

Dayananda Sagar College of Arts, Science and Commerce

Kumaraswamy Layout, Bangalore -560111

Internal Quality Assurance Cell

Entrepreneurship Cell - UDYAMITA

Annual report (1-6-2024 to 31-5-2025)

Entrepreneurship cell in DSCASC aims to promote the spirit of entrepreneurship among students to start their own enterprise. The cell provides a platform for students to develop ideas to become a business talent. The idea is to foster and facilitate innovation and entrepreneurship among the students through mentoring, trainings and workshops and help an innovator of today to become an entrepreneur of tomorrow. In this regard it has close relationship with various agencies and organized various activities in the recent past. List of the activities conducted during 1st June 2024 to 31st May 2025 is as follows: -

Sl. No.	Event Name	Department	Date	Web link	No. of participants
1	Guest Talk on "Ethical dilemma in marketing: Navigating grey area"	B.Com/BBA	10-06-2024	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Edmng.pdf	45
2	Business Quiz	B.Com/BBA	19-06-2024	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/BsQuiz.pdf	22
3	Entrepreneurship and Innovation Management	B.Com/BBA	24 th -28 th June 2024	https://www.dscasc.edu.in/images/news-bba-bcomm/pdf/Eim.pdf	80
4	Marketing of products	M.Com	26-06-2024	https://www.dscasc.edu.in/images/MCom/news/Mrkpd.pdf	74
5	Brainstorming Session on "The Currency Quest"	M.Com	27-08-2024	https://www.dscasc.edu.in/images/MCom/news/Currency.pdf	35

6	Workshop on “The Success Stories of Entrepreneurs”	M.Com	27-08-2024	https://www.dscasc.edu.in/images/MCom/news/Se.pdf	34
7	Business Venture Simulation	M.Com	30-08-2024	https://www.dscasc.edu.in/images/MCom/news/Bvs.pdf	99
8	Workshop on ‘Self SWOT analysis to align entrepreneur goals’	M.Com	02-09-2024	https://www.dscasc.edu.in/images/MCom/news/swot.pdf	41
9	Inno ventures: Igniting entrepreneurial mind	MBA	05-09-2024	https://www.dscasc.edu.in/images/MBA/initiatives/InnoVentures.pdf	525
10	Workshop on ‘Case study analysis from real world examples’	M.Com	19-09-2024	https://www.dscasc.edu.in/images/MCom/news/Csarw.pdf	38
11	Marketing Survey-participative leaning	MBA	24-01-2025	https://www.dscasc.edu.in/images/MBA/initiatives/MSr.pdf	51
12	“The Idea SPARK”; 2K25 Business Venture Simulation	MBA	25-03-2025	https://www.dscasc.edu.in/images/MBA/initiatives/ISk.pdf	58
13	Seminar on “Ideation & Business Canvas Model	M.Com	22-05-2025	https://www.dscasc.edu.in/images/MCom/news/lbcm.pdf	30
14	Presentation of business plan	M.Com	29-05-2025	https://www.dscasc.edu.in/images/MCom/news/Bsp.pdf	67

Composition-

Sl. No.	Members' Name	Role	Department
1	Dr. Savita Trivedi	Head	M.Com
2	Prof. Shruthi B K	Member	B.Com/BBA
3	Prof. Tejaswini	Member	MBA
4	Prof. Vaibhav Patel	Member	MBA
5	Prof. Meghana C	Member	BBA/B.Com
6	Prof. S Lohith Kumar	Member	BBA/B.Com
7	Ms. Chaitra M	Student P03CJ22C012035	M.Com
8	Ms. Shivani K S	Student P03CJ23C012027	M.Com
9	Mr. Suhas	Student P03CJ23M015063	MBA
10	Ms. Barsha	Student P03CJ23M015074	MBA
11	Ms. Aishwarya	Student U03CJ21C0073	B.Com
12	Ms. Srushti	Student U03CJ21C0283	BBA



Sainee
Unit Head

[Signature]
03/07/20
IQAC Coordinator

[Signature]
Principal

IQAC Co-ordinator
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