

# Special Talk on “Business Plan”

A Special Talk on “Business Plan Development” was held on 2 April, 2024 under the joint organization of the Institution’s Innovation Council (IIC) and the Department of Chemistry. The event featured Dr. Kuldeep Kaur, Innovation Ambassador of IIC, as the key speaker. This insightful session was aimed at fostering entrepreneurial thinking and equipping students with the skills to develop and present effective business plans. The event was meticulously organized by the Department of Chemistry, with the organizing committee comprising of esteemed faculty members, including Dr. Mukesh Sharma, Prof. Neeraj Viridi, Prof. Baldeep Kaur, and Prof. Anchal. The session was conducted under the esteemed leadership of Dr. Ajay Dutta, President of IIC, who provided invaluable support and guidance for the event. Dr. Kuldeep Kaur, an accomplished Innovation Ambassador, delivered an engaging and thought-provoking talk. She began by emphasizing the importance of a well-structured business plan as the foundation of any successful entrepreneurial venture. Dr. Kaur shared her vast experience in innovation and business strategy, offering practical tips on how to translate innovative ideas into viable business models. Throughout the session, Dr. Kaur discussed key components of a business plan, including market analysis, financial planning, marketing strategies, and risk management. Her insights were particularly beneficial for the students, many of whom are aspiring entrepreneurs. She also highlighted the significance of understanding the target audience and the competitive landscape while crafting a business plan. A noteworthy aspect of the event was the interactive participation of the students. They actively engaged with Dr. Kaur, sharing their ideas for various business plans. This exchange of ideas not only allowed the students to receive feedback from an expert but also

encouraged collaborative thinking among their peers. Dr. Kaur appreciated the innovative spirit of the students and provided constructive suggestions to refine their business concepts. The Special Talk on Business Plan Development was a resounding success, leaving a lasting impact on all participants. The collaboration between IIC and the Department of Chemistry facilitated a platform for students to explore their entrepreneurial potential. The organizing committee, led by the faculty members of the Chemistry Department, deserves special recognition for their efforts in making this event a fruitful learning experience for everyone involved. This Session is well organized under the valuable guidance of the Head of the Department, Dr. Mukesh Sharma. Worthy Principal, Prof. Lakhwinderjeet Kaur also encourage the faculty and the students to collaborate and organised such event for the betterment of the students.