



# EVENT REPORT **ENTREPRENERNA '25**

**MARCH  
2ND, 6TH & 7TH**

Organized By  
**IISWBM INNOVATION  
COUNCIL**



# STRUCTURE OF THE IIC

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# STRUCTURE OF THE IIC

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# ABOUT ENTREPRERNA

Entreprerna” is an exhilarating event that inspires innovation and entrepreneurship, hosted by the IISWBM Innovation Council (IIC), where innovators and entrepreneurs come together to share ideas, learn from each other, and achieve their goals in a supportive community. Our goal is to help students, young professionals, and aspiring founders turn their ideas into reality. Join us for Entreprerna 2025, where you'll learn from industry experts through hands-on workshops, and competitions gain insights from successful entrepreneurs, and connect with fellow innovators and potential investors.

This edition of Entreprerna '25 hosted 5 thrilling events, namely, Big Fish, Desi Talks, Bidding Bazaar, Raising Smiles, and StartUp Expo.



## RAISING SMILES: SPREADING JOY AT SAVE THE ORPHANS AND OLD AGE HOME

ENTREPRERNA 2025 BEGAN ON A HEARTWARMING NOTE WITH RAISING SMILES, AN INITIATIVE DEDICATED TO SPREADING JOY AND FOSTERING SOCIAL WELL-BEING. ON MARCH 2, 2025, A TEAM OF APPROXIMATELY 30 STUDENTS FROM IISWBM VISITED SAVE THE ORPHANS AND OLD AGES, AIMING TO BRING HAPPINESS TO THE CHILDREN AND ELDERLY RESIDENTS THROUGH MEANINGFUL INTERACTIONS AND THOUGHTFUL GESTURES.

THE DAY COMMENCED WITH THE TIC MEMBERS ENGAGING THE CHILDREN IN FUN-FILLED ACTIVITIES, ENCOURAGING CREATIVITY THROUGH GAMES, STORYTELLING, AND INTERACTIVE TASKS. AS A TOKEN OF APPRECIATION, THE CHILDREN RECEIVED SMALL GIFTS UPON COMPLETING THEIR ACTIVITIES. TO SUPPORT THEIR LEARNING, ESSENTIAL SCHOOL SUPPLIES SUCH AS NOTEBOOKS, PENS, AND PENCIL BOX SETS WERE DISTRIBUTED. THE EXCITEMENT CONTINUED AS THE TEAM PLAYED ALONGSIDE THE CHILDREN, GIFTING THEM SKIPPING ROPES, FOOTBALLS, BADMINTON RACKET SETS, AND CRICKET KITS TO ENCOURAGE RECREATIONAL ACTIVITIES.

AS THE EVENING APPROACHED, ARRANGEMENTS WERE MADE BY THE TEAM TIC FOR A SPECIAL DINNER, AND BY 7 PM, A HEARTY MEAL OF BIRYANI WAS PROVIDED TO THE CHILDREN AND RESIDENTS. THOUGH THE TEAM DID NOT DINE WITH THEM, THE GESTURE BROUGHT WARMTH AND JOY TO THEIR DAY. THE EVENT CONCLUDED WITH HEARTFELT SMILES AND GRATITUDE, MARKING RAISING SMILES AS A MEANINGFUL START TO ENTREPRERNA 2025, REAFFIRMING THAT IT WAS MORE THAN JUST AN EVENT – IT WAS A HEARTFELT EFFORT TO CREATE LASTING MEMORIES AND INSPIRE A CULTURE OF COMPASSION AND SUPPORT.





