

# MBA



**Skill Progression through Rapid  
Intensive & iNnovative Training**

**(2023- 2025)**



Institution:

**Shoolini University of  
Biotechnology and  
Management Sciences**

Solan, Himachal Pradesh –  
173229

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# **SPRINT™ (Skill Progression through Rapid Intensive and Innovative Training)**

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**School of Business Management**

**Faculty of Management Sciences**

**Shoolini University of Biotechnology and Management Sciences  
Solan (HP), India**

## **SPRINT™ (Skill Progression through Rapid Intensive and Innovative Training)**

In an era characterized by rapid technological transformation, globalization, and evolving market dynamics, the world of work is undergoing unprecedented change. The demand for employment-ready professionals has intensified, while traditional career pathways have become increasingly fluid and competitive. In such an environment, the possession of advanced, adaptable, and future-oriented skills has emerged as a critical determinant of professional success.

Mere academic qualifications are no longer sufficient to ensure employability. The constantly shifting nature of industries now requires individuals to cultivate a broad spectrum of competencies—ranging from analytical and technological proficiency to interpersonal effectiveness and innovative thinking. Skill development, therefore, has transitioned from being a supplementary component of education to becoming its essential cornerstone. It enables graduates and postgraduates to respond effectively to emerging opportunities, navigate uncertainty, and contribute meaningfully to organizational and societal advancement.

Recognizing this imperative, Shoolini University has instituted the SPRINT™ (Skill Progression through Rapid Intensive and Innovative Training) program—an Accelerated Development Program and credit course inspired by Stanford University's Mini-MBA model. The initiative is designed to bridge the gap between academic learning and industry expectations by equipping students with the practical knowledge, behavioral competencies, and professional confidence necessary for success in a dynamic global environment.

SPRINT™ integrates academic rigor with experiential learning through a series of immersive sessions, workshops, and team-based activities. It focuses on developing critical employability skills such as communication, leadership, analytical reasoning, problem-solving, and adaptability. The program also emphasizes emotional intelligence, entrepreneurial mindset, and ethical decision-making—competencies that are indispensable in the modern workplace.

SPRINT™ combines domain-specific instruction with intensive mentoring and industry engagement. Regular interactions with corporate leaders and subject matter experts provide students with real-world insights, enhancing their awareness of contemporary professional expectations. The program's team-based structure fosters collaboration and peer learning, preparing students to excel in complex and multidisciplinary work environments.

Through its focus on holistic skill development and practical application, SPRINT™ reinforces Shoolini University's commitment to producing competent, confident, and socially responsible graduates capable of thriving in a constantly changing global landscape.

## SPRINT™ Outcomes

SPRINT™ program is to develop "Industry Ready Graduates" equipped with technical, analytical, leadership, and communication skills. Through targeted themes, the program aims to make students confident and competent, preparing them for competitive job markets, further studies, or entrepreneurial pursuits

### Key Outcomes:

1. Develop **business planning** and entrepreneurial thinking through live simulations and innovation-based projects.
2. Build a **career-focused** mindset aligned with personal growth, employability, and leadership readiness.
3. Prepare **future-ready** professionals through exposure to emerging technologies, AI tools, and data-driven decision-making.
4. Understand and analyze **industry trends** through interactions with corporate leaders and industrial visits.
5. Strengthen **critical thinking** and analytical abilities through experiential exercises and reflective learning.
6. Enhance **presentation** and **communication skills** for impactful corporate and academic engagements

The SPRINT™ program emphasizes hands-on learning, practical experience, and student-centered activities. Through themes designed to meet students' evolving needs throughout their education, SPRINT™ aligns students' skill sets with the expectations of potential employers.



## SPRINT™ Structure and Key Themes

The MBA SPRINT™ Program at Shoolini Business School is a credit-bearing, outcome-oriented skill development initiative aligned with international accreditation frameworks. It progresses through three core themes that mirror the MBA journey:

Theme	Focus	Duration	Semester
Launch Pad SPRINT™	Foundational Bootcamp for self-leadership, communication, innovation, and business fundamentals.	2+ Weeks	MBA Semester I
Business Innovation SPRINT™	Entrepreneurial Thinking and Technology Integration	2+ Weeks	MBA Semester II
Advanced Training Program (ATP)	Placement Readiness and Corporate Immersion	2+ Weeks	MBA Semester III


Each theme builds progressively—beginning with self-awareness and collaboration, advancing to innovation and problem-solving, and culminating in career readiness and leadership maturity.

## Program Outcomes MBA

<b>PO 1</b>	Apply knowledge of management theories and practices to solve business problems.
<b>PO 2</b>	Foster Analytical and critical thinking abilities for data-based decision making.
<b>PO 3</b>	Ability to develop Value based Leadership ability.
<b>PO 4</b>	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of the business.
<b>PO 5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>PO 6</b>	Knowledge, ability & attitude to become successful entrepreneurs and ability to innovate & think out of the box.
<b>PO 7</b>	Ability to effectively present & communicate
<b>PO 8</b>	Ability to be content & happy.

# SPRINT™ I – Launch Pad SPRINT™

(MBA Semester I – Foundation & Transformation Stage)

 25 July – 17 Aug 2023

## Overview

The Launch Pad SPRINT™ (Skill Progression through Rapid Intensive and Innovative Training) is a 2+week transformational bootcamp for first-semester MBA students designed to instill the core values and competencies of management education. The program emphasizes experiential learning, leadership development, and self-discovery through interactive sessions, simulations, live projects, and CXO-led workshops from diverse industries including FMCG, Consulting, FinTech, and Startups.

Students gain foundational exposure to financial literacy, business analytics, digital tools, and entrepreneurial thinking while enhancing emotional resilience, teamwork, and communication. The SPRINT™ fosters reflective learning and critical analysis of real-world business and social issues. By blending creativity, innovation, and corporate insights, **Launch Pad SPRINT** equips students to become **career-focused, future-ready leaders** capable of designing impactful business plans, understanding emerging industry trends, and delivering persuasive presentations in dynamic professional environments.

## Highlights of the Launchpad SPRINT™ 2023

- 150+ Hours of immersive learning through workshops, simulations, and experiential sessions
- 13+ Industry Sessions led by CXOs, Entrepreneurs, and Functional Experts
- CXO Interactions on Consulting, Strategy, HR, Start-ups, and Innovation
- Business Plan Challenge fostering entrepreneurial and problem-solving skills
- Morning Yoga & Mindfulness Practices for focus, balance, and holistic well-being
- Team-based Activities such as Survive on the Moon, Treasure Hunt, Newspaper Team Challenge, and HR & Sales Case Studies promoting collaboration, creativity, and leadership.

**AGENDA: SPRINT "Launchpad" : MBA 1st Semester (25 July-17 Aug 2023)**

**MBA Induction : Welcome (Venue: A- Block, APJ)**

Date	Day	Time	Particular	Speaker	Coordinator	Event Coordinator	Venue
25-Jul	Tues	09:00 - 17:00	Arrival at University and Reporting to Hostel	NA	1. MBA Helpdesk (A-Block Reception) : Heena Aggarwal+Satish Bhatia 2. Hostel Helpdesk (A-Block Reception): Rishab Shyam/Bhawana Thakur	Dr Sandeep Singh + Dr Vinay Negi	A-Block Reception
			Yoga Mat and Shoolini T-Shirt Stall	NA	Poonam Nanda		Hostel
		14:00-15:00	Status Check	NA	Dr. Sandeep Singh		Hostel
26-Jul	Wed	10:30-17:30	Help Desk in GHS & Documentation in APJ	NA	Chanderika, Heena Aggarwal, Vatsla Bhanot,Raghav Sharma,Satish Kumar, Kamal Gautam (APJ)	Dr Sandeep Singh, Dr Vinay Negi, Ms. Bhawna Thakur (GHS)	GHS/APJ
		11:00 - 12:00	Address: Campus operations by Brig Mehta	Director Operations	Suraj Kanwar	Raghav Sharma	APJ
		14:00 - 17:30	SMART / Aptitude	NA	Raghav Sharma / Tejas Subramanya	Dr. Sandeep Singh	APJ
		18:30- 19:30	Welcome Address: - Dean Student Welfare	Poonam Nanda	NA		APJ
		20:00 - 21:00	Dinner	Munish Sahrawat/Poonam Nanda	All Faculty	Dr Sandeep Singh/Abhishek Dhawan	Aryabhata Hostel

## MBA Induction : Launch Pad (Venue: APJ & RTH)

Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue	
27-Jul	Thurs		Course Registration	Satish Bhatia/ Anshul	Hemant	Mahesh	APJ	
		08:45 - 10:00	Reporting at the Registration Desk	NA	Chanderika, Heena Aggarwal, Vatsla Bhanot,Raghav Sharma	Satish Kumar, Kamal Gautam	G Block, 7th Floor	
			Welcome Tea	NA	Vatsla Bhanot, Chanderika	Abhishek Dhawan	G Block, 7th Floor, APJ	
		10:00 - 10:45	Break to form student Groups	NA	Dr Vinay Negi	Vikas Minj	APJ	
		10:45 - 11:30	Dean's Address: Shoolini MBA, Your Gateway to Success	Munish Sahrawat	All Faculty		APJ	
		11:30-11:45	Break					
		11:45 - 12:45	Faculty Introduction	Munish Sahrawat	Dr Sandeep Singh	All Faculty	APJ	
		12:45 - 14:00	Lunch					Student Mess
		14:00 - 14:30	Academic Programme at a Glance	Dr Sandeep Singh	Anshul	All Faculty	APJ	
		14:30 - 16:15	Grooming & Etiquette	Pratip Mazumdar	NA	Sonia Bharti	APJ	
		16:30 - 17:45	Chai pe Charcha with VC	Prof Atul Khosla	Dr Sandeep Singh	Balbir/Abhishek Dhawan	Pine Court/ RTH/PDH	
		17:50 - 20:00	Global Financial Crisis : A Business Movie Case Study	Munish Sahrawat	Tejas Subrahmanya	Vikas Minj	APJ	
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue	
28-Jul	Fri	07:00-8:00	Guided Meditation	Dr Subodh Saurabh	Bhawna Thakur	Adarsh Srivastava	Milkha Singh Complex	
		09:30- 09:45	Attendance	NA	Vikas Minj	NA	RTH	
		09:45- 10:30	Sprint Overview	Munish Sahrawat	Suraj Kanwar/Dr Sandeep	Vikas Minj	RTH	



		10:30-11:15	Tools for Business Management: Excelling with Excel	BK Kaul	Anitya Gupta/Adarsh Srivastav	Sonia Bharti	RTH
		11:15 -11:30	Break				
		11:30 -12:15	MS-Excel workshop	BK Kaul	Anitya Gupta/Adarsh Srivastav	Sonia Bharti	RTH
		12:15-13:00	Placements : Final Frontier	Avnee Khosla	Nancy Chandel	Heena Aggarwal	RTH
		13:00-14:00	Lunch				
		14:00-16:00	Movie Case Study Presentation by the student groups	Munish Sahrawat/Avnee Khosla	Tejas Subrahmanya/Meenakshi A	Palak Chauhan	RTH
		16:00-16:30	Break				
		16:30-18:00	Movie Case Study Presentation by the student groups	Munish Sahrawat/Avnee Khosla	Tejas Subrahmanya	Abhishek Dhawan	RTH
		18:00-18:30	Break				
		18:30-20:00	Guidelines for GD	Tejas Subramanya	Meenakshi Alahawat	Not Required	RTH
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
29-Jul	Sat	07:00-8:00	Guided Meditation	Dr Subodh Saurabh	Vatsla Bhanot	Dr Subodh Saurabh	Milkha Singh Complex
		09:30- 10:15	Attendance (15 mint) & Current Affairs (30 Mint)	Meenakshi Ahlawat	Raghav Sharma	Vikas Minj	RTH
		10:15- 11:15	Stair Way to Success : Dream Big	Rishabh Shyam/Suraj Kanwar	Chanderika Thakur		RTH
		11:15 -11:30	Break				
		11:30-13:00	Setting your Goals: Dream Building Exercise	Rishabh Shyam/Suraj Kanwar	Chanderika Thakur		RTH
		13:00-14:00	Lunch				
		14:00-16:00	Careers in Consulting	Paras Goyal (Director-BCG)	Palak Chauhan	Meghna Thakur	RTH
		16:00-16:30	Break				
		16:30-18:00	Starting Up : From Business Idea to Scaling Up	Vishal Anand	Munish Sahrawat	Dr Sandeep Singh	RTH
		18:00-18:30	Break				

		18:30-20:00	Preperation of Business Idea Entity	Munish Sahrawat/BK Kaul/ Dr Sandeep Singh			RTH
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
30-Jul	Sun	07:00-8:00	Guided Meditation	Suman Rawat	Adarsh Srivastava	Dr Subodh Saurabh	Milkha Singh Complex
		09:30- 10:15	Attendance (15 mint) & Current Affairs	NA	Adarsh Srivastava		RTH
		10:15- 11:15	Continue Current Affairs	Meenakshi Ahalwat	Bhawana Thakur	Suraj Pandit	RTH
		11:15 -11:30	Break				
		11:30-13:00	Resume Writing + Creating Resume	Tejas Subramanya	Abhishek Dhawan	Suraj Pandit	RTH
		13:00-14:00	Lunch				
		14:00-16:00	Creating Resume	Tejas Subramanya	Abhishek Dhawan	Adarsh Srivastava	RTH
		16:00-16:30	Break				
		16:30-18:00	Break out activity Presentation: Generation of Business Idea & Entity	Munish Sahrawat	Meenakshi Ahalwat	Adarsh Srivastava	RTH
		18:00-18:30	Break				
		18:30-20:00	Break out activity Presentation: Generation of Business Idea & Entity	Munish Sahrawat	Meenakshi Ahalwat	Suraj Pandit	RTH
31-Jul			MONDAY				
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
01-Aug	Tues	07:00-8:00	Guided Meditation	Dr Subodh Saurabh	Bhawana Thakur	Dr Subodh Saurabh	Milkha Singh Complex
		09:30- 10:15	Attendance (15 mint) & Current Affairs (30 Mint)	Meenakshi Ahlawat	Raghav Sharma		RTH
		10:15- 11:15	Marketing management	Kanika Mathur	Dr Vinay Negi	Sonia Bharti	RTH
		11:15 -11:30	Break				

		11:30-13:00	Customer Experience	Kanika Mathur	Dr Vinay Negi	Chanderika Thakur	RTH
		13:00-14:00	Lunch				
		14:00-16:00	Business plan: Marketing strategy	Dr Vinay Negi	Heena Aggarwal		RTH
		16:00-16:30	Break				
		16:30-18:00	Business plan: Marketing strategy	Dr Vinay Negi	Heena Aggarwal		RTH
		18:00-18:30	Break				
		18:30-20:00	Activity : Survive on the Moon	Suraj Kanwar	Rishabh Shyam		RTH
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
02-Aug	Wed	07:00-8:00	Guided Meditation	Dr Subodh Saurabh	BK Kaul	Dr Subodh Saurabh	Milkha Singh Complex
		09:30- 10:15	Attendance (15 min) & Current Affairs (30 Min)	Meenakshi Ahlawat	Raghav		RTH
		10:15-11:15	Business Disruptions & Reinvention	Rajiv Bhalla	Dr Sandeep Singh	BK Kaul	RTH
		11:15 -11:30	Break				
		11:30-13:00	Succeeding in Life	Ashish Khosla	Munish Sahrawat	Palak Chauhan	RTH
		13:00-14:00	Lunch				
		14:00-16:00	Resume Writing + Creating Resume	Tejas Subramanya	Vikas Minj		RTH
		16:00-16:30	Break				
		16:30-18:00	Digital Health Technology use with change management	Dr. Sumedha Kushwaha	Vatsla Bhanot	Chandrika Thakur	RTH
		18:00-18:30	Break				
		18:30-20:00	Team Building activity -Newspaper exercise	Poonam Nanda	Vikas Minj	Bhawana Thakur	RTH
Date	Day	Time		Speaker	Activity Coordinator	Event Coordinator	Venue

03-Aug	Thurs	07:00-8:00	Guided Meditation	Dr Subodh Saurabh	Shanti Devi	Dr Subodh Saurabh	Milkha Singh Complex	
		09:30- 10:15	Attendance (15 min) & Current Affairs (30 Min)	Meenakshi Ahlawat	Raghav Sharma		RTH	
		10:15- 11:15	Product Management	Partha Pratim Chakraborty	Dr Vinay Negi	Abhishek Dhawan	RTH	
		11:15 -11:30	Break					
		11:30-13:00	Product Management: Business Case Study	Partha Pratim Chakraborty	Dr Vinay Negi	Abhishek Dhawan	RTH	
		13:00-14:00	Lunch					
		14:00-16:00	Business Case Study : Human Resource Aspects	Pradeep Sharma	Dr Sandeep Singh	Vatsla Bhanot	RTH	
		16:00-16:30	Break					
		16:30-17:30	Road to Career Goals	Arvind Nanda	Chander Mohan Gupta	Chanderika Thakur	RTH	
		18:00-18:30	Break					
		18:30-20:00	Zero Carbon Management	Prekshi Sharma	Anitya Gupta	Suraj Pandit/Adarsh K Srivastava	RTH	
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue	
04-Aug	Fri	07:00-7:45	Guided Meditation	Dr Subodh Saurabh	Vatsla Bhanot	Dr Subodh Saurabh	Milkha Singh Complex	
		09:45- 10:15	Attendance (10 min) & Current Affairs (20 Min)	Meenakshi Ahlawat	Raghav/Vikas Minj		RTH	
		10:15- 11:15	Sales Management	Partha Pratim Chakraborty	Dr Vinay Negi	Raghav Sharma	RTH	
		11:15 -11:30	Break					
		11:30-13:00	Sales Management: Business Case Study	Partha Pratim Chakraborty	Soniya Bharti	Heena Aggarwal	RTH	
		13:00-14:15	Lunch					
		14:15-16:00	Human Resource Case Study	Pradeep Sharma	Dr Supriya Srivastava	Meghna Thakur	RTH	
		16:00-16:30	Break					

		16:30-18:00	Relationship & Stakeholder Management	Abhay Joshi	Arvind Nanda	Adarsh K Srivastava	RTH
		18:00-18:30	Break				
		18:30-20:00	EV Revolution & Impact on the Industry	Abhay Joshi	Munish Sahrawat	Tejas Subramanya	RTH
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
05-Aug	Sat	07:00-7:45	Guided Meditation	Dr Subodh Saurabh	Vatsla Bhanot	Dr Subodh Saurabh	Milkha Singh Complex
		09:45- 10:15	Attendance (10 min) & Current Affairs (20 Min)	Meenakshi Ahlawat	Raghav/Vikas Minj		RTH
		10:15- 11:15	Employers expectations from new employees	Abhay Joshi	Dr Sandeep Singh	Vijay Kumar	RTH
		11:15 -11:30	Break				
		11:30-13:00	GD exercises	Tejas Subramanya	Chanderika Thakur	Shubham Sharma	
		13:00-14:15	Lunch				
		14:15-16:00	GD exercises	Tejas Subramanya	Chanderika Thakur	Adarsh K Srivastava	RTH
		16:00-16:30	Break				
		16:30-18:00	Choices you make, Make you.	Prem Singh	Palak Chauhan	Adarsh K Srivastava	RTH
		18:00-18:30	Break				
		18:30-20:00	Activity : Baloon	Meenakshi Ahlawat	Vikas Minj	Vatsla Bhanot	RTH
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
06-Aug	Sun	07:00-7:45	Guided Meditation	Dr Subodh Saurabh	Rishabh Shyam	Dr Subodh Saurabh	Milkha Singh Complex
		09:45- 10:15	Attendance	NA	Suraj Pandit		RTH
		10:15- 11:15	Aptitude	Raghav Sharma	Adarsh K Srivastava		RTH
		11:15 -11:30	Break				



