

A REPORT ON
ENTREPRENEURSHIP WEEK
CELEBRATION
AT
BENGAL INSTITUTE OF TECHNOLOGY AND
MANAGEMENT, SANTINIKETAN
FEBRUARY 6TH TO 13TH, 2010

ENTREPRENEURSHIP WEEK

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SANTINIKETAN

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Bengal Institute of Technology and Management, [BITM] Santiniketan celebrated Entrepreneurship Week from 6th February to 13th February, 2010. The event was celebrated in academic institutes all over India. The weeklong celebration saw a number of interactive and innovative events being organized. The entire event was planned, resourced, executed and supervised by the Entrepreneurship Cell, BITM.

6th February, 2010.

The inauguration of Entrepreneurship Week took place in the Lecture Theatre of MBA. Prof. (Dr.) C.T. Bhunia, Director, BITM, delivered the inaugural speech on the significance of entrepreneurship in the era of globalization and economic recession. The inaugural speech was followed by thought provoking speeches by Prof. P.P. Ray, Dean-R&D and Prof. S. Dey, Dean-Academics.



Prof. (Dr.) C.T. Bhunia,
Director, BITM, delivering
inaugural speech



Prof. P.P. Ray, Dean R&D,
BITM

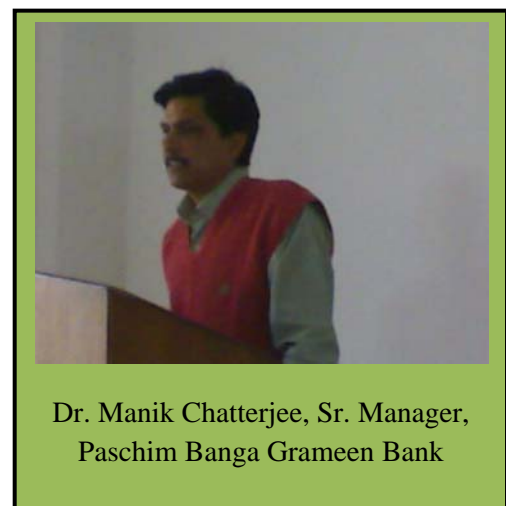


Prof. S. Dey, Dean Academics,
BITM

The Director inaugurated the first ever quarterly newsletter on entrepreneurship launched by the Entrepreneurship Cell, BITM : **novus@bitm**. The newsletter will be a platform for all the students and faculty members of BITM to express, communicate and share their entrepreneurial instincts.



The last event of the inaugural session was a ‘Solo Seminar’ by Dr. Manik Chatterjee, Sr. Manager, Paschim Banga Grameen Bank on ‘Entrepreneurship and Microfinance’. Dr. Chatterjee gave a vivid description of rural entrepreneurship in and around Bolpur. The students interacted with Dr. Chatterjee and he was kind enough to answer all their queries.



7th February

A one-day business venture was taken up in collaboration with the Management & Hospitality Management students. The business venture focused on production of food items in the production laboratory of Hospitality Management and its subsequent selling amongst the students, faculty members, staff members and visiting guests of BITM. An amount of Rs. 5000.00 was the capital invested which was recovered to the tune of almost 80% at the end of the day. The students participated whole heartedly in packaging, promoting and distributing the finished products, even the Director, BITM became a spontaneous participant; as a customer, in this venture. The entire production process was supervised by Mr. Debashish Pramanick, Faculty Member, Department of Hospitality Management. The customers who visited the food-stall were given the sticker of 'WE CAN WE WILL'. It was only a matter of time when the stickers were visible on each and every one present in the Institute.



