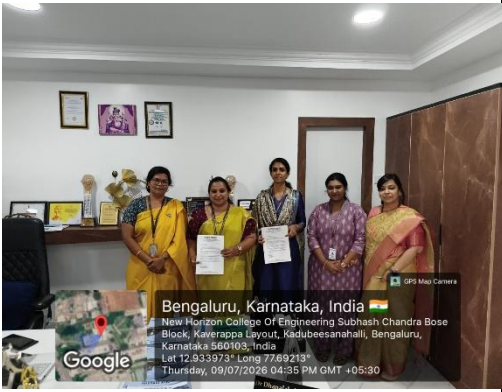


Department of Management Studies

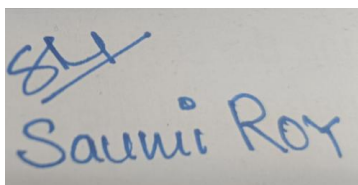
IIC Activity Report

Quarter No	IIC 8.0 – Quarter 4		
Thrust Area	Awareness about Startup and related Ecosystem		
Mandatory/Elective	Mandatory		
Social Media Link (Linked in/Facebook/Instagram/Twitter)	https://x.com/NHCEOfficial/status/2080283079546220805 https://www.linkedin.com/feed/update/urn:li:activity:7486048326489071616		
Video Link (Minimum Five Minutes Video)	https://drive.google.com/file/d/1-WVxUuSaLGTUt92db2WzWU7A4oWdBk86/view?usp=sharing		
Program Driven by	Department Of Management Studies, ED & Start up Club In Association With Institute Innovation Council		
Type of Activity	IIC Activity		
Activity Name	Intra Institutional Startup Competition		
Program Type	Level - 4		
Program Theme	Entrepreneurship & Start up		
Mode of Conduct	Offline	Blended	Online
Time	From: 9:00 am		To: 4:55 pm
Dates	Starting: 09-07-2026		Ending: 10-07-2026
Number of student Participants	180		
Number of Faculty Participants(As Many)	3		
Number of External Participants	NIL		
Expenditure Amount ,If any	Nil		
Remarks	Successfully organized IIC activity		
Objective(100 words)	1. Encourage students to identify real-world problems, develop innovative		

	business ideas, and cultivate entrepreneurial thinking. - Enhance students' ability to prepare business models, conduct market analysis, develop financial plans, and effectively pitch their startup ideas. - Provide a platform for interdisciplinary teamwork, creativity, mentorship, and constructive feedback to transform ideas into viable business ventures.
Benefit in-terms of learning/skill/knowledge obtained (150 words)	The Intra-Institutional Business Plan Competition, conducted on 9th and 10th July, provided students with valuable experiential learning by enabling them to transform innovative ideas into structured business plans. Participants enhanced their entrepreneurial competencies by applying concepts such as opportunity identification, market analysis, value proposition development, financial planning, and business model design. The event also strengthened essential soft skills, including teamwork, communication, critical thinking, problem-solving, and presentation skills through live pitching sessions. The evaluation and constructive feedback from the distinguished jury—Dr. Priya Thomas, Associate Professor, Department of Computer Applications; Dr. Sonia Marie Dsouza, Associate Professor, Department of Artificial Intelligence & Machine Learning; and Dr. Sudhakiran Ponnuru, Associate Professor, Department of Electronics and Communication—provided multidisciplinary insights that helped participants refine their business ideas and improve their strategic thinking. Overall, the competition increased students' confidence, fostered innovation, and enhanced their readiness to pursue entrepreneurship and participate in higher-level startup and innovation competitions.
Key outputs/ Measurable Parameters (150 words)	- The competition witnessed active participation from student teams across the institution, resulting in the development and presentation of innovative business plans addressing real-world challenges. - Participants demonstrated measurable improvement in business model development, market validation, financial planning, and pitching skills. Constructive feedback from the expert jury enabled teams to refine their ideas and strengthen their overall business strategies. - The competition facilitated the selection of promising business ideas with commercialization potential. The top-performing teams were identified for further mentoring, incubation support, and participation in inter-collegiate and state/national-level startup competitions, thereby creating a pipeline of innovation-driven entrepreneurial ventures within the institution.

Photograph 1&2	 	
Poster sample& Collage Photo	 	 
Feedback sample	Attached	
Registration/ Attendance	Attached	

Sample Certificate (If Any)	NIL
Resource person profile information	Dr. Priya Thomas , Associate Professor , Department Of Computer Applications Dr. Sonia Marie Dsouza, Associate Professor , Department Of Artificial Intelligence & Machine Learning Dr. Sudhakaran Ponnuru , Associate Professor , Department Of Electronics and communication



Signature of IIC Coordinator



Signature of Head Of the Department