		11:30-13:00	Logical reasoning & DI	Raghav Sharma	Adarsh K Srivastava		RTH	
		13:00-14:15	Lunch					
		14:15-16:00	GD Exercise	Tejas Subramanya	Adarsh K Srivastava		RTH	
		16:00-16:30	Break					
		16:30-18:00	Advertising by Role Play	Tejas Subramanya	Adarsh K Srivastava		RTH	
		18:00-18:30	Break					
		18:30-20:00	Advertising by Role Play	Tejas Subramanya	Abhishek Dhawan		RTH	
07-Aug		MONDAY						
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue	
08-Aug	Tues	07:00-7:45	Guided Meditation	Yoga Dept	BK Kaul	Dr Subodh Saurabh	Milkha Singh Complex	
		09:45- 10:15	Attendance (10 min) & Current Affairs (20 Min)	Dr Sandeep Singh	Raghav/Vikas Minj		RTH	
		10:15- 11:15	Art of Power Point Presentation	Suraj Kanwar Singh	Vikas Minj	Heena Aggarwal	RTH	
		11:15 -11:30	Break					
		11:30-13:00	Human Resource Business case: Presentation	Pradeep Sharma	Meghana Thakur	Supriya Srivastava	RTH	
		13:00-14:15	Lunch					
		14:15-16:00	Tools for business management: Effective communication	Poonam Nanda	Bhawana Thakur	Adarsh K Srivastava	RTH	
		16:00-16:30	Break					
		16:30-18:00	Workshop : Effective Communication	Poonam Nanda	Bhawana Thakur	Meghna Thakur	RTH	
		18:00-18:30	Break					
		18:30-20:00	GD exercises	Tejas Subramanya	Chanderika Thakur	Vatsla Bhanot	RTH	
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue	
09-Aug	Wed	07:00-7:45	Guided Meditation	Dr Subodh Saurabh	Bhawana Thakur	Dr Subodh Saurabh	Milkha Singh Complex	

		09:45- 10:15	Attendance (10 min) & Current Affairs (20 Min)	Dr Sandeep Singh	Raghav Sharma/Sprint Team		RTH	
		10:15- 11:15	Creativity & Innovation	Dr Ashoo Khosla	Hasiba Salihy	Soniya Bharti	<b>RTH</b>	
		17:50 -11:30	<b>Break</b>					
		11:30-13:00	Workshop: Creativity & Innovation	Dr Ashoo Khosla	Hasiba Salihy	Soniya Bharti	RTH	
		13:00-14:15	<b>Lunch</b>					
		14:15-16:20	Preperation Time for Business Plan	Suraj Kanwar Singh/ Dr Sandeep Singh				<b>RTH</b>
		16:20 -16:50	<b>Break</b>					
		17:00-17:30	Alumni Interaction	Roshani Bhattacharya	Adarsh K Srivastava	Vikas Minj	<b>RTH</b>	
		17:30-18:00	Mid Way Presentation : Business Plan	Munish Sahrawat	Dr Sandeep Singh	Abhishek Dhawan	RTH	
		18:00-18:30	<b>Break</b>					
		18:30-20:00	Mid Way Presentation : Business Plan	Munish Sahrawat	Dr Sandeep Singh	Abhishek Dhawan	RTH	
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue	
10-Aug	Thurs	07:00-7:45	Guided Meditation	Dr Subodh Saurabh	Adarsh K Srivastava	Dr Subodh Saurabh	Milkha Singh Complex	
		09:45- 10:15	Attendance (10 min) & Current Affairs (20 Min)	Dr Sandeep Singh	Raghav Sharma/Sprint Team		RTH	
		10:15- 11:15	Professional Networking	Suraj Kanwar	Vatsla Bhanot	Palak Chauhan	RTH	
		11:15 -11:30	<b>Break</b>					
		11:30-13:00	Startup and Angel Investing	Mahavir pratap Sharma	Dr Chander Mohan Gupta	Dr Vinay Negi	RTH	
		13:00-14:00	<b>Lunch</b>					
		14:00-16:00	Personality Assessment	Dr Kamalkant Vashisht	Suraj Kanwar	Meghna Thakur	RTH	
		16:00-16:30	<b>Break</b>					
		16:30-18:00	Digital Marketing	Nishtha Anand	Heena Aggarwal	Chanderika Thakur	RTH	
		18:00-18:30	<b>Break</b>					

		18:30-20:00	Preperation of Business Plan & Cultural Event	NA	Vikas Minj	Bhawna Thakur	RTH
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
11-Aug	Fri	07:00-7:45	Guided Meditation	Dr Subodh Saurabh	Bhawana Thakur	Dr Subodh Saurabh	Milkha Singh Complex
		09:45- 10:00	Attendance	NA	Raghav Sharma/Sprint Team		RTH
		10:00- 11:00	Basics of Finance Part I	Dr Chander Mohan Gupta	Soniya Bharti	Heena Aggarwal	RTH
		11:00-13:00	Rise of the Super Humans	Swapnil Tiwari	Bhawana Thakur	Shubham Sharma	RTH
		13:00-14:15	Lunch				
		14:15-16:00	Basics of Finance Part II	Dr Chander Mohan Gupta	Shubham Sharma	Vatsla Bhanot	RTH
		16:00-16:30	Break				
		16:30-18:00	Activity: Treasure Hunt	Meenakshi Ahalawat	Chanderika/Heena Aggarwal	Palak Chauhan	RTH
		18:00-18:30	Break				
		18:30-20:00	Activity: Treasure Hunt	Meenakshi Ahalawat	Chanderika/ Heena Aggarwal	Palak Chauhan	RTH
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
12-Aug	Sat	07:00-7:45	Guided Meditation	Dr Subodh Saurabh		Dr Subodh Saurabh	Milkha Singh Complex
		09:45- 10:15	Attendance (10 min) & Current Affairs (20 Min)	Meenakshi Ahalawat	Raghav Sharma/Sprint Team		
		10:15- 11:15	Strategy Management	Prof Atul Khosla	Narinder Verma	Munish Sahrawat	RTH
		11:15 -11:30	Break				
		11:30-13:00	Business plan: Finance & business case	Prof Atul Khosla	Narinder Verma	Munish Sahrawat	RTH
		13:00-14:00	Lunch				

		14:15-16:00	Business Plan & Strategy	Sandeep K Ruhela	Dr Chander Mohan Gupta	Vijay Kumar	RTH
		16:00-16:30	<b>Break</b>				
		16:30-18:00	Business Plan & Strategy	Sandeep K Ruhela	Dr Chander Mohan Gupta	Vijay Kumar	RTH
		18:00-18:30	<b>Break</b>				
		18:30-20:00	Basics of Accounting	Vijay Kumar	Adarsh K Srivastava		RTH
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
13-Aug	Sun	07:00-7:45	Guided Meditation	Dr Subodh Saurabh		Dr Subodh Saurabh	Milkha Singh Complex
		10p:15- 11:15	Attendance (10 min) & Current Affairs (20 Min)	Dr Sandeep Singh	Raghav Sharma/Sprint Team		RTH
		10:15- 11:15	Artificial Intelligence in HR	Rohit Shenoy & Neha Saxena	Munish Sahrawat	Suraj Kanwar/Vikas Minj	RTH
		11:15 -11:30	<b>Break</b>				
		11:30-13:00	Artificial Intelligence in HR	Rohit Shenoy & Neha Saxena	Dr Sandeep Singh	Bhawna Thakur	RTH
		13:00-14:00	<b>Lunch</b>				
		14:00-16:00					RTH
		16:00-16:30	<b>Break</b>				
		16:30-18:00	Presentation preparation: Business plan				RTH
		18:00-18:30	<b>Break</b>				
		18:30-20:00	Presentation preparation: Business plan				RTH
14-Aug	Mon						

Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
15-Aug	Tues	09:00- 09:15	Attendance				OAT
		9:15:00 AM onwards	Independence Day Celebration				OAT
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
16-Aug	Wed	07:00-7:45	Guided Meditation	Dr Subodh Saurabh		Dr Subodh Saurabh	Milkha Singh Complex
		09:45- 10:00	Attendance	NA	Sprint Team		RTH
		10:00- 11:15	SMART Exam	Raghav Sharma	Shubham Sharma/Vividha Gurung/Adarsh K Srivastava	Bhawna Thakur	RTH
		11:15 -11:30	Break				
		11:30-13:00	Effective Leadership	Vivek Attray	Munish Sahrawat	Adarsh K Srivastava	RTH
		13:00-14:15	Lunch				
		14:15-15:30	Preperation time for Business Plan & Cultural Event	NA	Sprint Team		RTH
		15:30-16:30	How to Make the Most of the Shoolini MBA	Chaitanya	Vikas Minj	Heena Aggarwal	RTH
		16:30-17:00	Break				
		17:00-20:00	Cultural Event	NA	Dr Sandeep Singh / Suraj Kanwar/ Vikas Minj/ Poonam Nanda	All Faculty	OAT
Date	Day	Time	Topics	Speaker	Activity Coordinator	Event Coordinator	Venue
17-Aug	Thurs	09:30- 09:45	Attendance	Sprint Team			RTH
		09:45- 11:15	Business plan presentations	NA	Dr Narinder Verma	Bhawna Thakur	RTH
		11:15 -11:30	Break				



		11:30-13:00	Business plan presentations	NA	Munish Sahrawat	Dr Vinay Negi + Chandrika Thakur	RTH
		13:00-14:00	<b>Lunch</b>				
		14:00-16:00	Business plan presentations	NA	Avnee Khosla	BK Kaul + Sonia Bharti	RTH
		16:00-16:30	<b>Break</b>				
		16:30-18:00	Business plan presentations	NA	Dr Kesari Singh	Dr Sandeep Singh + Palak Chauhan	RTH
		18:00-18:30	<b>Break</b>				
		18:30-20:00	Conclusion & Reflection	NA	All Faculty		RTH

## Business Pitches (MBA Launchpad 2023)

Business Name	Brief Description
<b>Jija ka Pizza</b>	<b>"Jija ka Pizza"</b> is a fast-growing campus-based pizza venture built on the slogan <i>"Make Tempting Memories with Tempting Pizza."</i> Offering affordable, freshly baked pizzas with creative toppings, it aims to capture student demand through strong referral programs, content marketing, and future expansion into university franchises across India.
<b>Frost and Freeze – Mumbai Juhu Beach</b>	<b>Frost and Freeze</b> redefines the classic <i>Ice Gola</i> experience with a creative, hygienic, and nostalgic twist. Located at Juhu Beach, it combines vibrant flavors, beach aesthetics, and modern customization—offering a refreshing, Instagram-worthy dessert that appeals to families, tourists, and youth alike
<b>Maggie Wala Point</b>	<b>"Maggie Wala Point"</b> brings together comfort and creativity in every bite. Serving freshly made Maggi, pasta, sandwiches, and beverages, it's a cozy café concept that offers flavorful innovation with a youthful vibe—targeting students seeking quick, tasty, and affordable meals in a friendly environment
<b>My Kitchen</b>	<b>"My Kitchen"</b> celebrates the authentic flavors of Tibet by offering freshly prepared momos and thukpa within the campus community. With a focus on health, authenticity, and a welcoming atmosphere, it aims to become the go-to hub for Tibetan cuisine lovers and a vibrant student gathering spot.
<b>DESI CUISINE</b>	<b>"Desi Cuisine"</b> revives the essence of traditional Indian cooking through authentic recipes infused with a modern touch. Offering hearty Desi meals prepared with locally sourced ingredients, it creates a community dining experience that celebrates culture, quality, and the warmth of Indian hospitality.
<b>Chai Ki Chuski</b>	<b>"Chai Ki Chuski"</b> offers a warm and soulful tea experience that blends tradition with comfort. Designed as a cozy retreat for tea lovers, it serves a variety of brews with friendly service, sustainable sourcing, and a focus on creating meaningful connections over every cup.
<b>The Egg Break</b>	<b>"The Egg Break"</b> is a campus café specializing in egg-based dishes—from omelettes to egg biryani—served fresh and affordable. Promoting healthy eating habits among students, it focuses on locally sourced ingredients, quick service, and a cheerful dining environment that builds loyal morning and lunch crowds.
<b>The Treat House</b>	<b>"The Treat House"</b> is a food discovery and delivery platform that connects users with the best restaurants, menus, and nightlife spots. Blending digital innovation with culinary passion, it aims to ensure that "nobody has a bad meal," offering a seamless experience for both diners and restaurants.

<b>FRUITS Fusion Shakes</b>	<b>"Fruits Fusion Shakes"</b> blends health and flavor through freshly prepared, nutrient-rich fruit shakes. With a mission to promote vibrant living, it focuses on quality, creativity, and zero-waste practices—offering Solan’s community an energizing, eco-friendly alternative to sugary beverages.
<b>Cha-hey</b>	<b>"Cha-hey"</b> is a trendy tea café that brings a modern aesthetic to India’s timeless chai culture. Offering diverse tea blends, quick snacks, and an inviting space for social connection, it caters to young professionals and students seeking relaxation, creativity, and authentic flavor in every sip.
<b>SHAKYY SHAKESS</b>	<b>"Shakyy Shakess"</b> is a vibrant milkshake brand offering freshly blended fruit and chocolate shakes crafted from locally sourced ingredients. With creative flavors, student discounts, and social media-driven promotions, it aims to become the go-to refreshment stop for the youth seeking taste, energy, and value.
<b>Indian Pakoda Comapny</b>	<b>"Indian Pakoda Company"</b> celebrates India’s snacking heritage with a modern twist—serving regional favorites like <i>Chop from Bengal</i> , <i>Jalebi Fafda from Gujarat</i> , and <i>street-style chai</i> . Targeting travelers, students, and tourists, IPC blends authentic taste with entrepreneurial energy to bring India’s comfort food to every corner.
<b>MONARCH MOMO</b>	<b>"Monarch Momo"</b> brings the irresistible charm of Himalayan street food to campus dining. Featuring a menu of steamed and fried momos in vegetarian and non-vegetarian varieties, it combines flavor, affordability, and customization—offering catering, delivery, and combo deals for momo lovers everywhere.
<b>FRUITELO FRUITS</b>	<b>"Fruitelo Fruits"</b> is a healthy retail venture delivering premium-quality fruits directly from Himalayan farms. Focused on freshness, sustainability, and farmer welfare, it also offers gifting baskets and community engagement initiatives—promoting the motto <i>“No Farmers, No Food.”</i>
<b>Osaak Perfumes</b>	<b>"Osaak Perfumes"</b> revives the timeless art of <i>Kannauj attars</i> through handcrafted, alcohol-free perfumes made from natural flowers, herbs, and spices. Combining tradition with elegance, the brand empowers local artisans and women through sustainable employment while pledging a share of profits to education and health causes.

## Industry Speakers

Speaker	Designation / Organisation	Masterclass
Paras Goyal	Director, Boston Consulting Group	Careers in Consulting
Kanika Mathur	Founder K-Trends / SVP Dubai Corp	Marketing & CX
Rajiv Bhalla	VP & MD, Barco	Business Disruptions & Reinvention
Prem Singh	President HR, JK Organisation	Choices You Make Make You
Mahavir P. Sharma	Chair TiE India Angels	Start-ups & Angel Investing
Rohit Shenoy	Director HR, DXC Technology	Artificial Intelligence in HR
Dr. Sumedha Kushwaha	CEO- GIPHI, PhD-University of Toronto, RA- CAMH & OTRU, Founder- ATTAC, IIDA, Professor-Humber College, Program Director- Langar Seva & CSSB	Digital Health Technology use with change management
Abhay Joshi	Partner and Head Industries Practice, Boyden Global Executive Search	Employers expectations from new employees
Swapnil Tiwari	Madman   Social Innovator & Reformer   Author   1000 World Leaders for Hope	Rise of the Super Humans
Sandeep K Ruhela	Head - Strategy, Planning & Projects   GM Corporate Strategy & Business Planning and PMO   Business Transformation Lead - Escorts Kubota Limited	Business Plan & Strategy
Partha Pratim Chakraborty	Doctoral Scholar -Swiss School of Business Management Geneva   Management and Leadership Program - Wharton , USA   Professor at Symbiosis (SCDL), Pune	Sales Management
Neha Saxena Shenoy	Deputy CHRO- Cairn Oil and Gas	Artificial Intelligence in HR
Rohit Shenoy	Director HR - DXC Technology	Artificial Intelligence in HR

## Session

Session	Topic	Internal Speaker
S1	Chai pe Charcha with the Vice Chancellor	Prof Atul Khosla
S2	MS Excel Workshop	Prof. BK Kaul
S3	Stairway to Success: Dream Big	Rishabh Shyam
S4	Preparation of Business Idea Entity	Prof. Munish Sahrawat/ Prof. BK Kaul/ Dr Sandeep Singh
S5	Resume Writing and Resume Creation	Prof. Tejas Subramanya
S6	Business Plan: Marketing Strategy	Dr Vinay Negi
S7	Succeeding in Life	Prof. Ashish Khosla
S8	Zero Carbon Management	Prekshi Sharma
S9	Group Discussion (GD) Exercises	Prof. Tejas Subramanya
S10	The Art of PowerPoint Presentation	Suraj Kanwar Singh
S11	Tools for Business Management: Effective Communication	Poonam Nanda
S12	Alumni Interaction Session	Roshani Bhattacharya
S13	Personality Assessment	Dr Kamalkant Vashisht
S14	Digital Marketing	Nishtha Anand
S15	Basics of Finance – Part I	Dr Chander Mohan Gupta
S16	Strategic Management	Prof. Atul Khosla
S17	Basics of Accounting	Vijay Kumar
S18	SMART Exam	Raghav Sharma
S19	How to Make the Most of the Shoolini MBA	Chaitanya
S20	Grooming & Etiquette	Pratip Mazumdar
S21	Aptitude	Raghav Sharma
S22	Workshop: Creativity & Innovation	Dr. Ashoo Khosla

## Experiential Learning Activities

- Survive on the Moon
- Team-Building Exercise: Newspaper Activity
- Balloon Activity
- Advertising by Role Play
- Treasure Hunt

## Case Study

CS 1	Business Plan: Finance and Business Case	Prof Atul Khosla
CS 2	Sales Management: Business Case Study	Partha Pratim Chakraborty
CS 3	Global Financial Crisis : A Business Movie Case Study	Munish Sahrawat
CS 4	Business Case Study : Human Resource Aspects	Pradeep Sharma
CS 5	Product Management: Business Case Study	Partha Pratim Chakraborty

## Skills Developed

- Leadership & Emotional Intelligence
- Communication & Presentation Skills
- Teamwork & Collaboration
- Problem-Solving & Analytical Thinking
- Digital Tools & Excel Proficiency
- Personal Grooming & Mindfulness