Production in process at the
Production Centre



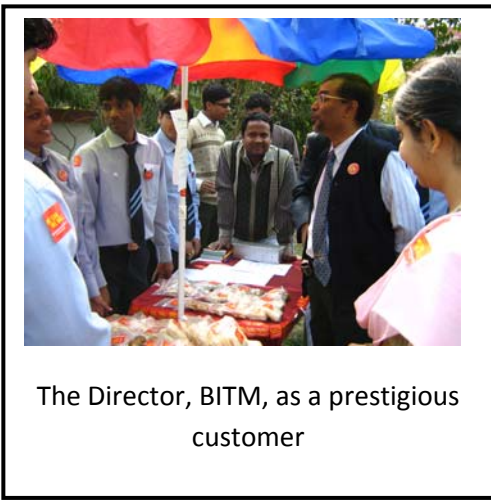
Finished Products



Selling Products through outlet



Products display



The Director, BITM, as a prestigious customer



Faculty member at the stall



Faculty member as a customer



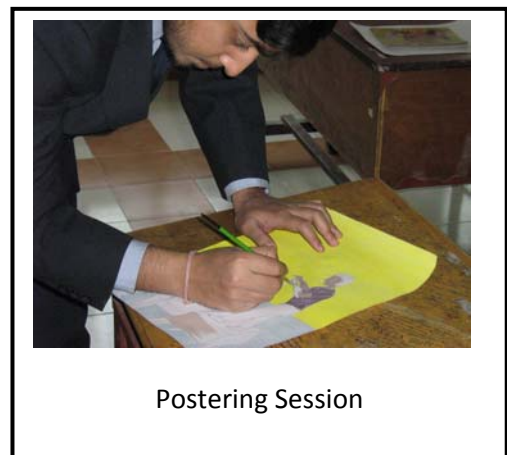
Busy with selling

The programme started at around 9:30 am in the morning with the production set-up etc. at the food production laboratory and it continued till late in the evening.

A parallel event was organized on the same day: 'Poster-drawing Session featuring the theme of Entrepreneurship'. Students came prepared with their colours, pastels and art-sheets and soon the event became quite colourful. The basic objective to take up this session was to explore the minds of the students to get an idea how they perceive entrepreneurship and how they represent it pictorially.



Postering Session



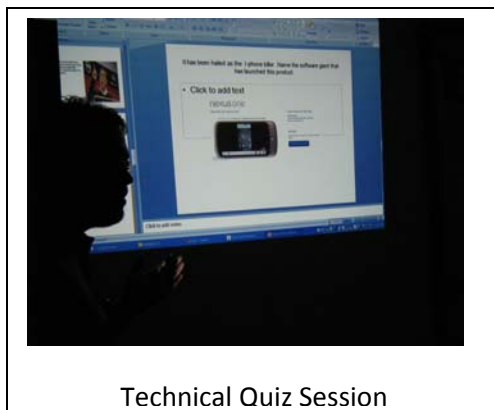
Postering Session

8th February

On the third day two programmes were hosted.

i) Technical Quiz Session.

A Technical Quiz Session was organized amongst the students in the pre-lunch session. The basic focus was entrepreneurship. Mr. Arnab Mukherjee, Lecturer, Department of Management Science enacted the role of the Quiz Master. Three teams reached to the finals. The champion was decided after breaking a tie.



ii) Technical Debate and Extempore Speech Session

The second programme of the day was a 'Technical Debate and Extempore Speech Session' organized in the post-lunch session. The topics that were chosen had a central theme of Entrepreneurship. The students participated in numbers to make the event a grand success. A panel of judges comprising of Prof. J.Chakroborty

(visiting professor), Mr. ganesh Chandra Chattopadhyay (faculty, DMS) and Ms. Swati Mukherjee (faculty, DMS) supervised the entire session and at the end of the session the first three positions were declared.



Technical Debate & Extempore
Speech Session



Technical Debate & Extempore
Speech Session

9th February

The Entrepreneurship Cell visited a local entrepreneurial venture which is more than 50 years old named ‘Amar Kutir Society for Rural Development’. The entrepreneur Sri. Debu Ghosh narrated about the establishment history of Amar Kutir and its objective. He also informed how this society has generated employment opportunity for local youths and how the local heritage (handicrafts) has been economically exploited. He also agreed to the fact that technical institutes like BITM opens up opportunity to collaborate at various functional areas. Sri. Ghosh allowed the Entrepreneurship team to take a look into the production process of Amar Kutir. He further informed that the finished products are not only sold from the exclusive outlet of Amar Kutir, but are also exported.



Amar Kutir Society for Rural
Development



Production Process at Amar Kutir



Production Process at Amar Kutir



Finished Products

11th February

A panel discussion on 'Entrepreneurship and its significance in Indian Economy' was arranged amongst the members of the faculty. Prof. Jiban Chakroborty was the coordinator in the session. The students who took the audience seat; later, interacted with the speakers.



Panel Discussion



Student Audience in the Panel Discussion

12th and 13th February

The Entrepreneurship Cell in collaboration with the Department of Management Science decided to publish a special issue of 'CORPOSCOPE', a wall organizer. The students have submitted articles, features, pictorial contents etc. for the issue.

The Entrepreneurship Week was observed and celebrated in true spirit in BITM, Santiniketan. The entire programme was supervised by the Entrepreneurship Cell of BITM and it received kind patronization and encouragement from the Director,

BITM. The events were digitally captured, recorded and documented. These will be handed over to National Entrepreneurship Network so that BITM is recognized as a participant in the All India Competition of 'Best Institute Celebrating Entrepreneurship Week'. Since entrepreneurial activities are continuous activities, the cell has decided to take up such type of programmes with more variety, with more industry interaction and participant in the near future.
