



CIBMRDs Institution's Innovation Council (IIC 6.0) - SELF DRIVEN activities for academic year 2023-24

"Business Mantra: Your Gateway to Becoming a Trusted Entrepreneur" on dated 12th August 2024

Semester 2

Quarter 4

THEME	Startup/Entrepreneurship
ACTIVITY NAME	"Business Mantra: Your Gateway to Becoming a Trusted Entrepreneur"
MODE OF CONDUCT	Offline
TIME	One Day
MANDATORY/ELECTIVE	Self-Driven activity
PARTICIPANTS	31 Students + 5 Faculty
ONLINE RESOURCE	Not taken
Description	<p>Vidya Shikshan Prasarak Mandal-AHE's Central Institute of Business Management, Research & Development, Nagpur organized a self-driven activity titled "Business Mantra: Your Gateway to Becoming a Trusted Entrepreneur" for its management students on 12th August 2024. The objective of the session was to inspire students to research and present innovative business ideas and to equip them with the skills needed to transform those ideas into successful startups.</p> <p>The session was led by Dr. Amishi Arora, Principal and President of the Institution's Innovation Council (IIC), CIBMRD, Nagpur. Dr. Arora emphasized the most in-demand skills for management graduates, highlighting how these essential skills not only benefit daily life but also play a crucial role in shaping aspiring entrepreneurs.</p> <p>Key life skills discussed in the session included:</p> <ol style="list-style-type: none"> 1. Decision-Making 2. Communication 3. Focus and Self-Control 4. Positive Thinking 5. Problem-Solving 6. Critical Thinking 7. Self-Confidence 8. Leadership <p>Dr. Arora shared real-life examples, engaged the students in brainstorming sessions using entrepreneurial movie dialogues, and explored case studies on business giants like the Tata Group and Reliance Industries. He encouraged students to observe and research existing products of their choice and start developing their own ideas. The session concluded with an interactive Q&A, where students actively participated by asking insightful questions.</p>

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

