

**Department of MBA**  
**Details of workshop and Guest lecturers of MBA Department**

**Business Model Competition - Nov 2021**

**A Brief Report of Event**

**Date : On 23 Nov 2021**

**Time : 0930 AM to 5 PM**

**1. No. of Participants**

(a) Students : 59

(b) Faculty : 12

**2. Name and Details of Resource Persons.**

(a) **Guest Speaker : Prof (Dr) SK Datta**

(b) **Event Coordinators.** Dr KN Chaube, Dr Pratibha and Dr Vivek Rastogi

**3. Objectives.**

- Identification of key business model hypothesis
- Tracking hypothesis
- Testing and validating
- Pivoting and iterating the business model based on the customer feedback.

**4. Brief Write on the Programme/Event**

The event was conducted by the ED Cell and IIC-IIMT College of Engineering, Greater Noida campus, Uttar Pradesh. It was coordinated by the Department of MBA and hosted in an offline mode. The Strategy and Consulting event attracted wide participation from Delhi NCR. A total of 18 teams from Delhi NCR including 15 home teams contested for the coveted “ Best Business Model Award” . Some of these teams were-

(a) Asian School of Business

(b) IIMT College of Management

(c) IIMT College of Engineering

(d) Asian Education Group

**5. Learning Outcome.**

(a) Apply knowledge of management theories in live managerial problems.

(b) Lead organization based on value-based leadership.

6. Feedback.

**Jitendra Singhal : Very Informative Session**

**AN Srivastava : Very useful for entrepreneurs**

**Rohit : High value programme**

7. Budget : Rs 3745/-

8. Photograph of the Session with Labelling :



**Chief Guest lighting the lamp**



**Session in Progress**

**Youtube link: (being generated)**

**Objective : (Maximum 100 Words)**

- Students should be able to identify key business model hypothesis based on realistic-data-supported premises.
- They should be able to apply mathematical knowledge to track hypothesis
- They should be able to understand the importance of mathematical tools in testing and validating the hypothesis and apply the same.
- Finally iterate the business model based on the customer feedback.

**Benefit in terms of learning/Skill/Knowledge Obtained; (150 Words)**

The Business Model Competition will enable the students to develop entrepreneurial mindset and prepare them to be a successful entrepreneur, post completion of their MBA Programme. It will help them understanding the nuisances of managerial functions and lead to establishment of successful enterprise. It would also motivate fence-sitters to rake a plunge in establishing startups.

The event will create an environment that will promote job creating activity instead of job seeking mindset. The students also get an opportunity to know various challenges an entrepreneur is faced with and process of evolving solutions to the problems.

Presence of eminent academicians and entrepreneurs during the event and their advices would help young entrepreneurs in developing realistic business plans.

The event will lead to development of entrepreneurial network which is very essential for success of any business venture.

## **Developing Online Repository of Business Plan/ Prototypes Developed & Way Forward Plan**

### A brief Report of the Event

1. Date: 20<sup>th</sup> May 2022
2. Time: 10.30 AM to 11.30 AM
3. No of Participants:
  - a) Students -----83
  - b) Faculty members--- 12
  - c) Event Coordinator:  
Dr. Neha Nagar, Department of MBA  
Dr.Gurpreet Kaur, Department of MBA
4. Objective:
  - a) To develop a repository of business plan
  - b) To motivate the students and encourage the young minds about the opportunities in the corporate sector .
  - c) To guide the students about the prototypes developed

### Brief Write up on the Programme/Event

The event was conducted by IIC-IIMT College of Engineering, Greater Noida campus, Uttar Pradesh. It was coordinated by the Department of MBA and hosted in an online mode. The main objective of this event is to develop a online repository of business plans prepared by MBA students . Top Four business plans are selected, and presentations are taken. Four teams are selected from MBA 1<sup>st</sup> year whose business plans are as per the standard developed by the panel of experts.

Students have presented their unique and innovative ideas and explained their business plans very well. A business plan lays out a written roadmap for the firm from marketing, financial, and operational standpoints. Our students have prepared a summarized report on their business plan. These reports are compiled through the google form in the form of repository. In the online presentations, students are discussed:

- Introduction of the business plan
- Marketing strategy

- Target market
- Financials

#### TITLE OF TOP FOUR BUSINESS PLANS

1. Rash Vish Instant Energy
2. A & D Financing Service of Business
3. Recruitment Agency: People Hiring Solution
4. Marketing Mix

#### Learning Outcome :

- Ideas Generation: Helps the students in processing and capturing ideas.
- Participative Work environment: Create a supportive atmosphere in which students feel free to express their ideas without the risk of criticism or ridicule.
- Risk Taking Ability: Encourage students for risk taking and experimentation.
- Build up creativity and imagination: Helps the students to look for imagination and creativity.

#### Feedback:

- MrJitendra Singhal: “very nice presentation”
- Nandlal Prajapatinice explained
- Dr Seema Bhati :“ The presentations were very nice” .

3. Photos of the Session with Labelling :



MoE IIMT Engineering Innovation Cell & Department of MBA  
are Jointly Organizing

— Session on —

# DEVELOPING ONLINE REPOSITORY OF BUSINESS PLAN / PROTOTYPES DEVELOPED & WAY FORWARD PLAN

Date : 20<sup>th</sup> MAY, 2021 | Time : 10:30 AM TO 11:30 AM

## PATRONS

**Prof. Dr. S.S. Tyagi**  
Director  
IIMT College of Engineering

**Prof. Dr. Sanjay Pachauri**  
IIC, President  
IIMT College of Engineering

**Dr. S. K. Verma**  
Dean  
Department of MBA

## COORDINATOR

**Dr. Neha Nagar**  
Assistant Professor  
Department of MBA

**Dr. Gurpreet Kaur**  
Assistant Professor  
Department of MBA

**Mode Online**



[www.iimtindia.net](http://www.iimtindia.net) [@iic.iimt](https://www.instagram.com/iic.iimt) [@iimtlic](https://www.facebook.com/iimtlic) [@iic-iimt](https://www.facebook.com/iic-iimt) [@iimtGroupofColleges](https://www.youtube.com/@iimtGroupofColleges)



