

IIM-B summit kindles the spirit of innovation in entrepreneurs

OUR BUREAU

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Start-ups need to have an intensive focus on value if they need to build a sustainable business.

Addressing a gathering of students at the tenth edition of IIM-Bangalore's Eximius Entrepreneurship Summit, Peyush Bansal, founder and CEO, Lenskart, said innovation is all about providing value to all stakeholders.

Apart from Bansal, others dignitaries such as Jitendra Gupta, founder and MD, Citrus Payments, and Rajesh Magow, co-founder and CEO, MakeMyTrip, also shared the experiences and learnings they had along their entrepreneurial journeys.

The summit was aimed at stimulating the spirit of innovation in budding entrepreneurs and students from across the country. The B-school had events which included pitching B-plans and marketing

campaigns in flagship events, and other kinds of simulation games.

ShopClues co-founders Sanjay Sethi and Radhika Aggarwal too shared their entrepreneurial journey with the students and young entrepreneurs.

Bzzwings, the flagship event and one of India's top B-plan competitions sponsored by Colors Infinity in association with Nadathur S Raghavan Centre for Entrepreneurial Learning (NSRCEL), saw 11 start-up teams.

The teams covered a variety of domains — online dance tutorials to practical learning via VR headsets — and competed aggressively for a chance to be mentored by NSRCEL-IIM-B's start-up incubation centre over the next one-and-a-half months, along with incubation support.

'The Other Incentive', another flagship event of Eximius, was aimed at promoting and supporting social entrepren-

eurship. The winning team's business plan was based on a mobile-based personalised learning application for children in the age group of 2-8 years.

The Marketing Case competition by ShopClues, which saw an overwhelming participation of over 1,000 teams, was held across multiple rounds to identify the perfect blend of business acumen and problem-solving skills. Top 14 teams participating in the case study presented their strategy to the jury for cash prizes and a pre-placement interview from ShopClues.

Wipro Earthian, was a quiz designed on environmental sustainability and covered issues from loss of biodiversity to industrial sustainability. A total of 96 teams participated in the event. The winning team was from IIM-B, while Christ University and Azim Premji University bagged the second and third prize, respectively.