



Date: 20th January 2026

CIRCULAR

All the Students of B. Com, BBA and MBA are hereby informed to attend a one-day seminar on “**Entrepreneurship in the Digital Age: Trends and Insights**” on 27th January, 2026 by. This session is being organized by the Department of Commerce and Management Studies(DCMS) of our College.

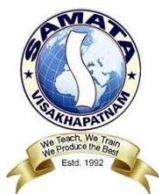
Venue: PG Seminar Hall

Time: 10:00 am onwards.

Principal & Director

Copy to:

Signature of Heads of Departments						TPO	OFFICE	LIBRARY	IQAC
B. Sc	BCA	BBA	B. Com	MBA	M.Sc. (CS)				



Date: 29/01/2026

PROGRAMME REPORT

Program Name	"A One Day Seminar On " Entrepreneurship in the Digital Age: Trends and Insights."
Resource Person	Mrs. Purvi Gupta, CEO Laavishaura Gifting Solutions Mail Id: laavishaura@gmail.com Contact No.: 9100941981
Date of Activity	27/01/2026
Organized by	DCMS Department, Samata Degree College
Venue	PG Seminar Hall, Block B
No of Students Attended	61

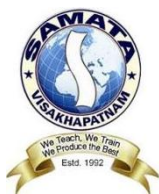
Title: A One-Day Seminar on "Entrepreneurship in the Digital Age: Trends and Insights".

Objectives:

- To understand how digital technologies are transforming modern entrepreneurship.
- To identify key trends shaping digital startups and online businesses.
- To analyze the impact of innovation and technology on business growth.
- To explore opportunities created by digital platforms for entrepreneurs.
- To develop awareness about challenges and risks in digital entrepreneurship.

Topics Covered in the Seminar

- **Evolution of Digital Entrepreneurship**
Explains how traditional businesses have transformed into digital ventures.
Highlights the impact of technology on startup creation and growth.
- **Emerging Digital Business Models**
Covers models like e-commerce, SaaS, subscription services, and platforms.
Shows how innovation drives revenue generation in the digital era.
- **Role of Technology in Startups**
Discusses the use of AI, cloud computing, and automation.
Explains how technology improves efficiency and scalability.



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- **Social Media and Digital Marketing**
Explores how social platforms help in branding and customer engagement.
Shows the importance of online presence for business success.
- **E-Commerce and Online Marketplaces**
Focuses on online selling platforms and digital payment systems.
Highlights global reach and convenience for entrepreneurs.
- **Innovation and Design Thinking**
Introduces creative problem-solving and user-centered design.
Shows how innovation leads to competitive advantage.

Outcomes:

- Participants will gain a clear understanding of digital entrepreneurship concepts.
- Participants will be able to recognize major digital business trends.
- Participants will understand how technology supports business innovation.
- Participants will learn to evaluate digital business opportunities.
- Participants will become aware of challenges and best practices in digital startups.

Program Coordinator



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