

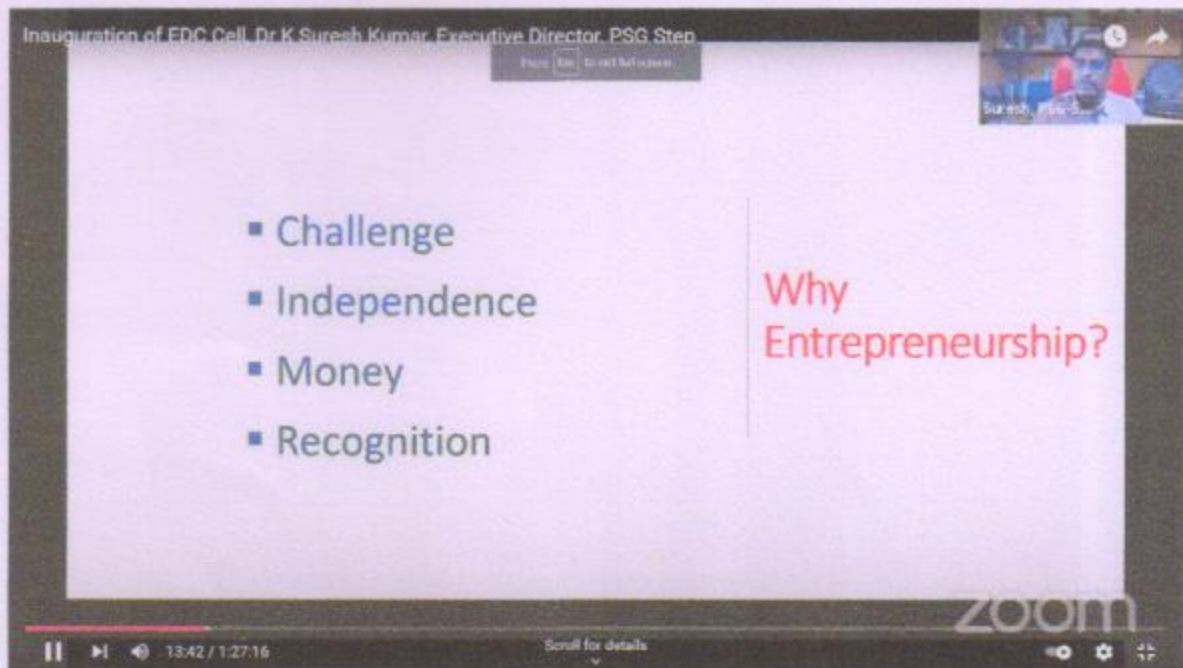


DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

**Inauguration of Entrepreneurship
Development Cell (EDC) – ABCs of
Entrepreneurship**

2020 – 2021

Dr K Suresh Kumar, Executive Director, PSG STEP had explained about the Importance of Identifying existing opportunities in the market - Through production and distribution of goods and services, entrepreneurial ventures seek to satisfy client needs and improve livelihoods.



He further added that “the advantages of entrepreneurship include the ability to shape one's own business, control of one's own working habits, and significant stock in the venture. Disadvantages include a lack of guarantee of success and the heightened responsibility of owning a business.

He explained the reasons for the failure of Entrepreneurship. The mark of a good leader is not only having a vision but imparting that vision to others in a way that makes them want to come with you on the journey. Businesses without well-thought-out, long-term and short-term goals will fail because they don't have clear success benchmarks along the way



Dr K Suresh Kumar, had explained about the Importance of Identifying existing opportunities in the market

He concluded that “Entrepreneurship can be viewed as recognizing change, pursuing the opportunity, taking on risk and responsibility, innovating, making better use of resources, creating new value that is meaningful to customers, and doing it all over again and again.

Around 80 participants from DJAME and other institutions participated in the program.



Director

Dr. A. G. V. Narayanan
 Director,
 DJ Academy for Managerial Excellence,
 Otiakkalmandapam - Post,
 COIMBATORE - 641 032.