



Army Institute of Management and Technology

B-PLAN COMPETITION ON INTERNATIONAL YOUTH SKILL DAY

15 July 2022

The Entrepreneurship Cell (E-Cell) of Army Institute of Management and Technology, Greater Noida has organized a business plan competition on International Youth Skill Day under Atmanirbhar Bharat Abhiyan of Govt. of India which was attended by eminent industrialists Shri Rajkumar Goyal, CEO & MD, SLR Metaliks Pvt. Ltd, Dr. Gagan Syal, Founder and CEO, YES Germany and Brig. (Dr.) Ashok Pathak, (Retd.) from Indian Army veteran. Air Cmde (Dr.) JK Sahu (Retd.), Director AIMT and Col Rajendra Pandey (Retd.), Registrar AIMT greeted the guests and welcomed them to the Institute.

Dr. Gagan Syal shared his experience in a very energetic manner and said that failure leads us to success and there always lies a success hidden in every failed attempt. An entrepreneur needs to defy all the odds being a maverick and progress towards his goal. On the other hand, Shri Rajkumar Goyal explained that self-employment is easier than doing a job because there is no limit to growth. With patience and perseverance, an entrepreneur has to come out of his comfort zone and try relentlessly. Learning from the experience of his older generation and working without any hesitation is the need of entrepreneurship. Continuing the session, Brig. Dr. Ashok Pathak, (Retired from Indian Army) advised the students to work on attitude with knowledge and skills. He further illustrated four types of entrepreneurs viz., necessity-based entrepreneurs, opportunity entrepreneurs, social entrepreneurs and special case of intrapreneurs wherein a person can be an intrapreneur at his or her workplace.

MBA and BBA students presented their business plans on various themes like, Trash Management, Online Purchase of Dogs, Paper Bag Manufacturing, Earthenware, Plant-based Milk & Tofu, Soil Utensils; etc. Students received constructive criticism and suggestions from veterans. The winning team of the competition was Kajal Chauhan, Laxmi and Madhvendra

followed by Gaurav Tiwari as first runner-up and Abhishek Shakya and Abhilash Mehta as second runner-up.

The programme ended with Vote of thanks by Dr. Pallavi, Area Chair Marketing and member of E-Cell.

