

A Session of Entrepreneurship by Dr. Manish Shah (V.P. of L.J.K.)

L.J. Institute of Pharmacy, Ahmedabad had taken an initiative to address aspiration of the student's session on entrepreneurship and business startup and it was taken by **Dr. Manish Shah Vice President of LOK JAGRUTI KENDRA Trust** who shared his life canvas with his ups & down in life. Around 150 students were present in that session. He shared his personal views and experience on Entrepreneurship.

He discussed certain traits like an entrepreneur must have innovative aptitude and emphasize on picking the right opportunity to initiate action. He strongly believes that if students do not grab the opportunity at the right time, he or she may be ended in losing cause. He also shared his own experiences to encourage students. He convinced students about the ability of an entrepreneur to take initiative which will lead to the success of the venture to a great extent. He also focused on wide knowledge of the economic and non-economic environment of business like the market, consumer attitudes, technology, etc. In the absence of such adequate knowledge, if any person takes any decisions, he or she will not contribute to the profitability of the business in the long run.

According to him, for achieving success in private enterprise, one should have confidence in himself/ herself. A person who lacks confidence can neither do any work himself/herself nor inspire others to work. Self-confidence is reflected in courage, enthusiasm and the ability to lead. He/she should have the traits of self-discipline, presence of mind, sense of justice, honor and dignity and above all, a high moral character.

He also taught to students that there is no substitute for hard work in life. While running a business, one problem or the other may occur. The businessman has to be vigilant about these and find solutions thereof as early as possible. This requires hard work on the part of the entrepreneur. He has to put in extra efforts to ensure success of the enterprise started by him.

By this inspirational sermon Student got to know about the nature and scope of business and the various forms of business organizations. Students got chance to have complete idea about these aspects so if they plan to enter into the world of business they can identify a suitable line, arrange the resources and utilize them in the best possible manner for the business.

