

## **Business Magnato, The Entrepreneurship Fest (26-28 Oct, 2017)**

**Cluster Innovation Centre, University of Delhi**

*In collaboration with*

**Centre for Science Education & Communication, University of Delhi**

**Introduction:** Cluster Innovation Centre, University of Delhi hosted its annual Entrepreneurship Fest in collaboration with Centre for Science Education & Communication on 26-28 Oct, 2017. In this fest, more than 140 students from various institutes like IIM(A,B,C,I,K,R), ISB-H, FMS-DU, FMS-BHU...etc participated in various events and competitions. During the fest, several activities ranging from **B-Plan competition** to **Building-up Professional Profile** where they learnt a lot of marketing tactics, business development insights and professional profile hacks from industry experts.

**Acknowledgment:** There have been a lot of faces behind this successful event. First of all we would like to thank our host institute, **Cluster Innovation Centre** for allowing us to organize this event. We would like to express our special gratitude to our organizing sponsor, **Centre for Science Education & Communication, University of Delhi** for all their support in making this event great.

We are highly indebted to our **Mentor and Head organizer** of this event, **Dr. Deepika Bhaskar** (Coordinator, Centre for Science Education & Communication, University of Delhi) for her guidance and constant supervision during the whole program.

Our thanks and appreciation also go to our mentor, **Prof. Shobha Bagai** (Program Coordinator, Cluster Innovation Centre, University of Delhi) for her support in organizing this event.

We would like to express our special thanks to all the volunteers for investing their efforts and time in making this event successful.

**Events & Competitions:** This Entrepreneurship Fest was designed to give an indelible experience with a lot of competitions and challenges to participants so that they can feel the heat of starting something new. Following events took place during the fest

1. Analyze: The case Study Challenge
2. The B-Plan Competition
3. Marketing Mogul (The marketing drill and workshop)
4. 3 Word Idea (Ideation workshop)
5. Building up Professional Profile and Interview Hacks by Mr. Puneet Raman

### **Guest Speakers:**

1. Mr. Anshumali Saxena ( CreativeEye )
2. Mr. Rajesh Saluja ( Lunawat & Co.)
3. Mr. Puneet Raman ( Pro Wisdom Growth)
4. Mr. Jaspal Singh (Director, Fenza Exhibitions)
5. Mr. Pallav Kumar (Director. Fenza Exhibitions)

**Feedback from Participants:** All the participants had a nice and indelible experience during this fest. We did some experiments with traditional formats of entrepreneurship fests and B-Plan competitions to make it more knowledge and network intensive so we introduced some more challenges to make it little bit more difficult. We implemented this plan successfully and our participants liked this format.

Along with participants, our guest speakers also appreciated our fest for being innovative and unique. They also enjoyed to evaluate creative but difficult competitions and challenges during the fest.

**The road ahead:** The main motive behind this fest was to promote the spirit of Entrepreneurship at both CIC and DU level. This kind of events are the platform for budding entrepreneurs for validating their idea, networking, getting reviews and feedbacks and to share resources. We want to keep this spirit alive in future as well. Here at CIC, we are committed to promote Innovation and Entrepreneurship so our plan is to be a catalyst for university entrepreneurs. Some of our guest speaker and jury members also suggested us to start an initiative to promote E-ship at DU and they also shown their interest in being a mentor and coach at this platform. In near future we are planning to start an Entrepreneurship Club at CIC to link the academia with industry and to provide essential support to budding entrepreneurs.