

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

The Launch It!

(Passion, Brainstorm, Launch)

An Inter College Business Plan Competition-2024

In Association with IIC (Institutional Innovation Council)

Date: 22nd,23rd & 24th May 2024





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)



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)



22nd,23rd & 24th

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 22rd May 2024.

CONTACT PERSON

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



Share the PPT @ sanikant.kumar@mimt.org

Registration Link: https://docs.google.com/forms/d/13xMlqlaTJAvJD48u39t7knWc6Q1t_LRNTRktoEs8X_Q/edit

Report			
Name of Activity	The Launch It! Business Plan Competition-2024 In association with IIC (Institutional Innovation Council)		
Date	22 nd , 23 rd , 24 th 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	The Objective of the activity are:		
	 Ignite Creativity: Foster innovative thinking and unique business ideas among students. Initiate Collaboration: Promote teamwork and collaborative efforts to enhance business plans. Inspire Next Generation: Motivate aspiring entrepreneurs to disrupt the conventional business landscape. Empower Students: Provide a platform to develop and showcase comprehensive business plans. Enhance Presentation Skills: Improve students' ability to effectively present and pitch their ideas. 		
Content	Day 1: On May 22, 2024, Mangalmay Institute of Management & Technology launched "The Launch It! Business Plan Competition-2024" with a workshop on "How to Make & Present a Business Plan," led by Dr. Bhaskar Gupta, Dean of Research & 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. 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. The competition spanned three days, featuring vibrant business plan presentations on		

Day 2 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.

Day 3 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.

Outcome of Activity

A few outcomes for the Business Plan Competition Plan were:

- 1. **Enhanced Entrepreneurial Skills**: Students developed comprehensive business plans, improving market analysis, organizational, and financial skills.
- Improved Presentation Abilities: Participants learned to present ideas clearly and confidently, enhancing their communication skills.
- Innovative Business Ideas: The competition highlighted creative projects like "Kisan Sevak" and "Check-In Audit System."
- Networking Opportunities: Students connected with industry experts and peers, fostering valuable professional relationships.
- Recognition and Motivation: Awards and certificates motivated participants to pursue and innovate further in their entrepreneurial journeys.

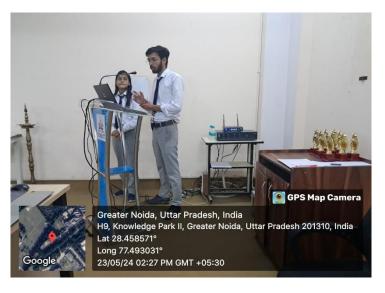
Glimpses of the Business Plan Competition





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

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Date: 22/05/24

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