



## **ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY GREATER NOIDA**

*“All big things start small, well, start up for sure. It is rightly said that the operations are the heart of the business, marketing is the legs, HR is the hands, finance is the blood and entrepreneur is the brain.”*

### **B-Plan Competition: Virtual Intra College Business Plan Competition at AIMT**

Greater Noida: The E-Cell and IQAC of Army Institute of Management & Technology, Greater Noida organized an Intra College Business Plan Competition on **17<sup>th</sup> July 2021**.

The overall aim of the competition was to encourage our budding entrepreneurs to explore new business ideas, start-up their own company or bring to scale a business, which is deemed to have considerable potential to boost the local economy and generate employment.

It was an online event with syndicates pitching Business Plans which was judged by eminent guests including **Mr. Manveen Singh Chadha**, who is currently working as Chief Executive Officer with KBCNMU- Centre for Innovation, Incubation, and Linkages, Maharashtra, Jalgaon. He is known for developing and executing strategies for onboarding start-ups. **Another eminent guest who judged the event was Dr. S P Mishra**, who is a member of various national-level organizations/institutions such as the Department of Science & Technology, Govt. of India, CBSE, Morarji Desai National Institute of Yoga, New Delhi, JSS Mahavidyapeeth, Krishna Group of Institutes, etc. his accolades have no bounds. **And the third judge in the panel was Mr. Shakeel Ahmad Khan**, who is currently working as a faculty of the Entrepreneurship Development Program (EDP), and Entrepreneurship Orientation Program (EOP) at National Small Industrial Corporation (NSIC). His field of expertise is in Entrepreneurship, Entrepreneurship Eco-System, Entrepreneurship Support System, Business Laws and regulation for Small Business along with Marketing and Selling, Competition Analysis, SWOT and PEST Analysis, and Marketing Support for Small Scale Industries.

The 20 B- Plans ideas were judged by the panel of three judges based on innovativeness of their business idea, its commercialization potential, and the ability to meet customer needs. Each syndicates pitch presentation was limited to 6 minutes followed by a Q&A session with the panel of judges, it was made mandatory that the Syndicate Leader will make the presentation. The pitch broadly addressed the problem targeted, how it would be resolved, who all will benefit from, and how you will reach the first customer. While presenting the Business Plan funding requirements, projected financials, broad break-up of application of funds, and scaling-up strategy were explained by each syndicate leader. Pitch decks were forwarded to the

judges beforehand. Prof. S Mohanty, E-Cell coordinator at AIMT augmented the competition by delivering the vote of thanks.

It was an engaging event with all syndicates presenting innovative ideas for the business plans. The judges were highly impressed and appreciated each syndicate for their efforts.

The organizing team constituted of:

Dr Pallavi, Faculty Coordinator  
Dr Mrityunjay Kumar, (Faculty Coordinator)  
Mr. Deepanshu Siwach, (Student Coordinator)  
Ms. Priya Pant, (Student Coordinator)  
Ms. Rashmi Dobal (Student Coordinator)  
Ms. Neha Kumari Singh, (Student Coordinator)  
Banner Courtesy: Mr. Rajnish Dwivedi (BBA01)

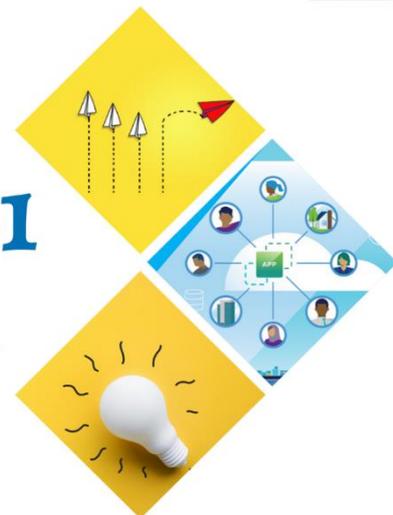


**Army Institute of Management & Technology  
Greater Noida**



*Presents*

# B-PLAN COMPETITION 2021



*Judges*



**Dr. S P Mishra**  
Former Director  
Department of  
Behavioral Science,  
NIESBUD



**Mr. Manveen Chadha**  
CEO at KCIL and  
Former Incubation Manager  
at IIT Mandi Catalyst



**Mr. Shakeel Ahmed**  
Faculty  
NSIC

**An IQAC and E-Cell Initiative**

