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WORKSHOP STRESSES ON IMPORTANCE OF OPPORTUNITIES IN ENTREPRENEURSHIP

The State of Goa is well known across the Globe for its Mining and Tourism Industry. However, since of late, Goa is looking to exploit its potential in new age sectors like green building technology, information technology, automation, agro products, food processing and business consultancy to name a few. With this in mind, World Trade Center Goa (WTC), along with Carmel College of Arts, Science and Commerce organised a one-day State Level Entrepreneurship Development Workshop on the theme 'Be your Boss, build your Brand: Employ, Enthuse & Export', with the objective of creating awareness for new-age sectors in Goa among post graduate students, for them to consider taking up opportunities in these fields. The workshop covered different aspects of business including startups such as financial planning, up-scaling market promotions, safeguard of products through intellectual property rights, international markets and potential of exports of Goa itself. Dr. Sr. Maria Lizanne, Vice Principal, Carmel College of Arts, Science, and Commerce for Women, Nuvem explained the need for young minds to move from being job-seekers to job-creators in a fast-changing economic world. Chief Guest Mr. K. Devaraj, Director, MSME Development Institute, Goa delivered the keynote address. Mr. Devaraj encouraged participants to view entrepreneurship as a career option, keeping in mind the changing global employment scenario and various opportunities available globally for enhancing exports. Mr. Blaise Costabir, Managing Director, GMI Zarak Moulders Private Limited spoke on business mentoring for setting up a business enterprise and elaborated on pros of being an entrepreneur. Mr. Costabir emphasised on qualitative aspects needed to build an entrepreneurial brand which is 'self-belief'. There are lifestyle changes and sacrifices that comes along with being an entrepreneur. He also stressed on the importance of networking and having a trustworthy partner with complementary skills for ensuring success of a business. Mr. Ravindra Manerkar, Operations Head, Ignite - EDC Innovation Hub explained the difference between a conventional business and start-up. He also spoke on the stakeholders involved in start-up ecosystem and role of incubation centers and co-working spaces in helping start-up to scale. Mr. Manerkar highlighted the importance of providing access to service providers. Ms. Joshna Viegas, Assistant Manager, EDC Limited spoke of Chief Minister's Rozgar Yojana (CMRY) Scheme introduced by late Mr. Manohar Parrikar, the then Chief Minister of Goa. Ms. Viegas also introduced initiatives made by EDC Ltd to help budding entrepreneurs venture into new businesses. She also mentioned the various services where these schemes could be applied. Mr. Ashutosh Kumar, Chief Manager, State Bank of India addressed participants on bank formalities and documentation that is needed to be fulfilled in a pre-registration process of a business. Mr. Kumar elaborated on factors of production, marketing arrangement, importance of Know Your Customer (KYC), credit information report, Credit Monitoring Arrangement (CMA) data and collateral security required while availing of finance for business. Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa addressed the basics of trade and role of World Trade Center in up-scaling one's business in international markets through the network of World Trade Centers Association, New York of around 330 WTCs in almost 90 countries connecting one million businesses. Mr. Ashutosh Kharangate, Founder & Managing Director, Mangal Analytics and Research Consulting Private Limited presented an insight on strategies used by 'Unicorn' companies and also provided various suggestions that would help one evaluate and strengthen business ideas. Mr. Gavin D'Souza, Director, Lila Digital and Environmental Solutions Private Limited spoke on his journey from innovation to commercialization. Mr. D'Souza explained the role of innovation in helping companies meet their targets and delved into the importance of positioning and repositioning of products. Mr. D'Souza explained the process of developing products for a particular function. He stressed on the importance of forming strong partnerships and developing a business model. Mr. Deepak Parab, Nodal Officer, Goa State Patent Information Center shed light on the

working of State Patent Information Centre and also status of India among other global leaders, with regard to patents filing. Mr. Parab spoke on schemes to enable businesses protect themselves under IPR initiated by Government of India. Mr. Parab also stressed on the gap between number of products manufactured by a country, patents registered and importance of covering the products under the relevant provisions of Intellectual Property Rights. Mr. Evencio Quadros, Founder Chairman – Goa Dimensions and Chairman & Managing Director, Quadros Motors Private Limited was the Chief Guest at the Valedictory session. Mr. Quadros through examples of his entrepreneurial venture, encouraged participants to become first-generation business entrepreneurs. An exhibition was also organised where companies from sectors namely agro processing, information technology, garments participated by displaying their goods and services, besides EDC's Ignite Innovation Hub. Representatives of these companies had the opportunity to interact with participants. Ms. Evonne Dias, Assistant Professor, Carmel College of Arts, Science, and Commerce for Women, Nuvem along with other professors of the college helped facilitate the event.

The workshop was held at Carmel College of Arts, Science and Commerce, Nuvem, Goa on February 18, 2020