

**“NATIONAL START UP DAY”****16<sup>th</sup> JANUARY 2025 (THURSDAY)**

On January 16<sup>th</sup>, 2025, giBS hosted an exclusive IIC session titled “National Start Up Day” aimed at understanding and educating the sixth semester BBA students. The session aimed to foster innovation, creativity, and awareness about startups and their critical role in shaping the nation’s economy. The highlight of the session was a keynote address by Mr. Naman Kamra, Founder of Bazaar5.Com & Partner at Jet Set Jobs who shared his journey, challenges faced, and strategies to overcome obstacles in the startup ecosystem.

The session commenced with a brief introduction by the event moderator, who welcomed the students and introduced the guest. Mr. Naman Kamra was given a warm green welcome by Dr. Sahil Malik. The moderator encouraged students to consider entrepreneurship as a viable career option and also enhanced students’ understanding of the startup ecosystem with a brief introduction on the day’s topic.

Mr. Kamra took the stage with startup, highlighting recognizing the contributions of startups in driving innovation, fostering economic growth, and creating employment opportunities. The speaker motivated attendees to begin brainstorming potential business ideas. Mr. Kamra emphasized the students about the importance of startup ecosystem and how the startup solidifies the nation’s position as a global leader in entrepreneurship and innovation. He also informed the audience about the government policies, grants, and schemes designed to support startups, empowering them to leverage these resources for growth.

One of the most engaging parts of the event was the interactive Q&A session. Students were encouraged to ask questions about startup as career, seeking advice on business planning, market research, and funding options. Mr. Kamra answered each question thoughtfully, providing practical advice and real-world examples. The event ended with applause by the audience and token of thanks was given to the guest by presenting memento by Dr. Suruchi Satsangi.

**FLYER OF THE EVENT**



<b>TYPE OF EVENT</b>	IIC event
<b>VENUE</b>	ROOM No. 302
<b>TIME &amp; DURATION</b>	11:00 AM onwards
<b>CONDUCTED BY</b>	IIC
<b>ORGANISED FOR</b>	BBA M6B
<b>NAME OF THE COORDINATOR</b>	Dr. Suruchi Satsangi & Ms. Ruchi Malhotra



<b>ATTENDANCE</b>	50
<b>RESOURCEPERSON</b>	Mr. Naman Kamra Founder of Bazaar5.Com & Partner at Jet Set Jobs
<b>OBJECTIVES OF THE EVENT</b>	<p>The following are the objectives:</p> <ol style="list-style-type: none"><li>1. To inspire individuals to pursue innovative ideas and transform them into successful ventures.</li><li>2. To acknowledge the groundbreaking contributions of startups to industries and society.</li><li>3. To commemorate the achievements of Indian entrepreneurs and promote an enterprising mindset.</li><li>4. To encourage students to consider entrepreneurship as a viable career.</li></ol>
<b>LEARNING OUTCOME</b>	<ol style="list-style-type: none"><li>1. Participants gained insights into the startup landscape, including funding strategies, market trends, and the role of innovation in solving real-world problems.</li><li>2. The event encouraged creative problem-solving, adaptability, and strategic thinking, essential for launching and sustaining successful ventures.</li><li>3. Real-life success stories from established entrepreneurs served as inspiration.</li><li>4. Participants learned about government policies, grants, and schemes designed to support startups,</li></ol>



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	empowering them to leverage these resources for growth.
<b>SHORTFALL DURING EVENT</b>	NA
<b>LINK OF ONLINE VIDEO</b>	<a href="https://youtu.be/MQQcPDII0x8">https://youtu.be/MQQcPDII0x8</a>

**PREPARED & SUBMITTED BY: DR. SURUCHI SATSANGI, ASSISTANT PROFESSOR, (CMS)**