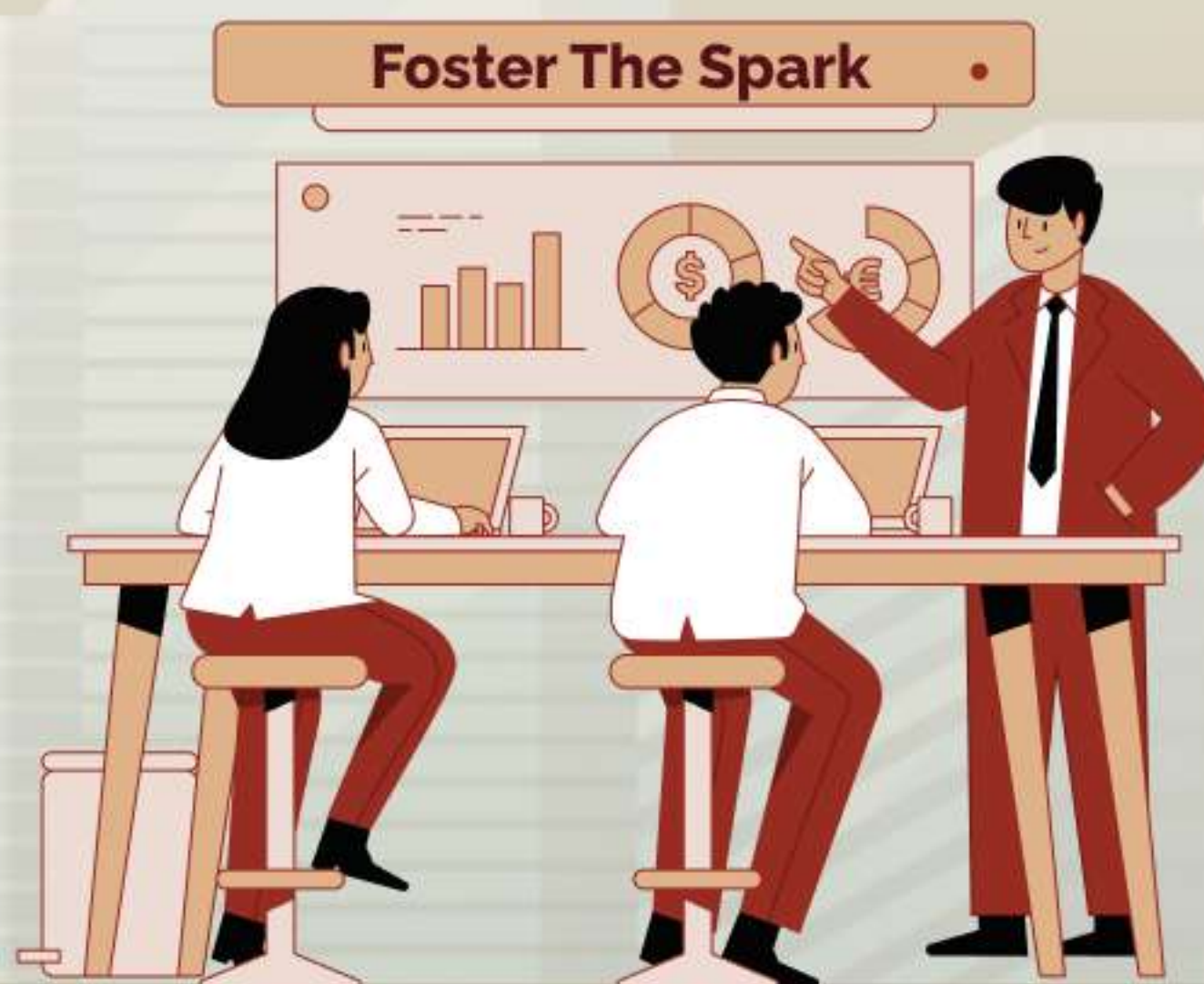


KNOW THE BUSINESS



ABOUT THE EVENT

"Know the Business" is an engaging experiential program that bridges academia and industry. Through visits to local enterprises and insightful interactions with business leaders, participants gain firsthand exposure to real-world operations, innovation, and strategy—transforming classroom learning into professional understanding.



EVENT FLOW

01

Choose Your Business Category

Begin your journey by selecting the business domain that excites you most—whether it's food, technology, retail, textiles, or any industry that sparks your curiosity. Choose what inspires you and get ready to explore its operations, innovations, and success stories!

02

Step Into the Real World

Visit local businesses to experience their operations firsthand. Engage with the team, observe their workflow, and capture behind-the-scenes moments to make your learning truly immersive.

03

Turn Insights into Impact

Summarize your learnings in a concise, impactful presentation that showcases key insights, strategies, and takeaways from your business exploration!

04

Showcase Your Work

Don't miss out! Submit your 14-slide PPT before the deadline to secure your spot in the challenge and showcase your hard work!

Claim Your Victory

Win Big



Cash Prize worth
12,000

"धंधे का हुनर सीखो, ज़िंदगी का सफर
आसान हो जाएगा।"



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