

## FROM IDEA TO IMPACT

9<sup>th</sup> NOVEMBER 2024 (SATURDAY)



On November 9, 2024, GIBS hosted an exclusive IIC (Institution's Innovation Council) session titled "*From Idea to Impact*", aimed at inspiring and motivating the first-semester BBA students. The event was designed to provide students with a closer look at the journey of successful entrepreneurs and startup founders. The highlight of the session was a keynote address by Mr. Neeraj Juneja, the Managing Director of We Act Global Solutions Pvt Ltd, who shared his invaluable insights and personal experiences of building and scaling a successful startup.

The session commenced with a brief introduction by the event moderator, who welcomed the students and introduced Mr. Neeraj Juneja. Sir was given a warm green welcome by Dr. Jatin Lamba. The moderator highlighted the importance of understanding the real-world application of business concepts, emphasizing that learning from successful entrepreneurs is a vital aspect of their academic journey.

Mr. Juneja took the stage with an engaging entrepreneurial journey, highlighting his initial struggles, the key decisions he made, and the pivotal moments that shaped his career. He emphasized that the path to building a successful startup is rarely smooth and that overcoming setbacks is an integral part of growth. The speaker discussed several obstacles he encountered, such as securing funding, managing a growing team, and navigating market competition. He shared practical advice on how to overcome these hurdles, emphasizing the importance of resilience and staying focused on the long-term vision. Mr. Juneja shared his best presentation that captivated the audience from the very beginning. He shared his practices for staying motivated, managing time effectively, and maintaining a balanced work-life dynamic. Mr. Juneja emphasized the role of mentorship and advised the students to actively seek guidance from experienced professionals and entrepreneurs. Several students approached him after the session, eager to discuss potential business ideas and opportunities for collaboration.

One of the most engaging parts of the event was the interactive Q&A session. Students were encouraged to ask questions about various aspects of entrepreneurship, ranging from idea generation to scaling a business. Mr. Juneja answered each question thoughtfully, providing

practical advice and real-world examples. The event ended with an applause by the audience and token of thanks was given to the guest by presenting memento by Professor Dr. Jatin Lamba.

**FLYER OF THE EVENT**



<b>TYPE OF EVENT</b>	IIC event
<b>VENUE</b>	R00M 303
<b>TIME &amp; DURATION</b>	10:30 AM onwards
<b>CONDUCTED BY</b>	IIC



**giBS**

Gitarattan International Business School

Grade 'A' Accredited by NAAC

<b>ORGANISED FOR</b>	BBA M1B
<b>NAME OF THE COORDINATOR</b>	Ms Geeta Khari
<b>ATTENDANCE</b>	46
<b>RESOURCEPERSON</b>	Neeraj Juneja, MD, We Act Global Solutions Pvt Ltd
<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"><li>1. To motivate students by sharing the success stories of entrepreneurs.</li><li>2. To provide insights into the entrepreneurial process, including ideation, business planning, funding, and execution.</li><li>3. To enhance students' understanding of essential entrepreneurial skills, such as critical thinking, problem-solving, and resilience.</li></ol>
<b>LEARNING OUTCOME</b>	<ol style="list-style-type: none"><li>1. The students felt inspired by the stories of successful entrepreneurs and felt empowered to pursue their own ideas.</li><li>2. Gained practical insights into the entrepreneurial process, equipping them with the knowledge needed to navigate their own business journeys.</li></ol>
<b>SHORTFALL DURING EVENT</b>	None
<b>LINK OF ONLINE VIDEO</b>	<a href="https://youtu.be/ojuxltRWc8w">https://youtu.be/ojuxltRWc8w</a>

**PREPARED & SUBMITTED BY: MS GEETA KHARI, ASSISTANT PROFESSOR  
(CMS)**