



Event Report : Business Development Workshop

Date: July 20, 2020

Location: J S University, Business Development Center

Event Overview:

A Business Development Workshop was organized as part of the collaboration with the MSME sector in Agra. The workshop aimed to provide local entrepreneurs and business owners with practical knowledge and tools for business growth and innovation.

Highlights:

- **Introduction:** The workshop was introduced by Dr Gaurav Yadav, Director General at J S University, who highlighted the importance of supporting local businesses through education and resources.
- **Training Sessions:** Experts from the MSME sector and J S University conducted sessions on topics such as business planning, market analysis, digital marketing, and innovation. The sessions included practical exercises and case studies.
- **Hands-On Activities:** Participants engaged in hands-on activities, including developing business plans, analyzing market opportunities, and creating digital marketing strategies.
- **Q&A Session:** A Q&A session allowed attendees to ask questions about business development and seek advice from experts.

Outcome:

The workshop provided local entrepreneurs with practical tools and strategies for business growth and innovation, enhancing their ability to succeed in a competitive market.







Event Report : Entrepreneurial Support Seminar

Date: July 30, 2023

Location: J S University, Seminar Hall

Event Overview:

An Entrepreneurial Support Seminar was conducted to explore opportunities for supporting local entrepreneurs and startups through the collaboration between J S University and the MSME sector in Agra.

Highlights:

- **Opening Remarks:** The seminar was opened by Dr Gaurav Yadav, Director General at J S University, who welcomed MSME representatives and outlined the seminar's objectives.
- **Expert Presentations:** Speakers from the MSME sector and J S University delivered presentations on entrepreneurial support programs, funding opportunities, and strategies for startup success.
- **Panel Discussion:** A panel discussion featured experts who shared their experiences with supporting startups and discussed strategies for fostering entrepreneurial growth in the local community.
- **Networking Opportunities:** The seminar included networking opportunities, allowing participants to connect with entrepreneurs, investors, and business advisors, and explore potential collaborations and support mechanisms.

Outcome:

The seminar facilitated discussions on entrepreneurial support and provided a platform for developing new initiatives to support local startups and entrepreneurs, enhancing the entrepreneurial ecosystem in Agra.