## INSPIRING MINDS AND STRATEGIC PLAY: **DESI TALKS & BIDDING BAZAAR**

### DESI TALKS: FUELING ENTREPRENEURIAL SPIRIT

THE DAY COMMENCED WITH A SMOOTH REGISTRATION PROCESS, WHERE PARTICIPANTS SIGNED IN AND RECEIVED THEIR FOOD COUPONS BEFORE ENTERING THE AUDITORIUM. BY 10:30 AM, THE DESI TALKS SESSION BEGAN, BRINGING TOGETHER RENOWNED ENTREPRENEURS AND INDUSTRY EXPERTS TO SHARE THEIR EXPERIENCES AND INSIGHTS ON DEVELOPMENT IN ENTREPRENEURSHIP FOR SOCIAL INITIATIVES.

#### GUEST SPEAKERS

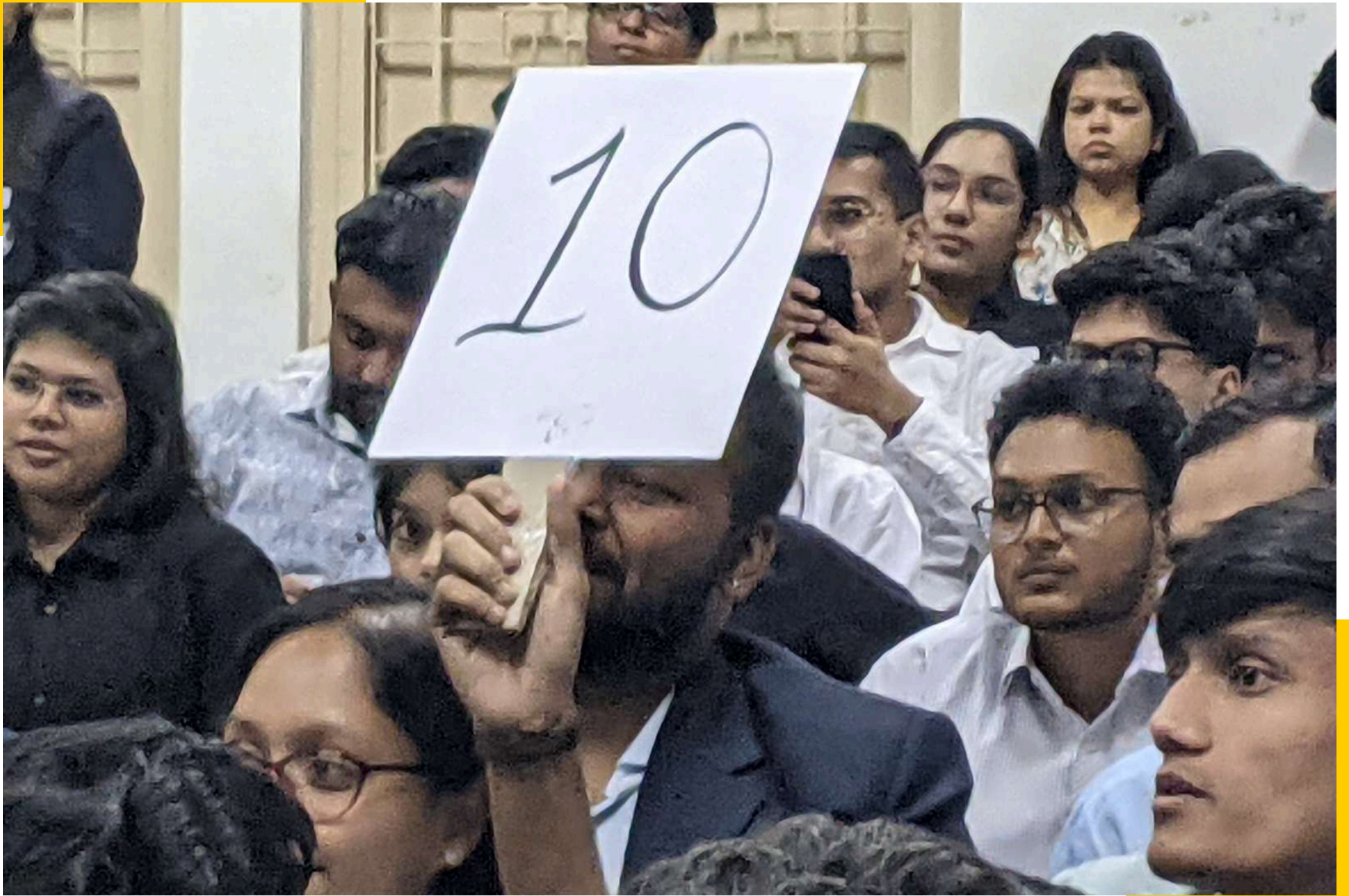
THE SESSION FEATURED AN ESTEEMED PANEL OF \*SPEAKERS:\*