❖ **Business module competition 2022 in IIMT Group of Colleges**  
❖ **Student of MBA 1<sup>st</sup> year second semester**

❖ **Presented by:**  
Rakesh kumar kashyap  
Harsh Narayan dwivedi  
Vikrant singh  
Shubham sharma  
Shruti shukla

zoom

## OBJECTIVE



- ▶ People hiring solution is structured like other temporary and permanent placement agencies. However, we serve clients with needs for select specialized professionals, rather than clerical or light industrial workers. Several businesses in Portland, Oregon provide a similar service to specific groups of people. People hiring followed the model of one placement firm described

zoom

marketing mix ^..pdf

Marketing mix

The 4 P's Of Marketing Mix

Product	Price	Place	Promotion
Functionality, Appearance, Quality, Packaging, Brand, Warranty, Service/Support.	List Price, Discounts, Allowances, Financing, Leasing Options.	Channel Members, Channel Motivations, Marketing Coverage, Locations, Logistics, Service Levels.	Advertising, Personal Selling, Public Relations, Message, Media, Budget.

zoom

## SOCIAL MEDIA LINKS

### FACEBOOK LINK

<https://www.facebook.com/iimtiic/photos/a.116870566896579/498329652084000/?type=3&theater>

### INSTAGRAM LINK

<https://www.instagram.com/p/CdxkeWuIkLt/?igshid=YmMyMTA2M2Y=>

### TWITTER LINK

<https://twitter.com/iimtiic/status/1527579177150386182?t=gS4k69kKN0TOzv-eP4M-Zg&s=19>

### YOU TUBE LINK

[https://youtu.be/3e\\_X9S1S0Xo](https://youtu.be/3e_X9S1S0Xo)

Name of 83 Students who have attended the event



<b>S.No.</b>	<b>Student Name</b>
1	AASHISH KUMAR SINGH
2	ABHISHEK SINGH
3	ABU HAMZA
4	ADITYA SINGH
5	AKASH GUPTA
6	ANKU KUMAR
7	ANMOL CHAUDHARY
8	ANNU PRIYA
9	ANSHU PRIYA YADAV
10	ANSHUL KUMAR KAUSHIK
11	ANUJ
12	ANUJ KUMAR
13	ANURAG
14	ANUSHKA VERMA
15	AZRA BARO
16	CHANDERVATI
17	HARSH NARAYAN DWIVEDI
18	HIMANI
19	HIMANSHU SHEKHAR
20	ISHA GUPTA
21	ISHU JAIN
22	KAJAL KUMARI
23	KAJAL SAHU
24	KAPIL VASHISHT
25	KARTIK VARSHNEY
26	KARTIKEYA SINGH
27	KAVALPREET KAUR
28	KHUSHBU GUPTA
29	KOMAL KUMARI
30	KRATIKA
31	KUSHAGRA
32	MALIK AQIB
33	MANISHA PRAJAPATI
34	MD MAHBOOB ASHRAF
35	MD REHAN
36	MEGHNA JAISWAL
37	MEHUL RANA
38	MINAKSHI MISHRA
39	MOHINI SINGH
40	MOHIT NAGAR
41	MRITYUNJAY KUMAR KUMAR
42	NAMRATA
43	NANDITA MAJUMDAR
44	NEHA RAI
45	NEHA SHARMA
46	NIDHI RANI

47	NISHA KUMARI
48	PRITY KUMARI
49	PRIYANKA RAJPOOT
50	RAKESH KUMAR KASHYAP
51	RASHMI LALWANI
52	RAVI KUMAR
53	RAVI PRAKASH
54	RITIK GUPTA
55	SACHIN TYAGI
56	SAGAR SAHU
57	SAHIL KUMAR
58	SAKSHI
59	SALMAN AHMAD
60	SAMEER SINGH
61	SAMI AKHTAR
62	SARIKA CHAUHAN
63	SARTHAK SINGH
64	SAURABH SHARMA
65	SHALINI
66	SHANKY
67	SHASHINDRA PRATYAY
68	SHIVANGI BAJPAI
69	SHIVANGI DIMRI
70	SHIVANGI SAXENA
71	SHREYA MATHUR
72	SMRITI KUMARI
73	SNEHA BARANWAL
74	SNEHA GUPTA
75	SONI YADAV
76	SRISHTI BAJPAI
77	SUBHKANT KUMAR
78	SUDHANSHU SHEKHAR
79	SUDHIR DABAS
80	SUNNY RANJAN KUMAR SINGH
81	SWATI SINGH
82	SWEETI DUBEY
83	TANU SHARMA

Name of 12 Faculties member who have attended the event

Sr. no.	Name	Email ID (Official)
---------	------	---------------------

1	Dr. Subhash Kumar Verma	<a href="mailto:skverma@iimtindia.net">skverma@iimtindia.net</a>
2	Dr. Gurpreet Kaur	<a href="mailto:GURPREETKAUR@IIMTINDIA.NET">GURPREETKAUR@IIMTINDIA.NET</a>
3	Dr. Vivek Rastogi	<a href="mailto:vivekrastogi@iimtindia.net">vivekrastogi@iimtindia.net</a>
4	MR. Ajay NANDAN Shrivastava	<a href="mailto:ajaynandan@iimtindia.net">ajaynandan@iimtindia.net</a>
5	Dr. Rachna Kumari	<a href="mailto:RACHNAK@GMAIL.COM">RACHNAK@GMAIL.COM</a>
6	Dr. Richa Sharma	<a href="mailto:dr.richa_gn@iimtindia.net">dr.richa_gn@iimtindia.net</a>
7	Mr. RAJ KR. TOMAR	<a href="mailto:hodmba_gn@gmail.com">hodmba_gn@gmail.com</a>
8	Mr.Jitendra Singhal	<a href="mailto:jitendra.singhal@iimtindia.net">jitendra.singhal@iimtindia.net</a>
9	Dr. Kailash Nath Chaube	<a href="mailto:knchaube@iimtindia.net">knchaube@iimtindia.net</a>
10	Dr. S. K. Gupta	<a href="mailto:skgupta_gn@iimtindia.net">skgupta_gn@iimtindia.net</a>
11	Dr. Neha	<a href="mailto:neha1406ghdu@gmail.com">neha1406ghdu@gmail.com</a>
12	Dr. Shashank	<a href="mailto:shashankmehrotra10@gmail.com">shashankmehrotra10@gmail.com</a>

