

Report on “Know the Business” Event Organized by Ruminare Club under SSIP

The Ruminare Club, IIIT Surat, in association with the Student Startup and Innovation Policy (SSIP) initiative, successfully organized the event “Know the Business” on 2nd and 3rd February 2026 at the CSE Labs, IIIT Surat. The event was conceived as an academic and experiential learning initiative aimed at enhancing students' understanding of business ecosystems, entrepreneurial thinking, market analysis, and presentation skills.

The event witnessed an overwhelming response and enthusiastic participation from students across various academic years and disciplines. Participating teams selected real-world businesses and carried out detailed analyses of their operations, business models, market positioning, revenue streams, financial structures, challenges, and future growth opportunities. The students subsequently presented these businesses as if they were their own entrepreneurial ventures, thereby demonstrating analytical thinking, strategic understanding, and innovative approaches.

A distinguished panel of faculty members from the institute participated as evaluators and mentors throughout the event. The faculty panelists actively engaged with the student teams by reviewing their presentations, asking insightful questions, and providing constructive feedback and suggestions based on their academic and professional expertise. Their valuable guidance significantly enriched the learning experience of the participants.

The participating teams were evaluated on several important parameters, including:

- Understanding of the chosen business and its category,
- Depth of research and clarity of the business model,
- Market and financial analysis,
- Presentation quality and communication skills, and
- Ability to justify decisions and respond effectively to panel questions.

The event successfully fulfilled its objective of promoting experiential learning and fostering entrepreneurial awareness among students in alignment with the objectives of the SSIP initiative, which seeks to nurture innovation, startup culture, and problem-solving abilities among young innovators.

At the conclusion of the event, the performance of all participating teams was carefully assessed by the faculty panel, and three winning teams were announced and recognized for their exceptional presentations, analytical depth, creativity, and business insights. The winners were appreciated for their outstanding performance and contribution to the competitive and collaborative spirit of the event.

Overall, “Know the Business” proved to be a highly successful and academically enriching event. The enthusiastic participation of students, combined with the active involvement of faculty members and the support provided under the SSIP framework, contributed significantly to the success of the programme and further strengthened the culture of innovation, entrepreneurship, and experiential learning at IIIT Surat.

The Ruminare Club expresses its sincere gratitude to all faculty panelists, participants, organizers, SSIP coordinators, and institute authorities for their support and contribution towards making the event a grand success.

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