- SAAKET THARAD – FOUNDER OF GO CONNECT, INSPIRATIONAL SPEAKER, GLOBAL COLLABORATOR
- ARIJIT HAJRA – CEO OF THINK AGAIN LAB, ROBOTICS PIONEER, TECH DISRUPTOR
- SUBRATA MIDYA – FOUNDER & CEO OF THINK NXT MEDIA, DIGITAL STRATEGIST, BRANDING SPECIALIST
- TANISHA BANERJEE – CEO & FOUNDER OF VERSEWAVE PUBLISHING, LITERARY CHANGEMAKER, STORYTELLER
- SUMIT KAR – FOUNDER OF ZYNAPTE, TECH STRATEGIST, IT SPECIALIST

EACH SPEAKER DELVED INTO ENTREPRENEURIAL CHALLENGES, PERSONAL JOURNEYS, AND THE FUTURE OF BUSINESS IN THE SOCIAL SECTOR, INSPIRING STUDENTS WITH THEIR EXPERTISE AND EXPERIENCES. THE SESSION CONCLUDED WITH A Q&A ROUND, WHERE PARTICIPANTS ACTIVELY ENGAGED WITH THE SPEAKERS, SEEKING INSIGHTS INTO REAL-WORLD BUSINESS SCENARIOS.







## **BIDDING BAZAR: THE ULTIMATE STRATEGY SHOWDOWN**

**AFTER A REFRESHING LUNCH BREAK, THE ENERGY SHIFTED TO A MORE COMPETITIVE ZONE AS BIDDING BAZAR KICKED OFF AT 2:45 PM.**

**PARTICIPANTS WERE DIVIDED INTO TEAMS, EACH PROVIDED WITH A FIXED AMOUNT OF VIRTUAL CURRENCY TO PLACE STRATEGIC BIDS ON DIFFERENT ASSETS.**

**THE AUCTION-STYLE COMPETITION REQUIRED QUICK THINKING, STRATEGIC PLANNING, AND SHARP NEGOTIATION SKILLS.**

**THE ATMOSPHEREE WAS FILLED WITH EXCITEMENT AND ANTICIPATION, AS EACH TEAM SHOWCASED THEIR ABILITY TO ASSESS RISKS, OUTBID COMPETITORS, AND SECURE THE BEST DEALS.**

**THE EVENT TURNED OUT TO BE BOTH CHALLENGING AND ENJOYABLE, WITH PARTICIPANTS ENTHUSIASTICALLY ENGAGING AND DEMONSTRATING REMARKABLE STRATEGIC ACUMEN.**





