

REPORT ON THE ALPHA TANK BUSINESS IDEA PRESENTATION COMPETITION

30th March, 2022

The IUJ Innovation and Entrepreneurship Cell, IIEC had organized an inter-departmental business idea presentation competition on 30/3/2022. The competition was organized in two phases. In first phase, entries were invited wherein, student teams could develop and outline of their business idea and submit it to the IIEC in digital format. In all, nine entries were received which were scrutinized and four were selected for final presentation before a panel of judges.

The final presentation round was held on 30/3/2022. The event was conducted in the IIEC Room (Room No 28). The event began with introduction of the IIEC and its objectives by the event host, Ms. Monika Yadav, IIEC faculty member from the ILS. She explained that the IIEC has been set up to create an environment conducive to nurturing innovative and creative ideas from the student community, create linkages with industry and government and offer platform for creation of campus startups. She welcomed all the dignitaries to the event, Prof Dr H P Singh, VSM Hon'ble President, IUJ, Dr. Shweta Jain, Dean, IBS, other IIEC members, faculty from the three schools and the student community present on the occasion. She then invited the President, IUJ to share his views and words of encouragement to the students.

Hon'ble President extended felicitations to the IIEC for organizing the event and expressed hope that with a small and humble beginning, a campus-wide culture of entrepreneurship would emerge to align aspiration of the students with problems and challenges faced by society at both local and national levels. He offered example of how the founders of Infosys got together in a small garage to lay the foundation of one of the world's most respected IT companies, which is admired not only for the technology but also for its strong work and organizational culture, where talented people aspire to work and take the organization forward. He further motivated the students by focusing their attention on new ideas, whether big or small, all have tremendous potential, if they are sufficiently analyzed, discussed and strategized properly. He also brought to the attention of the gathering that the University is making efforts to link student ideas with experts for mentoring and incubation. An E-Conclave has been planned which will bring experts from diverse fields which can be used as a platform to fine-tune and develop ideas. Hon'ble President also invited Mr. Ranonjoy, student of BCA Sem VI to present his experience as a startup founder and awardee of hackathon organized by the Government of India. He was nominated as the Student President of the E-Club of the University.

Subsequently, the participants were invited to make their presentations, Team of Mr. Priyansh Jha and Ms. Garvita Sharma of BBA LLB presented their idea on introduction of organic fertilizers and other assistance to farmer markets through technology. Ms. Kanishka Sharma of BBA LLB Sem II, presented her views on the scope of entrepreneurship and startup opportunities. Third presentation was made by team of Mr. Jai Kumar, Mr. Rohit Jetwani, Mr. Priyansh Mittal and Ms. Mandeep Kaur from IBS. They presented their ideas on offering a platform to tourists visiting various cities to avail personalized guide services. Last presentation was made by Mr. Shlok Beriwal of BBA Sem II of IBS. His idea was based on cutting and polishing of raw diamonds and how mechanized processes can save costs in the industry.

All the presentations were evaluated by expert IIEC faculty panel of Dr. R K Chaurasia of ICFAITech and Mr Nitin Tripathi of ILS. The present students also put questions to the participants which were adequately answered by the participants.

Based on the presentations and Q&A round, the judges awarded 1st rank to the team of Mr.Priyansh Jha and Ms. Garvita Sharma of BBA LLB. They were presented a cash prize by Hon'ble President. Team comprising Mr. Jai Kumar, Mr. Rohit Jetwani, Mr. Priyansh Mittal and Ms. Mandeep Kaur from IBS were adjudged to be runner-up and were presented with a cash prize by Dr. Shweta Jain, Dean IBS.

Offering the vote of thanks, Dr. Vidhu K. Mathur, President of the IIEC acknowledged with gratitude the guidance and motivation extended to facilitate the IIEC by Hon'ble President IUJ. He thanked the University administration in getting the IIEC room organized at short notice. He expressed appreciation for the efforts put in by various faculty members and students in bringing the event together and congratulated the winners. He expressed hope that this event will lay foundation of robust entrepreneurial ecosystem in the campus in the future.

Photos of the event