## Glimpse of the Program



**Masterclass on Careers in Consulting: Paras Goyal**  
Director, Boston Consulting Group (Director-BCG)





**Group Photograph with Paras Goyal**  
Director, Boston Consulting Group (Director-BCG)



**Masterclass on Marketing Management: Kanika Mathur**  
Founder K -Trends/SVP - Dubai Corporation





**Masterclass on Business Disruptions & Reinvention:**  
Rajiv Bhalla (Vice President & Managing Director- Barco)

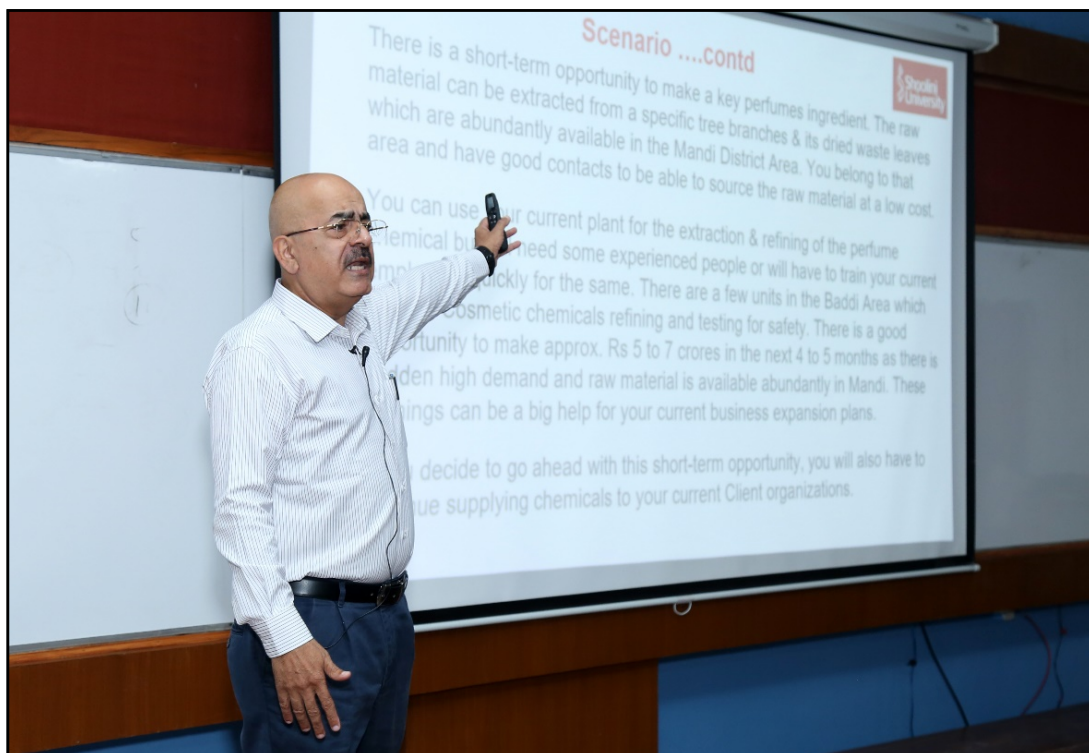


**Masterclass on Relationship & Stakeholder Management:**  
Abhay Joshi (Boyden Global Executive Search)





**Masterclass on Startup and Angel Investing;**  
Mahavir Pratap Sharma (Chair, TiE India Angels and Director)



**Human Resource Case Study**  
Prof. Pradeep Sharma (Professor of Practice, Shoolini University)



**Masterclass on Digital Health Technology use with change management:**  
Dr Sumedha Kushwaha (CEO- GIPHI)



**Masterclass on Digital Health Technology use with change management:**  
Dr Sumedha Kushwaha (CEO- GIPHI)





**Masterclass on Business Plan & Strategy: Sandeep K Ruhela**  
Head - Strategy, Planning & Projects | Business Transformation Lead -  
Escorts Kubota Limited



**Masterclass on Choices You Make Make You:**  
Prem Singh, President HR, JK Organisation





**Masterclass on Artificial Intelligence in HR: Rohit Shenoy**  
Director HR - DXC Technology



**Masterclass on Artificial Intelligence in HR: Neha Saxena Shenoy**  
Deputy CHRO- Cairn Oil and Gas



**Masterclass on Product Management: Business Case Study:**  
 Partha Pratim Chakraborty Doctoral Scholar -Swiss School of Business  
 Management - Geneva | Professor at Symbiosis (SCDL), Pune



**Masterclass on Starting Up : From Business Idea to Scaling Up:**  
 Vishal Anand, Pro Chancellor | Shoolini University





**Masterclass on Effective Leadership: Vivek Atray**  
ex IAS, Motivational TEDx Speaker, Advisor | Shoolini University



**Masterclass on Placements : Final Frontier : Avnee Khosla**  
Vice President | Shoolini University



**Masterclass on Succeeding in Life: Ashish Khosla**  
President Innovation & Marketing | Shoolini University



**Masterclass on Road to Career Goals: Arvind Nanda**  
President – People Practices and HR | Shoolini University





**Masterclass on Tools for business management: Effective communication**  
Poonam Nanda: Dean Student Welfare | Shoolini University



**Workshop: Creativity & Innovation: Dr. Ashoo Khosla**  
Chief Learning Officer | Shoolini University





**Masterclass on Digital Marketing : Nishtha Anand**  
Trustee & Director | Shoolini University



**Masterclass on Business plan: Finance & Business case:**  
Prof. Atul Khosla, Vice Chancellor | Shoolini University

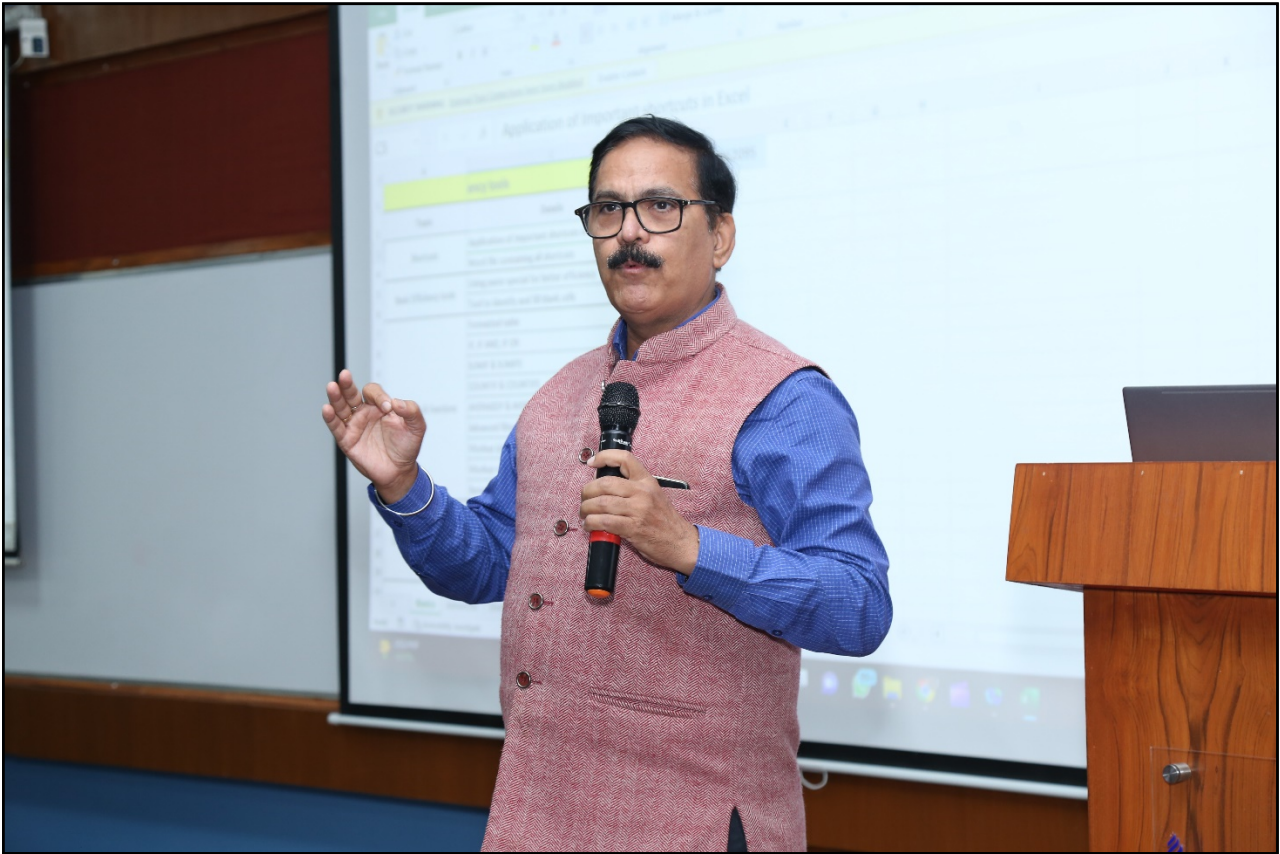


**Masterclass on Business plan: Finance & Business case:**  
Prof. Atul Khosla, Vice Chancellor | Shoolini University



**Best Business Plan: Winning Team felicitation by Dean, FMS**





**Excel Workshop:**  
Prof. BK Kaul (Professor of Practice, Shoolini University)



**Excel Workshop:**  
Prof. BK Kaul (Professor of Practice, Shoolini University)



**Masterclass on Rise of the Super Humans: Swapnil Tiwari**  
Madman | Social Innovator & Reformer | Author | 1000 World Leaders for

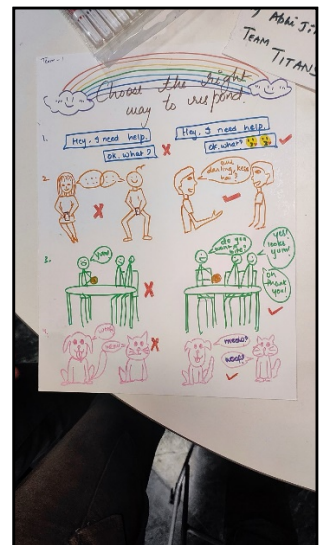
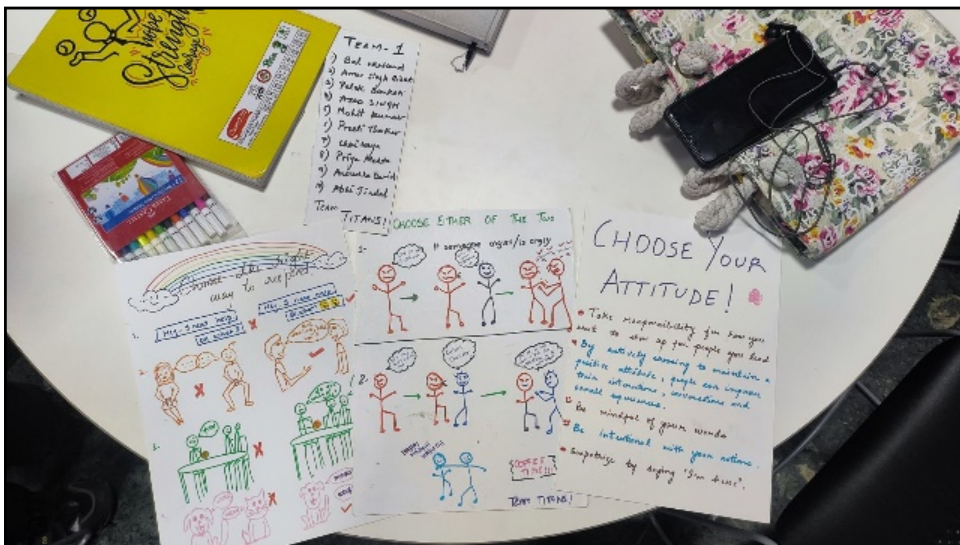


**Masterclass on Rise of the Super Humans: Swapnil Tiwari**  
Madman | Social Innovator & Reformer | Author | 1000 World Leaders for





**Students engaged in an insightful case study discussion — learning through analysis and collaboration**



**Students engaged in an insightful case study discussion — learning through analysis and collaboration**





**Celebrating students' outstanding achievements**



**Proud moments as students receive certificates of achievement**



**Masterclass on Tools for Business Management: Ms. Poonam Nanda**  
Dean Student Welfare | Shoolini University



**Wrapping up 21 days of learning with a night full of culture and cheers**



# **SPRINT™ II – Business Innovation SPRINT™**

*Semester II – Innovation, Entrepreneurship & Emerging Technologies*

 1 – 10 Feb 2024

## **Overview**

The Business Innovation SPRINT™ is an intensive 2+ week experiential program designed to ignite creativity, strategic thinking, and entrepreneurial problem-solving among MBA students. The program blends innovation strategy, emerging technologies, and design thinking to help students navigate the evolving business landscape. Through live case studies, simulations, and innovation labs, students explore transformative technologies such as AI, Blockchain, DroneTech, and Sustainable MSMEs.

The SPRINT emphasizes hands-on learning through ideathons, business model design, and industry-linked innovation challenges such as the L'Oréal Brandstorm Competition. It also introduces intellectual property frameworks, patents, and strategic communication for protecting and presenting innovative ideas. By combining technology, creativity, and leadership, the Business Innovation SPRINT™ empowers students to become future-ready innovators capable of driving sustainable and socially responsible business transformations

## **Key Highlights**

- 100 + Hours of Learning | 10 + Speakers & Mentors
- L'Oréal Brandstorm & Business Club Challenges
- Nativate Challenge: Performing Himachali Nati with Creativity and adding Innovation
- Business Innovation Extempore.



## Agenda SPRINT "Business Innovation" : MBA IInd Semester (1 Feb - 10 Feb 2024)

Date & Time	09:30 - 09:40	09:45 - 10:00	10:00 -10:40	10:40-10:55	11:00- 13:00	13:00 - 14:00	14:00 - 16:00	16:00 - 16:15	16:15 - 18:00
01-02-2024 (Thursday)	Attendance	Welcome Address & Setting up the Context- Prof Munish Sahrawat	Ice Breaking Activity : Suraj Kanwar	BREAK	AI Powered Business Innovation : Nandan Mishra, Ikagai	LUNCH	Session on Innovation & Creativity:- Dr. Ashoo Khosla	BREAK	Being your kind of weird as an entrepreneur- Manjula Sularia
Date & Time	09:30 - 09:40	09:45 - 10:00	10:00 -11:15	11:15-11:30	11:30- 13:00		14:00 - 16:00	16:00 - 16:15	16:15 - 18:00
02-02-2024 (Friday)	Attendance	Team Building Activity : Manjula Sularia		BREAK	Let Resilience and Passion be your Diving Force: Manjula Sularia		Habits and Mindset-I: Navneet Sandhu	BREAK	Session on Business Models - Dr. Chander Mohan Gupta
Date & Time	09:30 - 09:40	09:45 - 10:00	10:00 -11:15	11:15-11:30	11:30- 13:00		14:00 - 16:00	16:00 - 16:15	16:15 - 18:00
03-02-2024 (Saturday)	Attendance	Habits and Mindset-II: Navneet Sandhu		BREAK	Pharma Business in Innovation- Anshula Narula		Session on Innovation & Creativity:- Dr. Ashoo Khosla	BREAK	Block Chain Innovation: Dr. Manjunath B R
04-02-2024 (Sunday)	Attendance	Fun Activity: Nativate: Meenakshi Ahlawat/ Rishabh Shyam							
05-02-2024 (Monday)	Attendance	Business Innovation Extempore competition: Meenakshi		MSME					
Date & Time	09:30 - 09:40	09:45 - 10:00	10:00 -11:15	11:15-11:30	11:30- 13:00	13:00 - 14:00	14:00 - 16:00	16:00 - 16:15	16:15 - 18:00
06-02-2024 (Tuesday)	Attendance	Current Affairs: Meenakshi Ahlawat/ Raghav Sharma	Crypto an Innovation: Dr. Manjunath B R	BREAK	Session on Innovation & Creativity:- Dr. Ashoo Khosla	LUNCH	Session on Business Innovation in Tourism/Social Media: Dr Partha Pratim Chakraborty	BREAK	Innovative Entrepreneurship: Abhishek Chauhan
Date & Time	09:30 - 09:40	09:45 - 10:00	10:00 -11:15	11:15-11:30	11:30- 13:00		14:00 - 16:00	11:15-11:30	16:15 - 18:00
7-02-2024	Attendance	Current Affairs:	How to win an	BREAK	Session on		Business Innovation	BREAK	L'Oreal Brandstorm

<b>(Wednesday)</b>		Meenakshi Ahlawat/ Raghav Sharma	Argument: Ankur Bashar		Innovation & Creativity:- Dr. Ashoo Khosla		Extempore competition: Meenakshi		Challenge
<b>Date &amp; Time</b>	<b>09:30 - 09:40</b>	<b>09:45 - 10:00</b>	<b>10:00 -11:15</b>	<b>11:15- 11:30</b>	<b>11:30- 13:00</b>		<b>14:00 - 16:00</b>	<b>16:00 - 16:15</b>	<b>16:15 - 18:00</b>
<b>8-2-2024 (Thursday)</b>	Business Club Challenge						Business Club Challenge		
<b>Date &amp; Time</b>	<b>09:30 - 09:40</b>	<b>09:45 - 10:00</b>	<b>10:00 -11:15</b>	<b>11:15- 11:30</b>	<b>11:30- 13:00</b>		<b>14:00 - 16:00</b>	<b>16:00 - 16:15</b>	<b>16:15 - 18:00</b>
<b>9-2-2024 (Friday)</b>	Attendance	Current Affairs: Meenakshi Ahlawat/ Raghav Sharma		<b>BREAK</b>	Innovation through AI- Dr. Amar Raj Singh		(15:00-16:00) Data Analytics for Personalized Experiences.: Neeraj Chaudhary	<b>BREAK</b>	Activity-Obstacles & Innovation: Poonam Nanda
<b>Date &amp; Time</b>	<b>09:30 - 09:40</b>	<b>09:45 - 10:00</b>	<b>10:00 -11:15</b>	<b>11:15- 11:30</b>	<b>11:30- 13:00</b>		<b>14:00 - 16:00</b>	<b>11:15- 11:30</b>	<b>16:15 - 18:00</b>
<b>10-02-2024 (Saturday)</b>	Attendance	L'Oreal Brandstorm Challenge	Continue.. L'Oreal Brandstorm Challenge	<b>BREAK</b>	Session on Secure Your Innovation with IP -Dr Saurabh Aggarwal		TBD:- Poonam Nanda	<b>BREAK</b>	Conclusion and Take away

## Industry Speakers

Speaker Name	Designation	Masterclass
Dr Nandan Mishra	Founder, Ikagai	AI & Innovation
Manjula Sularia	Life Skills Coach and Social Entrepreneur	1. Let Resilience and Passion be your Driving Force 2. Being your kind of Weird as an Entrepreneur
Navneet Sandhu	International Coach and Leadership Consultant	Habits and Mindset- I
Anshu Narula	Business Development, People Development, Sales & Marketing, Motivational Speaker	Pharma Business & Innovations Journey
Abhishek Chauhan	Co-Founder: We Incubate	Innovative Entrepreneurship
Anvi Khosla	Kalari Capital	Session on Innovation in Startups :A VC Lens
Major General ( Dr) Mandip Singh	Strategic Alliances   Operations   Human Resources   Leadership	Drones & Innovations
Abhishek Chauhan	Founding Partner - SAMVEDANAM Consulting   Co-Founder WeIncubate   Investment Banker and Growth Consultant   Angel Investor	Innovative Entrepreneurship

