

<b>Event Details</b>	
Event Name	Competition
Topic	Pitchtycoon @2024
Date	2024 -03 -13 to 2024 -03 -13
Mode	Offline
Venue	Peirre Hall, Le Corbusier Block
Organizer Name	Department of SCM and Retail Management
Resource Person	Dr. Rosy Singla Founder, Dr. Deepinder Singh Associate Professor
No. of Participants	97
SDG No	SDG 3: Good Health and Well-being SDG 16: Peace, Justice and Strong Institutions SDG 17: Partnership for the Goals

### Objective :

1. Educational Opportunity : Provide a practical learning experience where students can apply theoretical knowledge gained in classrooms to real-world scenarios .
2. Skill Development : Enhance various skills such as critical thinking , and financial literacy through the process of creating and presenting a business plan.
3. Networking Opportunities : Enable students to interact with mentors , judges , and other participants , fostering valuable networking connections that can be beneficial for them .

### Description :

The department of SCM & General Management and collaboration with Department of Retail Management organised a Business Plan Competition for the undergraduate students of BBA- LSCM, Aviation and Retail Management . This competition was to foster entrepreneurship spirit amongst the students . The competition started with various sessions on Entrepreneurship from Experts and CEED Mentors . Students were given Business Template for preparing Detailed Project (DPR). In total 20 groups , each of 3 to 5 students participated and appeared for Screening Round. In the Initial Screening six groups with the best Start-up Idea were shortlisted for Pitchtycoon @2024 final competition which held on 13th March , 2024 . Jury members for the same were Dr. Rosy Singla- Founder Millet Magic Creations , Patiala and Dr. Deepinder Singh , Herbovive Pvt Ltd. Winning teams took home cash prizes along with gift vouchers from Sponsor VOSCO Resorts . The event ended with the session by Dr Rosy Singla, Food consultant and Founder Millet Magic Creations and Dr. Deepinder Singh who shared their valuable guidance on pitching the ideas for startup . Jury Members also shared their journey of being an Entrepreneur .

### Outcomes :

1. Incubation of Startups : Successful business plan competitions often lead to the creation of new startups as participants refine their ideas .
- 2.Enhanced Entrepreneurial Skills: Participants develop essential entrepreneurial skills such as strategic thinking , market analysis , financial planning .
- 3.Validation of Business Ideas: Through the competition process , participants get help to validate their business ideas , identify

potential pitfalls .



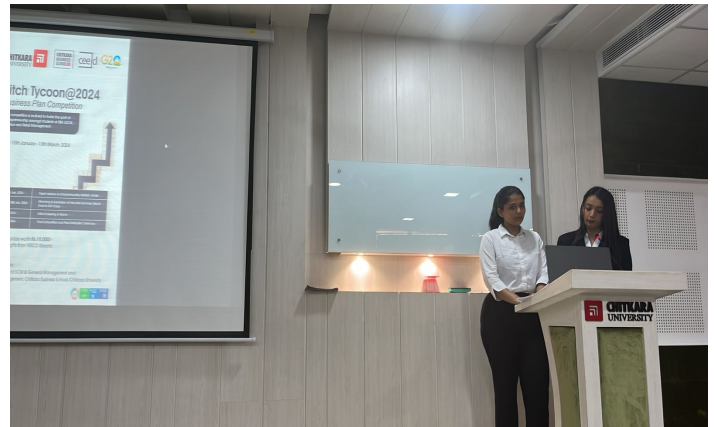
Winners of the Pitchtycoon @2024 with Jury and Faculty , 13-03-2024



Dr. Subodh Saluja felicitating the Jury , 13-03-2024



Student Team presenting their Idea, 13-03-2024



Host of the pitchtycoon @2024 sharing guidelines for the competition , 13-03-2024