

Report of the activity

Start-Up Savvy: An introduction to Entrepreneurship and Innovation

Date: 23/05/2023

Venue: Karnavati University Campus

Time: - 2:30 PM to 4:30 PM

Number of Participants: - 46

Unitedworld School of Business along with IIC, KIIF and SSIP organized an Entrepreneurship Session on the topic - “Start-Up Savvy: An introduction to Entrepreneurship and Innovation” under Summer Exploration Program 2023.

School Students of Standard IX to Standard XII participated in the Entrepreneurship Workshop.

The objectives of the session were to teach the student participants about marketing strategy development, using capital in rational way, to grasp the analysing process of the customers and rival teams, learn sales pitch, learn running a business without using copy book method.

The entire session was divided in three rounds - Money collection, business planning, and product selling.

The resource person to this session Dr. Analjyoti Basu divided the students in eight groups and organized a ball hitting activity in the first round.

Through the activity, the student groups earned money. After earning money, in the second round, the students were asked to develop a business of three inter-related products.

After developing, the students were asked to sell their product to the audience in Round three. The group that earned maximum points through selling the inter-related products were declared as champion.

The event execution was done through games. So, the school students from Standard IX to XII enjoyed the session making it a very successful one. The participants learnt and interacted with the resource persons regarding various parts of start-up building in India.