

Workshop Report

NIPS Alumnus Inspires Students with Webinar on Entrepreneurship after Hotel Management

During the unprecedented times of the COVID-19 pandemic, NIPS alumnus Mrs. Debasmita Maitra extended her unwavering support to current students by conducting a webinar on the Scope of Entrepreneurship after Hotel Management on 06-07-2020 through ZOOM. Ms. Maitra, a successful entrepreneur and graduate of NIPS, shared her valuable insights and experiences with aspiring hoteliers. She emphasized the importance of innovation, adaptability, and perseverance in the face of challenges and highlighted the vast opportunities for entrepreneurship in the rapidly evolving hospitality industry.

Key Points Covered:

Identification of Entrepreneurial Opportunities: Mrs. Maitra explored various niches within the hospitality sector that offer lucrative opportunities for entrepreneurs, such as specialized catering services, boutique hotels, home stays, restaurants and event planning agencies.

Development of a Business Plan: She guided students through the essential elements of a comprehensive business plan, including market research, competitor analysis, financial projections, and marketing strategies.

Funding and Financing Options: Ms. Maitra discussed different funding sources available to entrepreneurs, including venture capital, crowdfunding, and government grants.

Challenges and Rewards of Entrepreneurship: She candidly shared the challenges and rewards of starting and running one's own business, emphasizing the importance of hard work, resilience, and a passion for the industry.

Networking and Mentorship: Ms. Maitra highlighted the significance of networking and seeking mentorship from experienced professionals in the field.

Students' Enthusiastic Response: The webinar was received with great enthusiasm by NIPS students. They actively participated in the interactive Q&A session, seeking

advice on topics ranging from business concept development to marketing strategies.

'Ms. Maitra's webinar was truly inspiring and informative. It opened my eyes to the endless possibilities for entrepreneurship after completing my hotel management degree. I am eager to explore the industry and create my own entrepreneurial venture,' said a NIPS student named Celestine White who is planning to open a start-up after graduation.

Conclusion: NIPS' Commitment to Alumni Engagement: NIPS is deeply committed to fostering strong relationships with its alumni. The webinar with Ms. Maitra is a testament to the ongoing support and guidance provided by NIPS graduates to current students.

The webinar series serves as a valuable resource for students as they prepare for their careers in the hospitality industry. NIPS remains dedicated to equipping its students with the skills, knowledge, and mentorship they need to succeed.



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