# **Industrial Visit of MBA department**

**Mother Dairy on 8-12-21 (Wednesday) Time-10:00 AM**

IIMT college of engineering, department of MBA has organized industrial visit in Mother Dairy, Patparganj, New Delhi-110092 on dated 8-12-21, Wednesday (Time-10:00 AM)

The total number of students went on this industrial trip were 67(section A + section B) .The students gathered in the college at 9:30A.M. and the trip began at sharp 10A.M. . The IIMTians went to the plant by the college bus and the Faculty members that joined us were Dr. Vivek Rastogi (AssociateProfessor) and Dr. Rachna Kumari (Associate Professor).When students entered, the executive offered us milk as a refreshment and then afterwards then students visited the plant. The students went to the productiondepartment where processing of milk is controlled by process automation whereby state of the art microprocessor is adopted to be integrate and completely automate all the functions of the processing areas to ensure product quality, reliability and safety. The executive who were guiding and giving the information to the students were Miss Neha ( Public Relation Officer) and then they all went to the logistics area. The logistics area was equipped with big silos(tankers) filled with dairy milk came from the farms of different places of Rajasthan. The Executive also tell us about the other products of “Mother Dairy” that were – Dairy Products, Safal and Dhara. The segments of the products are given below:-

## MOTHER DAIRY

Mother Dairy sells milk and milk products (milk, cultured products, ice creams, paneer, and ghee) at a national level through its sales and distribution networks for marketing food items. Mother Dairy sources a significant part of its requirement of liquid milk from dairy cooperatives.

## SAFAL

Safal is primarily engaged in retaining of fresh fruits and vegetables, but with unique product offerings like frozen peas, frozen mixed vegetables, frozen sweet corn, frozen jackfruit, Safal has become a pioneer brand in the frozen vegetables segment across India.

## DHARA

For over two decades Dhara cooking oils have been one of India's most trusted brands, synonymous with purity, freshness, taste and value for money.

After the visit, the PR Officer provided the gift hampers to all the students & offered ice cream also.

The PR Officer answered all the questions & informed the job opportunities to the students. All the students enjoyed a lot in this industrial visit. Thank you IIMT to provide such type of wonderful opportunities.



Pandav Nagar Gurukul  
Hospital for Google

**Delhi, Delhi, India**  
Mother Dairy, Mother Dairy Plant, Vinod Nagar North, Delhi, 110092, India  
Lat 28.619723°  
Long 77.286806°  
08/12/21 01:08 PM



Pandav Nagar Gurukul  
Hospital for Google

**Delhi, Delhi, India**  
Mother Dairy, Mother Dairy Plant, Vinod Nagar North, Delhi, 110092, India  
Lat 28.619671°  
Long 77.286654°  
08/12/21 01:04 PM



**New Delhi, Delhi, India**  
Mother Dairy Crossing, Narwana Rd, I.P.Extension, Patparganj, New  
Delhi, Delhi 110092, India  
Lat 28.619701°  
Long 77.288353°  
08/12/21 12:49 PM



**Delhi, Delhi, India**  
Mother Dairy, Mother Dairy Plant, Vinod Nagar North, Delhi, 110092,  
India  
Lat 28.619696°  
Long 77.286707°  
08/12/21 11:29 AM





NSIC (National Small Industries Development Corporation)

19<sup>th</sup> May 2022

A Brief Report of Industrial Visit

**IIMT**  
COLLEGE OF ENGINEERING  
Greater Noida  
— Aim For Excellence —

**INDUSTRIAL VISIT**  
**MBA (1<sup>ST</sup> YEAR)**  
BATCH - 2021-23

Date - 19<sup>th</sup> May 2022 | Time : 11:00 AM

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N S I C

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**Date: 19<sup>th</sup> May 2022**

**Time: 10.30 AM to 03.30PM**

**1. No. of Participants**

(a) Students :59

(b) Faculty : 02

**2. Brief Write on the Industrial Visit:-**

The visit was conducted by the MBA-IIMT College of Engineering, Greater Noida campus, Uttar Pradesh. It was coordinated by the Department of MBA. The basic aim of this visit is create awareness between the students about practical life of working

organization. Total 59 students visited there and grab huge knowledge about latest schemes of Indian government for entrepreneur who want to setup their business.

We reached their premises at 11.15AM. First of all Ms. UzmaMumtaj addressed the students and explained very well about NSIC. She enlightened us about the Entrepreneur and opportunities for the students after MBA. She gave some examples of successful entrepreneurs like OYO Rooms, WOW Momos etc.

Then after her lecture, next we moved towards workshop and they showed some machines and also explained the schemes of NSIC for the establishment of business in same equipments along with subsidy amount which are offered by NSIC under PMEGR, MUDRAS, StandUp and StartUP India schemes.

After huge discussion and full round of workshop they gave some refreshments to our students. At 3.30 PM we reached back to college.

### **Learning Outcome.**

- (a) Able to adopt latest strategies and schemes of NSIC for becoming a successful entrepreneur.
- (b) Students grabbed knowledge about Indian government schemes under NSIC including training process for Entrepreneur.

### **3. Feedback :**

Dr. Vivek Rastogi : Very useful for becoming an entrepreneurs

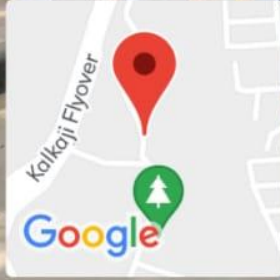
Shanky: Highly informative for students who want to become entrepreneur.

