

Event Details	
Event Name	Workshop
Topic	Workshop on - Developing a Digipreneurial Mindset
Date	2024 -05 -08 to 2024 -05 -10
Mode	Offline
Venue	Lh8, 4th Floor
Organizer Name	Centre for Digital Marketing , Strategy & Analytics
Resource Person	Mr Sagar Thareja  Director
No. of Participants	38
SDG No	SDG 4: Quality Education , SDG 9: Industry , Innovation and Infrastructure , SDG 17: Partnership for the Goals

### Objective :

- Launching Digital Start -ups
- Empowering Entrepreneurial Spirit
- Providing Start -up Environment
- Consultation /Mentor Approach

### Description :

A three -day workshop on the theme Developing a Digipreneurial Mindset was organised by centre for Digital Marketing Strategy and Analytics department of Chitkara Business School in Chitkara University , Punjab from 8th May to 10th may 2024 . The workshop targeted university students both graduation and postgraduation students who are aiming to bolster and nurture digital entrepreneurship . The workshop was led by the resource person Mr. Sagar Thareja , Director of Futurepreneur Hub LLP, Mumbai , renowned for his expertise as a business consultant , motivator , strategist , and innovator . The focus of this 3-day workshop was to educate the students by inculcating the digital entrepreneurial skills in students through experiential learning , management games , case studies and different group activities .

### Outcomes :

- Students developed concrete digital start -up ideas with validated business models .
- They have gained practical insights into the process of market entry and leveraging digital platforms for business growth .
- They have learned to demonstrate enhanced resilience and adaptability in the face of challenges , as observed through their engagement in workshop activities .
- The workshop has also Increased the confidence among participants in their ability to innovate and take calculated risks .



Students eagerly listened to the Resource Person during the workshop (09.05.2024 )



Mr Sagar During the workshop on Developing a Digipreneurial Mindset (09.05.2024 )



Group Photograph after culmination of Workshop (10.05.2024 )



Mr Sagar Thareja discussed some key points during the Workshop on Developing a Digipreneurial Mindset (08-05-2024 )