## Sessions

Session	Topic	Internal Speaker
S1	Innovation & Creativity	Dr. Ashoo Khosla
S2	Business Models	Dr. Chander Mohan Gupta
S3	Pharma Business in Innovation	Anshu Narula
S4	Block Chain Innovation	Dr. Manjunath B R
S5	Crypto: An Innovation	Dr. Manjunath B R
S6	Innovation through Artificial Intelligence (AI)	Dr. Amar Raj Singh
S7	Data Analytics for Personalized Experiences	Neeraj Chaudhary
S8	Session on Securing Your Innovation with Intellectual Property (IP)	Saurabh Aggarwal
S9	How to win an Argument	Ankur Bashar

## **Skills Developed**

- Design Thinking & Creative Problem Solving
- Innovation Management & Entrepreneurship
- Tech Fluency (AI, Blockchain, Drones)
- Public Speaking & Negotiation
- Team Collaboration & Resilience
- Patent & Intellectual Property Awareness

## **Glimpse of the Program**



**Lamp Lighting Ceremony marking the beginning of the Business  
Innovation SPRINT Program**



**Lighting the lamp of knowledge and innovation — kickstarting the Business Innovation SPRINT Program**



**Prof. Munish Sahrawat setting the context for the Business Innovation SPRINT Program**





**Prof. Munish Sahrawat setting the context for the Business Innovation SPRINT Program**



**Masterclass on AI Powered Business Innovation: Nandan Mishra  
Founder, Ikagai**





**Masterclass on AI Powered Business Innovation: Nandan Mishra**  
Founder, Ikagai



**Masterclass on being your kind of weird as an entrepreneur: Manjula Sularia**  
Life Skills Coach and Social Entrepreneur



**Ideas in action — students showcase their creativity and vision**



**Masterclass on Habits and Mindset: Navneet Sandhu**  
International Coach and Leadership Consultant





**Masterclass on Drones & Innovation: Major Gen. Mandip Singh-retd.**  
(President of DroneAcharya) , Strategic Alliances | Operations | Human Resources | Leadership



**Masterclass on Innovation & Creativity: Dr. Ashoo Khosla**  
Chief Learning Officer | Shoolini University



**Masterclass on Block Chain Innovation: Dr. Manjunath B R**  
Professor & Director - Academic Affairs | Shoolini University





### Alumni Interaction



**Masterclass on Business Innovation in Tourism/Social Media:**  
Dr. Partha Pratim Chakraborty, Professor of Marketing | Shoolini University





## Masterclass on Innovative Entrepreneurship: Abhishek Chauhan

Co-Founder: We Incubate



## Masterclass on Innovative Entrepreneurship: Abhishek Chauhan

Co-Founder: We Incubate





**Recognizing students for their effort, dedication, and success**



**Certificates that tell a story of hard work and achievement**





**Acknowledging the hard work that made every moment count**






**Faculty members honoring students for their exemplary performance and achievements**

## **Theme III: Advanced Training Program (ATP) – “From Campus to Corporate”**

*Semester III – Corporate Readiness & Placement Preparation*

 *18 September – 5 October 2025*

### **Overview**

The **Advanced Training Program (ATP)** is a rigorous 15–17-day placement readiness and leadership development bootcamp designed for final-year MBA students. Modeled on corporate onboarding and executive development frameworks, ATP bridges the gap between academic learning and professional performance. The program integrates aptitude training, case-based simulations, and domain-specific workshops across Finance, HR, Marketing, and Analytics.

Students enhance their problem-solving, communication, and analytical abilities through mock interviews, business challenges, and group discussions that mirror real corporate assessments. Emphasis is placed on self-leadership, adaptability, and reflective learning to ensure post-placement success. By combining critical thinking, business planning, and presentation mastery, ATP empowers students to confidently navigate recruitment processes and emerge as career-focused, industry-ready professionals capable of contributing to organizational growth from day one.

### **Highlights of Advanced Training Program (ATP) 2025**

- 15+ Days | 160+ Hours | 13+ Industry Leaders/Mentors
- Aptitude Development Training in collaboration with Hitbullseye (65 hours)
- Daily Economic Times Op-Ed and Quiz Analysis for business awareness
- Functional and sectoral masterclasses across BFSI, Pharma, Consulting, and GCCs
- Simulated GDs and Mock Interviews replicating corporate assessment centers
- Hands-on learning through “Battle of the Business Clubs” and “Ignite: New Business Launchpad”

## Ignite Launchpad: Business Pitches (MBA Advanced Training Program 2025)

Business Name	Brief Description
<b>Sentara Hospital</b>	" <b>Sentara Hospital</b> " is a next-generation healthcare chain designed for India's Tier-2 cities, offering world-class multi-specialty care built on the promise of " <i>Clarity in Care.</i> " Through transparent billing, ethical practices, and clinical excellence, Sentara aims to become the most trusted and accessible hospital brand for middle-class families across emerging markets
<b>Hospital Information Systems</b>	" <b>HealthOS</b> " reimagines traditional Hospital Information Systems into an intelligent, AI-powered healthcare operating ecosystem. Integrating blockchain, predictive analytics, and AR/VR modules, it enables patient-owned data, precision medicine, and real-time operational efficiency—transforming hospitals from reactive to proactive care institutions
<b>AarogyaVistaar Clinics</b>	" <b>AarogyaVistaar Clinics</b> " is a network of affordable primary healthcare centers in Himachal Pradesh, delivering preventive and diagnostic services in underserved regions. With a focus on maternal and child health, chronic disease screening, and local hiring, it bridges rural health gaps through accessible, sustainable, and community-driven care.
<b>NewLife Hospital</b>	" <b>NewLife Hospital</b> " proposes a 5-unit chain of 100-bed multi-specialty hospitals designed to enhance healthcare accessibility in Himachal Pradesh. Combining clinical excellence, NABH standards, and patient-centric services, it aims to build trust through quality, expand coverage under government schemes, and generate long-term regional health impact
<b>Plugging the Leakage</b>	" <b>Plugging the Leakage</b> " presents a strategic turnaround plan for medical college pharmacies losing sales to external competitors. Through quality assurance, targeted pricing, student engagement, and digital integration, it transforms on-campus pharmacies into trusted, tech-enabled, and service-driven retail healthcare hubs
<b>HIS Evolve</b>	" <b>HIS Evolve</b> " is a next-generation Hospital Information System designed to modernize healthcare operations through seamless integration, embedded intelligence, and human-centered design. Built on cloud and FHIR-native architecture, it unifies clinical, administrative, and patient workflows—reducing inefficiencies, enhancing user experience, and enabling data-driven, AI-powered healthcare delivery.
<b>Himalyan Health Hub</b>	" <b>Himalayan Health Hub</b> " is a network of affordable primary and diagnostic care centers aimed at bridging healthcare gaps across Himachal Pradesh. Combining telemedicine, in-house diagnostics, and corporate tie-ups, it delivers quality, compliant, and accessible healthcare to urban, industrial, and remote communities.



<b>Cardio Life India</b>	<b>"Cardio Life India"</b> pioneers affordable, AI-enabled cardiac devices—such as real-time monitoring wearables and rapid Troponin test kits—to make advanced heart care accessible to India's Tier-2 and rural populations. Focused on innovation and cost reduction, it aims to democratize cardiac diagnosis and treatment across the nation.
<b>AliveCor KARDIYA 12L</b>	<b>"AliveCor KARDIYA 12L"</b> is an AI-powered, handheld 12-lead ECG system revolutionizing cardiac diagnostics in India. Designed for hospitals, clinics, and telemedicine providers, it delivers instant, cloud-enabled ECG results—bridging affordability, accessibility, and technological excellence in cardiac care.
<b>Diagnostic Expansion</b>	<b>"Diagnostic Expansion"</b> proposes a scalable hub-and-spoke diagnostic model across Himachal Pradesh. Leveraging existing medical college labs and the state's transport network, it ensures affordable, high-quality diagnostic testing through strategically located collection centers and efficient sample logistics.
<b>CliniQ Labs</b>	<b>"CliniQ Labs"</b> expands a medical college's diagnostic department into a NABL-accredited hub with satellite collection centers. Through AI scheduling, IoT-enabled logistics, and transparent reporting, it enhances accessibility, efficiency, and trust in Himachal's diagnostic ecosystem—reducing leakage and improving patient outcomes.
<b>Plugging Pharmacy</b>	<b>"Plugging Pharmacy"</b> is a data-driven retail optimization plan designed to reduce revenue leakage in campus pharmacies. By leveraging digital tools, doctor engagement, loyalty programs, and phased implementation, it converts a captive hospital audience into loyal customers, boosting profitability and service efficiency.



## Agenda SPRINT "Advanced Training Program" : MBA IIIrd Semester (18 Sept - 05 Oct 2025)

Date	Day	Time	Session	Speaker Incharge	Faculty 01 Coordinator	Faculty 02 Coordinator	Faculty 03 Coordinator	Venue
18-Sep	Thursday	09:00	Reporting Time					APJ Hall
18-Sep	Thursday	09:10 - 09:15	Attendance	Srijan Sharma	Vikas Minj	Tejas Subrahmanya	Chandrika Thakur	APJ Hall
18-Sep	Thursday	09:15 - 09:30	Lamp Lighting Munish Sahrawat & Neha Kukrety / Class Rep.)	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	All SBS Faculty	APJ Hall
18-Sep	Thursday	09:30 - 10:15	Dean's Address- Placements : Get, Set, Compete!	Munish Sahrawat	Tejas Subrahmanya	All SBS Faculty	All SBS Faculty	APJ Hall
18-Sep	Thursday	10:15 - 11:15	Professional Grooming & Etiquette	Satyajit Singh Sethi	Shaiwali Yadav	Srijan Sharma	Vikas Minj	APJ Hall
18-Sep	Thursday	11:15 - 11:30	Break					
18-Sep	Thursday	11:30 - 12:50	Finance for Non Finance- Industry Landscape & Career Pathways	Neha Kukrety	Priyanka Thakur	Nikhil Bhardwaj	Beena Samuel	APJ Hall
18-Sep	Thursday	13:00 - 14:00	Lunch					
18-Sep	Thursday	14:00-14:30	Battle of the Business Clubs: Initial Pitch	Tejas Subrahmanya	Faculty Mentors	Club Office Bearers (Year 2)	Students	APJ Hall
18-Sep	Thursday	14:30-16:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Srijan Sharma	APJ Hall
18-Sep	Thursday	16:00-16:30	Break					
18-Sep	Thursday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Srijan Sharma	APJ Hall
18-Sep	Thursday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Srijan Sharma	APJ Hall
19-Sep	Friday	09:00	Reporting Time					APJ Hall



19-Sep	Friday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
19-Sep	Friday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall	
19-Sep	Friday	10:00 -11:00	Business Mind Forum- Group Discussions	Neha Kukrety / Nikhil Bhardwaj / Beena Samuel / Manjunath BR	Srijan Sharma / Chanderika Thakur	Placement Committee Member		Mini Conference Room / G303 / G304 / G403 / G504	
19-Sep	Friday	11:00 -11:15	Break						
19-Sep	Friday	11:15- 12:50	Business Mind Forum- Group Discussions	Neha Kukrety / Nikhil Bhardwaj / Beena Samuel / Manjunath BR	Srijan Sharma / Chanderika Thakur	Placement Committee Member		Mini Conference Room / G303 / G304 / G403 / G504	
19-Sep	Friday	12:55 -13:50	Lunch						
19-Sep	Friday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Beena Samuel	Chander Mohan Gupta	G403/G304	
19-Sep	Friday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Beena Samuel	Chander Mohan Gupta	G403/G304	
19-Sep	Friday	16:00-16:30	Break						
19-Sep	Friday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Sunil Kumar	G403/G304	
19-Sep	Friday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Sunil Kumar	G403/G304	
20-Sep	Saturday	09:00	Reporting Time						APJ Hall

20-Sep	Saturday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
20-Sep	Saturday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
20-Sep	Saturday	10:00 -11:00	Ignite: Business Launchpad	Gurrit Sethi	Abhishek Dhawan	Tejas Subrahmanya	Srijan Sharma	APJ Hall
20-Sep	Saturday	11:00 -11:15	<b>Break</b>					
20-Sep	Saturday	11:15- 12:50	Ignite: Business Launchpad	Gurrit Sethi	Abhishek Dhawan	Tejas Subrahmanya	Srijan Sharma	APJ Hall
20-Sep	Saturday	12:55 -13:50	<b>Lunch</b>					
20-Sep	Saturday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Nikhil Bhardwaj	Abhishek Singhal	G403/G304
20-Sep	Saturday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Nikhil Bhardwaj	Abhishek Singhal	G403/G304
20-Sep	Saturday	16:00-16:30	<b>Break</b>					
20-Sep	Saturday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Eshan Gambhir	G403/G304
20-Sep	Saturday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Eshan Gambhir	G403/G304
21-Sep	Sunday	09:00	<b>Reporting Time</b>					
21-Sep	Sunday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
21-Sep	Sunday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
21-Sep	Sunday	10:00 -11:00	Applied FinTech & Digital Finance	Neha Kukrety	Nikhil Bhardwaj	Tejas Subrahmanya	Srijan Sharma	APJ Hall
21-Sep	Sunday	11:00 -11:15	<b>Break</b>					

21-Sep	Sunday	11:15- 12:50	Design Thinking (Online)	Dr Anupama Gupta	Tejas Subrahmanya	Srijan Sharma	Vikas Minj	APJ Hall	
21-Sep	Sunday	12:55 -13:50	Lunch						
21-Sep	Sunday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya			G403/G304	
21-Sep	Sunday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty	Srijan Sharma			G403/G304	
21-Sep	Sunday	16:00-16:30	Break						
21-Sep	Sunday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty	Srijan Sharma			G403/G304	
21-Sep	Sunday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty	Srijan Sharma			G403/G304	
22-Sep	Monday	09:00	Reporting Time						APJ Hall
22-Sep	Monday	09:15 - 09:30	Attendance	Srijan Sharma	Vikas Minj			APJ Hall	
22-Sep	Monday	09:30 - 10:30	Digital Transformation	Vikas Kumar	Eshan Gambhir	Tejas Subrahmanya	Srijan Sharma	APJ Hall	
22-Sep	Monday	10:30 - 11:15	ICICI Bank PPT (42 students)	Neha Kukrety	Ocean/Vinita		Sejal Dhanta/Shalini Singh	G304	
22-Sep	Monday	10:30 - 11:15	Marico PPT (34 students)	Abhilasha Chauhan	Eshan Gambhir		Indrajeet Surya	G302	
22-Sep	Monday	10:30 - 11:15	TT Consultants PPT (9 students)	Manjunath BR			Khushir Pundir	Nanotech G Block	
22-Sep	Monday	10:30 - 11:15	SBI Life PPT / Aditya Birla Sunlife (6 students)	BK Kaul			Anchal Goswami	Mini Conference Room	
22-Sep	Monday	10:30 - 11:15	American Express PPT (18 students)	Nikhil Bhardwaj	Vinita Sharma		Aman Darshan Keshri	G303	
22-Sep	Monday	10:30 - 11:15	KPMG PPT (25 students)	Sunil Kumar	Shaiwali Yadav		Vikrant Pathania	G503	



22-Sep	Monday	10:30 - 11:15	TBO PPT (11 students)	Anshu Narula			Shubham Sharma	Nanotech G Block
22-Sep	Monday	10:30 - 11:15	Avalara PPT (0 students)					
22-Sep	Monday	11:15 - 11:30	<b>Break</b>					
22-Sep	Monday	11:30 - 13:00	ICICI Bank GD - 42	Neha Kukrety	Ocean/Vinita		Sejal Dhanta/Shalini Singh	G304
22-Sep	Monday	11:30 - 13:00	Marico GD - 34	Abhilasha Chauhan	Eshan Gambhir		Indrajeet Surya	G302
22-Sep	Monday	11:30 - 13:00	TT Consultants GD - 9	Manjunath BR			Khushir Pundir	Nanotech G Block
22-Sep	Monday	11:30 - 13:00	SBI Life GD / Aditya Birla Sunlife GD - 6	BK Kaul			Anchal Goswami	Mini Conference Room
22-Sep	Monday	11:30 - 13:00	American Express GD - 18	Nikhil Bhardwaj			Aman Darshan Keshri	G303
22-Sep	Monday	11:30 - 13:00	KPMG GD - 25	Sunil Kumar	Shaiwali Yadav		Vikrant Pathania	G503
22-Sep	Monday	11:30 - 13:00	TBO GD - 11	Anshu Narula			Shubham Sharma	Nanotech G Block
22-Sep	Monday	11:30 - 13:00	Avalara GD - 0					
22-Sep	Monday	13:00 - 14:00	<b>Lunch</b>					
22-Sep	Monday	14:00 - 18:30	ICICI Bank Personal Interview	Neha Kukrety	Ocean/Vinita		Sejal Dhanta/Shalini Singh	G304
22-Sep	Monday	14:00 - 18:30	Marico Personal Interview	Abhilasha Chauhan	Eshan Gambhir		Indrajeet Surya	G302

22-Sep	Monday	14:00 - 18:30	TT Consultants Interview	Manjunath BR			Khushir Pundir	Nanotech G Block	
22-Sep	Monday	14:00 - 18:30	SBI Life / Aditya Birla SunlifePersonal Interview	BK Kaul			Anchal Goswami	Mini Conference Room	
22-Sep	Monday	14:00 - 18:30	American Express Personal Interview	Nikhil Bhardwaj	BK Kaul		Aman Darshan Keshri	G303	
22-Sep	Monday	14:00 - 18:30	KPMG Personal Interview	Sunil Kumar	Shaiwali Yadav		Vikrant Pathania	G503	
22-Sep	Monday	14:00 - 18:30	TBO Personal Interview	Anshu Narula			Shubham Sharma	Nanotech G Block	
22-Sep	Monday	14:00 - 18:30	Avalara Personal Interview - 0						
23-Sep	Tuesday	09:00	Reporting Time						APJ Hall
23-Sep	Tuesday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
23-Sep	Tuesday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall	
23-Sep	Tuesday	10:00 -11:00	Digital Transformation	Vikas Kumar	Eshan Gambhir	Tejas Subrahmanya	Srijan Sharma	APJ Hall	
23-Sep	Tuesday	11:00 -11:15	Break						
23-Sep	Tuesday	11:15- 12:50	Credit Assesment Procedures and Banking Platform Learning	Neha Kukrety	Priyanka Thakur	Nikhil Bhardwaj	Beena Samuel	APJ Hall	
23-Sep	Tuesday	12:55 -13:50	Lunch						
23-Sep	Tuesday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
23-Sep	Tuesday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
23-Sep	Tuesday	16:00-16:30	Break						
23-Sep	Tuesday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	

23-Sep	Tuesday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
24-Sep	Wednesday	09:00	Reporting Time					APJ Hall
24-Sep	Wednesday	09:15 - 09:30	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
24-Sep	Wednesday	09:30- 11:00	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
24-Sep	Wednesday	11:00 - 11:15	Break					
24-Sep	Wednesday	11:15 - 12:50	Finance for Non Finance Module	Neha Kukrety	Priyanka Thakur	Nikhil Bhardwaj	Beena Samuel	APJ Hall
24-Sep	Wednesday	12:55 - 13:50	Lunch					
24-Sep	Wednesday	14:00 - 15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
24-Sep	Wednesday	15:00 - 16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
24-Sep	Wednesday	16:00 - 16:30	Break					
24-Sep	Wednesday	16:30 - 18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
24-Sep	Wednesday	18:00 - 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
25-Sep	Thursday	09:00	Reporting Time					APJ Hall
25-Sep	Thursday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
25-Sep	Thursday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
25-Sep	Thursday	10:00 - 11:00	Finance for Non Finance Module	Neha Kukrety	Priyanka Thakur	Nikhil Bhardwaj	Beena Samuel	APJ Hall



