



ENTREPRERNA 2026 - EVENT REPORT

RAISING SMILES

Date – February 15, 2026

Venue – Sivashram Orphanage House, Uttarpara

Extending innovation beyond ideas - into compassion, care, and community.

As part of social initiative of *Entreprerna 2026*, *Raising Smiles* reflected the event’s broader vision — supported by Co-Sponsor - Airlink Logistics, Associate Sponsors - Tata Soufull and Kolkata Caterers, Radio Partner - 91.9 Friends FM, and Digital Media Partner - Edugraph – of nurturing leadership that balances enterprise with empathy.

As part of its social outreach initiative titled “Raising Smiles,” the IIC team visited Sivasram Orphanage House, Uttarpara, home to nearly 30 children. The visit translated the event’s vision into meaningful community engagement, reinforcing the belief that leadership is shaped not only in boardrooms and auditoriums, but equally through direct social connection.

In the days leading up to the visit, contributions were collected from classmates, friends, family members, and faculty members who generously supported the cause. What began as a simple idea gradually evolved into a coordinated effort to provide both educational and essential support to the children.

The entire IIC team arrived at the venue at around 9:30 a.m., and instead of beginning with formalities, the day unfolded through interaction. Conversations developed naturally. During the visit, the children were introduced to the word “*entrepreneur*.” The concept was explained in simple and relatable terms – which made it easier for the children to comprehend the deeper understanding of the word. The discussion encouraged them to think ambitiously and believe in their potential. When invited to share their future goals, the children spoke with clarity and confidence. They expressed aspirations of becoming teachers, doctors, police officers, entrepreneurs, and even Army personnel. Their responses reflected determination and hope for a purposeful future.

Lunch was also arranged for all the children on the same day. Essential supplies were distributed, including grocery and ration items, study tables, a large whiteboard, bed sheets, clothing, books, stationery materials, drawing books and colours, school bags, water bottles, tiffin boxes, and indoor and outdoor games such as cricket bats, balls and stumps, chess, and chocolates. Each item was distributed thoughtfully to ensure that every child benefited from the collective effort.

Through *Raising Smiles*, the IISWBM Innovation Council (IIC) established an important principle that - entrepreneurship is not only about creating ventures, but also about creating value in the society. The initiative stands as a reflection of IIC's broader vision: *leadership that combines enterprise with empathy*.

ENTREPRERNA 2026 - EVENT REPORT

| DESI TALKS | ENTREENERGY | BIDDING BAZAR |

| BIG FISH | START-UP EXPO |

Date – February 26 and 27, 2026

Venue – IISWBM

The journey of **Entreprerna '26** commenced on **February 26th, 2026**, marking the beginning of two impactful days dedicated to innovation, strategy, and entrepreneurial excellence – with the year's tagline – *“Where Hustle Meets Heart”*. The successful execution of the event was made possible with the valued support of our Co-sponsor - Air Link Logistics; Associate Sponsors - Tata Soufull and Kolkata Caterers; Radio Partner - 91.9 Friends FM; and Digital Media Partner - Edugraph.

On this day, the IISWBM Innovation Council (IIC) successfully conducted **D.E.S.I Talks**, **Bidding Bazaar**, and **EntrEnergy**, each designed to bridge the gap between academic learning and real-world enterprise.

The day began with the **Inauguration ceremony and lamp lighting** – which was led by the esteemed Director, Prof. (Dr.) K.M. Agarwal, the President of IIC, Prof. (Dr.) Gairik Das, and the HODs of all the esteemed departments of IISWBM. This marked as the onset of the 2-day event of IIC Entreprerna 2026, starting with – **D.E.S.I Talks**, a dynamic platform where ideas met action, namely – **Khusboo Shah** (Co-Founder of The Mark Décor), **Ranjan Das** (Founder of LederTech), **Aradhna Chatterjee** (Founder of Stories by Aradhna), **Sunil Chandra Saha** (Co-Founder and CEO of Blue Tea India). Accomplished industry leaders took the stage to share their entrepreneurial journeys - speaking candidly about early failures, calculated risks, resilience, and eventual success. Their practical insights and honest narratives transformed the session into an inspiring exchange of experience and wisdom. The initiative was witnessed by a houseful auditorium with over 160 enthusiastic participants, reflecting the strong entrepreneurial spirit within the student community.

