

## Workshop Report

### Culinary Expert Shares Insights on Entrepreneurship with NIPS Students

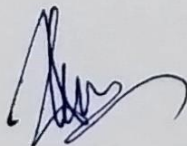
On January 17, 2022, Mr. Prateek Basu, Director of Culinary at Wyndham Hotels & Resorts, Barbados, graced the campus of the NIPS School of Hotel Management in MumbKolkataai. The renowned chef shared his invaluable insights on entrepreneurship with NIPS students, igniting their passion for pursuing their culinary aspirations.

**The Essence of Entrepreneurship:** Mr. Basu began his session by defining entrepreneurship as more than just starting a business. He emphasized that it's about identifying a problem, finding a solution, and creating a sustainable model. He urged the students to embrace innovation, creativity, and risk-taking as essential traits of successful entrepreneurs.

**The Culinary Landscape:** Mr. Basu shared his extensive knowledge of the culinary industry, highlighting the opportunities and challenges faced by aspiring entrepreneurs. He discussed the importance of understanding market trends, developing a unique concept, and creating a compelling brand identity. He also stressed the need for operational efficiency, financial management, and customer service excellence.

**From Aspiration to Action:** The session provided practical tips and strategies for students to transform their culinary dreams into viable business ventures. Mr. Basu advised them to develop a comprehensive business plan, seek mentorship, and network with industry professionals. He encouraged them to stay abreast of emerging technologies and adopt sustainable practices to stay ahead of the competition.

Mr. Prateek Basu's session at NIPS was a resounding success, leaving a lasting impression on the students and inspiring them to pursue their culinary ambitions with confidence and entrepreneurial spirit. As they embark on their careers, these NIPS graduates will carry with them the invaluable lessons learned from one of the industry's most accomplished professionals.



Training and Placement Cell

NIPS School Hotel Management