25-Sep	Thursday	11:00 - 11:15	Break						
25-Sep	Thursday	11:15 - 12:50	Placement Readiness	Munish Sahrawat				APJ Hall	
25-Sep	Thursday	12:55 - 13:50	Lunch						
25-Sep	Thursday	14:00 - 15:00	Demystifying the Startup Ecosystem	Mr. Manish Verma	Maania Singh	Ashima Batra	Kashish Verma	APJ Hall	
25-Sep	Thursday	15:00 - 16:00	Demystifying the Startup Ecosystem	Mr. Manish Verma	Maania Singh	Ashima Batra	Kashish Verma	APJ Hall	
25-Sep	Thursday	16:00 - 16:30	Break						
25-Sep	Thursday	16:30 - 18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
25-Sep	Thursday	18:00 - 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
26-Sep	Friday	09:00	Reporting Time						APJ Hall
26-Sep	Friday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
26-Sep	Friday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall	
26-Sep	Friday	10:00 - 11:00	Interim Presentation - Battle of the Clubs	Tejas Subrahmanya	Faculty Mentors	Club Office Bearers	Students	APJ Hall	
26-Sep	Friday	11:00 - 11:15	Break						
26-Sep	Friday	11:15- 12:50	Entrepreneurship in Pharma (Jaikul Lifesciences)	Dr Tejinder Nijhawan	Anshu Narula	Tejas Subrahmanya	Chanderika Thakur	APJ Hall	
26-Sep	Friday	12:55 -13:50	Lunch						
26-Sep	Friday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
26-Sep	Friday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	

26-Sep	Friday	16:00-16:30	Break						
26-Sep	Friday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
26-Sep	Friday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
27-Sep	Saturday	09:00	Reporting Time						APJ Hall
27-Sep	Saturday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
27-Sep	Saturday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall	
27-Sep	Saturday	10:00 -11:00	Global Capabilities Centre	Vishal Dhawan	Satyajit Singh Sethi	Tejas Subrahmanya	Vinita Sharma	APJ Hall	
27-Sep	Saturday	11:00 -11:15	Break						
27-Sep	Saturday	11:15 - 12:50	CDMO and CRO - The India Opportunity (Jubliant Biosys)	Raman Khepar	Anshu Narula	Tejas Subrahmanya	Vikas Minj	APJ Hall	
27-Sep	Saturday	12:55 -13:50	Lunch						
27-Sep	Saturday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
27-Sep	Saturday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
27-Sep	Saturday	16:00-16:30	Break						
27-Sep	Saturday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
27-Sep	Saturday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
28-Sep	Sunday	09:00	Day OFF						APJ Hall
29-Sep	Monday	09:00	Reporting Time						APJ Hall
29-Sep	Monday	09:15 - 09:45	Economic Times Quiz	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
29-Sep	Monday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall	
29-Sep	Monday	10:00 - 11:00	Ethics of corporate culture	Srijan Sharma	Tejas Subrahmanya	Chanderika Thakur		APJ Hall	

29-Sep	Monday	11:00 -11:15	Break						
29-Sep	Monday	11:15 - 12:50	Communication through Theater	Ankur Bashar	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
29-Sep	Monday	12:55 -13:55	Lunch						
29-Sep	Monday	14:00 - 16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
29-Sep	Monday	16:00 - 16:30	Break						
29-Sep	Monday	16:30 - 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
30-Sep	Tuesday	09:00	Reporting Time						APJ Hall
30-Sep	Tuesday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
30-Sep	Tuesday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall	
30-Sep	Tuesday	10:00 -11:00	Communication through Theater	Ankur Bashar	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
30-Sep	Tuesday	11:00 -11:15	Break						
30-Sep	Tuesday	11:15- 12:50	Intenational Business Masterclass	Archna Bhasin	Satyajit Singh Sethi	Tejas Subrahmanya		APJ Hall	
30-Sep	Tuesday	12:55 -13:50	Lunch						
30-Sep	Tuesday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
30-Sep	Tuesday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
30-Sep	Tuesday	16:00-16:30	Break						
30-Sep	Tuesday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
30-Sep	Tuesday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	



01-Oct	Wednesday	09:00	Reporting Time					
01-Oct	Wednesday	09:15 - 11:15	The Pursuit of Happyness	Satyajit Singh Sethi	Srijan Sharma			APJ Hall
01-Oct	Wednesday	11:00 -11:15	Break					
01-Oct	Wednesday	11:15- 12:50	The Inner Edge : Your Hidden Advantage	Apurva Sharma				APJ Hall
01-Oct	Wednesday	12:55 -13:50	Lunch					
01-Oct	Wednesday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
01-Oct	Wednesday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
01-Oct	Wednesday	16:00-16:30	Break					
01-Oct	Wednesday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
01-Oct	Wednesday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
02-Oct	Thursday		HOLIDAY ON ACCOUNT OF GANDHI JAYANTI					
03-Oct	Friday	09:00	Reporting Time					APJ Hall
03-Oct	Friday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
03-Oct	Friday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
03-Oct	Friday	10:00 -11:00	Boundless Ventures' Club Lecture	Victor Yograj Singh				APJ Hall
03-Oct	Friday	11:00 -11:15	Break					

03-Oct	Friday	11:15- 12:50	Issue of Dummy Offer Letters and Presentation Preparation					APJ Hall
03-Oct	Friday	12:55 -13:50	<b>Lunch</b>					
03-Oct	Friday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
03-Oct	Friday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
03-Oct	Friday	16:00-16:30	<b>Break</b>					
03-Oct	Friday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
03-Oct	Friday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
04-Oct	Saturday	09:00	<b>Reporting Time</b>					APJ Hall
04-Oct	Saturday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
04-Oct	Saturday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
04-Oct	Saturday	10:00 -11:00	Feedback on GD/PI	Tejas Subrahmanya	Neha Kukrety	Chanderika Thakur	Ocean Mehta	APJ Hall
04-Oct	Saturday	11:00 -11:15	<b>Break</b>					
04-Oct	Saturday	11:15- 12:50	Engineering Roadmap : Your Path to best campus placements	Rahul Ghai, CBRE	Tejas Subrahmanya	Ashima Batra	Chanderika Thakur/Ocean Mehta	APJ Hall
04-Oct	Saturday	12:55 -13:50	<b>Lunch</b>					
04-Oct	Saturday	14:00-15:00	Roles and Opportunities in GCC (AI Linkage) - Barclays Bank	Manish Bahuguna	Satyajit Singh Sethi	Munish Sahrawat	Neha Kukrety	APJ Hall
04-Oct	Saturday	15:00-16:00	Roles and Opportunities in GCC (AI Linkage) - Barclays Bank	Manish Bahuguna	Satyajit Singh Sethi	Munish Sahrawat	Neha Kukrety	APJ Hall
04-Oct	Saturday	16:00-16:30	<b>Break</b>					
04-Oct	Saturday	16:30-17:30	Ignite: New Business Launchpad (Final Presentation)	Gurrit Sethi	Abhishek Dhawan	Tejas Subrahmanya	Chanderika Thakur	APJ Hall

04-Oct	Saturday	17:30-18:30	Ignite: New Business Launchpad (Final Presentation)	Gurrit Sethi	Abhishek Dhawan	Tejas Subrahmanya	Chanderika Thakur	APJ Hall
05-Oct	Sunday	09:00	Reporting Time					APJ Hall
05-Oct	Sunday	09:15 - 09:45	Economic Times Quiz	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
05-Oct	Sunday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
05-Oct	Sunday	10:00 -11:00	Payment Process Automation - Check an Invoice	Larisa Dhawan	Satyajit Singh Sethi	Munish Sahrawat	Neha Kukrety	APJ Hall
05-Oct	Sunday	11:00 -11:15	Break					
05-Oct	Sunday	11:15- 12:50	Payment Process Automation - Check an Invoice	Larisa Dhawan	Satyajit Singh Sethi	Munish Sahrawat	Neha Kukrety	APJ Hall
05-Oct	Sunday	12:55 -13:50	Lunch					
05-Oct	Sunday	14:00-15:00	Battle of the Club - Final Presentation	Tejas Subrahmanya	Faculty Mentors	Club Office Bearers	Students	APJ Hall
05-Oct	Sunday	15:00-16:00	Battle of the Club - Final Presentation	Tejas Subrahmanya	Faculty Mentors	Club Office Bearers	Students	APJ Hall
05-Oct	Sunday	16:00-16:30	Break					
05-Oct	Sunday	16:30-17:30	Battle of the Club - Final Presentation	Tejas Subrahmanya	Faculty Mentors	Club Office Bearers	Students	APJ Hall
05-Oct	Sunday	17:30-18:30	Reflection & Conclusion	All Faculty	All Faculty	All Faculty	All Faculty	APJ Hall
<b>Date</b>	<b>Day</b>	<b>Time</b>	<b>Session</b>	<b>Speaker Incharge</b>	<b>Faculty 01 Cordinator</b>	<b>Faculty 02 Cordinator</b>	<b>Faculty 03 Cordinator</b>	<b>Venue</b>
18-Sep	Thursday	09:00	Reporting Time					APJ Hall
18-Sep	Thursday	09:10 - 09:15	Attendance	Srijan Sharma	Vikas Minj	Tejas Subrahmanya	Chandrika Thakur	APJ Hall
18-Sep	Thursday	09:15 - 09:30	Lamp Lighting Munish Sahrawat & Neha Kukrety / Class Rep.)	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	All SBS Faculty	APJ Hall



18-Sep	Thursday	09:30 - 10:15	Dean's Address- Placements : Get, Set, Compete!	Munish Sahrawat	Tejas Subrahmanya	All SBS Faculty	All SBS Faculty	APJ Hall
18-Sep	Thursday	10:15 - 11:15	Professional Grooming & Etiquette	Satyajit Singh Sethi	Shaiwali Yadav	Srijan Sharma	Vikas Minj	APJ Hall
18-Sep	Thursday	11:15 - 11:30	<b>Break</b>					
18-Sep	Thursday	11:30 - 12:50	Finance for Non Finance- Industry Landscape & Career Pathways	Neha Kukrety	Priyanka Thakur	Nikhil Bhardwaj	Beena Samuel	APJ Hall
18-Sep	Thursday	13:00 - 14:00	<b>Lunch</b>					
18-Sep	Thursday	14:00-14:30	Battle of the Business Clubs: Initial Pitch	Tejas Subrahmanya	Faculty Mentors	Club Office Bearers (Year 2)	Students	APJ Hall
18-Sep	Thursday	14:30-16:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Srijan Sharma	APJ Hall
18-Sep	Thursday	16:00-16:30	<b>Break</b>					
18-Sep	Thursday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Srijan Sharma	APJ Hall
18-Sep	Thursday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Srijan Sharma	APJ Hall
19-Sep	Friday	09:00	<b>Reporting Time</b>					
19-Sep	Friday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
19-Sep	Friday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
19-Sep	Friday	10:00 -11:00	Business Mind Forum- Group Discussions	Neha Kukrety / Nikhil Bhardwaj / Beena Samuel / Manjunath BR	Srijan Sharma / Chanderika Thakur	Placement Committee Member		Mini Conference Room / G303 / G304 / G403 / G504

19-Sep	Friday	11:00 -11:15	<b>Break</b>					
19-Sep	Friday	11:15- 12:50	Business Mind Forum- Group Discussions	Neha Kukrety / Nikhil Bhardwaj / Beena Samuel / Manjunath BR	Srijan Sharma / Chanderika Thakur	Placement Committee Member		Mini Conference Room / G303 / G304 / G403 / G504
19-Sep	Friday	12:55 -13:50	<b>Lunch</b>					
19-Sep	Friday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Beena Samuel	Chander Mohan Gupta	G403/G304
19-Sep	Friday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Beena Samuel	Chander Mohan Gupta	G403/G304
19-Sep	Friday	16:00-16:30	<b>Break</b>					
19-Sep	Friday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Sunil Kumar	G403/G304
19-Sep	Friday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Sunil Kumar	G403/G304
20-Sep	Saturday	09:00	<b>Reporting Time</b>					
20-Sep	Saturday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
20-Sep	Saturday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
20-Sep	Saturday	10:00 -11:00	Ignite: Business Launchpad	Gurrit Sethi	Abhishek Dhawan	Tejas Subrahmanya	Srijan Sharma	APJ Hall
20-Sep	Saturday	11:00 -11:15	<b>Break</b>					
20-Sep	Saturday	11:15- 12:50	Ignite: Business Launchpad	Gurrit Sethi	Abhishek Dhawan	Tejas Subrahmanya	Srijan Sharma	APJ Hall

20-Sep	Saturday	12:55 -13:50	Lunch						
20-Sep	Saturday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Nikhil Bhardwaj	Abhishek Singhal	G403/G304	
20-Sep	Saturday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Nikhil Bhardwaj	Abhishek Singhal	G403/G304	
20-Sep	Saturday	16:00-16:30	Break						
20-Sep	Saturday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Eshan Gambhir	G403/G304	
20-Sep	Saturday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya	Raghav Sharma	Eshan Gambhir	G403/G304	
21-Sep	Sunday	09:00	Reporting Time						APJ Hall
21-Sep	Sunday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
21-Sep	Sunday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall	
21-Sep	Sunday	10:00 -11:00	Applied FinTech & Digital Finance	Neha Kukrety	Nikhil Bhardwaj	Tejas Subrahmanya	Srijan Sharma	APJ Hall	
21-Sep	Sunday	11:00 -11:15	Break						
21-Sep	Sunday	11:15- 12:50	Design Thinking (Online)	Dr Anupama Gupta	Tejas Subrahmanya	Srijan Sharma	Vikas Minj	APJ Hall	
21-Sep	Sunday	12:55 -13:50	Lunch						
21-Sep	Sunday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty	Tejas Subrahmanya			G403/G304	
21-Sep	Sunday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty	Srijan Sharma			G403/G304	
21-Sep	Sunday	16:00-16:30	Break						
21-Sep	Sunday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty	Srijan Sharma			G403/G304	

21-Sep	Sunday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty	Srijan Sharma			G403/G304
22-Sep	Monday	09:00	Reporting Time					APJ Hall
22-Sep	Monday	09:15 - 09:30	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
22-Sep	Monday	09:30 - 10:30	Digital Transformation	Vikas Kumar	Eshan Gambhir	Tejas Subrahmanya	Srijan Sharma	APJ Hall
22-Sep	Monday	10:30 - 11:15	ICICI Bank PPT (42 students)	Neha Kukrety	Ocean/Vinita		Sejal Dhanta/Shalini Singh	G304
22-Sep	Monday	10:30 - 11:15	Marico PPT (34 students)	Abhilasha Chauhan	Eshan Gambhir		Indrajeet Surya	G302
22-Sep	Monday	10:30 - 11:15	TT Consultants PPT (9 students)	Manjunath BR			Khushir Pundir	Nanotech G Block
22-Sep	Monday	10:30 - 11:15	SBI Life PPT / Aditya Birla Sunlife (6 students)	BK Kaul			Anchal Goswami	Mini Conference Room
22-Sep	Monday	10:30 - 11:15	American Express PPT (18 students)	Nikhil Bhardwaj	Vinita Sharma		Aman Darshan Keshri	G303
22-Sep	Monday	10:30 - 11:15	KPMG PPT (25 students)	Sunil Kumar	Shaiwali Yadav		Vikrant Pathania	G503
22-Sep	Monday	10:30 - 11:15	TBO PPT (11 students)	Anshu Narula			Shubham Sharma	Nanotech G Block
22-Sep	Monday	10:30 - 11:15	Avalara PPT (0 students)					
22-Sep	Monday	11:15 - 11:30	Break					
22-Sep	Monday	11:30 - 13:00	ICICI Bank GD - 42	Neha Kukrety	Ocean/Vinita		Sejal Dhanta/Shalini Singh	G304
22-Sep	Monday	11:30 - 13:00	Marico GD - 34	Abhilasha Chauhan	Eshan Gambhir		Indrajeet Surya	G302



22-Sep	Monday	11:30 - 13:00	TT Consultants GD - 9	Manjunath BR			Khushir Pundir	Nanotech G Block
22-Sep	Monday	11:30 - 13:00	SBI Life GD / Aditya Birla Sunlife GD - 6	BK Kaul			Anchal Goswami	Mini Conference Room
22-Sep	Monday	11:30 - 13:00	American Express GD - 18	Nikhil Bhardwaj			Aman Darshan Keshri	G303
22-Sep	Monday	11:30 - 13:00	KPMG GD - 25	Sunil Kumar	Shaiwali Yadav		Vikrant Pathania	G503
22-Sep	Monday	11:30 - 13:00	TBO GD - 11	Anshu Narula			Shubham Sharma	Nanotech G Block
22-Sep	Monday	11:30 - 13:00	Avalara GD - 0					
22-Sep	Monday	13:00 - 14:00	<b>Lunch</b>					
22-Sep	Monday	14:00 - 18:30	ICICI Bank Personal Interview	Neha Kukrety	Ocean/Vinita		Sejal Dhanta/Shalini Singh	G304
22-Sep	Monday	14:00 - 18:30	Marico Personal Interview	Abhilasha Chauhan	Eshan Gambhir		Indrajeet Surya	G302
22-Sep	Monday	14:00 - 18:30	TT Consultants Interview	Manjunath BR			Khushir Pundir	Nanotech G Block
22-Sep	Monday	14:00 - 18:30	SBI Life / Aditya Birla Sunlife Personal Interview	BK Kaul			Anchal Goswami	Mini Conference Room
22-Sep	Monday	14:00 - 18:30	American Express Personal Interview	Nikhil Bhardwaj	BK Kaul		Aman Darshan Keshri	G303
22-Sep	Monday	14:00 - 18:30	KPMG Personal Interview	Sunil Kumar	Shaiwali Yadav		Vikrant Pathania	G503
22-Sep	Monday	14:00 - 18:30	TBO Personal Interview	Anshu Narula			Shubham Sharma	Nanotech G Block

22-Sep	Monday	14:00 - 18:30	Avalara Personal Interview - 0					
23-Sep	Tuesday	09:00	Reporting Time					APJ Hall
23-Sep	Tuesday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
23-Sep	Tuesday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
23-Sep	Tuesday	10:00 -11:00	Digital Transformation	Vikas Kumar	Eshan Gambhir	Tejas Subrahmanya	Srijan Sharma	APJ Hall
23-Sep	Tuesday	11:00 -11:15	Break					
23-Sep	Tuesday	11:15- 12:50	Credit Assesment Procedures and Banking Platform Learning	Neha Kukrety	Priyanka Thakur	Nikhil Bhardwaj	Beena Samuel	APJ Hall
23-Sep	Tuesday	12:55 -13:50	Lunch					
23-Sep	Tuesday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
23-Sep	Tuesday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
23-Sep	Tuesday	16:00-16:30	Break					
23-Sep	Tuesday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
23-Sep	Tuesday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
24-Sep	Wednesday	09:00	Reporting Time					APJ Hall
24-Sep	Wednesday	09:15 - 09:30	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
24-Sep	Wednesday	09:30- 11:00	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
24-Sep	Wednesday	11:00 - 11:15	Break					
24-Sep	Wednesday	11:15 - 12:50	Finance for Non Finance Module	Neha Kukrety	Priyanka Thakur	Nikhil Bhardwaj	Beena Samuel	APJ Hall

