



## MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)



**MANGALMAY**  
INSTITUTE OF MANAGEMENT & TECHNOLOGY



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)

**Mangalmay Institute of Management & Technology**

Presents

# The Launch It!

**(Passion, Brainstorm, Launch)**

**An Inter College Business Plan Competition-2024**

**In Association with IIC (Institutional Innovation Council)**

**Date: 22<sup>nd</sup>, 23<sup>rd</sup> & 24<sup>th</sup> May 2024**



Mangalmay Institute of Management & Technology  
Presents

# The Launch It!

## (Passion, Brainstorm, Launch)

An Inter College Business Plan Competition-2024



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### WHY TO PARTICIPATE ?

**Innovate & Solve:** Turn your ideas into reality.

**Own the Stage:** Conquer stage fright and build confidence.

**Teamwork Makes the Dream Work:** Learn collaboration and delegation.

**Be the Change:** Dare to dream and create a better tomorrow.

### COMPONENTS OF THE PRESENTATION

- Creativity
- Market Feasibility & Targeted Markets Financial Viability
- Social Impact
- Presentation Skills
- Eligibility: Open to all Students (PG)
- Participation Fee : None
- Team Size : 1 to 3 Members

### CONTEST FORMAT

- Delivery Mode: Power Point Presentation / Model / Prototype
- Time Limit: For Presentation : 15 Minutes
- 5 Mins for Q & A (Total 20 Minutes)



**22<sup>nd</sup>, 23<sup>rd</sup> & 24<sup>th</sup>**  
May, 2024

Venue: Seminar Hall, Block C

**Note: The idea, Concept, written document, presentation, and all aspects of the presentation must be original work of the team members.**

(Decision made by the jury will be final and binding over the participants)

**Last Date of Submission of the PPT is 22<sup>nd</sup> May 2024.**

### CONTACT PERSON

Dr. Richa Sharma | Mr. Sani Kant Kumar  
9897761116      9818843969

SCAN FOR REGISTRATION



Share the PPT @ [sanikant.kumar@mimt.org](mailto:sanikant.kumar@mimt.org)

Registration Link : [https://docs.google.com/forms/d/13xMlqlaTJAvJD48u39t7knWc6Q1t\\_LRNTRktoEs8X\\_Q/edit](https://docs.google.com/forms/d/13xMlqlaTJAvJD48u39t7knWc6Q1t_LRNTRktoEs8X_Q/edit)

<b>Report</b>	
Name of Activity	<b>The Launch It! Business Plan Competition-2024</b> In association with IIC (Institutional Innovation Council)
Date	22 <sup>nd</sup> , 23 <sup>rd</sup> , 24 <sup>th</sup> May 2024
Venue	Seminar Hall, C Block
Organized by	IIC (Institutional Innovation Council)
No. of Students	80
Resource Person	Dr. Bhaskar Gupta (Dean- Research & Innovation, MGI)
Activity In charge	Dr. Richa Sharma
Objectives	<p>The Objective of the activity are:</p> <ol style="list-style-type: none"> <li>1. <b>Ignite Creativity:</b> Foster innovative thinking and unique business ideas among students.</li> <li>2. <b>Initiate Collaboration:</b> Promote teamwork and collaborative efforts to enhance business plans.</li> <li>3. <b>Inspire Next Generation:</b> Motivate aspiring entrepreneurs to disrupt the conventional business landscape.</li> <li>4. <b>Empower Students:</b> Provide a platform to develop and showcase comprehensive business plans.</li> <li>5. <b>Enhance Presentation Skills:</b> Improve students' ability to effectively present and pitch their ideas.</li> </ol>
Content	<p><b>Day 1</b> : On May 22, 2024, Mangalmai Institute of Management &amp; Technology launched "The Launch It! Business Plan Competition-2024" with a workshop on "How to Make &amp; Present a Business Plan," led by Dr. Bhaskar Gupta, Dean of Research &amp; Innovation. This interactive session provided MBA students with essential insights into creating comprehensive business plans, covering market analysis, organizational structure, marketing strategies, and financial projections.</p> <p>Dr. Gupta also emphasized effective presentation skills, allowing participants to brainstorm, develop mini business plans, and receive valuable feedback. This workshop laid a strong foundation for the competition, fostering innovation, practical learning, and networking among students.</p> <p>The competition spanned three days, featuring vibrant business plan presentations on</p>