### **4. Photograph of the Visit :**





GPS Map Camera



New Delhi, Delhi, India

NSIC Business Park, NSIC Estate, Okhla Phase III, Okhla Industrial Estate, New Delhi, Delhi 110020, India

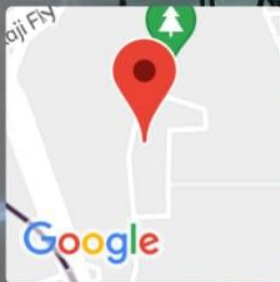
Lat 28.550448°

Long 77.265132°

19/05/22 11:32 AM



GPS Map Camera



New Delhi, Delhi, India

G7X8+42V, NSIC Estate, Okhla Phase III, Okhla Industrial Estate, New Delhi, Delhi 110020, India

Lat 28.547779°

Long 77.264918°

19/05/22 12:24 PM



**Greater Noida, Uttar Pradesh, India**  
IIMT COLLEGE OF POLYTECHNIC, IIMT COLLEGE OF MANAGEMENT,  
Knowledge Park III, Greater Noida, Uttar Pradesh 201310, India  
Lat 28.479957°  
Long 77.490052°  
19/05/22 09:54 AM



**New Delhi, Delhi, India**  
G7X8+824, NSIC Estate, Okhla Phase III, Okhla Industrial Estate, New  
Delhi, Delhi 110020, India  
Lat 28.548701°  
Long 77.265096°  
19/05/22 11:57 AM

## SESSION ON

### **“How Creative You Are”**

A brief Report of the Event

Date: 13<sup>th</sup> November 2021

Time: 11:30 AM To 01:30 PM.

#### **5. No of Participants:**

- c) Students -----78
- d) Faculty members--- 10

#### **6. Name and details of the Resource Person:**

##### a) Guest Speaker:

Dr. Sunita Singhal Associate Professor KCCILHE Gr. Noida

##### b) Event Coordinator:

Mr. Jitendra Singhal, Associate Professor, Dept. of  
MBA, IIMT College of Engineering Greater Noida.

#### **7. Objective:**

- Explain the significance of the Edward de Bono’s SIX THINKING HATS in cognitive thinking.
- Describe the salient feature of cognitive and lateral thinking and its applications in creativity and decision making.
- Provide the different real time application of this concept with the help of case studies.

#### **8. Brief Write up on the Programme/Event:**

The event was conducted by ED cell and IIC-IIMT College of Engineering, Gr. NOIDA campus, Uttar Pradesh. This event was coordinated by department of MBA. The event coordinator

Mr. Jitendra Singhal, invited and introduced the guests, followed by The Welcome Note given by Dr. Prafulla Ranjan, Chairman, ED Cell.

The coordinator introduced the speaker to the participants. Speaker shared his knowledge about

The event was hosted in Offline mode, thereby it was attended by more than 88 participants. The vote of thanks Note for the event was given by Dr. K.N. Chaube thereafter the event was concluded.

### 9. Learning Outcome:

- Know about the term lateral thinking and the decision making method: the Six Thinking Hats.
- What are issues and its solution in Creativity Development?
- Major Importance of lateral thinking in Creativity Development.

### 10. Feedback:

Most of the participants were satisfied with this Workshop.

### 11. Budget: 4682/-INR

### 12. Photos of the Session with Labelling :



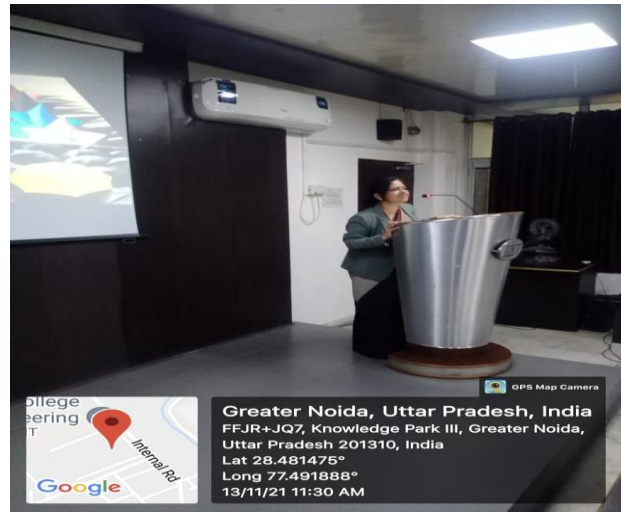
Event Creative

Dean –MBA Welcome the Guest



## Guest interact with the participants

### ONGOING SESSION PHOTOGRAPH



### Objective: (Maximum 100 Words)

We all interact with, process, and produce creativity differently, which makes creating a universal definition of creativity very challenging. As Steve Jobs reminds us, even creative people have a hard time seeing the things they think and create as creative! The difficulty in recognizing and defining creativity might stem from the various forms of creative outlets (from the performing arts such as dance and music to the visual arts such as drawing, painting, sculpture, design, photography, and filmmaking). The difficulty may also be due to differences in how people think about the creative thinking processes. However, no matter how different our approaches in understanding creativity may be, forming a definition of creativity will help us to understand its various benefits, processes, and expressions.

### **Benefit in terms of learning/Skill /Knowledge Obtained: (150 Words)**

Creativity does not only make itself known as random ideas and thoughts that seem to come out of nowhere. Other forms of creative thinking include convergent and divergent thinking. In convergent thinking, you combine multiple, sometimes very different, pieces of information and find one solution/thing that links them. The creativity test best known for determining convergent thinking abilities is called the Remote (or far away) Associates (or things that are similar) Test (RAT for short). During the test, you are given three words and asked to think of a word that is related to all three. For example, you would be given the words blue, cake, and cottage. Can you think of a word that links all of them? Was it cheese—as in blue cheese, cheese cake, and cottage cheese?