24-Sep	Wednesday	12:55 - 13:50	Lunch						
24-Sep	Wednesday	14:00 - 15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
24-Sep	Wednesday	15:00 - 16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
24-Sep	Wednesday	16:00 - 16:30	Break						
24-Sep	Wednesday	16:30 - 18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
24-Sep	Wednesday	18:00 - 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
25-Sep	Thursday	09:00	Reporting Time						APJ Hall
25-Sep	Thursday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
25-Sep	Thursday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall	
25-Sep	Thursday	10:00 - 11:00	Finance for Non Finance Module	Neha Kukrety	Priyanka Thakur	Nikhil Bhardwaj	Beena Samuel	APJ Hall	
25-Sep	Thursday	11:00 - 11:15	Break						
25-Sep	Thursday	11:15 - 12:50	Placement Readiness	Munish Sahrawat				APJ Hall	
25-Sep	Thursday	12:55 - 13:50	Lunch						
25-Sep	Thursday	14:00 - 15:00	Demystifying the Startup Ecosystem	Mr. Manish Verma	Maania Singh	Ashima Batra	Kashish Verma	APJ Hall	
25-Sep	Thursday	15:00 - 16:00	Demystifying the Startup Ecosystem	Mr. Manish Verma	Maania Singh	Ashima Batra	Kashish Verma	APJ Hall	
25-Sep	Thursday	16:00 - 16:30	Break						

25-Sep	Thursday	16:30 - 18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
25-Sep	Thursday	18:00 - 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
26-Sep	Friday	09:00	Reporting Time					APJ Hall
26-Sep	Friday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
26-Sep	Friday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
26-Sep	Friday	10:00 - 11:00	Interim Presentation - Battle of the Clubs	Tejas Subrahmanya	Faculty Mentors	Club Office Bearers	Students	APJ Hall
26-Sep	Friday	11:00 - 11:15	Break					
26-Sep	Friday	11:15- 12:50	Entrepreneurship in Pharma (Jaikul Lifesciences)	Dr Tejinder Nijhawan	Anshu Narula	Tejas Subrahmanya	Chanderika Thakur	APJ Hall
26-Sep	Friday	12:55 -13:50	Lunch					
26-Sep	Friday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
26-Sep	Friday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
26-Sep	Friday	16:00-16:30	Break					
26-Sep	Friday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
26-Sep	Friday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
27-Sep	Saturday	09:00	Reporting Time					APJ Hall
27-Sep	Saturday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
27-Sep	Saturday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
27-Sep	Saturday	10:00 -11:00	Global Capabilities Centre	Vishal Dhawan	Satyajit Singh Sethi	Tejas Subrahmanya	Vinita Sharma	APJ Hall



27-Sep	Saturday	11:00 -11:15	Break						
27-Sep	Saturday	11:15 - 12:50	CDMO and CRO - The India Opportunity (Jubliant Biosys)	Raman Khepar	Anshu Narula	Tejas Subrahmanya	Vikas Minj	APJ Hall	
27-Sep	Saturday	12:55 -13:50	Lunch						
27-Sep	Saturday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
27-Sep	Saturday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
27-Sep	Saturday	16:00-16:30	Break						
27-Sep	Saturday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
27-Sep	Saturday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
28-Sep	Sunday	09:00	Day OFF						APJ Hall
29-Sep	Monday	09:00	Reporting Time						APJ Hall
29-Sep	Monday	09:15 - 09:45	Economic Times Quiz	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
29-Sep	Monday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall	
29-Sep	Monday	10:00 - 11:00	Ethics of corporate culture	Srijan Sharma	Tejas Subrahmanya	Chanderika Thakur		APJ Hall	
29-Sep	Monday	11:00 -11:15	Break						
29-Sep	Monday	11:15 - 12:50	Communication through Theater	Ankur Bashar	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall	
29-Sep	Monday	12:55 -13:55	Lunch						
29-Sep	Monday	14:00 - 16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304	
29-Sep	Monday	16:00 - 16:30	Break						

29-Sep	Monday	16:30 - 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
30-Sep	Tuesday	09:00	Reporting Time					APJ Hall
30-Sep	Tuesday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
30-Sep	Tuesday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
30-Sep	Tuesday	10:00 -11:00	Communication through Theater	Ankur Bashar	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
30-Sep	Tuesday	11:00 -11:15	Break					
30-Sep	Tuesday	11:15- 12:50	Intenational Business Masterclass	Archna Bhasin	Satyajit Singh Sethi	Tejas Subrahmanya		APJ Hall
30-Sep	Tuesday	12:55 -13:50	Lunch					
30-Sep	Tuesday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
30-Sep	Tuesday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
30-Sep	Tuesday	16:00-16:30	Break					
30-Sep	Tuesday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
30-Sep	Tuesday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
01-Oct	Wednesday	09:00	Reporting Time					
01-Oct	Wednesday	09:15 - 11:15	The Pursuit of Happyness	Satyajit Singh Sethi	Srijan Sharma			APJ Hall
01-Oct	Wednesday	11:00 -11:15	Break					
01-Oct	Wednesday	11:15- 12:50	The Inner Edge : Your Hidden Advantage	Apurva Sharma				APJ Hall
01-Oct	Wednesday	12:55 -13:50	Lunch					

01-Oct	Wednesday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
01-Oct	Wednesday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
01-Oct	Wednesday	16:00-16:30	<b>Break</b>					
01-Oct	Wednesday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
01-Oct	Wednesday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
02-Oct	Thursday		<b>HOLIDAY ON ACCOUNT OF GANDHI JAYANTI</b>					
03-Oct	Friday	09:00	<b>Reporting Time</b>					
03-Oct	Friday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
03-Oct	Friday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
03-Oct	Friday	10:00 -11:00	Boundless Ventures' Club Lecture	Victor Yograj Singh				APJ Hall
03-Oct	Friday	11:00 -11:15	<b>Break</b>					
03-Oct	Friday	11:15- 12:50	Issue of Dummy Offer Letters and Presentation Preparation					
03-Oct	Friday	12:55 -13:50	<b>Lunch</b>					
03-Oct	Friday	14:00-15:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
03-Oct	Friday	15:00-16:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
03-Oct	Friday	16:00-16:30	<b>Break</b>					
03-Oct	Friday	16:30-18:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
03-Oct	Friday	18:00- 19:00	Aptitude Development (HBE)	HBE Faculty				G403/G304
04-Oct	Saturday	09:00	<b>Reporting Time</b>					

04-Oct	Saturday	09:15 - 09:45	Economic Times Analysis - Oped and First Page	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
04-Oct	Saturday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
04-Oct	Saturday	10:00 -11:00	Feedback on GD/PI	Tejas Subrahmanya	Neha Kukrety	Chanderika Thakur	Ocean Mehta	APJ Hall
04-Oct	Saturday	11:00 -11:15	<b>Break</b>					
04-Oct	Saturday	11:15- 12:50	Engineering Roadmap : Your Path to best campus placements	Rahul Ghai, CBRE	Tejas Subrahmanya	Ashima Batra	Chanderika Thakur/Ocean Mehta	APJ Hall
04-Oct	Saturday	12:55 -13:50	<b>Lunch</b>					
04-Oct	Saturday	14:00-15:00	Roles and Opportunities in GCC (AI Linkage) - Barclays Bank	Manish Bahuguna	Satyajit Singh Sethi	Munish Sahrawat	Neha Kukrety	APJ Hall
04-Oct	Saturday	15:00-16:00	Roles and Opportunities in GCC (AI Linkage) - Barclays Bank	Manish Bahuguna	Satyajit Singh Sethi	Munish Sahrawat	Neha Kukrety	APJ Hall
04-Oct	Saturday	16:00-16:30	<b>Break</b>					
04-Oct	Saturday	16:30-17:30	Ignite: New Business Launchpad (Final Presentation)	Gurrit Sethi	Abhishek Dhawan	Tejas Subrahmanya	Chanderika Thakur	APJ Hall
04-Oct	Saturday	17:30-18:30	Ignite: New Business Launchpad (Final Presentation)	Gurrit Sethi	Abhishek Dhawan	Tejas Subrahmanya	Chanderika Thakur	APJ Hall
05-Oct	Sunday	09:00	<b>Reporting Time</b>					
05-Oct	Sunday	09:15 - 09:45	Economic Times Quiz	Nikhil Bhardwaj	Tejas Subrahmanya	Vikas Minj	Srijan Sharma	APJ Hall
05-Oct	Sunday	09:45- 10:00	Attendance	Srijan Sharma	Vikas Minj			APJ Hall
05-Oct	Sunday	10:00 -11:00	Payment Process Automation - Check an Invoice	Larisa Dhawan	Satyajit Singh Sethi	Munish Sahrawat	Neha Kukrety	APJ Hall
05-Oct	Sunday	11:00 -11:15	<b>Break</b>					



05-Oct	Sunday	11:15- 12:50	Payment Process Automation - Check an Invoice	Larisa Dhawan	Satyajit Singh Sethi	Munish Sahrawat	Neha Kukrety	APJ Hall
05-Oct	Sunday	12:55 -13:50	<b>Lunch</b>					
05-Oct	Sunday	14:00-15:00	Battle of the Club - Final Presentation	Tejas Subrahmanya	Faculty Mentors	Club Office Bearers	Students	APJ Hall
05-Oct	Sunday	15:00-16:00	Battle of the Club - Final Presentation	Tejas Subrahmanya	Faculty Mentors	Club Office Bearers	Students	APJ Hall
05-Oct	Sunday	16:00-16:30	<b>Break</b>					
05-Oct	Sunday	16:30-17:30	Battle of the Club - Final Presentation	Tejas Subrahmanya	Faculty Mentors	Club Office Bearers	Students	APJ Hall
05-Oct	Sunday	17:30-18:30	Reflection & Conclusion	All Faculty	All Faculty	All Faculty	All Faculty	APJ Hall

## Industry Speakers

Speaker	Organization	Topic
Vikas Kumar	Deputy MD, Capgemini Invent	Digital Transformation
Manish Verma	CEO, AngelBlue	Demystifying the Startup Ecosystem
Dr Tejinder Nijhawan	Director, Jaikul Lifesciences	Entrepreneurship in Pharma
Manish Bahuguna	VP, Barclays Bank	Roles & Opportunities in GCC
Vishal Dhawan	Sr Director, FIS Global	Global Capability Centers
Archna Bhasin	Founder, A Canvas Hub	International Business Masterclass
Larisa Dhawan	Director, Check an Invoice Pvt Ltd	Payment Process Automation
Gurrit Sethi	Business Head, Boston Life Sciences	Ignite Business Launchpad
Victor Yograj Singh	Director, Yograj Singh Cricket Academy (YSCA)	Community Creation, Scaling and Management
Dr. Tejinder Singh Nijhawan	Director, Jaikul Lifesciences Pvt. Ltd. (Ex Novartis)	Entrepreneurship in Pharma
Dr Anupama Gupta	Director - Rankings SP Jain Institute of Management and Research	Design Thinking
Raman Khepar	Sr. Director – Global Marketing – CDMO, Jubilant Biosys	CDMO and CRO: The India Opportunity
Rahul Ghai	General Manager ,Talent Acquisition Advisory / Campus Placements and Diversity Initiatives CBRE South Asia Pvt. Ltd.	Engineering Roadmap : Your Path to best Campus Placements

## Sessions

Session	Topic	Speaker
S1	Finance for Non Finance- Industry Landscape & Career Pathways	Neha Kukrety
S2	Applied FinTech & Digital Finance	Neha Kukrety
S3	Finance for Non Finance Module	Neha Kukrety
S4	Credit Assessment Procedures and Banking Platform Learning	Neha Kukrety
S5	Communication through Theater	Ankur Bashar

## **Skills Developed:**

- Analytical Reasoning & Aptitude
- Leadership & Corporate Etiquette
- Interview, Communication & Theatre Skills
- Industry Awareness & Decision-Making
- Confidence and Emotional Resilience

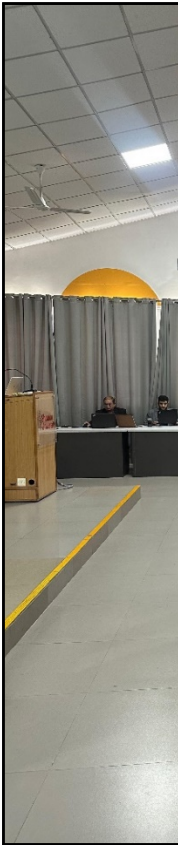
## **What Students Gained:**

- Readiness for placement drives and professional interviews
- Exposure to real corporate assessment practices
- Deeper understanding of industry dynamics and global roles
- Enhanced confidence to transition smoothly into the corporate world

## **Glimpse of the Program**



**Dean's Address on Placements — “Get, Set, Compete!”**  
Prof. Munish Sahrawat, Dean & President, FMS | Shoolini University



**Dean's Address on Placements — “Get, Set, Compete!”**  
Prof. Munish Sahrawat, Dean & President, FMS | Shoolini University





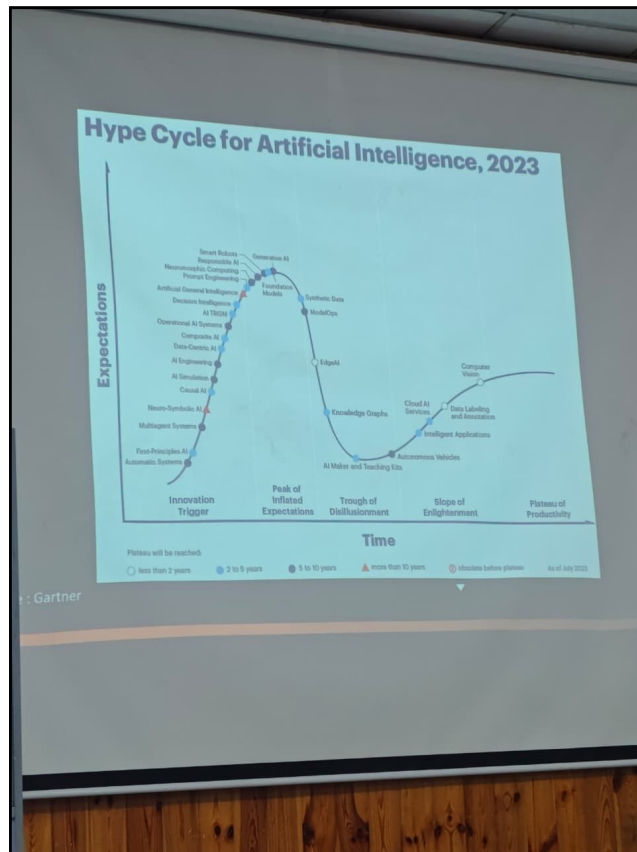
**Masterclass on Roles and Opportunities in GCC (AI Linkage):**  
Manish Bahuguna VP, Barclays Bank



**Masterclass on Roles and Opportunities in GCC (AI Linkage):**  
Manish Bahuguna VP, Barclays Bank



**Masterclass on Digital Transformation: Vikas Kumar**  
Deputy MD, Capgemini Invent



**Masterclass on Digital Transformation: Vikas Kumar**  
Deputy MD, Capgemini Invent



**Masterclass on Payment Processing Automation:**  
Larisa Sachdev Dhawan Director, Check an Invoice Pvt Ltd



**Masterclass on Ignite Business Launchpad: Gurrit Sethi**  
Business Head, Boston Life Sciences

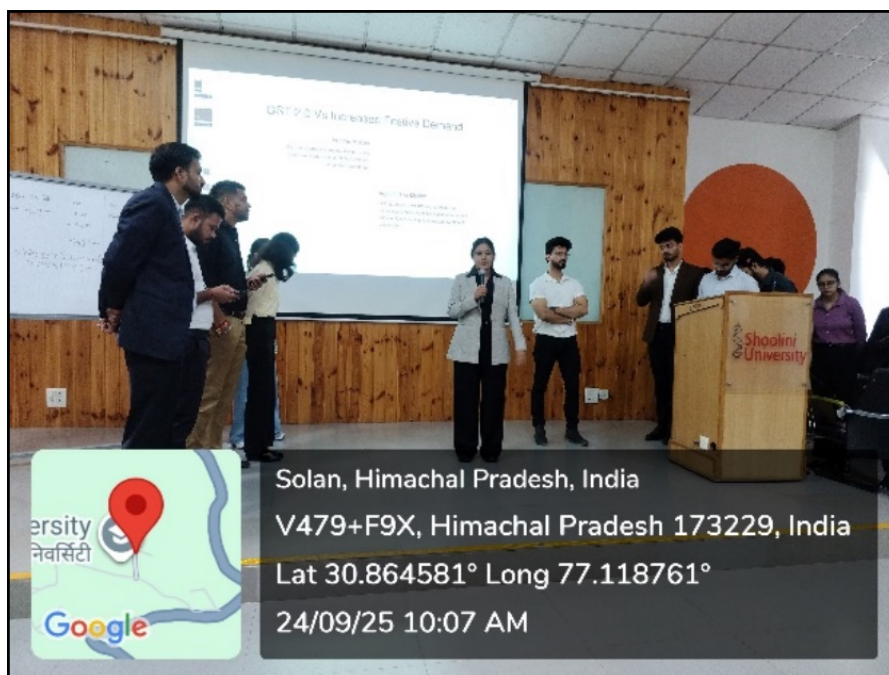


**Masterclass on CDMO and CRO: The India Opportunity: Raman Khepar**  
Sr. Director – Global Marketing – CDMO, Jubilant Biosys





**Students strengthen their analytical skills in Aptitude Development: HitBulleye**



**Students explore economic insights and analysis with Dr. Nikhil Bhardwaj,  
Assistant Professor | Shoolini Business School**





**Exploring the world of economics and data-driven insights with  
Dr. Nikhil Bhardwaj, Assistant Professor | Shoolini Business School**



**Masterclass on Community Creation, Scaling and Management: Victor Yograj Singh  
Director, Yograj Singh Cricket Academy (YSCA)**



**Masterclass on Community Creation, Scaling and Management: Victor Yograj Singh**  
 Director, Yograj Singh Cricket Academy (YSCA)



**Masterclass on Engineering Roadmap: Your Path to best Campus Placements:**  
 Rahul Ghai, General Manager, Talent Acquisition Advisory / Campus Placements and  
 Diversity Initiatives CBRE South Asia Pvt. Ltd.

