



SWAMI VIVEKANANDA UNIVERSITY

EXCELLENCE . INNOVATION . ENTREPRENEURSHIP

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Entrepreneurship: A Unique Career for Neurodivergent Individuals

Date: 09/04/2025

Venue: Block 8, hall 3

Time: 2:30 PM

Organized By: Department of Psychology, School of Allied Health Services, Swami Vivekananda University

In Collaboration With: Institution's Innovation Council (IIC)

The seminar was organized, bringing together esteemed guests and respected teachers. In a symbolic gesture of respect, a lamp was lit in their honor. The event commenced with a brief introduction of each dignitary, highlighting their backgrounds and contributions. Additionally, representatives from the Autism Society were felicitated and honored as special guests, receiving a token of appreciation. This gesture acknowledged their valuable presence and efforts.



The poster features a blue and white color scheme. At the top left is the Institution's Innovation Council logo, and at the top right is the Swami Vivekananda University logo. The title "Entrepreneurship: A Unique Career for Neurodivergent Individuals" is prominently displayed in the center. Below the title, it states "by departments of Department of Psychology, School Of Allied Health Services, Swami Vivekananda University". Further down, it says "Organised by Psychology Department" and "In collaboration with Institutional Innovation Council." Two circular portraits of speakers are shown: Dr. Indrani Basu on the left and Dr. Mitu De on the right. A purple speech bubble in the center contains the event details: "Date: 9th April", "Venue - Block 8, hall 3", and "Time- 2:30 PM".

Entrepreneurship:
A Unique Career for Neurodivergent Individuals
by departments of Department of Psychology,
School Of Allied Health Services, Swami Vivekananda University
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Dr. Indrani Basu

Date: 9th April
Venue - Block 8, hall 3
Time- 2:30 PM

Dr. Mitu De



Neurodivergent individuals, including those on the autism spectrum, often bring unique perspectives, exceptional focus, creativity, and determination to the work they do. These qualities, though sometimes misunderstood in conventional job settings, can become powerful assets in self-driven careers such as entrepreneurship and the arts. This report explores how entrepreneurship can be a particularly empowering path for neurodivergent individuals, highlighting two inspirational stories—Barsha Deb, a successful entrepreneur who also expresses herself through dance, and Aditya Ganguly, a gifted artist whose talent shines through painting.

Why Entrepreneurship Suits Neurodivergent Individuals by Dr. Mitu De



Traditional work environments can often present challenges for neurodivergent individuals due to rigid social expectations, overstimulating surroundings, or limited flexibility. Entrepreneurship offers an alternative—a career path where one can work on their own terms, pursue passions deeply, and build a world that fits their strengths rather than trying to conform to one that doesn't.

Many neurodivergent individuals thrive in settings where they can:

- Work independently and control their environment
- Focus intensely on topics they are passionate about
- Use their creative thinking and problem-solving skills freely
- Design routines and structures that support their well-being

The Visionary Entrepreneur: Barsha Deb



Barsha Deb is an inspiring example of how neurodivergence can be a superpower in the world of entrepreneurship. Diagnosed on the autism spectrum, Barsha used her innate ability to think outside the box and her deep sense of discipline to build her own path. She founded a creative enterprise focused on promoting inclusive art and design, empowering other neurodivergent individuals to express themselves and find opportunities for meaningful work.

But Barsha is more than an entrepreneur—she is also a dancer. Through movement, she finds an outlet for her emotions and ideas that words cannot always express. Her dance performances, often inspired by themes of self-expression and resilience, have been featured in inclusive art festivals and community events. For Barsha, dance is both therapy and celebration—a way of connecting with others without needing to speak.

The Artistic Soul: Aditya Ganguly

Aditya Ganguly is a young autistic artist whose work speaks volumes. From bold strokes to vibrant textures, his paintings reflect an inner world rich with imagination and emotion. Aditya communicates through his art, telling stories of joy, nature, silence, and introspection.

Recognizing his talent, Aditya's family and mentors helped him organize exhibitions and set up a digital platform to showcase his creations. His work has since gained recognition in local and national art circles. For Aditya, painting is more than a profession—it's his way of engaging with the world. His journey reminds us that art is a universal language, one that transcends traditional communication barriers.



Conclusion

The journeys of Barsha Deb and Aditya Ganguly demonstrate the power of entrepreneurship and the arts as liberating career paths for neurodivergent individuals. Their achievements highlight not only their personal strengths but

also the importance of inclusive spaces that celebrate diversity in thought, expression, and talent.

As society begins to recognize the value of neurodiversity, it is crucial that we continue to create platforms, support systems, and opportunities that empower individuals like Barsha and Aditya. Their stories are not just inspiring—they are a testament to what's possible when we let people be authentically themselves.



