



Gitarattan International Business School

Grade 'A' Accredited by NAAC

# ENTREPRENEURSHIP DAY 22<sup>ND</sup> OCTOBER 2024 (TUESDAY)



Delhi, Delhi, India  
Gitarattan International Business School, Outer Ring Rd, Block D, Sector 14, Rohini, Delhi, 110085, India  
Lat 28.706577° Long 77.129571°  
22/10/24 11:29 AM GMT +05:30



Delhi, Delhi, India  
Gitarattan International Business School, Outer Ring Rd, Block D, Sector 14, Rohini, Delhi, 110085, India  
Lat 28.706577° Long 77.129571°  
22/10/24 12:44 PM GMT +05:30



Delhi, Delhi, India  
Gitarattan International Business School, Outer Ring Rd, Block D, Sector 14, Rohini, Delhi, 110085, India  
Lat 28.706577° Long 77.129571°  
22/10/24 12:25 PM GMT +05:30



New Delhi, DL, India  
Rohini Sector 14 Extension, New Delhi, 110085, DL, India  
Lat 28.706506, Long 77.129623  
10/22/2024 01:28 PM GMT+05:30  
Note : Captured by GPS Map Camera



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IIC at Gitarattan International Business School celebrated “Entrepreneurship Day” on 22<sup>nd</sup> October 2024. The event commenced with a traditional lighting of the lamp, symbolizing the illumination of knowledge. The occasion was graced by esteemed guests, including Ms. Priyanka Aggarwal, Chief Operating Officer and Co-founder of Appsquadz Software Pvt. Ltd.; Mr. Shikhar Garg, Founder of Samanvaya Law & Partners; and Ms. Madhu Mehta, Founder of Skill Clout. They were joined by key faculty members, including Professor (Dr.) Abhijit Das, and Professor Ms. Kanaka Balasubramaniam. The hosts for the day, Tanya Prasad from BBA E5-A and Charu from MBA M3-A, extended a warm welcome to all attendees, setting an enthusiastic and engaging tone for the event.

The first session featured a panel discussion moderated by Professor (Dr.) Abhijit Das, focusing on essential qualities of entrepreneurship and leadership. The panelists emphasized the importance of continuous learning and adaptability in today’s fast-paced business environment. Ms. Priyanka Aggarwal underscored that consistent learning is vital for success, urging students to cultivate curiosity and remain open to acquiring new skills to adapt to evolving market conditions. Her perspective resonated with the audience, reinforcing the idea that true entrepreneurial success hinges on the ability to learn and adapt.

Mr. Shikhar Garg contributed to the dialogue by addressing the critical nature of accepting one’s flaws and limitations. He articulated that no leader can be expected to possess all the answers; rather, recognizing one’s weaknesses is essential for personal growth and for fostering a collaborative workplace culture. He encouraged the audience to embrace vulnerability as a pathway to building stronger relationships and enhancing teamwork, a vital lesson for aspiring entrepreneurs navigating the complexities of business.

Ms. Madhu Mehta shared an inspiring anecdote about her encounter with Ratan Tata, which illustrated the power of networking and the impact of learning from industry leaders. She recounted how significant moments in one’s career can be shaped by meaningful interactions with established figures in the business community. Her narrative underscored the notion that entrepreneurial journeys are often influenced by the relationships cultivated and the lessons learned from others.



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The panel discussion concluded with a unified message on the necessity of commitment in pursuing entrepreneurial aspirations. The guests stressed that dedication and perseverance are crucial for overcoming obstacles and achieving success in the competitive landscape of business. This session left attendees motivated and eager to apply the insights gained in their future endeavors.

The event then transitioned to the highly anticipated business plan competition titled "Spark Innovation." This segment showcased the entrepreneurial spirit of GIBS students, providing them with an opportunity to present their innovative business ideas to a panel of judges. The competition was structured to encourage creativity and critical thinking, with clear guidelines established for participants. Each presentation was allotted 10-15 minutes, during which students utilized the Business Model Canvas to effectively communicate their ideas. The judging criteria focused on feasibility, market attractiveness, and the overall execution of their business plans.

The first team to present their concept was Dimple Katla and Bhumika Singh from BBA M5-A, who introduced "SwasthyaSampark," an initiative aimed at improving healthcare access. Their proposal was well-received, addressing a critical social issue with a practical solution. Following them, Mudit Jain and Nikki Maan presented their innovative app "Suraksha Sangam," designed for women's safety, which resonated strongly with the audience given the contemporary relevance of safety concerns.

