



**B.V. Patel Institute of Management,
Uka Tarsadia University**



Date: 27-01-2023

Expert Session On “Importance of Gratitude As An Attitude For Young Entrepreneurs”

BVPIM in collaboration with PROGRESS ALLIANCES CLUB SURAT had conducted Expert session “IMPORTANCE OF GRATITUDE AS AN ATTITUDE FOR YOUNG ENTREPRENEURS”

Topic	Importance Of Gratitude As An Attitude For Young Entrepreneurs
Date:	27-01-2023
Time:	09:30 to 12:30 pm
Venue:	MANDAP Auditorium
Speaker	Shri Manish Busa and Shri Rahul Gawate
No. of Students:	130 Students of SYBBA and TYBBA
Coordinator:	Mr. Parvez Malek and dr. Vijay Gondaliya
Category:	SSIP & Entrepreneurship Cell

Objectives of the Expert Session

- To highlight the importance of change management in current business models
- To make students practically understand the importance of soft skills and the right attitude to deal with stakeholders of the society.
- To discuss on the various skill sets required for future entrepreneurs.
- To build young and budding entrepreneurs who can take their existing business to next levels
- Theoretical and practical implications of effective presentation skills and minimizing resistance to change from customers.
- Role of stake holders and how to effectively manage their expectations
- Sharing of practical life learning of rewarding and recognizing parents, stake holders and friends
- To highlight the importance of preparation of thankyou list

- To explain the importance of coordination of sales team with all other departments like Customer Care, Marketing, HR, Finance, Production, Logistics etc.
- To make students practically understand the impact of various employee engagement strategies
- A practical sharing of how to design and execute innovative solutions-based approach for solving complex problems in day-to-day business.

About the program:

The Resource Person **Shri Rahul Sir and Manish Busa Sir of PA GROUP SURAT** had enlightened students with their vast experience in soft skill coaching to business entrepreneurs.

They have shared their practical learnings on how to build an attitude of gratitude when we meet stake holders, customers, parents and even friends , family too.

Role play for students were done on various topics of his expertise on effective presentations, employee motivations and morals ,minimizing resistance to change with action-based approach to business.

Key Note Speakers were welcomed and introduced by our faculty Mr Parvez Malek.

Outcome: The Learning's to the students from the above game changer forum are as under

1. The importance of delivering solutions-based approach toward the complex problems of business.
2. The need to build and communicate gratitude to our stake holders, family and friends with the thankyou list
3. The need to design and implement innovative business strategies thereby minimizing resistance to change from all stakeholders of business.
4. The need to get action based rather than just dreaming to get strategies implemented.



The session was very innovative and students enjoyed the practical tips given by Shri Manish Sir and Shri Rahul Sir.

All students had a great learning and cleared all their doubts by asking innovative questions to the keynote speaker.



Memento was awarded by our faculty Ms Vaishali Pillai and followed by the vote of thanks given by Parvez Malek.

We are extremely thankful Dr Vijay Gondaliya Sir- Director B V Patel Institute of Management for approval to conduct this game changer knowledgeable Expert Session for the students of TYBBA Marketing Students