



**CIBMRDS INSTITUTION'S INNOVATION COUNCIL (IIC)**  
**IIC 6.0 CALENDER ACTIVITIES FROM ACADEMIC YEAR 2023-24**  
**Semester II Quarter-3-Celebration Activity**  
**IIC Cell of CIBMRD Celebration of International Women's Day on 12<sup>th</sup> March 2024.**

**Thrust area: Prototype, Design, Process Development for Business Model/Process/Services**

<b>Activity Name</b>	Celebration of International Women's Day
<b>Date of Activity</b>	12 <sup>th</sup> March 2024
<b>Mode of Conduct</b>	Physical (Offline)
<b>Time</b>	One Day
<b>Mandatory/Elective</b>	Mandatory
<b>Participants</b>	60 students + 10 faculties
<b>Online Resource</b>	<a href="https://www.youtube.com/watch?v=Ot-9rceG_z4">https://www.youtube.com/watch?v=Ot-9rceG_z4</a>
<b>Description</b>	<p>Vidya Shikshan Prasarak Mandal's AHE Central Institute of Business Management, Research &amp; Development, Nagpur through its IIC Cell celebrated International Women's Day on 8<sup>th</sup> March 2023.</p> <p>Objective of this session is to recognize and felicitate women's contributing as an entrepreneur/innovator. To motivate young students to engage in Innovation and Entrepreneurship and be an innovator for better future of India and its sustainable and inclusive growth.</p> <p>Session speaker was Dr. Anita Rao, Founder of Nagarjuna Ayurvedic Treatment Center, 2002 a Kerala Based Treatment Center, Nagpur, India. Madam started her session by sharing her journey and how she got an idea and motivation to get into this business. She extensively did research, interact with business persons also did surveys etc. before enter into this business. Madam also shared how many issues and challenges she faced and how she overcome with this. One important mantra she always remember like if you really have courage to learn something then you can learn from children also, so try to adopt something from your surroundings and nearby people, learn-relearn-unlearn and the cycle goes on. Madam also continuously in touch with market people and gain knowledge about what's happing in the market and how to compete with competitors.</p> <p>All the students and faculty members took active participation. Celebration was summed up by Dr. Krunal Parekh who conducted the entire event as the IIC convener of the event and proposed a vote of thanks.</p>

**Dr. Krunal Parekh, Convener- Institution's Innovation Council (IIC), CIBMRD, Nagpur (M.S.)**