	<p><b>Day 2</b> saw students showcased innovative ideas with business plan competition, such as algae commercialization and mobile phone safety apps. Distinguished guests, including Dr. Ruchika Gupta and Dr. Ajay Pratap Singh, attended the event, which highlighted the students' creativity and entrepreneurial spirit.</p> <p><b>Day 3</b> focused on interactions with judges, detailed feedback, and the announcement of winners. Sachin Kumar Verma and Katyayan won first place with their project "Kisan Sevak," followed by Payal, Harsh, and Fahad's "Check-In Audit System" in second place, and David and Raushan's "Secure" in third. The competition concluded with a grand closing ceremony, felicitation, and certificate distribution, celebrating the participants' hard work and innovation.</p> <p>.</p> <p>.</p>
Outcome of Activity	<p>A few outcomes for the Business Plan Competition Plan were :</p> <ol style="list-style-type: none"> <li>1. <b>Enhanced Entrepreneurial Skills:</b> Students developed comprehensive business plans, improving market analysis, organizational, and financial skills.</li> <li>2. <b>Improved Presentation Abilities:</b> Participants learned to present ideas clearly and confidently, enhancing their communication skills.</li> <li>3. <b>Innovative Business Ideas:</b> The competition highlighted creative projects like "Kisan Sevak" and "Check-In Audit System."</li> <li>4. <b>Networking Opportunities:</b> Students connected with industry experts and peers, fostering valuable professional relationships.</li> <li>5. <b>Recognition and Motivation:</b> Awards and certificates motivated participants to pursue and innovate further in their entrepreneurial journeys.</li> </ol>

## Glimpses of the Business Plan Competition



**Day 1 : A Riveting Workshop by Dr. Bhaskar Gupta, (Dean- Research) on “ How to prepare, plan and pitch a Business Plan for students of management, engineering, pharmacy, B. Ed students.**



**Day 2 : Formal Inaugural Session with Director MIMT, Director IQAC, Dean Research, HOD and faculty members gracing the occasion. 11 Teams battle it out with their presentation.**



Day 3 : Judges Interaction and Results. Closing, Felicitation and Certificate Distribution

### Beneficiary List

MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY  
(Approved by AICTE, New India & Affiliated to JNTU, Lucknow)  
 Knowledge Park-II, Greater Noida (U.P.)

**List of Beneficiaries**

Date: 25/12/24  
 Name of the Activity: Judgement & felicitation  
 Activity Incharge/Coordinator: Mr. Sanjiv Kaur

S. No.	Name	Class/Sec	Signature
	Navan Shukla	MBA-B	[Signature]
	Aarti Tragi	MBA-B	[Signature]
	Rishabh Mishra	MBA-C	[Signature]
	Shubham Kumar	MBA-B	[Signature]
	Hema	MBA-B	[Signature]
	Nikhil Singh	MBA-C	[Signature]
	Ishant Kushwah	MBA-C	[Signature]
	Puneet Kushwah	MBA-B	[Signature]
	Abhishek Sharma	MBA-B	[Signature]
	Gurjot	MBA-A	[Signature]
	Kajal Pandit	MBA-A	[Signature]
	Anchal Singh	MBA-A	[Signature]
	Muskan	MBA-A	[Signature]
	Roshan Saha	MBA-A	[Signature]
	Arisha Jaiswal	MBA-C	[Signature]
	Priya Kumari	MBA-C	[Signature]
	PARAD KUMAR SINGH	MBA-C	[Signature]
	David Singh	MBA-D	[Signature]
	Pooja Tiwari	MBA-D	[Signature]

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**List of Beneficiaries**

Date: 27 May 2024  
 Name of the Activity: Prac seminar: Business plan competition  
 Activity Incharge/Coordinator: Mr. Sanjiv Kaur

S. No.	Name	Class/Sec	Signature
01.	Vishaljeet Pandey	MBA/F	[Signature]
02.	Ahanna Kumar,	MBA/F	[Signature]
03.	Piyush Ranjan.	MBA/F	[Signature]
04.	Anamika Kumar.	MBA/F	[Signature]
05.	Sachin Kumar Sharma	MBA/B	[Signature]
06.	KM. Anshika	MBA/C	[Signature]
07.	Neel Singh	MBA/C	[Signature]
08.	Chirag Goyal	MBA/C	[Signature]
09.	Anshu Sharma	MBA/C	[Signature]
10.	Anil Kumar	MBA-F	[Signature]
11.	Shreyas Singh	MBA	[Signature]
12.	Neha Singh	MBA-B	[Signature]
13.	Digvijay Singh	MBA-A	[Signature]
14.	Adarsh Gupta	MBA/A	[Signature]
15.	Gyovind Kr. Pathak	MBA/C	[Signature]
16.	Anshu Singh	MBA/B	[Signature]
17.	Rangam Shukla	MBA/C	[Signature]
18.	Tanya Singh Duggal	MBA/C	[Signature]
19.	Deepali Singh	MBA/C	[Signature]
20.	Komal Sharma	MBA/C	[Signature]
21.	Danya Tiwari	MBA/B	[Signature]
22.	Priya Kumari	MBA/C	[Signature]
23.	Kunal Sharma	MBA/D	[Signature]



