



Maharaja Agrasen Institute of Management Studies

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Report on Research Competition Academic Year 2024- 25

Name of the Event: Research Competition on Innovation & Entrepreneurship

Organizing Unit: Bizmind, E- Cell of MAIMS and Institute Innovation Council

Faculty Coordinator: Dr. Riya Sharma, Ms. Shweta Rastogi, Dr. Kamal Gupta and Dr. Sumedha Dutta

Date of the Event: December 1st, 2024

Time of the Event: 4 pm onwards

No. of Participants: 15

The session aimed to assess students' ability to develop innovative and practical business solutions while providing them with a platform to present ideas that hold real-world potential. It also focused on evaluating concepts that could be implemented by the entrepreneurship society as future products, fostering a culture of creativity, feasibility, and entrepreneurial thinking among participants.

On December 1st, 2024, Bizmind E-cell organized a **Business Plan Competition** via Google Meet where students presented innovative business ideas, showcasing their theoretical knowledge in business strategy, market analysis, and financial planning. Participants presented their business ideas, focusing on market feasibility, innovation, and execution strategies .

The competition was evaluated by the core members and heads of Bizmind Ecell. Winning ideas were selected based on creativity, practicality, and potential for real-world application. These ideas will be further developed and considered for launch as part of the society's initiative to gain hands-on entrepreneurial experience.

The competition served as a platform for students to showcase their ability to design innovative business solutions, reflecting their creativity and entrepreneurial spirit. Participants received constructive feedback from society leaders, which played a crucial role in enhancing their strategic thinking.

Notably, the winning ideas will be further refined and potentially launched as real-world products, providing students with practical exposure to the entrepreneurial journey and bridging the gap between theory and execution.

The presentation slide features a central text 'TARGET CUSTOMERS' surrounded by five starburst-shaped callouts:

- GENDER:** PRIMARILY FEMALES
- INCOME LEVEL:** MIDDLE TO UPPER LEVEL CLASS
- LIFESTYLE:** HEALTH-CONSCIOUS, ECO-AWARE, AND VALUES QUALITY OVER QUANTITY
- AGE RANGE:** 17-50
- LOCATION:** PRIMARILY URBAN AREAS WITH ACCESS TO PREMIUM RETAIL AND ONLINE PLATFORMS

The Zoom interface includes a top toolbar with 'Tools' and 'Sign' options, a right-hand panel with participant video feeds (Pari Gupta, Chaitnya Mittal, Bhavya Jain, Vidushi Singh, Kanya Jhamb, and 5 others), and a bottom control bar with icons for mute, video, chat, and a 'Leave call' button. The meeting ID '16:57 | wkd-wbru-gou' is visible in the bottom left.

The presentation slide is a colorful advertisement for 'VERDELLE' with the tagline 'Pastels with purpose'. It features illustrations of pink macarons, a pink ribbon, a smartphone with a heart pattern, and a beaded necklace. The background has a pink and white checkered border.

The Zoom interface shows a grid of participant video feeds including Bhavya Jain, Umang Jain, Kshwahish Gupta, Vansh Gupta, Rishi Tayal, Himanshu Jain, Mansi Vats, 8 others, and Rishab Robin. The bottom control bar includes icons for mute, video, chat, and a 'Leave call' button. The meeting ID '16:24 | wkd-wbru-gou' is visible in the bottom left.