

Report of the Activity

Entrepreneurship Winter School

Date: 22/01/2025 – 24/01/2025

Venue: Karnavati University Campus

Time: - 10:00 AM to 04:00 PM

Number of Participants: - 118

The Unitedworld Institute of Management in association with KIIF, IIC, EDC and SSIP recently hosted its Entrepreneurship Winter School, a three-day programme designed to inspire, educate, and empower management students to embrace entrepreneurial thinking and innovation. The event successfully bridged theoretical learning with practical exposure, enabling students to interact with experts, gain hands-on experience, and explore entrepreneurial opportunities.

The Winter School commenced with an opening ceremony led by Dr. Salim Ali Shamsher, Senior Dean, who highlighted the role of entrepreneurial thinking in shaping future-ready managers. This was followed by a keynote address on “Entrepreneurship in Management” by Prof. Bharat Damani, Area Chair–Entrepreneurship at FLAME University, Pune. His session shed light on the importance of management principles in entrepreneurial success, setting the tone for the days ahead.

Day 2 focused on translating ideas into action. A highly engaging workshop by Dr. Brinda Pandya on “Bridging Theory and Practice in Management” introduced students to crowdfunding models, stall management, and small-business pricing strategies. The session concluded with an entrepreneurial pitching round, where student teams presented their innovative business ideas to peers and faculty, receiving constructive feedback on feasibility, scalability, and market fit. This exercise gave participants a first-hand taste of the challenges and opportunities in presenting to stakeholders.

Day 3 brought energy and creativity to the forefront through crowdfunding stall presentations. In a flea-market style setup, student groups showcased their business ideas by managing live stalls, engaging with customers, and testing their concepts in a real-world setting. The activity not only allowed them to demonstrate innovation but also sharpened their skills in sales, marketing, and operations. The Winter School culminated with a closing ceremony and result announcements, celebrating the most impactful pitches and stalls while acknowledging the entrepreneurial spirit shown by all participants.

Glimpses of Event

