

## PROGRAMME SCHEDULE

Technical Session I  
9:00-11:00am

**Ms. M Nageshwari Sankar**  
Co-Founder, Idea Tiger

The Beginning  
Ideation & Opportunity

Technical Session II  
11:30-12:30pm

**Mr. A C Sahu,**  
General Manager  
Small Industries Development  
Bank of India, Bangalore

The Requirements- Legal  
Financial and Support System

Technical Session III  
12:30-1:30pm

**Ms. M Nageshwari Sankar**  
Co-Founder, Idea Tiger

Business Plan  
A Detailed Anatomy



## ORGANIZING COMMITTEE

**Ms. VEENU JOY**  
HOD-Department of Commerce

**Ms. SHIVAKAMI RAJAN**  
Staff Convener

**RISHAB PAREKH**  
Student Coordinator



**St. Joseph's College of Commerce (Autonomous)**

College with Potential for Excellence  
Assessed and Re-Accredited with 'A' Grade by NAAC

**BIZSELL**

Let it Begin

**CITY LEVEL WORKSHOP**

Awaken The Entrepreneur In You

ORGANISED BY  
DEPARTMENT OF COMMERCE

**St. Joseph's College of Commerce (Autonomous)**

163, Brigade Road, Bangalore – 560 025

Ph:080-25360644/46

Contact: Student Coordinator

Rishab Parekh - +91 9916687524

Venue: Loyala Hall  
18<sup>th</sup> December 2017



## ABOUT THE COLLEGE

St. Joseph's College was established in the year 1882 and is affiliated to Bangalore University. The College has been serving as a beacon of light in the city of Bangalore, emphasizing teaching, learning and research activities in Commerce and Management subjects. The college aims at the integral formation of its students, helping them to become men and women for others. St. Joseph's College of Commerce is run by the Jesuits who also run other premiere institutions in India like Loyola College Chennai, St. Xavier's College Kolkata and St. Xavier's College Mumbai.

The Department of Commerce was established in the parent college in 1949. In 1972, this department became an independent college under the name St. Joseph's College of Commerce. St. Joseph's College of Commerce is one of the first Autonomous Colleges in Karnataka to be Re-Accredited with 'A' Grade by National Assessment and Accreditation Council (NAAC). In February 2010, the College was recognised by the UGC as a "College with Potential for Excellence". It has been ranked 6th Best College in India and 2nd Best College in Karnataka by India Today – Nielsen survey June 2017 and the College has been awarded the 29th rank by NIRF under MHRD.

## ABOUT THE DEPARTMENT

The department of commerce has been functioning since the inception of the college in 1972. Owing to its unwavering commitment to the highest quality education and overall student development, it rightfully claims its place among the top 10 highest rated undergraduate commerce departments in India. With an emphasis on bridging the gap between industry and academia, the department continuously collaborates to keep its curriculum up to date, so as to enable the students to put theory into sound practice. The mission of the department has always been to deliver academic excellence and nurture critical thinking and creativity.

## ABOUT THE WORKSHOP

Increased automation in industries, layoffs, graduates without jobs – These aren't the reasons to start a business. Elon Musk said, 'If you need inspiring words, don't do it'.

The ones who are enthusiastic enough to still think that, that totally didn't put my fire out are the ones who should.

Entrepreneurship is the act of redefining the way a society is seen and making changes for development to eventually create a legacy. The skills required in the field of entrepreneurship enhances the thinking potential and enables the betterment of self and society at large.

It is like living a few years of your life like most people wont so that you can spend the rest of your life living like most people cant. So, to the brave hearts, I encourage you to start and if you've started, stay committed. Years later, you'll look back and be grateful for having started and having stayed committed.

## OBJECTIVES OF THE WORKSHOP

- 1 To expose students to the field of entrepreneurship.
- 2 To create awareness of Governmental Schemes and Support Systems for legal and financial initiatives.
- 3 To inculcate a spirit of adventure, innovation and proactiveness.
- 4 To understand the nuances of creating a business plan.