

# Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE & Affiliated With GGSIP University)

## DOSSIER

*On*

Start Up Contest

*On*

October 14, 2017

Organized By

Centre for Idea, Innovation, Incubation and Entrepreneurship

(CIIE), RDIAS



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Ms. Rashmi Jain

Student of BBA Sem (V) E A

Dr. Irameet Kaur  
Chairperson, Literary Club

Prof. (Dr.) Raman Garg

Director (Officiating), RDIAS

## FORM A

### Proposal:

- Name of the event Attended: Start Up Contest
- Date: October 14, 2017
- Time: 01:00 pm to 04:00 pm
- Venue: Lecture Theatre, RDIAS
  
- Motivation for the activity: The main motivation behind this contest was to provide expert guidance to students who are just in the beginning, where their ideas are raw. But actually they don't have clue from where to start. During a Startup Contest Expert had taught them how to craft a solid business model. Expert and Judges who have not only provided their insights but also showed the path regarding how to fix the flaws.
  
- Organized by: Centre for Idea, Innovation, Incubation and Entrepreneurship

## FORM B

### Part 1

Aim of the event:

Startups have been the flavour of the season over the last few years for the Indian markets. And Innovation is a key driver for economic growth and prosperity. A large share of sustainable economic growth can be attributed to innovation. The Startup Contest aims at providing an opportunity to all those aspirational entrepreneurs to showcase their exceptional work. All the participants got a chance to present their ideas and the winners have got certificate and gifts, and also an opportunity to engage and network with the Chief Judge and other two Judges of the Event.

### Part 2

Abstract:

A startup company (startup or start-up) is an entrepreneurial venture which is typically a newly emerged, fast-growing business that aims to meet a marketplace need by developing a viable business model around an innovative product, service, process or a platform. A startup is usually a company designed to effectively develop and validate a scalable business model. Economy have given the rise of startup incubators and accelerators, the availability of funding for early-stage startups, and the fact that big companies everywhere are buying startups instead of focusing on in-house innovation.

The students chose topics like Healthy food, Chirpy Chirp, Jobneed.com, Parking Problem in Delhi etc. Participation was in both ways as an individual and two members in a group made presentations. The criteria for the judgment were Attractiveness of the Market Opportunity, Value Created by the New Product or Service, Competitive Advantage of the Proposed Venture, Operational And Technological Viability, Capability Of The Management Team, Capital Requirements And Financial Forecast etc.

The Chief Judge was Mr. Suneel Gupta, Director (Sales and Marketing), Magna Powertrain followed by Mr. Sunil Yadav, Assistant Professor, RDIAS and Ms. Akanksha Bahrdwaj, Assistant Professor, RDIAS

The winners of the activity were-

First Position - Mr. Shivansh Bhardwaj BBA 4 M B

Second Position – Mr. Bharat Tyagi MBA 1 M A

Third Position – Ms. Megha Katoch MBA 1 M A

Mr. Suneel Gupta, Director (Sales and Marketing), Magna Powertrain, address the students, emphasized on understanding the concept of Entrepreneurship. Students eagerly asked him their doubts and with a lot of optimism and practicality he answered them all.

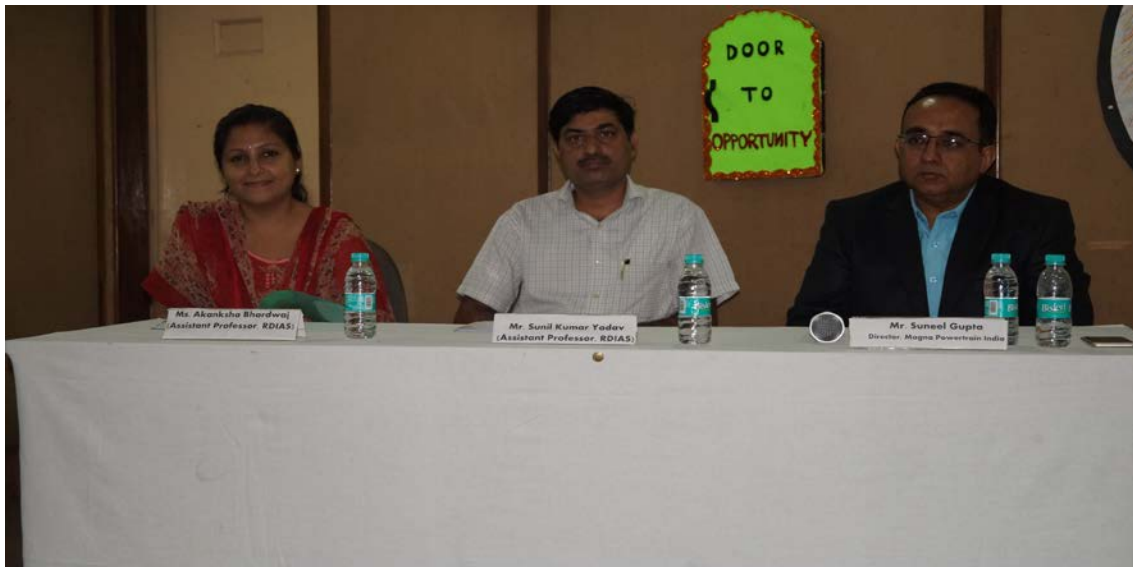
The session ended with the judges giving their valuable feedback to the students followed by prize distribution to the winners.

### Part-3

#### Conclusion:

Activities such as Start Up contest initiate the thought process in students and pull them out of their normal academic routine. Start Up contest help students to explore their entrepreneurial skills. These types of activities also help the students to get an exposure from eminent experts, which further help them to nurture their plan in a right direction. As students have to come up with innovative products and techniques for preparing a unique start up idea. The session was an eye opener for all the other students to come up with their business ideas as well. The event was successfully completed.

Long Lasting Moments of Visit..!!



Eminent judges of the contest..!!



Participant is presenting his start up idea..!!



Participant is presenting her start up idea..!!



Finally the winners and student coordinators of the contest..!!