



RUKMINI DEVI

Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



An ISO 9001 : 2015 Certified Institute

DOSSIER

On

Business Plan Competition

Centre for Idea , Innovation , Incubation and Entrepreneurship – CIIE, RDIAS

On

October 20 , 2018



S.NO.	Particulars	Pg.No.
1.	Form-A : Proposal to organize an event	3
2.	Form B :	
	Part I - Aim of the event	4
	Part II - Abstract	4-5
	Part III - Conclusion	6

Mr. Harminder Singh

Asst. Professor, RDIAS

Prof.(Dr.)Raman Garg

Director, RDIAS

FORM A

Proposal :

- **Name Of the event to be organized :** Business Plan Competition
- **Date :** October 20 , 2018
- **Time :** 1:30 Pm to 5:30 Pm
- **Venue :** Lecture Theater, RDIAS
- **Organized By:** Centre for Idea , Innovation , Incubation and Entrepreneurship – CIIE, RDIAS
- **Motivation for the activity :** · The CIIE, RDIAS with an objective of promoting and nurturing entrepreneurship amongst students, held an Inter College Business Plan Competition on 20th October, 2018 . The competition was held in two rounds where the first round received 32 entries of which 11 teams were shortlisted to make their presentations in the final stage round, before the esteemed panel of Judges that included Mr. Vijay Pratap Singh Aditya- CEO Ek Gaon, Dr. M.S. Farooqi- Executive Director , AUCIIE and Mr. Arpit Agarwal- Principal, Blume Ventures. The teams who made their presentations were from various far away parts of the country and all the presentations received valuable feedback from the judges

Form B

Part 1

Aim of the event :

At RDIAS, we aim at bringing the best of the competitive spirit and allow talent to be showcased at its peak. The aim of the event was to bring together participants from various colleges and background and present their business plans which were then analyzed on the basis of their practicality and were assessed accordingly. Emphasis was given to promote a healthy competition among the participants.

Part 2

Abstract :

- The event began by the introduction of the esteemed judges present there namely Mr Vijay Pratap Singh Aditya, Dr. Ms Farooqi and Mr. Arpit Aggarwal.
- Presentation followed the introduction and team members started presenting their ideas. Out of the several top three were to be awarded Rs7,500 , Rs 5,000 and Rs 3,000 Respectively
- Sahil Kaul and Varonika Kour from The Business School, University of Jammu presented a business plan titled "SiteHunt" Treasuring Deals for Your Special Occasions" Their Idea regarding SiteHunt was a one Stop online Marketplace that lets you search all available venues in your preferred location on a given Date with all details about the Venue, Its Booking & Customer ratings and that too with 24x7 Availability. one can easily customise their search as per their Dates, Location, Budget, Gathering and much more without spending much of their Physical and Financial energy & that too with just a simple Click at Home at anytime. SiteHunt help one to Search efficiently but also suggest Best Deals from Decors, Caterers, Planners, Designers and many more one can think of tailored just for one keeping one's Budget constraints in Mind.
- Tamanna Madan and Megha katoch from RDIAS presented an idea titled Elderly Care. Their idea aimed at providing Senior care consultancy ,Home retrofitting/remodeling, Travel company, Home services ,Nutrition/exercise consultant, Non-medical in-home care, Medical claims assistance, Senior transportation services for the elderly people
- Muskan Goyal,Purva Gulati,Kritika Rana from IGDTU presented their idea titled Project Gulkaari. According to the team Gulkaari is identified as a tool through which they would create the first generation of female breadwinners in their target community, i.e., Rohingya refugees residing in Delhi. The main objective of their project is to help the women create their own business of embroidered and stitched goods by training them in these skills and creating a market for the products. The project, thus, creates women entrepreneurs. The purpose of the project is to break the social stigmas in society surrounding these refugees and to uplift the oppressed of the oppressed. They aim at creating more job opportunities and instill a feeling of acceptance, confidence and independence in those working with Gulkaari. The aim of the project is also to promote sustainability and to incorporate sustainable goals with fashion trends. The business model is, therefore, based on social entrepreneurship and follows the triple bottom line as it creates a social, economic and ecological impact.
- Last but not the least, questions and answers were entertained by the judges who also presented their viewpoints on each and every business plan presentation.

Part 3

Conclusion

The event witnessed some great business ideas from aspiring minds of the participants. First position with a cash award of INR 7,500/- was awarded to Muskan Goyal, Purva Gulati, Kritika Rana from IGDTU. The Second position with a cash award of INR 5000/- was awarded to Tamanna Madan and Megha katoch from RDIAS and finally the third position with a cash award of INR 3000/- was awarded to Sahil Kaul and Varonika Kour from The Business School, University of Jammu. Event ended on a good note.

SnapShot



Felicitation of Mr. Arpit Aggarwal from Blume Ventures



Presentation by Team 11 from Indira Gandhi Delhi Technical University for Women, New Delhi



. Guest Of Honour Enlightening students



Winner of 3rd cash prize Rs.3000 The Business School, University of Jammu, Jammu



Winner of 2nd cash prize Rs. 5000 Rukmini Devi Institute of Advanced Studies



. Winner of 1st cash prize Rs 7500 Indira Gandhi Delhi Technical University for Women, New Delhi



Group photograph of all participants and judges



CIIE Chairperson presenting token of respect and gratitude to guest



Felicitation of Dr. M. S. Farooqi from CIIE, Ambedkar University