

**Report**  
**Seminar on “Entrepreneurship: Business Start-up, Hands on Approach”**  
**June 21, 2022**

**Introduction:**

Faculty Development Academy, organized a Seminar on “Entrepreneurship: Business Start-up, a Hands on Approach”. This two hour seminar was arranged on June 21, 2022. There were 60 students as participants from CUI, Islamabad Campus. Mr. Mohammad Umer Kamal acted as a Resource Person.

**About Resource Person:**

Mr. M. Umer Kamal is a renowned entrepreneur with diversified experience in fundraising and grants management. He attended a joint certificate social enterprise management program from LUMS – McGill University. He is the author of first ever book ‘Money – Penny’ on fundraising techniques and strategies. ‘Handy – Candy another book draft on 100 soft skills topics is also written by him. Mr. Umer has strong analytical, corporate, communication and public relation skills.



**Tips & Tricks:**

The speaker started his session by asking a question from the participants that where do they see themselves in next five years? There were different replies from the trainees which showed different perspectives of life. Then the Resource Person shared 12 points with the participants which, according to him, are most important to learn before a student enters into practical life. He was of the view that these 12 points must be made mandatory in each and every degree program because if a student learns these things, he/she will be



better equipped for what the world holds for them. According to the trainer, the actual market is totally ruthless and opposite of what is taught in the books.

## Essential Competence for an Entrepreneur:

The vital points mentioned by the trainer are:

1. Communication Skills
2. Presentation Skills
3. Grooming Skills
4. Negotiation Skills
5. Team Building
6. Proposal Writing
7. Conflict Resolution & Management
8. Professional Excellence
9. Customer's Internal & External Management
10. Emotional Intelligence
11. Sales & Marketing
12. Orientation to Knowledge Management

These skills must be taught to all students. If they are good at them, they will excel in job or business once they enter the market.

One must learn that how to present oneself, and their knowledge. Before entering into market, a person must be well aware of his personal cleanliness, hygiene, the way one dresses up, etc. in other words, how he presents himself will play a vital role in deciding one's career. A person must be good with communication and team building skills. This leads to success in life.



One must know how to control anger, emotions and convert them into positive energy to resolve the issues.

A person must focus on professional excellence. This one skill brings in money, fame, respect and success for oneself. Managing one's knowledge and using it in right way is also a step towards success. A person must have a better command over writing.

After sharing these vital points with participants, the speaker suggested the participants that they must do a job for at least three years once they graduate. This will help them learn patience, skills, value of money and hard work, and their own worth.

## What is Entrepreneur?

Then he explained the concept of Entrepreneur. He was of the view that entrepreneur is a person whose work benefits others. Elaborating his own definition, he said that you can never be an entrepreneur unless your work generates income for others as well. There has to be a supply

chain which must lead to at least 2 – 4 people’s income. Entrepreneur is a person who becomes successful and becomes the success for others as well. Here the speaker quotes his own example of selling Biryani and helping others to generate income for themselves with his business.

### **Practical Approach:**

Later, the Resource Person conducted an activity where he made 6 groups of 10 members each. He asked the participants to make a university. He guided them to start their concept from scratch. The participants were given almost half an hour to jot down their points and then present their concepts. The students presented their ideas that they will be requiring land, labor, raw material, equipment, machinery, transport and a lot more. The domain expert then explained that each resource required is a large sector in the society and it further has many sectors in it. Each sector, when explored, is further divided into sub-sectors. This opens up a huge market for the new entrants. He elaborated that everything around us has a sector in it. Each and every product is made up of several materials and these materials are made up in different industries. The speaker threw the idea that the world around you is a start-up, so one may start-up with anything. There are millions of things and ideas around us. All a person needs is courage and spirit of doing something. This will lead to generating money and success.



### **Conclusion:**

The Resource Person elaborated the concept of Business Start-up in a very easy and understandable manner. Mr. Laeeq Hassan Jaswal, In-Charge FDA, presented his gratitude to Mr. M. Umer Kamal for sparing his precious time for the students of CUI. The participants showed their gratitude with a huge round of applause. This was a very interactive, thought provoking and interesting session.

Pictorial link:

<http://ww3.comsats.edu.pk/PhotoGallery/obPics.aspx?Catid=141952>