



Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT

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EVENT REPORT

Name of the Activity: Creating Successful & Innovative Business Plans for Start-ups.

Cell : Entrepreneurship Development Cell

Date : July 27, 2021

Time : 11 AM to 1PM

Venue: SBPIM Conference Hall (Online)

Name of the Faculty Coordinator : Mr. Rishikesh Kumar

Name of the Student Coordinator : Mr. Shiv Jadhav & Ms. Ragini Ubhalkar

Number of Students Participated: 98

Number of Staff Participated: 5

Brief Information of the Event:

PCET's S. B. Patil Institute of Management, Entrepreneurship Development Cell organized an International Guest Session on the topic "**Creating Successful & Innovative Business Plans for Start-ups.**" for MBA Students on July 27, 2021. The Guest Speaker for the session was **Prof (Dr.) Raj Kumar Singh**, Dean (R&D) & HOD (Department of Commerce), Chairperson, Centre For Entrepreneurship, Innovation & Skill Development, School of Management Sciences, Varanasi, UP, INDIA. All the faculty members and students of MBA - II year were present online for the session.

Prof (Dr.) Raj Kumar Singh started his session by emphasizing on the importance of business plan for Start-up. He mentioned and explained the innovative business plan for starting any business. He explained Start with a strong introduction of your company, showcase your mission and impact, and outline the products and services you provide. Clearly define a problem, and explain how your product solves that problem, and show why the market needs your business. Be sure to highlight your value proposition, market opportunity, and growth potential, the size of the market, Current or potential market share, Trends in the industry and consumer behavior, Where the gap is, What caused the gap, How you intend to fill it, Compare your unique selling proposition (USP) to your direct and indirect competitors,

Students presented their business plan. He appreciated their innovative business plans. It was indeed an amazing session most of the participants found the session very informative and useful.

The session ended with a vote of thanks by **Mr. Rishikesh Kumar**, Co-ordinator, Entrepreneurship Development Cell at SBPIM, Pune..



*Introduction of the Guest by Ms. Ragini
Ubhalkar Co-ordinator ED Cell.*

*Address by the chief guest, Dr. Raj Kumar
Singh to the audience.*



*Welcome and felicitation of Dr. Raj Kumar Singh, Guest for the event by Dr.
Kirti Dharwadkar, Director, SBPIM*


Mr. Rishikesh Kumar
Event Coordinator




Dr. Kirti Dharwadkar
Director