

Report on World Entrepreneurship Day Celebration 21st August 2023

at

Krantiguru Shyamji Krishna Verma Kachchh University

As per the instruction and direction of the Hon'ble Commissioner of Technical Education to celebrate World Entrepreneurship Day on August 21st in its true spirit Department of Commerce and Management at Krantiguru Shyamji Krishna Verma Kachchh University organized MANAGEMENT QUEST - 5 DAY JOURNEY TO ENTREPRENEURSHIP starting on 21st. It is a Business Idea Pitching to Selling Event which will be held this entire week till 25th August 2023. On Day 1 - 21st August 2023, more than 200 students participated and 5 different team pitched their wonderful concepts to the student investors. In the subsequent days to follow, activities like IPO, Marketing, Selling of the Unique Products will be done. The students have been instructed with some rules and selling will include selling of products inside as well as outside the campus. Marketing can be done through social media and banners and word of mouth. The student teams have come up with really unique as well as indigenous products. This event seems to have created the right buzz and during the next few days students will realize the hardships and also get a feel of entrepreneurship. They will sell within campus to other Departments and hostel groups and will roughly cover more than 1500 students. While selling the products outside campus they will interact with other people of Bhuj and share about their event and make the society also aware about their products and this will help integrate the concept with society and spread awareness about this World Entrepreneurship Day on August 21st and its importance. The all over concept, ideation and execution in this 5 Day journey will surely help them develop an entrepreneurial mindset.