

IISWBM INNOVATION COUNCIL (IIC)

ENTREPRENEURSHIP SEMINAR

Date: 25 September 2026 | Time: 12:00 PM onwards | Venue: IISWBM Ground Floor Auditorium



The IISWBM Innovation Council (IIC) organized an Entrepreneurship Seminar with Prof. Dr. Deborshi De as the keynote speaker. The session was designed as an interactive discussion on the practical dimensions of entrepreneurship, particularly the evaluation of ideas, access to technology and markets, financing, team capability and execution.



The speaker was formally felicitated during the Programme.



Prof. Dr. K. M. Agrawal briefly referred to the entrepreneurial potential of Eastern India and the role of IISWBM in encouraging student ventures and of connecting academic learning with practical business activity was also highlighted.

Dr. Deborshi De began with communication and persuasion, introducing Ethos, Logos and Pathos as useful principles for entrepreneurial communication and persuasion

The discussion then shifted to customer value. He emphasized that a product is not necessarily purchased only for its features; convenience and time saved can also form part of the value perceived by the customer.



Students raised interests in agriculture, biotechnology and IT ventures. The discussion around Contract Research Organizations (CROs) illustrated how an entrepreneur can look for gaps in a particular region.

For concept development, he identified three practical requirements: access to technology, access to market and access to funding.

“World should run on enterprises and not religion.”

The statement added a broader perspective to the discussion, placing enterprise and value creation at the center of the entrepreneurial mindset.

The speaker also provided a practical solution - build a team with the required expertise. Communication, judgement and the ability to attract capable people were also highlighted.



Honorable Sir referred to The Mahabharata, connecting situations with contemporary questions of decision-making, strategy, responsibility and human behaviour. Further, he discussed his 'Super 30E' initiative and presented networking in practical terms. Market scanning, benchmarking and exposure to existing enterprises were presented as ways to reduce assumption-driven decisions.

The seminar provided students with a practical framework for assessing entrepreneurial ideas. Its central focus was on validation, differentiation, commercial viability, operational planning and the capabilities required to execute a venture. Through practical examples, student responses and wider perspectives, the session connected management education with the realities of enterprise.



The seminar formed part of the IISWBM Innovation Council's engagement with entrepreneurship and student innovation. The presence of institute leadership and faculty provided an academic and institutional context for the discussion, while the interactive format enabled students to test their ideas against practical entrepreneurial considerations.

The participation of Prof. Dr. K. M. Agrawal, Prof. Dr. Archana Sharma, Prof. Dr. Monalika Dey, Prof. Dr. Dipa Mitra and Prof. Dr. Ushnish Guha, who is also a faculty member of the IISWBM Innovation Council (IIC), added institutional support to the Programme.



Thus, the session connected management education with entrepreneurial application through keynote discussion, student responses and practical examples.

