building Samrithi Enterprises, emphasizing the resilience needed to navigate the ups and downs of business. His story underscored the importance of staying focused on one's vision, learning from failures, and continuously innovating to meet market demands. He stressed the significance of a customer-centric approach, financial discipline, and building a strong network of mentors and collaborators. Practical advice included tips on effective marketing, branding, and team management, with a special focus on maintaining a clear mission and adapting quickly to changing market dynamics. The session culminated in an interactive Q&A where attendees could address their specific business concerns, gaining personalized insights from Mr. Saji's experience. Participants left the session not only feeling motivated but also equipped with actionable strategies for launching and scaling their own businesses. The key takeaway was the importance of resilience, innovation, and a customer-first mindset in the entrepreneurial journey. This session serves as a best practice for providing hands-on, real-world learning while fostering a supportive entrepreneurial community.

EVIDENCE OF SUCCESS

The evidence of success of an entrepreneur can be measured by how well it engages, inspires, and influences the attendees. This program helps to develop the entrepreneurship skills among each student and also understand how to market and sell the products effectively. The session successfully motivated students to consider entrepreneurship as a viable career option. It helped them to understand the qualities, skills, and strategies required to start and run a successful business. Feedback was collected from the students through a

post-session survey. The majority of the attendees expressed high satisfaction with the session, citing Mr. Saji's practical insights and motivating speech as key highlights. Students also mentioned that they gained a clearer understanding of the entrepreneurial mindset and the steps required to start their own ventures.





**PARAMAKKAVU COLLEGE OF ARTS AND
SCIENCE**

MLA ROAD, POONKUNNAM

WORLD ENTREPRENEUR'S DAY

IN ASSOCIATION WITH



INAUGURAL SPEAKER

Mr. Saji K

(Proprietor) Samrithi Enterprises



**College
Campus**



22.05.2024



10 .30 AM.



PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED

Students aspiring to become successful entrepreneurs often encounter several significant challenges on their journey. One of the primary obstacles is lack of experience and practical knowledge, as many students are still learning about business concepts and have limited exposure to real-world entrepreneurship. This can make navigating complex areas such as financial management, marketing, and legal regulations daunting. Additionally, access to capital is another major hurdle; without sufficient funds or credit, students may struggle to finance their ventures, as traditional funding options like loans or venture capital are often inaccessible. Time management is also a critical challenge, as students must balance the demands of their academic studies with the time-intensive responsibilities of running a business, often leading to stress or burnout. Moreover, fear of failure and risk aversion can paralyze students from taking bold steps or launching their ideas, as they may be overwhelmed by the possibility of failure or the uncertainty of entrepreneurship. Building a network of industry connections is another common difficulty, as students often lack the professional relationships or resources needed to attract investors, collaborators, or customers. Marketing and customer acquisition can also prove challenging, especially for those with limited budgets or experience in branding and digital marketing. Finally, many students face legal and regulatory challenges when starting a business, as navigating contracts, trademarks, taxes, and other legal complexities can be confusing and overwhelming without proper guidance. Together, these problems can make entrepreneurship seem daunting, but they can be overcome with the right resources, mentorship, and determination.