The day followed with **EntrEnergy**, a flagship session centred on the two foundational pillars of entrepreneurship - Finance and Law. The session provided structural clarity on funding avenues, financial discipline, compliance, and intellectual property. The speakers, namely **Dr. Amrit Subhadarsi** (Assistant Professor at the School of Law and Justice, Adamas University) and **Mr. Jai Kishor Prasad** (Cluster Head, IDFC First Bank) – emphasized that capital represents responsibility and that legal awareness safeguards sustainability. The discussion

moved beyond theory, offering practical direction and responsible guidance to aspiring entrepreneurs.

The day concluded with the campus transitioned into a highly strategic environment with **Bidding Bazaar**, a unique entrepreneurship-themed auction. Eighteen teams competed to conceptualize and build a company by bidding across four key components - Industry, Location, Expansion Strategy, and Marketing Strategy. Armed with a virtual purse, teams engaged in intense bidding wars that tested their financial acumen, negotiation skills, and long-term planning abilities. The competition demanded not only bold decisions but also meticulous observation of competitors' strategies.

The second day of **Entreprerna '26**, held on **27th February 2026**, featured **Big Fish, Startup Expo**, and the final **Prize Distribution Ceremony**.

The 2nd day of **Entreprerna '26** unfurled with **Big Fish**, which brought together eight startup teams who presented their ideas before an esteemed panel of evaluators, namely - **CS (Dr.) Mohit Shaw** and **Mr. Swapan Kumar Bagchi**. Each team identified a real-world problem, proposed a viable solution, and demonstrated scalability and sustainability. The judges rigorously evaluated innovation, feasibility, profitability, and real-world relevance, engaging participants with thoughtful questions that refined their entrepreneurial vision. The session served as a powerful platform for critical evaluation and growth.

The entrepreneurial energy then extended beyond presentations into practice with the **Start-up Expo**, where the IISWBM campus transformed into a vibrant marketplace. With 20 creative stalls, students stepped forward as entrepreneurs, offering a diverse range of products - from popular street food and desserts to handcrafted candles, crochet items, caricature sketches, and interactive activities. The Expo fostered real-time learning in customer engagement, pricing strategy, stock management, teamwork, and confidence building. More than just a sales platform, it was an experiential laboratory of enterprise.

The two-day celebration concluded with the **Prize Distribution Ceremony**, recognizing excellence across all major events. The applause and cheers reflected not just competitive success but collective achievement and pride.

Ultimately, **Entreprerna '26** stood as a celebration of innovation, courage, strategy, and collaboration, which focused hugely on its theme – “Where Hustle Meets Hearts”. Across **February 26th, 2026** and **February 27th, 2026**, the initiative of IIC has seamlessly blended entrepreneurial inspiration with execution, theory with application, and ambition with responsibility. It was not merely an event, but a transformative experience that strengthened entrepreneurial confidence and left a lasting impact on every participant involved.

FOR THE IISWBM WEBSITE

IISWBM Innovation Council (IIC):

ENTREPRERNA 2026 : WHERE HUSTLE MEETS HEARTS

The **IISWBM Innovation Council (IIC)** stands as a dynamic platform committed to fostering innovation, leadership, and entrepreneurial thinking among students. With a strong focus on nurturing young visionaries, IIC creates an enabling ecosystem where ideas are encouraged, refined through mentorship, and supported by meaningful institutional resources. By facilitating engagement with industry experts and providing opportunities for experiential learning, the council empowers students to transform innovative ideas into impactful and sustainable ventures.

In alignment with this vision, **ENTREPRERNA 2026**, the Annual Corporate and Social Entrepreneurship Event of IISWBM, was organized under the inspiring theme “**Where Hustle Meets Hearts.**” The event celebrated the spirit of enterprise while emphasizing the values of empathy, collaboration, and purpose-driven innovation.

As part of the summit, the IIC team successfully hosted **six flagship events – Raising Smiles, DESI Talks, Bidding Bazar, EntrEnergy, Big Fish, and the Start-Up Expo** – across **15th, 26th, and 27th February 2026**. Each initiative provided participants with a distinctive platform to engage, innovate, and collaborate, reflecting the multifaceted dimensions of entrepreneurship. Programmes such as **EntrEnergy** highlighted the financial and legal aspects of entrepreneurship, while interactive sessions enabled young minds to learn from the lived experiences of accomplished entrepreneurs across diverse industries.

Through these initiatives, IIC continues to strengthen the entrepreneurial ecosystem at IISWBM while nurturing a culture of empathy and social responsibility. Flagship initiatives such as **Raising Smiles** further reflect the council’s commitment to contributing meaningfully to the wider community. By encouraging students to think beyond conventional boundaries, IIC empowers them to emerge as responsible leaders, innovators, and changemakers of the future.