



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

Independence Day online Quiz Competition on dated 14th August 2024

Semester 2

Quarter 4

THEME	<i>Entrepreneurship</i>
ACTIVITY NAME	<i>Independence Day online Quiz Competition</i>
MODE OF CONDUCT	<i>Offline</i>
TIME	<i>One Day</i>
MANDATORY/ELECTIVE	<i>Self-Driven activity</i>
PARTICIPANTS	<i>40 Students + 3 Faculties</i>
ONLINE RESOURCE	<i>Not Taken</i>
Description	<p><i>Vidya Shikshan Prasarak Mandal's AHE's Central Institute of Business Management, Research & Development, Nagpur organized an online Independence Day Quiz Competition for its management students on 14th August 2024. The objective of the competition was to raise awareness about India's progress, particularly in the areas of entrepreneurship and innovation.</i></p> <p><i>Dr. Krunal Parekh delivered the introductory remarks, highlighting the efforts of the institute's IIC (Institution Innovation Council) in nurturing budding entrepreneurs. Following the competition, students actively shared their views and engaged in discussions on key business topics, including:</i></p> <ol style="list-style-type: none"> <i>1. Targeting strategies of multinational companies.</i> <i>2. Comparison of products or services with competitors.</i> <i>3. Pricing strategies.</i> <i>4. Analysis of marketing and social media strategies.</i> <p><i>In closing, Dr. Parekh congratulated the students for their participation and encouraged them to apply these insights when developing business ideas and proofs of concept.</i></p>

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