## A LAUNCHPAD FOR EMERGING STARTUPS: BIG FISH AND STARTUP EXPO AT IISWBM

THE BIG FISH EVENT AT IISWBM IS AN EXCITING PLATFORM WHERE ASPIRING ENTREPRENEURS PITCH THEIR INNOVATIVE IDEAS TO A PANEL OF JUDGES. THIS HIGH-STAKES COMPETITION EVALUATES STARTUPS ON VARIOUS DIMENSIONS, OFFERING VALUABLE FEEDBACK AND POTENTIAL INVESTMENT OPPORTUNITIES. THE 2ND DAY OF ENTREPRENA STARTED WITH THE BIG FISH EVENT, WHERE PARTICIPANTS PITCHED THEIR STARTUP IDEAS IN FRONT OF THE JUDGES, WHO METICULOUSLY EVALUATED EACH PITCH BASED ON INNOVATION, FEASIBILITY, MARKET POTENTIAL, FINANCIAL VIABILITY, AND OVERALL PRESENTATION. AFTER A SERIES OF COMPELLING PRESENTATIONS, THE WINNING TEAM WAS HUSTLE HUB , WHOSE IMPRESSIVE BUSINESS IDEA AND OUTSTANDING PITCHING STRATEGY LEFT THE JUDGES THOROUGHLY IMPRESSED. ENTREPRENEURS FROM DIVERSE FIELDS, INCLUDING TECHNOLOGY, HEALTHCARE, FINANCE, AND SUSTAINABILITY, PARTICIPATED, GAINING EXPOSURE, MENTORSHIP, AND NETWORKING OPPORTUNITIES. THE EXPERT JUDGING PANEL, COMPRISING INVESTORS, MENTORS, AND INDUSTRY LEADERS, PROVIDED CONSTRUCTIVE FEEDBACK TO HELP REFINE BUSINESS STRATEGIES. WITH ITS FOCUS ON FOSTERING INNOVATION AND REWARDING EXCELLENCE, BIG FISH AT IISWBM SERVES AS A LAUNCHPAD FOR FUTURE ENTREPRENEURS, OFFERING THEM THE CHANCE TO GAIN CREDIBILITY, SUPPORT, AND POTENTIAL INVESTMENT OPPORTUNITIES.





FOLLOWING UP, WE HAD THE STARTUP EXPO, WHERE FUTURE ENTREPRENEURS HAD THE CHANCE TO PRODUCE THEIR PRODUCTS, PRICE THEM, SELL THEM, AND MARKET THEM. THIS EVENT PROVIDED PARTICIPANTS WITH HANDS-ON EXPERIENCE IN BUSINESS OPERATIONS, ALLOWING THEM TO UNDERSTAND REAL-WORLD CHALLENGES IN PRODUCT DEVELOPMENT AND SALES. FROM HANDCRAFTED GOODS TO INNOVATIVE TECH-BASED SOLUTIONS, THE EXPO SHOWCASED A VARIETY OF CREATIVE AND SUSTAINABLE BUSINESS IDEAS. THE BUSTLING STALLS ATTRACTED A LARGE AUDIENCE, CREATING AN ENGAGING ATMOSPHERE WHERE TEAMS INTERACTED WITH POTENTIAL CUSTOMERS, RECEIVED FEEDBACK, AND REFINED THEIR SALES STRATEGIES IN REAL TIME. MANY PARTICIPANTS LEVERAGED SOCIAL MEDIA AND DIGITAL MARKETING TECHNIQUES TO ENHANCE THEIR BRAND VISIBILITY, WHILE OTHERS FOCUSED ON DIRECT CUSTOMER ENGAGEMENT TO BOOST SALES. THE EVENT ALSO EMPHASIZED THE IMPORTANCE OF TEAMWORK, ADAPTABILITY, AND CUSTOMER-CENTRIC BUSINESS MODELS, GIVING STUDENTS A COMPREHENSIVE ENTREPRENEURIAL LEARNING EXPERIENCE. THESE IDEAS WERE JUDGED BASED ON PROFIT EARNED, PRODUCT QUALITY, MARKETING STRATEGY, AND CUSTOMER EXPERIENCE. THE WINNING TEAM WAS EARTHY DELIGHTS, FOLLOWED BY HYANGLA AS THE 1ST RUNNER-UP AND SNOW JUNK AS THE 2ND RUNNER-UP. THEIR OUTSTANDING PERFORMANCE IN PRODUCT INNOVATION, PRICING STRATEGY, AND CUSTOMER ENGAGEMENT SET THEM APART FROM THE COMPETITION, MAKING THE STARTUP EXPO A RESOUNDING SUCCESS.





# MEMORIES

