

## **A Report on Orientation Programme**

on

### **Entrepreneurship Orientation**

by

**Ch.Sudharshan, Trainer, NSIC Centre,**

**Hyderabad**

on

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Entrepreneur is a person who thinks and starts an activity with some innovation. Entrepreneurial thinking and doing are not limited to begin with new idea, investment or personal savings. Thinking and behaving entrepreneurially can help to develop his career also. Entrepreneur always looks for new opportunities by grabbing new products.

Department of Commerce of the college has taken an initiative to invite Ch.Sudharshan, Trainer, NSIC Centre, and Hyderabad as a Resource Person to train the faculty to acquire skills to start an innovative activity.

Ch. Sudharsan in his speech said that entrepreneurial orientation is the main concept in the execution of strategies and doing something new, looking for the opportunities that cannot be exploited. Entrepreneurial orientation covers activities of innovations like processes, practices and decision making styles of an organisation. He put his stress on confidence and said that without confidence no one can succeed in their entrepreneurial innovation activity.

