

"Entrepreneurship Pakhwada" (21 August to 4 September 2025)

Extension Lecture – 27th Aug. 2025 “Strengthening Women Entrepreneurship through Government Policies and Initiatives in India”

Dr. Shalini Arora, Associate Professor, DPG Degree College, Gurugram informed students about several schemes initiated to address social, financial, and institutional barriers faced by women. The **Beti Bachao Beti Padhao** programme promotes girl child education and survival, while the **Working Women Hostel Scheme** ensures safe accommodation and childcare facilities. The **One Stop Centre Scheme** provides legal, psychological, and medical assistance to women facing violence. Financial empowerment initiatives such as the **Udyogini Scheme**, **Annapurna Scheme**, **Pradhan Mantri Mudra Yojana (PMMY)**, and **Stand-Up India** offer subsidized loans and credit access to women entrepreneurs, particularly in micro, small, and medium enterprises. Recent innovations like the **Drone Didi Scheme** integrate women into advanced sectors such as agri-technology. Skill development programs under the **Skill India Mission** and entrepreneurship development training further enable women to acquire employable skills and establish enterprises. Together, these initiatives reflect the government’s commitment to fostering women’s economic independence and strengthening their role in India’s development journey. During the session 117 students were present and Entrepreneurship cell members Dr. Bhavna, Dr. Brijesh, Dr. Monika, Mrs. Vandana, Dr. Reena and Dr. Meena were also present.





The Placement cell, Govt. PG College, Sector 9, Gurugram, in collaboration with NS3EDU, organized an **Induction Ceremony on Entrepreneurship** on 28th August 2025 from 11:00 a.m. to 12:30 p.m. The session aimed to inspire students to explore entrepreneurship as a career pathway and equip them with insights into skill development and innovation.

The keynote address was delivered by **Mr. Aseem Midha, Managing Director, NS3EDU**, who emphasized that graduation is not the end but the beginning of a new journey filled with opportunities, growth, and dreams waiting to be realized. He highlighted the importance of combining passion with the right skills to build meaningful and sustainable careers.

Mr. Midha shared the entrepreneurial journey of establishing NS3 TechSolutions which positions itself as a trusted partner in network and IT security, offering a broad suite of solutions and encouraged students to embrace creativity, adaptability, and perseverance as essential traits for entrepreneurship. He also shared practical knowledge on navigating challenges in the entrepreneurial journey and the role of continuous learning in achieving long-term success. During the session 84 students were present and Entrepreneurship cell members Dr. Bhavna, Dr. Brijesh, Dr. Monika, Mrs. Vandana, Dr. Reena and Dr. Meena were also present.





The Career counselling, Entrepreneurship and Placement cell, Government College, Sector 9, Gurugram, organized a **Three-Day Entrepreneurship Camp** from **1st to 3rd September**. The initiative was designed to foster entrepreneurial skills, critical thinking, and leadership qualities among students. With the growing emphasis on innovation-driven economies, such camps play a crucial role in bridging the gap between theoretical knowledge and practical entrepreneurial exposure.

Objectives

The camp sought to:

1. Familiarize students with the fundamentals of entrepreneurship.
2. Provide insights into the journeys of startup founders and the challenges faced in building enterprises.
3. Emphasize the importance of leadership and personal branding in the entrepreneurial ecosystem.
4. Encourage students to think innovatively and develop problem-solving abilities.

Day 1 (1st September): Defining Problem Statement

The opening session underscored the importance of problem identification as the foundation of entrepreneurial ventures. Mrs. Smriti Sharma, former in charge Incubation centre, Gurugram, SAAC guided participants on how to observe, analyse, and frame problem statements that could be transformed into viable business opportunities. 50 students participated in the session.



Day 2 (2nd September): Startup Founders' Journey and Importance of Leadership

The second day focused on real-world entrepreneurial experiences. The founder of **BugCure**, **Anshuman Rai** shared his entrepreneurial journey. BugCure Digital is a **digital marketing and IT solutions firm** based in Gurugram, Haryana. Their services include website and mobile app development, custom ERP solutions, and digital marketing. Founder highlighted challenges, strategies, and the critical role of leadership in sustaining and scaling businesses. Students were encouraged to view entrepreneurship not merely as risk-taking, but as a disciplined process involving innovation, resilience, and adaptability. 50 students participated in online session.



Day 3 (3rd September): Crafting Your Influencer Journey- AI for Startups

The final session addressed the increasing relevance of AI in business growth. For startups often constrained by limited capital, workforce, and market presence—AI offers a unique opportunity to achieve scalability, efficiency, and competitiveness. By embedding AI into their core operations, startups can reduce costs, enhance customer experience, and create disruptive business models that challenge established players. Resource person was MS. Nikita Sharma, the founder of Ecoshala, a sustainable art and design company specializing in 3D wall installation art and eco-friendly graffiti. She also holds leadership positions in other organizations, such as Chief Operations Officer at IKETS (India Korea Edu Tech Solutions) and has founded another company, ECOWACKO. She demonstrated how young entrepreneurs can leverage AI. A detailed information on AI tools like AI powered CRM, Chatbots, Writing and Editing tools, Search Engines, Social media management tools etc were shared with students. 61 students participated in on line session.



