

Idea Generation and Validation: The successful journey of gopaisa.com



Ms. Ankita Jain, resource person with Teachers of Department of Commerce, Sri Aurobindo College (Eve)

The Entrepreneurship Cell under the Department of Commerce, Sri Aurobindo College (Evening), organised a workshop on the topic "Idea Generation and Validation" on 4th September from 3:30 PM to 4:30 PM. The resource person of the programme was Ms. Ankita Jain, Co-Founder and CMO of GoPaisa.com. The workshop provided students with valuable insights into the process of ideating and validating business ideas. 95 students participated in the event, exhibiting a strong interest and enthusiasm for entrepreneurship.



Dr Agarwal, TIC welcoming Ms Ankita Jain

The event commenced with a warm welcome and an introductory speech by Dr. Archana Agarwal, the Teacher-in-Charge (TIC) of the Commerce Department. Dr. Agarwal introduced the Entrepreneurship Cell and its significance in fostering an entrepreneurial spirit among the students. She encouraged and motivated the participants to imbibe the learning from successful entrepreneurs in achieving their ambitions.

She further elaborated on the role of the Department of Commerce in inculcating innovative thinking amongst the students. The Entrepreneurship Cell of the Department of Commerce was active in organising such events for the benefit of the students.

The welcome address was followed by lighting of the lamp.



Ms. Ankita Jain making her presentation

Ms. Ankita Jain began her session by sharing her inspiring journey from a Radio Jockey (RJ) to a successful entrepreneur. She spoke about the challenges faced while transitioning from inception of her idea to becoming a co-founder of GoPaisa.com. She stressed the importance of validating business ideas through real-world experiments and the learnings that come from these experiences. She emphasised the significance of perseverance, adaptability, and practical validation in transforming an idea into a successful venture.

The workshop was highly interactive and engaging, with students actively participating and posing numerous questions related to their business ideas and future aspirations. Ms. Jain's responses provided valuable guidance, encouraging students to think critically about their entrepreneurial pursuits.

The workshop proved to be an enriching experience, leaving the participants motivated and equipped with practical knowledge to pursue their entrepreneurial dreams. The event concluded with a vote of thanks by Dr. Archana Agarwal, who expressed gratitude to Ms. Ankita Jain for her insightful session, to the Principal, for his continued support as well as faculty members and students for their enthusiastic participation.



**Prabhat Singh
President,
The Entrepreneurship Cell**

**Dr. Archana Agarwal
TIC, Department of Commerce
Convenor, The Entrepreneurship Cell**



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Long 77.204757°
Lat 28.532752°
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