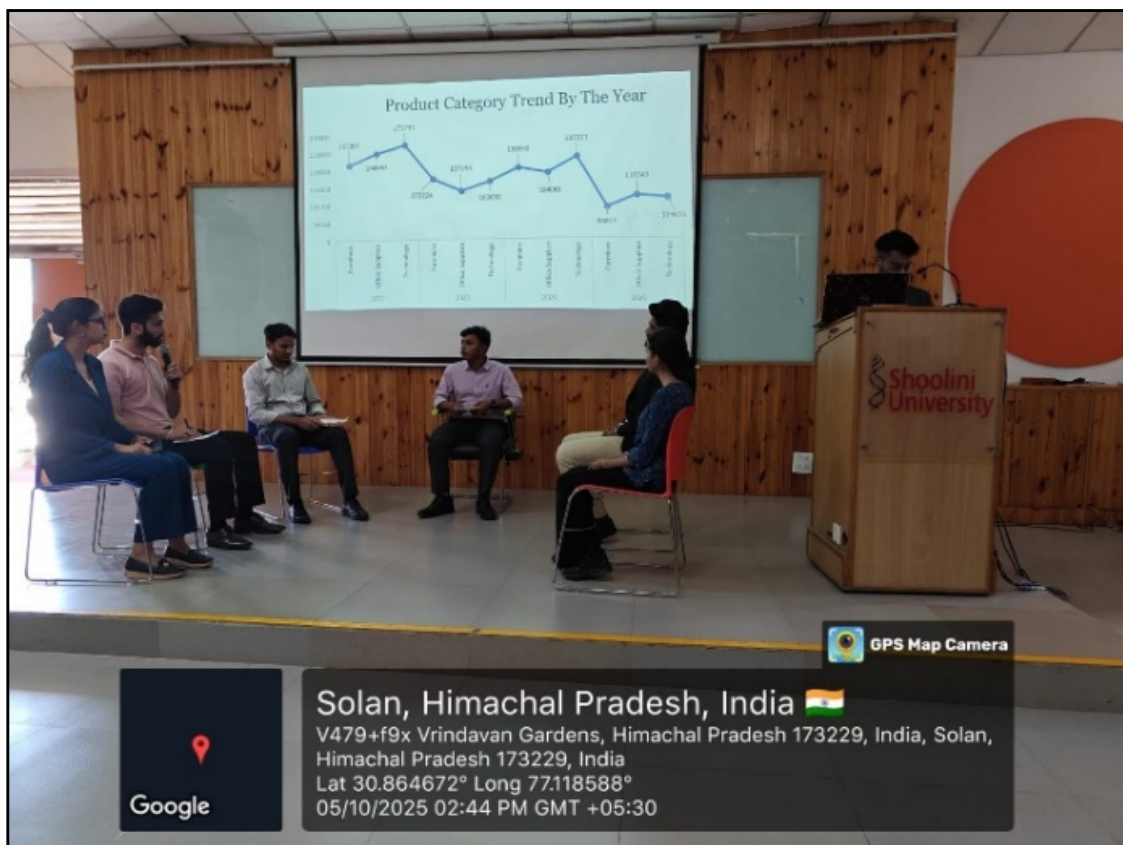




## Masterclass on International Business: Archna Bhasin, Founder, A Canvas Hub

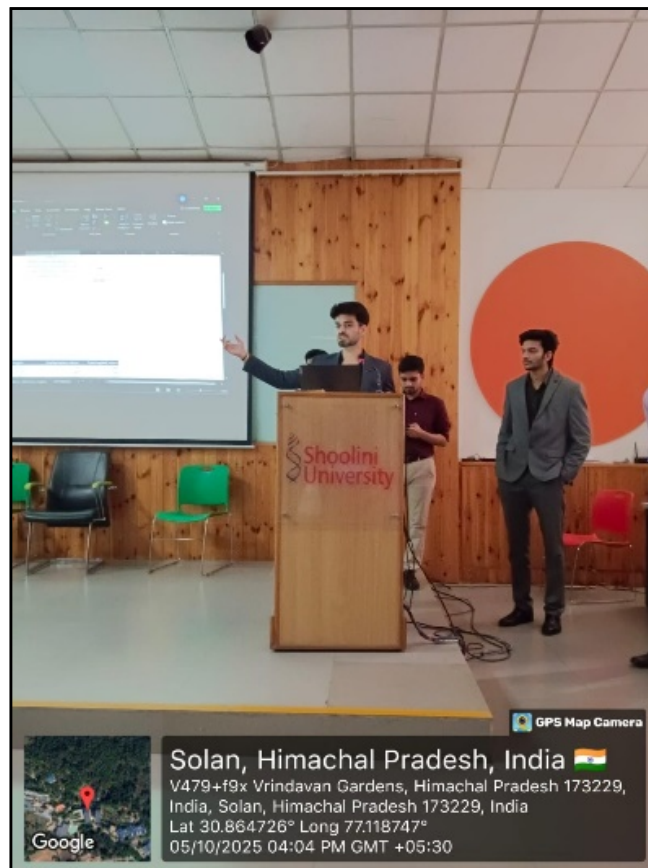


**Battle of the Business Clubs — where ideas ignite, strategies unfold, and action drives success**



**Battle of the Business Clubs *challenges students to turn ideas into impactful outcomes***





**Students compete in the Battle of the Business Clubs, transforming ideas into impact.**



**Turning ideas into action — students rise to the challenge in the Battle of the Business Clubs**



**Battle of the Business Clubs — where ideas meet execution and impact follows**

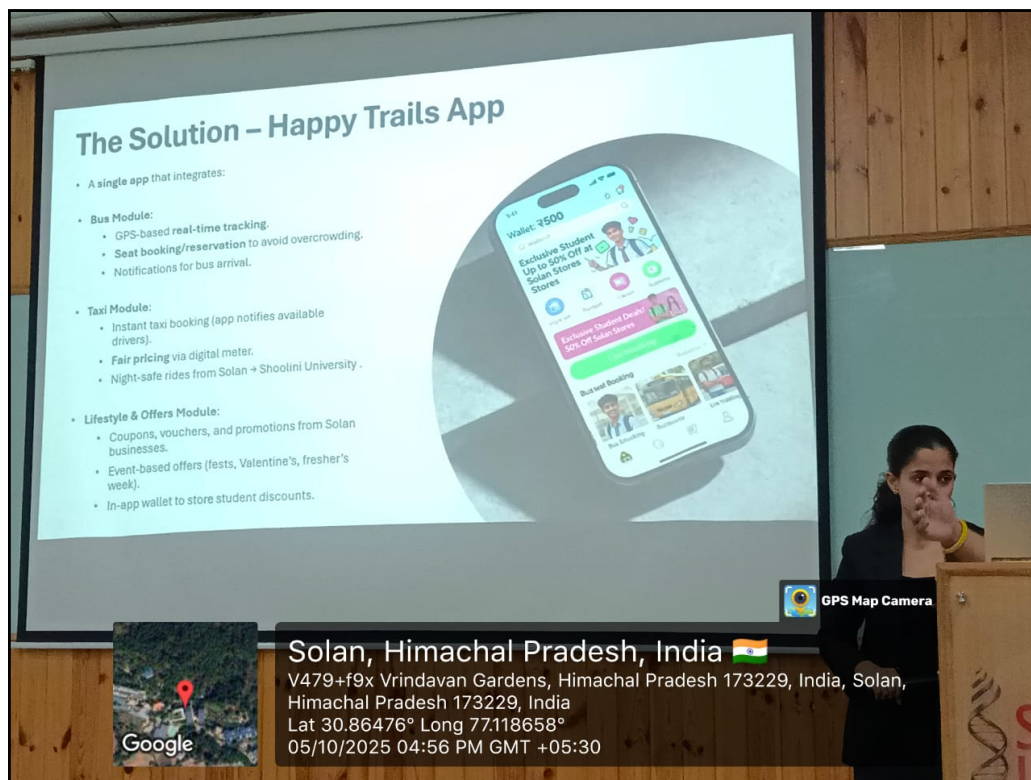


**Students compete in the Battle of the Business Clubs, transforming ideas into impact**



**Where creativity meets competition — Battle of the Business Clubs 2025**





## Where creativity meets competition — Battle of the Business Clubs 2025



**MBA students dive into mock assessments, GDs, and interviews, gaining first-hand exposure to corporate hiring practices as part of ATP**





**Bridging campus to corporate — MBA students experience mock assessments, GDs, and interviews as part of the ATP program**



**Preparing for the corporate world — MBA students participate in mock assessments, GDs, and interviews under the ATP program**

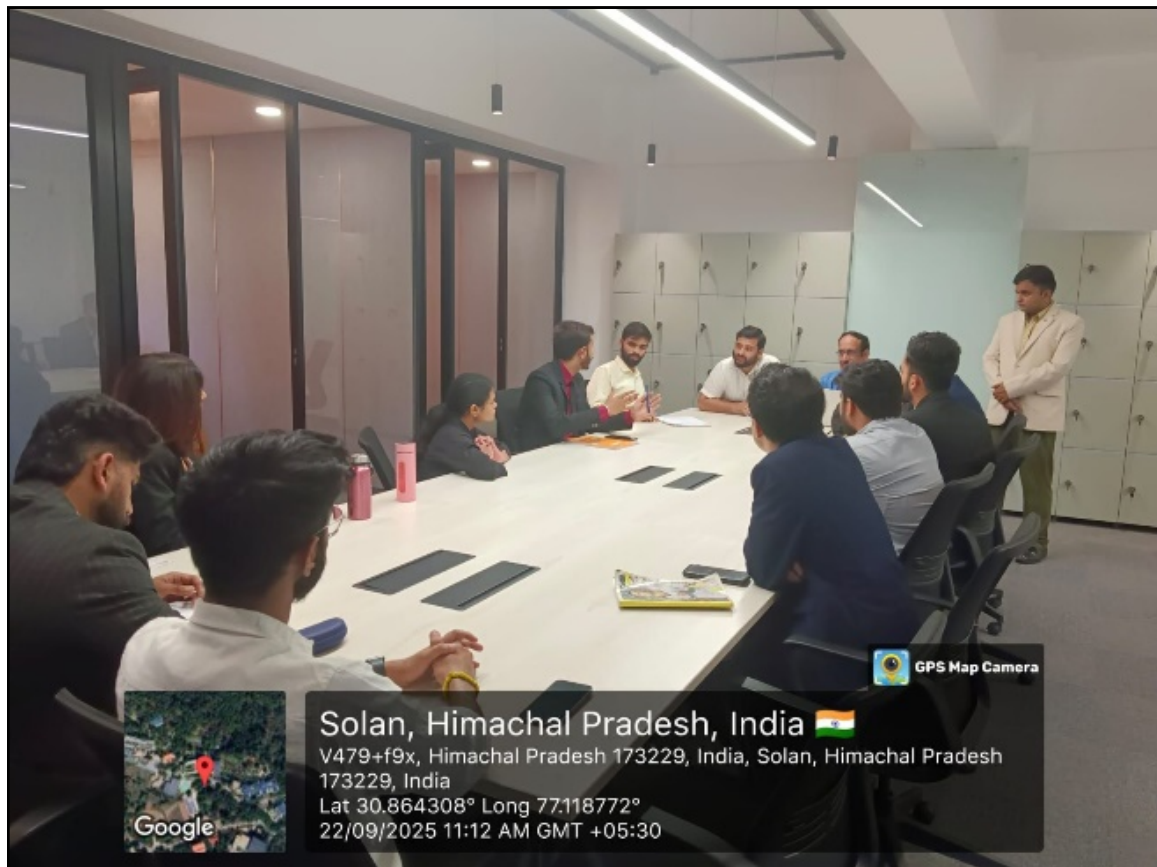


**Preparing for the corporate world — MBA students participate in mock assessments, GDs, and interviews under the ATP program**

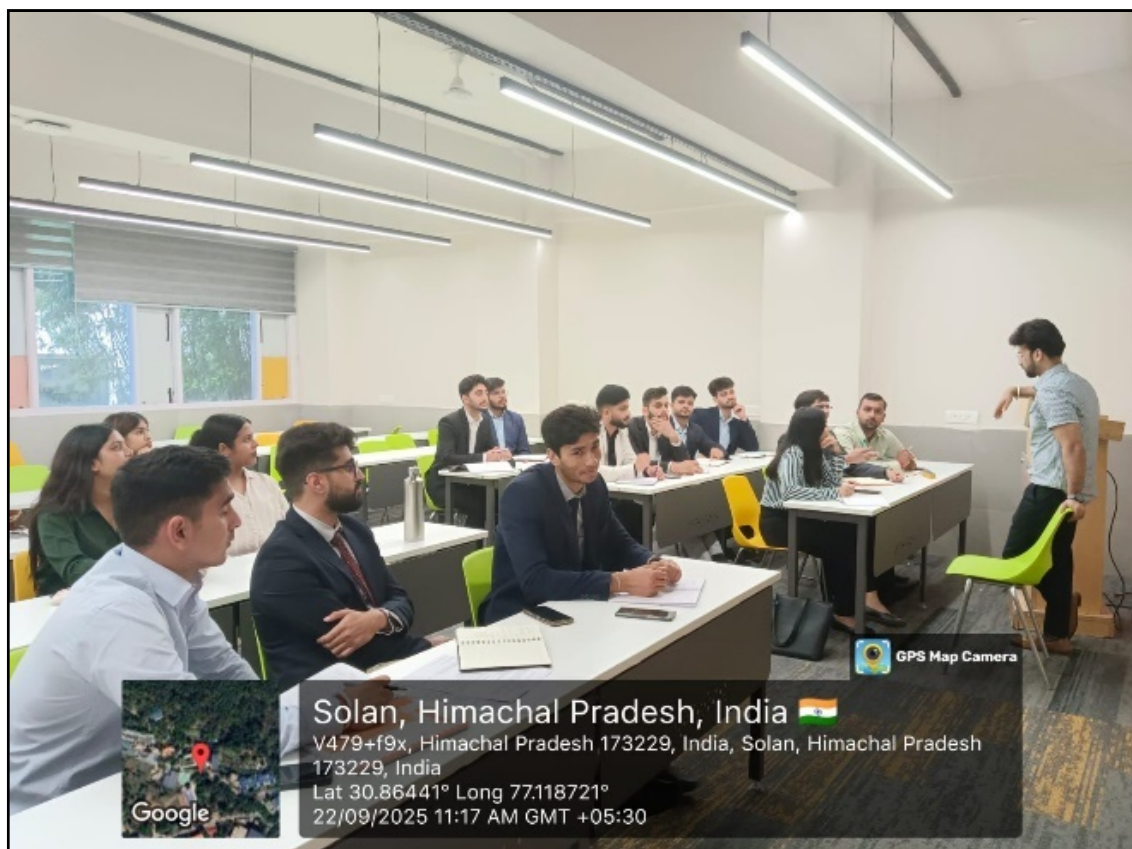


**ATP: Preparing students for real-world corporate challenges**





**MBA students gear up for the corporate world through ATP sessions**



**Preparing for success — MBA students sharpen their corporate readiness through ATP's mock hiring sessions**



**MBA students gear up for the corporate world through ATP sessions**





**MBA 2024–2026 batch comes together for a group photo to cherish forever**

## **Executive Summary**

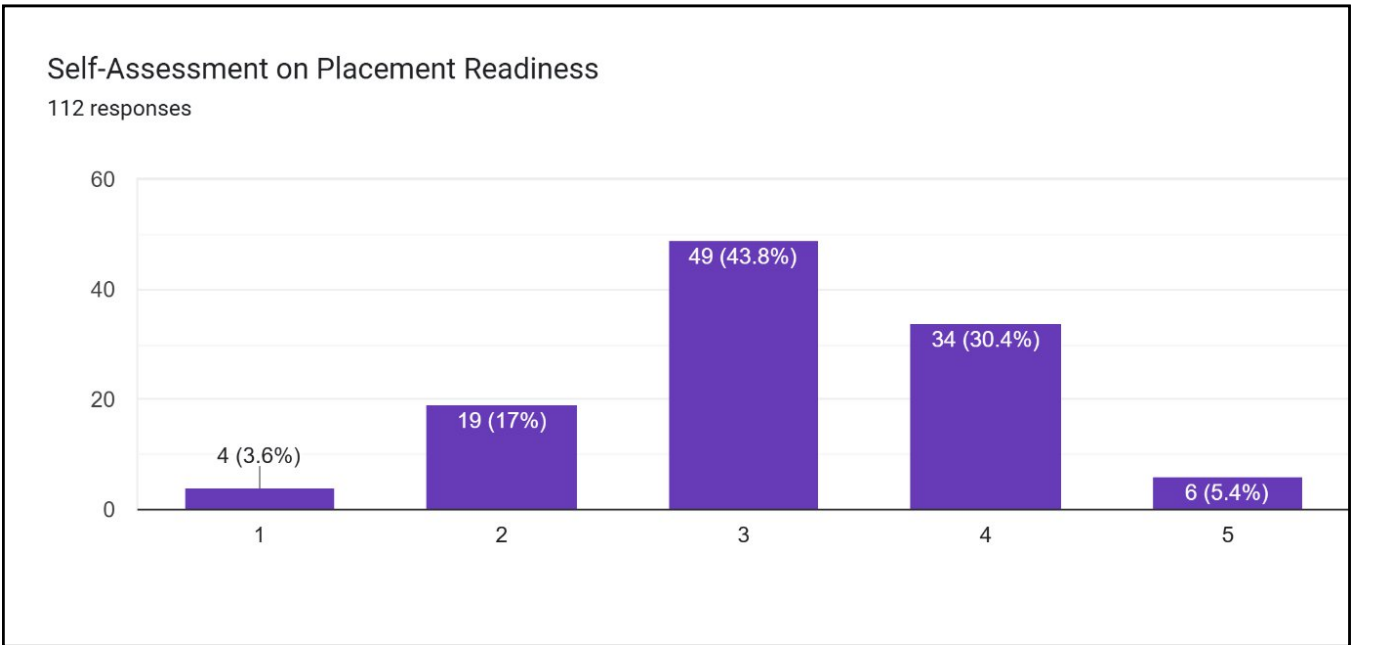
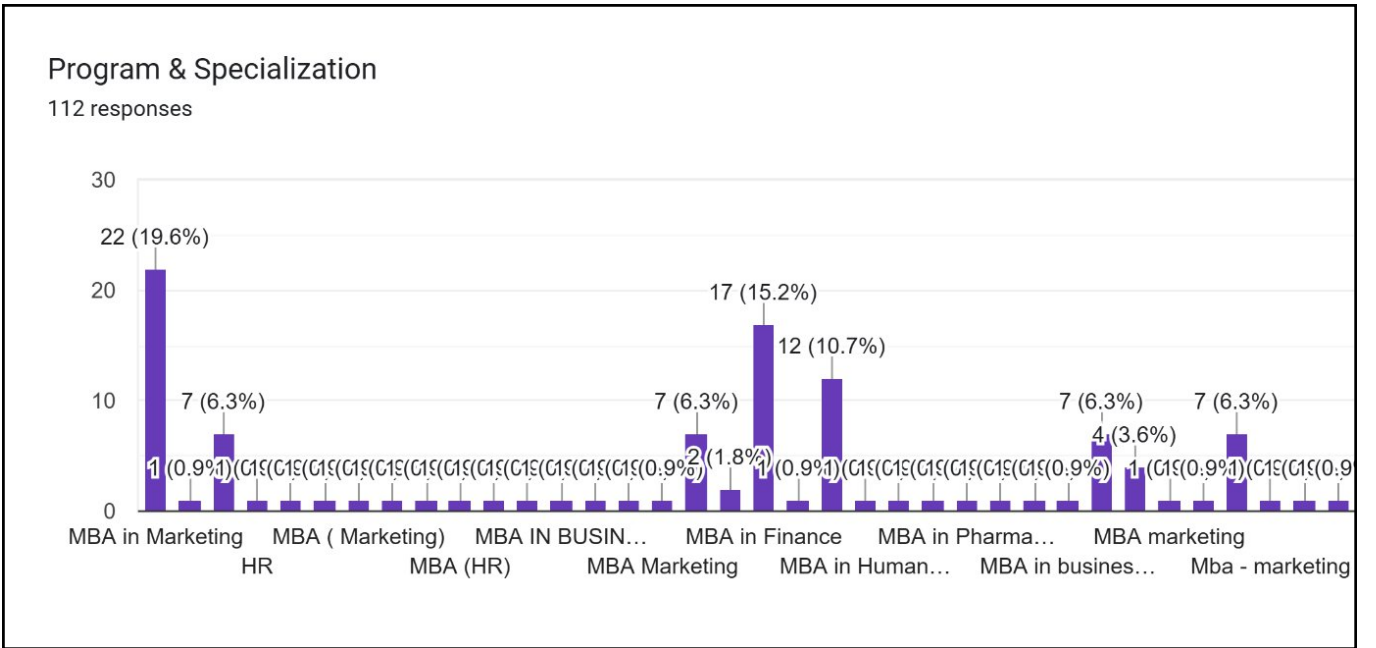
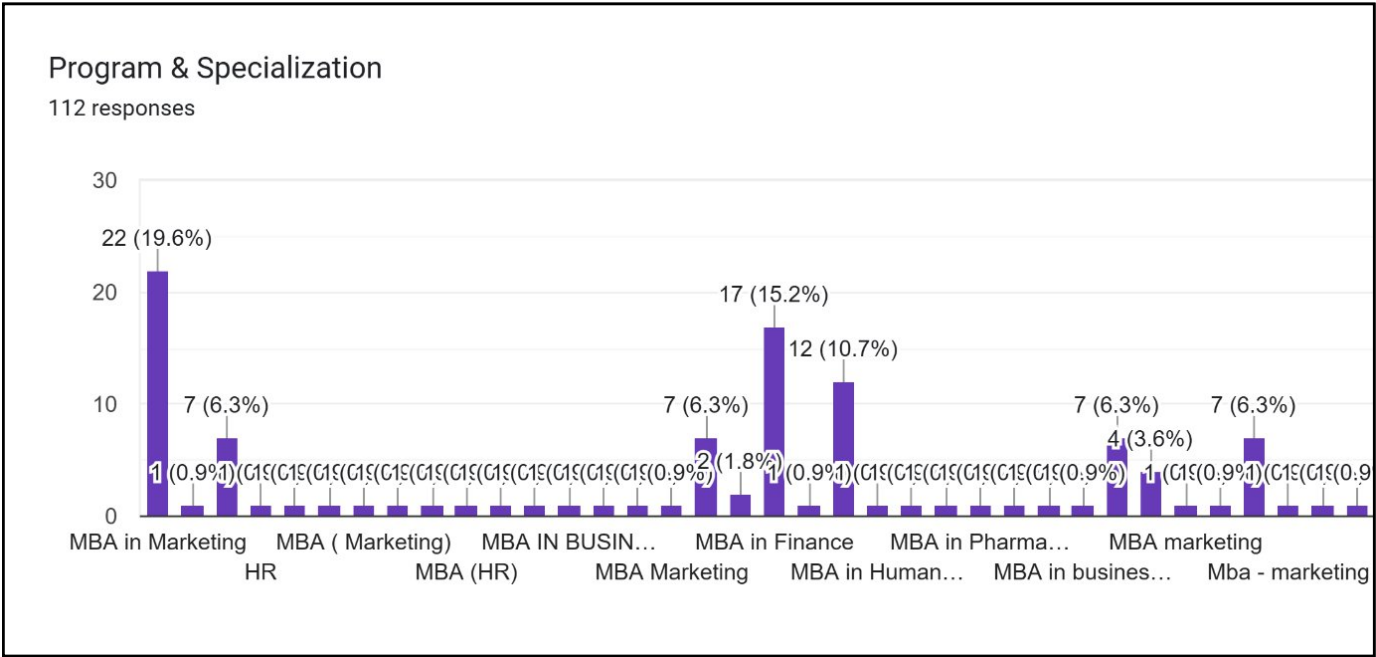
The ATP 2025 program successfully achieved its **core objectives of building interview readiness, enhancing confidence, and strengthening aptitude and GD/PI performance** among MBA final-year students.

