

Ref:MSRCASC/2022-2023/30

Date:22^hAugust 2023

REPORT-IICActivity–World Entrepreneurs Day -2023 (Institution'sInnovationCouncil,IICID–IC202221248)

Theme: Innovation Ignite- Entrepreneurship poster Challenge

Date: 21 stAugust 2023

Time: 2:00 pm-4:30pm

Numberofparticipants:60students

Quarter- 4

Mandatory/ElectiveMandatory-Celebration day Activity

Judge :Mr. Jaykumar

Briefabouttheactivity:

The Department of MBA, in collaboration with the Institution Innovation Cell, organized a Poster Designing and Presentation Competition to celebrate World Entrepreneurs Day on August 21, 2023, at the Department of MBA, MSRCASC. The competition aimed to encourage and celebrate entrepreneurship among students while fostering creativity and presentation skills. Mr. Jayakumar from the Department ofSME Axis Bank had the honor of being the chief judge for the event. His extensive experience in the banking and financial sector made him an ideal choice to evaluate the entrepreneurial presentations.

The competition was structured as a group event.Participating groups were required to select a successful entrepreneur's story as their subject.They were tasked with creating a poster depicting the entrepreneur's journey and success story. Each group had to present their poster in front of the judges.

The participants were judged based on Creativity and Innovation, Entrepreneurial Insights:

- The depth of understanding and insights into the chosen entrepreneur's journey and success story were crucial evaluation factors.



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M S Ramaiah College of Arts, Science and Commerce
Re-accredited 'A' by NAAC, Permanently Affiliated to Bengaluru City University,
Approved by Government of Karnataka, Approved by AICTE, New Delhi,
Recognized by UGC under 2f & 12B of UGC act 1956



PHOTOS OF THE EVENT

Judges assessed how well the participants analyzed and presented these insights. Presentation Skills: Effective communication and presentation skills were essential. Groups were judged on their ability to articulate the entrepreneur's story, engage the audience, and convey the message effectively. Poster Design: The visual appeal of the posters, including layout, graphics, and overall design aesthetics, was considered in the evaluation.

The World Entrepreneurs Day Poster Designing and Presentation Competition holds significant importance for several reasons such as Encouraging Entrepreneurship, Fostering Creativity Learning Opportunity, Networking, The event provides an opportunity for students to interact with industry experts like Mr. Jayakumar, fostering valuable connections and potential career opportunities.

Conclusion:

The World Entrepreneurs Day Poster Designing and Presentation Competition organized by the Department of MBA in association with the Institution Innovation Cell was a successful event that celebrated entrepreneurship, creativity, and presentation skills among students. By evaluating participants on various criteria, the competition encouraged students to delve into the world of entrepreneurship and learn from the success stories of others. Such events play a vital role in shaping well-rounded and entrepreneurial-minded individuals who can contribute to the business world and society as a whole.

PHOTOS OF THE EVENT

RAMAIAH
College of Arts, Science & Commerce

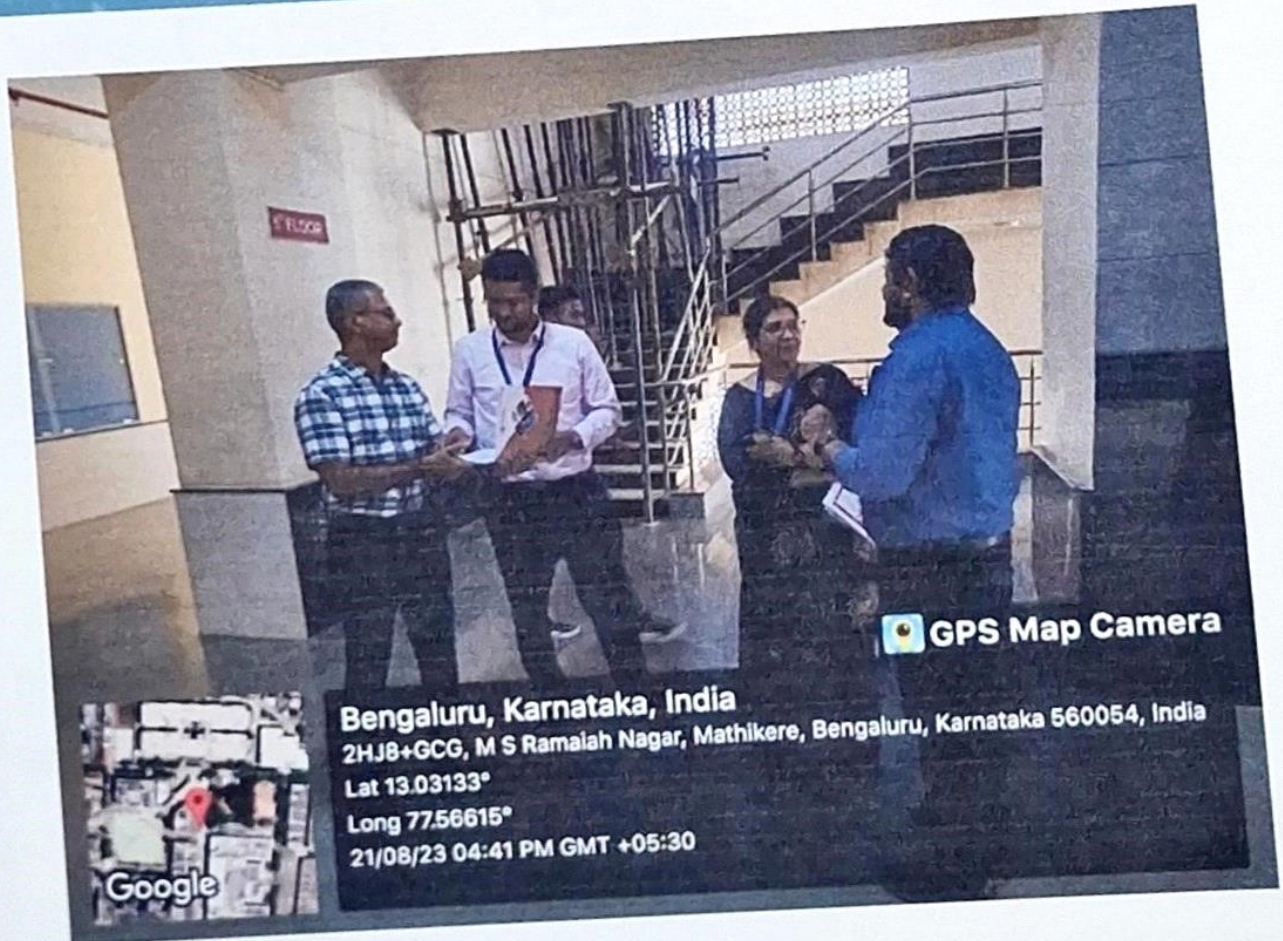
M S RAMAIAH COLLEGE OF ARTS SCIENCE AND COMMERCE
DEPARTMENT OF MANAGEMENT STUDIES - MBA
INSTITUTE INNOVATION COUNCIL/ENTREPRENEURSHIP CLUB AT MRCASC ORGANISES

POSTER MAKING COMPETITION

MONDAY 21 AUGUST

THE EVENT WILL BE HELD AT 11AM TO 1.30PM

PRINCIPAL DR. VATEGALA
HOD-MBA DR. ANBALINGENA
DC COORDINATOR DR. SHAKTA SANKU NARAYAN
EVENTS COORDINATOR MS. SUDARSHANA





Dr. Shaista B Harris

Dr. Shaista B Harris

IIC- Convener

Vatsala G
09/09/23

Dr. Vatsala G

Principal & IIC President