List of Beneficiaries

Date: 28/05/24

Name of the Activity: How to prepare proposal for a business plan.

Activity Incharge/Coordinator: Mr. Sarin

S.No.	Name	Class/Sec	Signature
1	Navneet Chakola	MBA-B	Navneet
2	Sumit Yadav	MBA-C	Sumit
3	Vanika Saini	MBA-A	Vanika Saini
4	Pooja Shrivastava	MBA-B	Pooja
5	Rishi Singh	MBA-B	Rishi Singh
6	Shreshth Gupta	MBA-B	Shreshth
7	Pragya Pandey	MBA-B	Pragya
8	Anshika Shukla	MBA-A	Anshika
9	Ashwini Mishra	MBA-A	Ashwini
10	Anchal Chatterjee	MBA-B	Anchal
11	Ashika	MBA-C	Ashika
12	Jyoti Kumar	MBA-C	Jyoti
13	Shub	MBA-C	Shub
14	Vishal Sharma	MBA-C	Vishal
15	Ashish Pratap Singh	MBA-B	Ashish
16	Shreshth Chatterjee	MBA-A	Shreshth
17	Yashvi Nigam	MBA	Yashvi
18	Dharmendra Dubey	MBA-C	Dharmendra
19	ADARSH SINGH KUMAR	MBA-B	Adarsh
20	Noopur Vary	MBA-C	Noopur
21	Vaishnavi Rai	MBA-B	Vaishnavi
22	Anchal Singh	MBA-C	Anchal



List of Beneficiaries

Date: 28/05/24

Name of the Activity: Preparation of Business Plan Competition

Activity Incharge/Coordinator: Mr. Sarin

S.No.	Name	Class/Sec	Signature
1	Rohit Mishra	MBA-B	Rohit
2	Abhishek Mishra	MBA-B	Abhishek
3	Satyajit		
4	Sangam Chaturvedi	MBA-C	Sangam
5	Komal Sharma	MBA-C	Komal
6	Anshika Chatterjee	MBA-B	Anshika
7	Anshika Chatterjee	MBA-B	Anshika
8	Anshika Chatterjee	MBA-B	Anshika
9	Ashika	MBA-C	Ashika
10	Ashika	MBA-C	Ashika
11	Ashika	MBA-C	Ashika
12	Anjali Singh	MBA-C	Anjali
13	Anjali Singh	MBA-C	Anjali
14	Rishi Raj	MBA-A	Rishi
15	Sakshi Kumar	MBA-B	Sakshi
16	Dharmendra Dubey	MBA-C	Dharmendra
17	Pragya Kumar	MBA-B	Pragya
18	Rishi Singh	MBA-B	Rishi
19	Shreshth Gupta	MBA-B	Shreshth



List of Beneficiaries

Date: 28/05/24

Name of the Activity: How to prepare, plan & pitch a business plan.

Activity Incharge/Coordinator: Mr. Sarin

S.No.	Name	Class/Sec	Signature
1	Bharat Sharma	MBA-A	Bharat
2	Komal Kumar	MBA-A	Komal
3	Ashik Tyagi	MBA-B	Ashik
4	Vishal Yadav	MBA-B	Vishal
5	ANUSH DEVI	MBA-A	Anush
6	ANUSH DEVI	MBA-A	Anush
7	Kajal Pandit	MBA-A	Kajal
8	Anchal Singh	MBA-A	Anchal
9	Lucky	MBA-B	Lucky
10	Hina	MBA-B	Hina
11	Shubham Kumar	MBA-B	Shubham
12	Nishit Singh	MBA-C	Nishit
13	Katayun	MBA-B	Katayun
14	Pranshu Mishra	MBA-B	Pranshu
15	Shreshth Mishra	MBA-C	Shreshth
16	Adarsh Gupta	MBA-A	Adarsh
17	Gyanika Shukla	MBA-B	Gyanika
18	Pragya Kumar	MBA-A	Pragya