The third presentation featured Hiral Desai, Anshu Lal, Kashish Dedha, and HimashRochwani from BBA E1-A, who showcased their concept for solar cars, emphasizing sustainability and eco-friendliness. Their innovative approach addressed environmental concerns and highlighted the need for sustainable transportation solutions. Next, Sunil Yadav and Saksham Aggarwal from BBA M1-B introduced a mental health app tailored for students, underscoring the importance of mental well-being in academic settings—a topic of growing relevance in today's society.

Chirag Aggarwal, Sargam Malik, Varun Gupta, and Kanika Tyagi from BBA M1-C then presented their concept of Eco-Home Solutions, which aimed to promote sustainable living practices. Their ideas were met with enthusiasm, showcasing their commitment to environmental

responsibility. The final presentation came from Khushi Sharma, Soumya Chauhan, and Ridhi Sharma of BBA M1-C, who proposed a strategic approach to enhancing girl safety, emphasizing community involvement and education in addressing social issues.

Throughout the competition, GIBS judges Dr. Divender Walia and Mr. Naveen Mani provided constructive feedback, commending the participants on their creativity and thorough preparation. The audience appreciated the hard work and dedication demonstrated by all participants, fostering an atmosphere of encouragement and support. The winners were Team-1 Bhumika and Dimple from BBA M5A and runner-up was Team-2 Mudit and Nikki from BBA M5A.

As the competition concluded, the focus shifted to the contributions of GIBS alumni who have successfully navigated the entrepreneurial landscape. This segment aimed to inspire current students by showcasing the achievements of former students who have built their own businesses. The alumni shared their experiences, challenges, and strategies for success, emphasizing the importance of resilience and adaptability in entrepreneurship. Their stories served as a powerful reminder of the potential within every GIBS student.

The day culminated with a heartfelt vote of thanks delivered by Professor (Dr.) Abhijit Das, who acknowledged the efforts of everyone involved in making the event a success. In conclusion, the Entrepreneurship Day at Gitarattan International Business School was a resounding success, marked by engaging discussions, innovative presentations, and meaningful interactions among students, faculty, and industry leaders.

The Winners of Spark Innovation Competition were:

<b>S.No.</b>	<b>Name of the Participant</b>	<b>Class &amp; Section</b>	<b>Position</b>
1	Dimple Katla	BBA M5A	FIRST
2	Bhumika Singh	BBA M5A	
3	Mudit Jain	BBA M5A	SECOND
4	Nikki Maan	BBA M5A	

### FLYER OF THE EVENT



<b>TYPE OF EVENT</b>	IIC Workshop
<b>VENUE</b>	Auditorium
<b>TIME &amp; DURATION</b>	10:30am -2:00 pm
<b>CONDUCTED BY</b>	IIC
<b>ORGANISED FOR</b>	Open for all management students
<b>NAME OF THE COORDINATOR</b>	Ms. Akshita, Ms. Anuja Rastogi & Prof Dr. Kanaka Balasumbramanian
<b>ATTENDANCE</b>	278
<b>RESOURCE PERSON</b>	<ul style="list-style-type: none"> <li>Ms. Priyanka Aggarwal, Chief Operating Officer and Co-founder of Appsqadz Software Pvt. Ltd.</li> <li>Mr. Shikhar Garg, Founder of Samanvaya Law &amp; Partners <ul style="list-style-type: none"> <li>Ms. Madhu Mehta, Founder of Skill Clout.</li> </ul> </li> </ul>



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<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"><li>1. To give a summary of what being an entrepreneur means, including the mindset, abilities, and traits required to be successful in business.</li><li>2. To inspire students to consider startups as potential career paths.</li><li>3. To promote creative business plans by way of competition.</li><li>4. Get inspired by GIBS alumni who were entrepreneurs.</li></ol>
<b>LEARNING OUTCOME</b>	<ol style="list-style-type: none"><li>1. The participants understood about the funding opportunities, mentorship programs, and support networks that are available to entrepreneurs.</li><li>2. The participants understood the risks associated with becoming an entrepreneur and how to mitigate them.</li><li>3. Participants presented creative business solutions to problems in the Business Plan Competition.</li><li>4. Students got inspired by the success stories of GIBS alumni who are now successful entrepreneurs.</li></ol>
<b>SHORTFALL DURING EVENT</b>	N/A
<b>LINK OF ONLINE VIDEO</b>	<a href="https://youtu.be/dao5tNYi0WQ">https://youtu.be/dao5tNYi0WQ</a>

**PREPARED & SUBMITTED BY: MS. ANUJA RASTOGI, ASSISTANT PROFESSOR,  
GIBS**