



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)

Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEGR

MBA@IICMR

Event Report: Converting Ideas to start the Business and Scaling it

Event Type : Co-curricular Activity
Event Title : Converting Ideas to start the Business and Scaling it
Date : Thursday, June 15, 2023
Time : 2:00 PM to 3.30pm (1.5 hr)
Coordinator(s) : 1. Ms. Dipti Bajpai

Purpose : Others

If Others Specify : To orient the students about converting ideas into startup business and ways to scale it

Learning Outcome :

1. Students gave the spontaneous elevator pitch
2. Transition from idea to startup and scaling it

Batch of Students : MBA 1

No of Students : 103

Participated

Description :

MBA@IICMR organized session on Converting ideas to start a business and scaling it. The session was conducted by Founder & Owner of Growth & Glory Mr. Prashant Katikar. Mr. Katikar started his session by making the bussing managers aware about the start-up culture and appreciated the vision of Hon'ble Prime Minister Shri Narendraji Modi. He then asked the students who have ideas to spontaneously present a one minute elevator pitch. He used story telling to explain the transition journey of idea into business and then scaling it. The students were highly appreciative for the session.





**Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)**

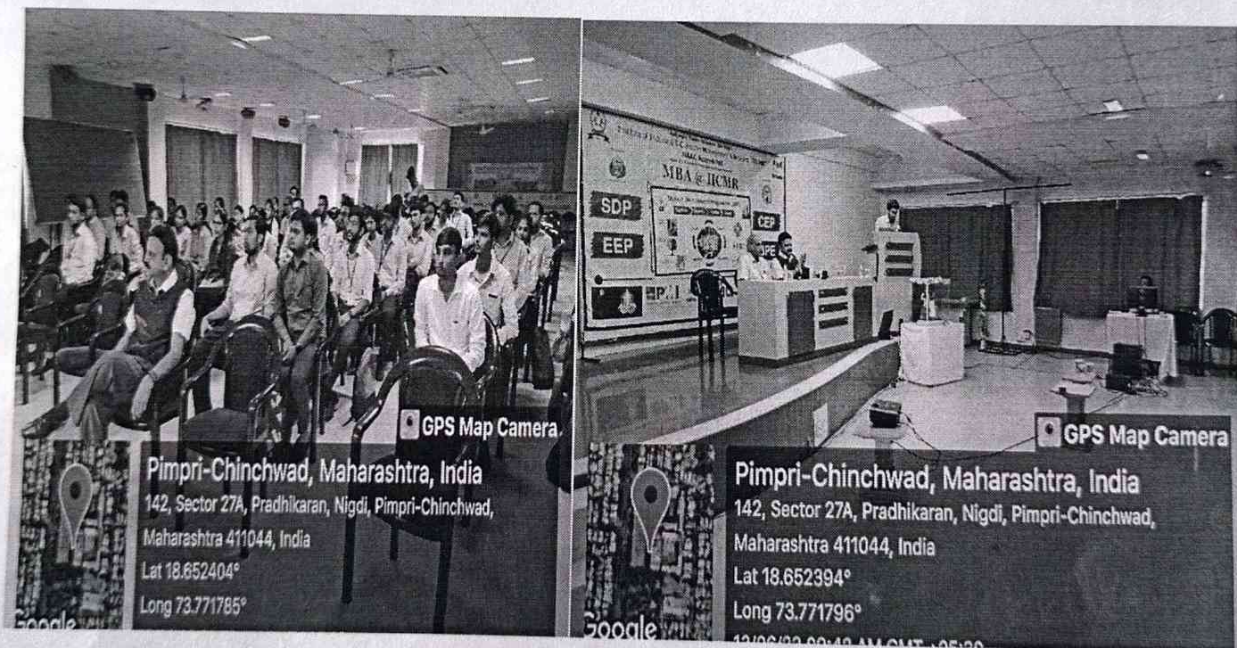
Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEGR

MBA@IICMR

**Feedback from
Students (if app**

:

The students were very satisfied with the session and mentioned that it was very informative for them..



Dipti

Prepared by
Ms. Dipti Bajpai
IIC Coordinator



Abhay

Approved by
Dr. Abhay Kulkarni
Director, IICMR
DIRECTOR

Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044