

## Guest Lecture by Entrepreneurship trainer

### Silhouette by Yukti Kapoor Mehadiratta

India a land once known for its budding youth capital now stands in the 3<sup>rd</sup> position of world's ranking of only IT based start ups and these are just figures to the India's start up story that has sky potential to itself. On the 22<sup>nd</sup> of December 2017 Yukti Mehadiratta a model, a former banker and an Entrepreneur addressed the students of IMED on why Entrepreneurship is the most needed from the current lot.

She let students know of three 'E qualities' namely vision, drive and passion. She pushed the students to think on the grounds of W and H based questions like what drives me? How do I help someone? How do I define myself? Am I ready for challenges? How to do it? She gave the students a path that leads to find the answers on these grounds and formulated a Business Model Canvas.

### 1. E – Cell Activity “Take the Challenge”

IMED Entrepreneurship Development Cell in collaboration with BookMyShow and Study Mantra conducted a Business Quiz Event for the students of BBA and BCA on 9th Feb, 2018. An overwhelming registration and participation of 256 students was witnessed. The Business Quiz was conducted on Study Mantra's quiz platform, which made it easy to accommodate many participants in the event. The winners of the quiz were awarded prizes accordingly.

Post the Business Quiz, a counselling session on ‘How to develop a business plan?’ was conducted by Prof. Bharati Jadhav and Prof. Rajita Dixit who also addressed the gathering and counselled students on various aspects of developing an idea into a business plan.



*Dr. Bharati Jadhav addressing the students about Business Plan*

## **E D Cell felicitating women entrepreneurs on the occasion of Woman's**

As part of the entrepreneurship development cell initiative, on account of international women's day an event was conducted. Five eminent speakers, who are well established entrepreneurs and corporate professionals from various domains, graced the event with their presence.

In their address they spoke about the hardships of being a women entrepreneur or a working woman and maintaining work life balance. They also gave insights and examples from their personal journeys to enlighten the girl students on what choices to make and values to hold in order to be a successful woman.