Divergent thinking, on the other hand, involves generating multiple different ideas or solutions from a single starting point. An example of a divergent thinking test is the Torrance Test of Creativity. This test asks you to do a number of tasks with both picture- and word-based problems. Across all of the tasks,



**ACTIVITY REPORT**  
**ON**  
**BUSINESS IDEA PITCHING COMPETITION**

**(Date: 10<sup>th</sup> March 2022)**

(Organized by IIMT IIC & Department of MBA)

**A brief Report of the Event**

**Date :** 10<sup>th</sup> March 2022

**Time :** 1.30pm -5pm

**Mode:** Offline

**Venue:** Sarabhai Hall, 2<sup>nd</sup> Floor, Block-A

**1. No of Participants:**

Students ----- 43

**2. Name and details of the Resource Person:**

Event Coordinator:

Mr. Jitendra Singhal, Associate Professor (MBA)

**3.Objective:**

- It doesn't matter how brilliant your business idea is, without the perfect pitch it's unlikely you'll win investment. Your pitch is critical to getting you into a room with investors who are sufficiently intrigued to hear your full business plan. So, putting together the perfect pitch requires the right strategy and carefully crafted messaging that contains everything your investors want to hear. Get it right and you can blow away much of the competition and transform your odds of securing investment. Every investment involves an element of risk. Experienced investors will balance their portfolios with investments that carry varying degrees of risk so that they still make money, even if some fail. You shouldn't shy away from tackling the risks associated with your investment opportunity; instead, you need to demonstrate what makes you lower risk than similar deals. The trick here is to present a business idea built on credible forecasting without being too cautious about exploring the potential rewards. In your pitch, you should talk about the great potential of this idea without going over the top. Using your target market data and growth strategies to back

you up, highlight the exciting possibilities and how far this journey could take you all. Just be sure that you can provide the evidence behind your claims and have given yourself a realistic time frame to achieve everything you're promising.

#### **4. Brief Write up on the Programme/Event :**

The department of MBA organized an Business Idea Pitching Competition on 10th March 2022.

“through the IIMT IIC.

The Business Idea Pitching Competition is designed to facilitate the development of great ideas and help those ideas find fulfillment. Participants compete for prizes that include cash, mentoring, and engagement in the incubator process to help develop those ideas.

Ideas judged by a jury of professionals. The ideas is judged by the coordinator of event .The ideas with the most innovative and helpful solution won and mentoring for their idea implementation.

In this event around 43student participate from MBA department and students gives idea on different topics like, Transparent T.V, Ride the Way using gps, "Marriage Bazar, Old Age Shelter Home monitoring device etc.

Topics was related to all the fields like social,environmental and technical. All topics were new and students gave very innovative solution to solve the current issues. The winner of Event are:

- (i) Supriya Sharma -MBA second Year –First Position
- (ii) Rakesh Kumar Kashyap – MBA first Year –Second Position
- (iii) Vimal Kumar –MBA first year- Third Position

#### **5. Learning Outcomes:**

- To motivate students to think about accessibility issues and to include accessibility in their creation of social and technological innovations now and in the future
- To develop cost-effective, practical and innovative concepts, programs, initiatives or designs that address everyday accessibility issues
- We Learned how to test the hypothesis of the problem and the solution with your target market before you build anything.

**6. Budget:** The cost incurred in Organising the event was 7500 INR



**INSTITUTION'S INNOVATION COUNCIL**  
 Ministry of Education, India

**ED Cell**  
 IIMT COLLEGE OF ENGINEERING

**IIMT**  
 COLLEGE OF ENGINEERING  
 Greater Noida  
 — Aim For Excellence —

**IIMT COLLEGE OF ENGINEERING, INNOVATION CELL & DEPARTMENT OF MBA**  
 is Jointly Organizing

# Business Idea Pitching Competition 2022

**Date: 10<sup>th</sup> March, 2022 | Time: 01:30 PM to 05:00 PM**

E-Certificate to All

**Venue : Sarabhai Hall**  
**Email Id : Jitendrasinghal@iimtindia.net**

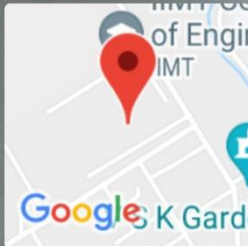
Exciting Prizes

**PATRONS**

<b>Prof. (Dr.) S.S. Tyagi</b> Director IIMT College of Engineering	<b>Prof. (Dr.) S. K. Verma</b> Dean, MBA IIMT College of Engineering	<b>Prof. R. K. Teemar</b> HOD, MBA IIMT College of Engineering	<b>Coordinator</b> <b>Prof. Jitendra Singhal</b> Associate Professor Department of MBA 9910572203, 9560632207
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QR Code:  Scan For Registration

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**Greater Noida, Uttar Pradesh, India**

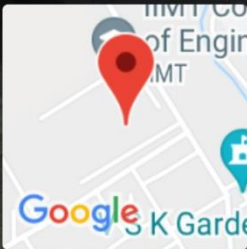
Plot No, IIMT COLLEGE OF MANAGEMENT, 20-A, Knowledge Park III, Greater Noida, Uttar Pradesh 201310, India

Lat 28.481206°

Long 77.491719°

10/03/22 02:40 PM





**Greater Noida, Uttar Pradesh, India**  
Plot No, IIMT COLLEGE OF MANAGEMENT, 20-A, Knowledge Park III, Greater  
Noida, Uttar Pradesh 201310, India  
Lat 28.481293°  
Long 77.491813°  
10/03/22 03:58 PM



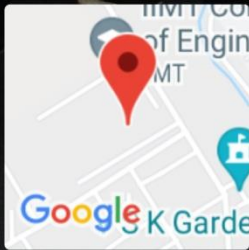
**Greater Noida, Uttar Pradesh, India**

Plot No, IIMT COLLEGE OF MANAGEMENT, 20-A, Knowledge Park III, Greater Noida, Uttar Pradesh 201310, India

Lat 28.481293°

Long 77.491813°

10/03/22 03:58 PM



### Greater Noida, Uttar Pradesh, India

Plot No, IIMT COLLEGE OF MANAGEMENT, 20-A, Knowledge Park III, Greater Noida, Uttar Pradesh 201310, India

Lat 28.48128°

Long 77.491893°

10/03/22 04:00 PM

**HMT COLLEGE OF ENGINEERING  
HC, EDC & DEPARTMENT OF MBA**

JOINTLY ORGANISING BUSINESS IDEA PITCHING COMPETITION ON 10 MARCH 2022  
Section B

Sr. No	STUDENT NAME	FATHER NAME	CONTACT NO.	SIGN.
1	SHOBBANAI JATSWAL	RATESH JATSWAL	7991595107	<i>Shobhna Jaiswal</i>
2	SHUBHAM SHARMA	Anil Kumar	7985171997	Shubhna Sharma
3	VIVEK PANDAY	ARITESH PANDAY	7897890089	Vivek Pandey
4	VIKRANT ARYA	RAJENDRA ARYA	8756497011	<i>Vivek Pandey</i>
5	SURAJ RAJAS	JOGINDER SINGH	9821370492	<i>Judbir</i>
6	VIKRANT SINGH	RANJAN SINGH	889188551	<i>Judbir</i>
7	TULIKA BANERJEE	ASHISH BANERJEE	8808212753	Tulika
8	TAUHIR AHMAD	SUBHAN AHMAD	7004167088	Vinod Kumar
9	VITAL	Brahmorandgupta	7610159737	
10	RAKESH			
11	Vivek Tiwari	Litendra Tiwari	6393452006	Vivek Tiwari
12	Sagar Sahu	R. Sahu	900059186	<i>Sagar</i>
13	Soni Yadav	Rambir Singh Yadav	9717538525	<i>Soni</i>
14	Swati Singh	Ramesh Kumar Singh	7678658463	<i>Swati</i>
15	Sneha Kumari	Harika Kumar Kumari	8291339435	<i>Sneha</i>
16	Tayyaba Zabeen	Shahab Akhtar	9971069764	Tayyaba
17	Shweta	Shashi OM Shukla	7488961867	<i>Shweta</i>
18	SHANKY	RASENDRA SINGH	7982868964	shanky
19		Section A		
20				
21	HAMZA			
22	HIMANI			
23	NAMRATA	SHRISHWAL SINGH	6397535377	Namrata
24	Chandamvedi	Ramkul	8171384981	Chandamvedi
25	Deepthi Tiwari	ARUNKUMAR TIWARI	8375800683	Deepthi
26	Deepshikha	Mangy Kumar		<i>Deepshikha</i>
27	Neha Rai	Panchanand Rai		<i>Neha</i>
28	Mr. Pankaj Kumar	Satyendra Singh	9304866359	<i>Pankaj Kumar</i>
29	Aditya Singh	Somesh K. Singh	9820501906	<i>Aditya</i>
30	Kavayitri Kaur	Tarun Singh	7902883193	<i>Kavayitri</i>
31	Sami Akhtar	Mid. Alamgees	7256004100	<i>Sami Akhtar</i>
32	Salman Ahmad	Naveesh Ahmad	7355712695	<i>Salman Ahmad</i>
33	Anuj	Satish Nagari	9990967720	<i>Anuj</i>
34	Mohit Nagesh	Ajay Singh	8826239168	<i>Mohit Nagesh</i>
35	Dilip Halder	Rohman Halder	9997709209	<i>Dilip</i>
36	Jelith Kataria	Muhammad Kishor	639662331	<i>Jelith Kataria</i>
37	Ashish	Mr. Ram Babu	8958497419	<i>Ashish</i>
38	Khu Jain	Mr. Sanjay Jain	9068594610	<i>Khu Jain</i>
39	Ankita Kumari	Anand K. Pattnaik	9102859747	Ankita
40	Kajal Kumar	Sonal K.	7649096801	Kajal
41	Minakshi Mishra	Bhaskar Mishra	7518474449	<i>Minakshi</i>
42	Amu Riga	Sonny Kumar	8987240046	<i>Amu Riga</i>
43	Harsh Divvedi	Sadashiv Divvedi	9140420161	<i>Harsh</i>

## SESSION ON

### **“Entrepreneurship and Innovation as Career Opportunity”**

The poster is for a workshop organized by the Institution's Innovation Council (IIC), Entrepreneurship Development Cell (ED Cell), and the Department of MBA at IIMT College of Engineering, Greater Noida. The speaker is Mr. Anuranjan Srivastava, CEO of Awasar Trust. The event is held at Sarabhai Hall. Patrons include Dr. S.S. Tyagi, Dr. Sanjay Pachauri, and Dr. Subash Verma. Social media handles for IIC, IIMT, and the group of colleges are provided at the bottom.

A brief Report of the Event

Date: 10<sup>th</sup> December 2021

Time: 11:00AM To 12:30 PM.

#### **13.No of Participants:**

- e) Students -----65
- f) Faculty members--- 10

#### **14.Name and details of the Resource Person:**

- b) Guest Speaker:  
Mr. Anuranjan Srivastava  
CEO, AWASAR TRUST

- b) Event Coordinator:

Dr. Vivek Rastogi, Associate Professor, Dept. of MBA,  
IIMT College of Engineering Greater Noida.

Mr. Ajay Nandan Srivastava, Assistant Professor, Dept.  
of MBA, IIMT College of Engineering Greater Noida.



### **15.Objective:**

- To create awareness about how business entrepreneurship can be planned in accordance with the ideality of the business plan or idea.
- To make students clear about the visibility of their innovative idea that will developed into future prospect.

### **16.Brief Write up on the Programme/Event:**

The event was conducted by ED cell and IIC-IIMT College of Engineering, Gr. NOIDA campus, Uttar Pradesh. This event was coordinated by department of MBA & MCA. The event coordinator Dr. Vivek Rastogi and Mr.Ajay nandan srivastava invited and introduced the guests, followed by The Welcome Note given by Dr. S K VERMA, Dean MBA, Prof, R K TOMAR (HOD-MBA)

The coordinator introduced the speaker to the participants. Speaker shared his knowledge about the event.

The event was hosted in Offline mode, thereby it was attended by more than 75 participants.The vote of thanks Note for the event was given by Dr. K.N. Chaubey thereafter the event was concluded.

### **17.Learning Outcome:**

- Students will know about how to develop entrepreneurship skills for a business idea depending upon the situation.
- This will help students to know about innovation necessary for the business .

### **18.Feedback:**

Most of the participants were satisfied with this Workshop.

### **19.Budget: 4200/-INR**

### **20.Photos of the Session with Labelling :**



GPS Map Camera



**Greater Noida, Uttar Pradesh, India**

Plot No, IIMT COLLEGE OF MANAGEMENT, 20-A, Knowledge Park III,

Greater Noida, Uttar Pradesh 201310, India

Lat 28.481314°

Long 77.491768°

10/12/21 11:50 AM



Business Paradigm Post COVID Scenario



GPS Map Camera



### Greater Noida, Uttar Pradesh, India

Plot No, IIMT COLLEGE OF MANAGEMENT, 20-A, Knowledge Park III, Greater Noida, Uttar Pradesh 201310, India

Lat 28.48128°

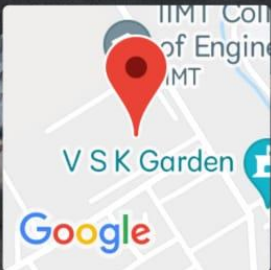
Long 77.491946°

10/12/21 11:52 AM



### Greater Noida, Uttar Pradesh, India

20-A, Knowledge Park III, Greater Noida, Uttar Pradesh 201310, India  
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Long 77.491984°  
10/12/21 12:20 PM



### Greater Noida, Uttar Pradesh, India

Plot No, IIMT COLLEGE OF MANAGEMENT, 20-A, Knowledge Park III,  
Greater Noida, Uttar Pradesh 201310, India  
Lat 28.481314°  
Long 77.491768°  
10/12/21 11:50 AM





Guest interact with the participants

**Objective: (Maximum 100 Words)**

- To acknowledge the students about the significance of entrepreneurship in starting their own business.
- To identify the importance of idea generation for successful running of business and startup

To identify ideas scouted for development of business

**Benefit in terms of learning /skill/knowledge obtained : (Maximum 150 Words)**

For every business to be successful it is required that the planning about it should be done in a manner that it can not face negative consequences. To make business apt. in a current situation it is necessary that its idea should be in accordance with the current time. Entrepreneurship not only helps in developing procedural approach but also help in identifying future challenges related to the same.

A business to be perfect needs a idea full of innovative aspects of its approach with current trends of business words. Not only this but also an idea should consist of past references needed to be changed in current scenario this attempt of an idea will make the business flourish as it will be designed on the basis of its futuristic approach. Entrepreneurship is not only necessary business terms but also essential in terms of economic condition of an organization it will bring out what an organization is about.

FACEBOOK

<https://www.facebook.com/iimtiic/photos/a.104427074807595/429809388936027/?type=3&theater>

INSTAGRAM

TWITTER



## SESSION ON

### “Pitching Events For Ideas Scouted & Linkage With Innovation Ambassador For Mentorship Support”

A brief Report of the Event

The banner features logos for the Institution's Innovation Council, ED Cell (IIMT College of Engineering), and IIMT College of Engineering. It states the event is jointly organized by the IIC, Entrepreneurship Development Cell, and the Dept. of MBA & MCA. The speaker is Dr. Bhaskar Gupta, Innovation Ambassador at the Ministry of Education Innovation Cell (MIC) GOI. Patrons include Dr. S.S. Tyagi, Dr. Sanjay Pachauri, and Dr. Prafulla Ranjan. Contact information for IIMT India and IIC is provided at the bottom.

Date: 25<sup>th</sup> November 2021

Time: 3:30 PM To 04:30 PM.

#### 1. No of Participants:

- a) Students -----80
- b) Faculty members--- 10

#### 2. Name and details of the Resource Person:

##### a) Guest Speaker:

Dr. Bhaskar Gupta Innovation Ambassador Ministry of  
Education Innovation Cell (MIC) GOI

##### b) Event Coordinator:

Mr. Ajay Nandan Srivastava, Assistant Professor, Dept.  
of MBA, IIMT College of Engineering Greater Noida.

Mr. Manikeshwar Rai, Assistant Professor, Dept. of  
MCA, IIMT College of Engineering Greater Noida.

#### 3. Objective:

- To create awareness about how business start-ups can be planned in accordance with the ideality of the business plan or idea.



- To make students clear about the visibility of their innovative idea that will developed into future prospect.

#### 4. Brief Write up on the Programme/Event:

The event was conducted by ED cell and IIC-IIMT College of Engineering, Gr. NOIDA campus, Uttar Pradesh. This event was coordinated by department of MBA & MCA. The event coordinator Mr.Ajay nandan srivastava and Mr. Manikeshwar Rai, invited and introduced the guests, followed by The Welcome Note given by Dr. Prafulla Ranjan, Chairman, ED Cell, Dr. Naveen Sharma (HOD-MCA)

The coordinator introduced the speaker to the participants. Speaker shared his knowledge about the event.

The event was hosted in Offline mode, thereby it was attended by more than 90 participants. The vote of thanks Note for the event was given by Dr. K.N. Chaube thereafter the event was concluded.

#### 5. Learning Outcome:

- Students will know about how to pitch a business idea depending upon the situation.
- This will help students to know about innovation necessary for the business.

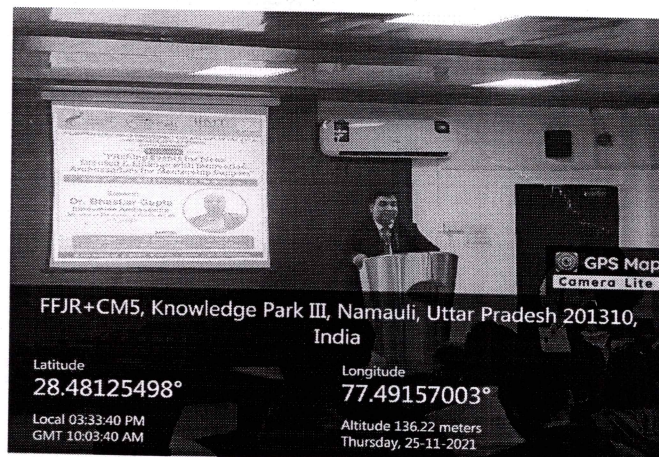
#### 6. Feedback:

Most of the participants were satisfied with this Workshop.

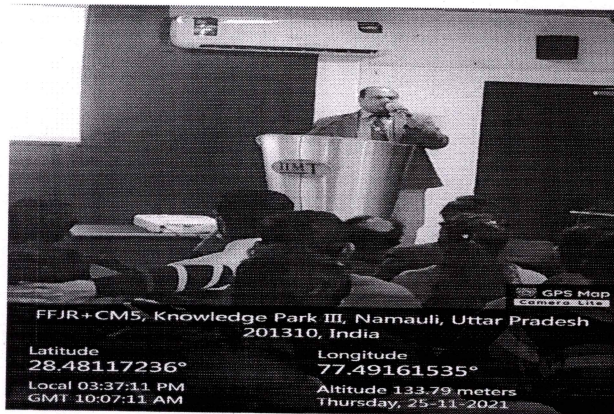
#### 7. Budget: 3200/-INR

#### 8. Photos of the Session with Labelling :

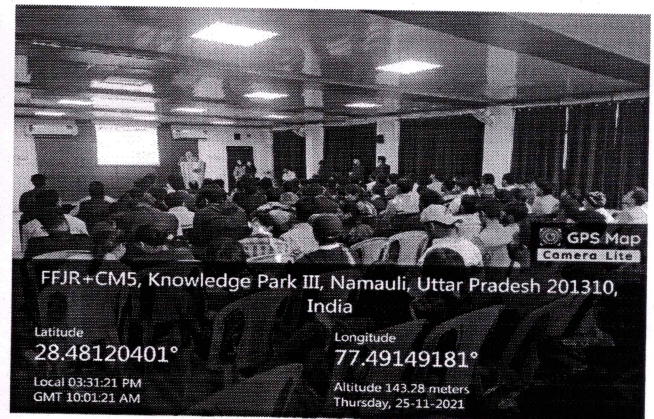
HOD- MBA Welcome the Guest



Guest interact with the participants

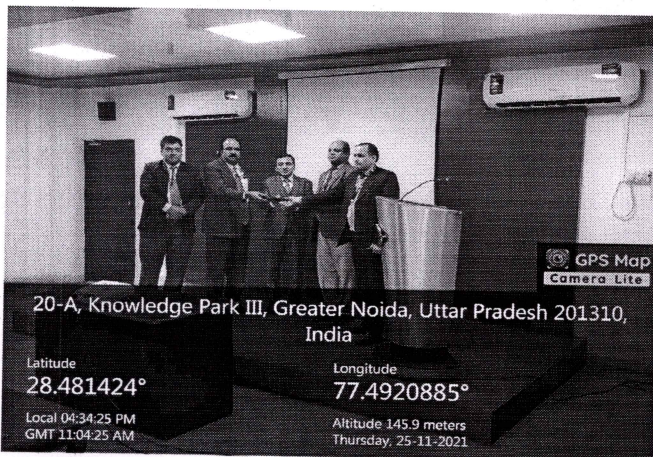


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 GMT 10:07:11 AM Thursday, 25-11-2021

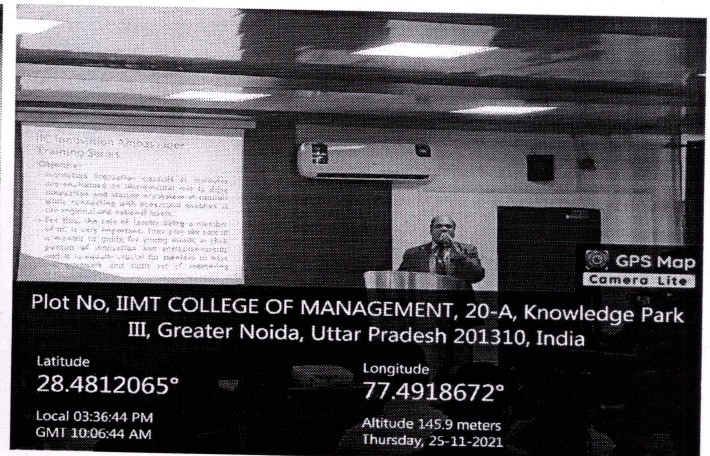


FFJR+CM5, Knowledge Park III, Namauli, Uttar Pradesh 201310, India  
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 GMT 10:01:21 AM Thursday, 25-11-2021

### ONGOING SESSION PHOTOGRAPH



20-A, Knowledge Park III, Greater Noida, Uttar Pradesh 201310, India  
 Latitude 28.481424° Longitude 77.4920885°  
 Local 04:34:25 PM Altitude 145.9 meters  
 GMT 11:04:25 AM Thursday, 25-11-2021



Plot No, IIMT COLLEGE OF MANAGEMENT, 20-A, Knowledge Park III, Greater Noida, Uttar Pradesh 201310, India  
 Latitude 28.4812065° Longitude 77.4918672°  
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### Objective: (Maximum 100 Words)

- To acknowledge the students about the significance of idea pitching in starting their own business.
- To identify the importance of idea generation for successful running of business and startup

To identify ideas scouted for development of business

### Benefit interms of learning /skill/knowledge obtained : (Maximum 150 Words)

For every business to be successful it is required that the planning about it should be done in a manner that it can not face negative consequences. To make business apt. in a current situation it is necessary that its idea should be in accordance with the current time. Pitching of an idea not only helps in

developing procedural approach but also help in identifying future challenges related to the same.

A business to be perfect needs a idea full of innovative aspects of its approach with current trends of business words. Not only this but also an idea should consist of past references needed to be changed in current scenario this attempt of an idea will make the business flourish as it will be designed on the basis of its futuristic approach. Idea pitching is not only necessary business terms but also essential in terms of economic condition of an organization it will bring out what an organization is about.