The **pre-feedback** reveals clear and consistent student expectations centered on *confidence, aptitude improvement, and industry awareness*.

The **post-feedback** confirms that the sessions were impactful, particularly **Aptitude, Group Discussions (GDs), Personal Interviews (PIs), and industry expert sessions**, though there are **calls for increased practice exposure, shorter aptitude hours, and more individual attention**.

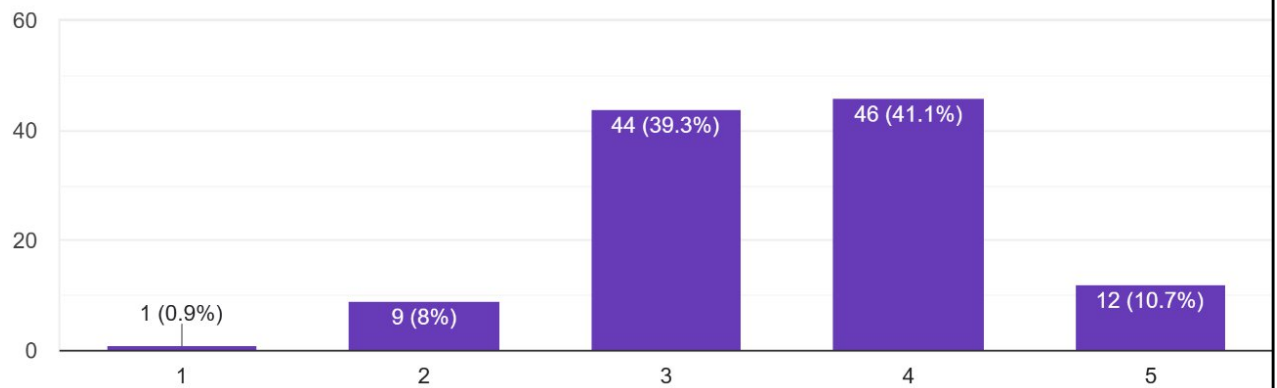
Overall satisfaction levels appear **moderate-to-high**, with students appreciating **industry integration and guest interactions**, but requesting more **balanced session structuring and personalized engagement**.

# Pre-Feedback: Advanced Training Program (ATP) – 2025



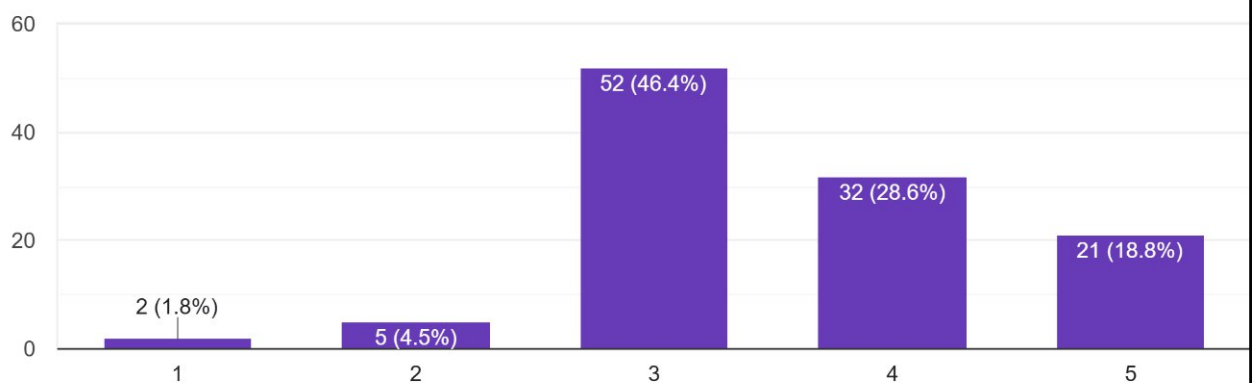
Rate yourself on a scale of 1 to 5 for the following area (1 = Very Low, 5 = Very High) Ability to perform in GDs

112 responses



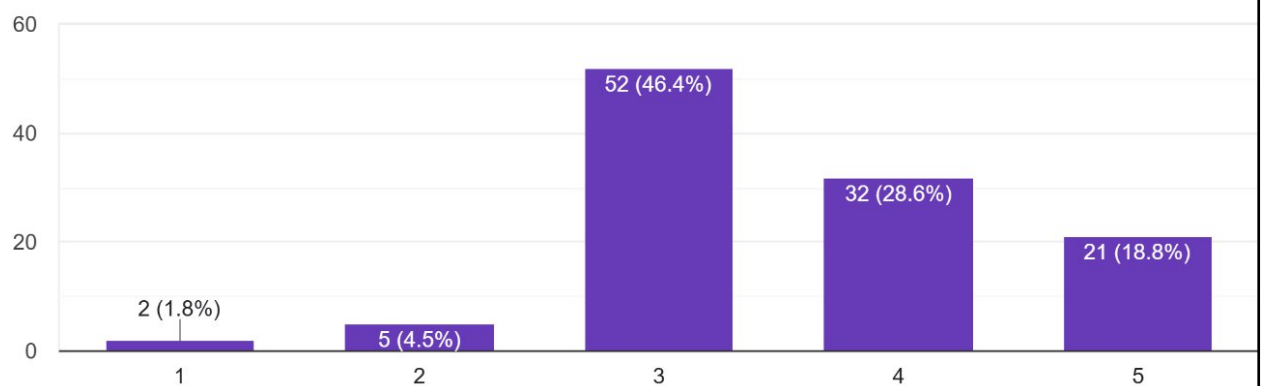
Rate yourself on a scale of 1 to 5 for the following area (1 = Very Low, 5 = Very High) Confidence in facing Interviews

112 responses



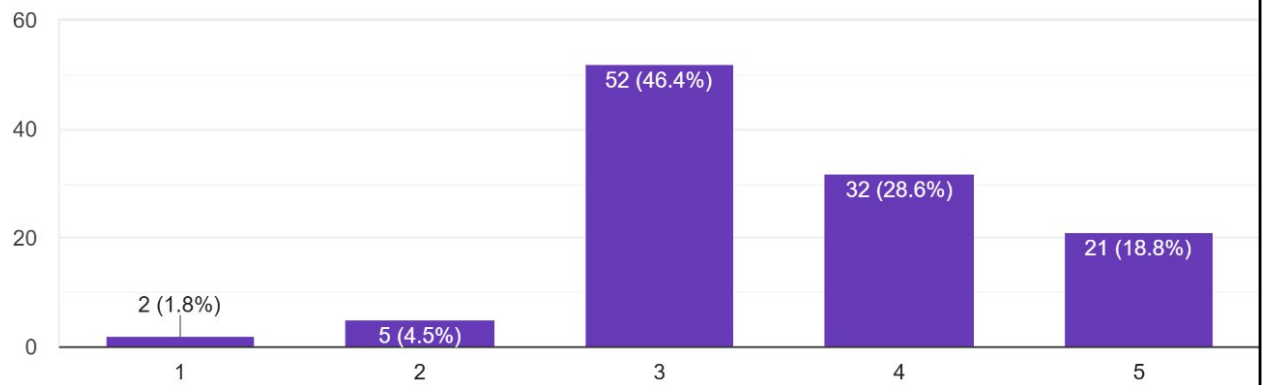
Rate yourself on a scale of 1 to 5 for the following area (1 = Very Low, 5 = Very High) Confidence in facing Interviews

112 responses



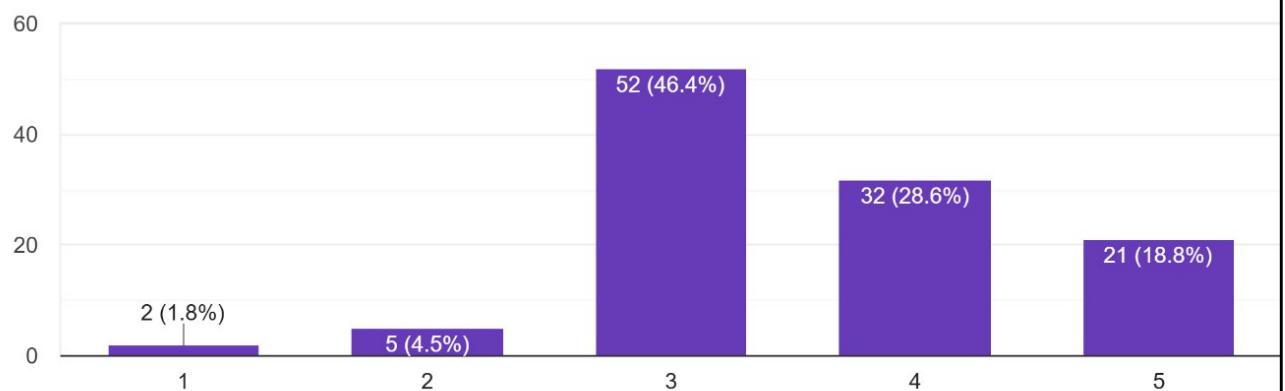
Rate yourself on a scale of 1 to 5 for the following area (1 = Very Low, 5 = Very High)    Confidence in facing Interviews

112 responses



Rate yourself on a scale of 1 to 5 for the following area (1 = Very Low, 5 = Very High)    Confidence in facing Interviews

112 responses

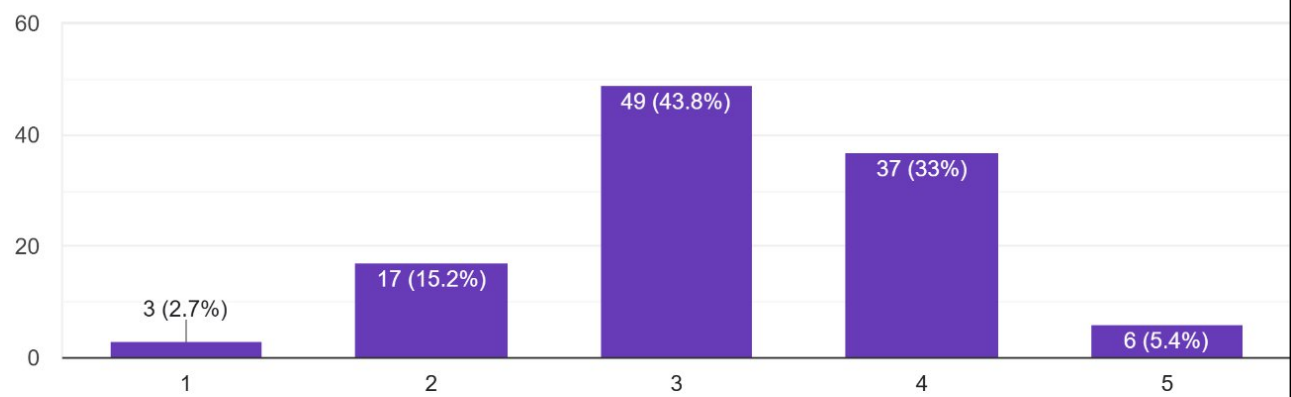


Awareness of current industry trends

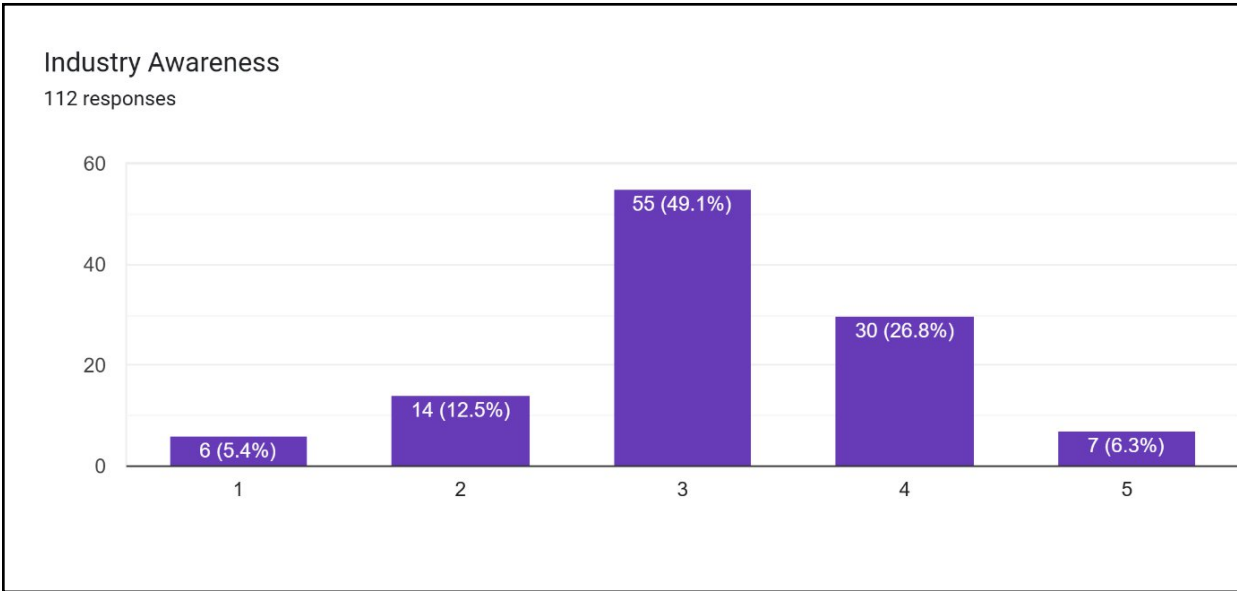


# Industry Awareness

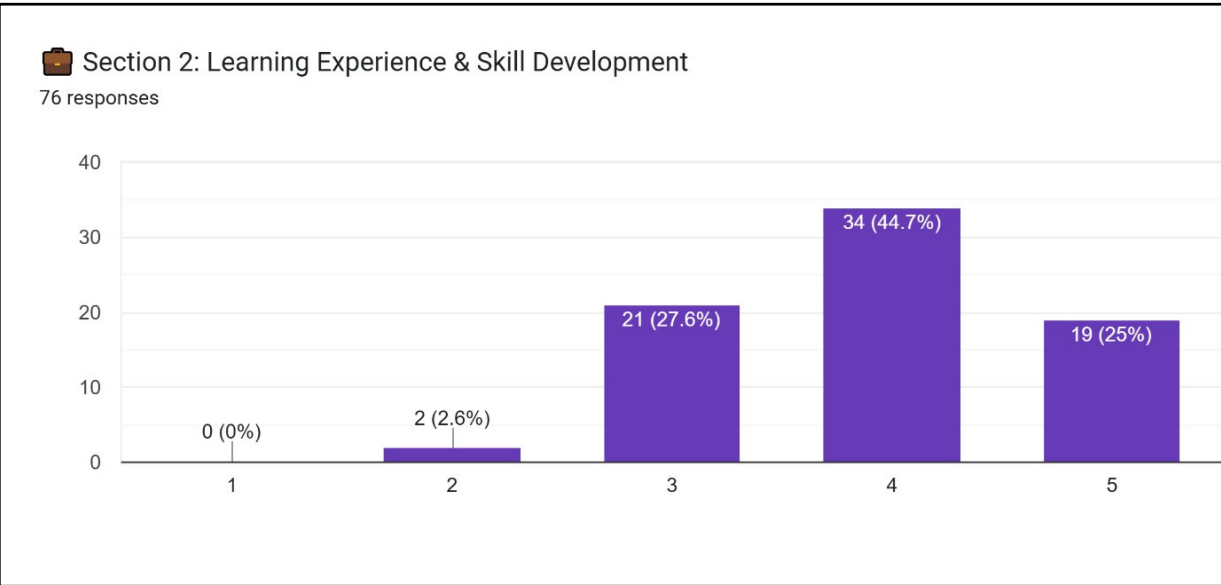
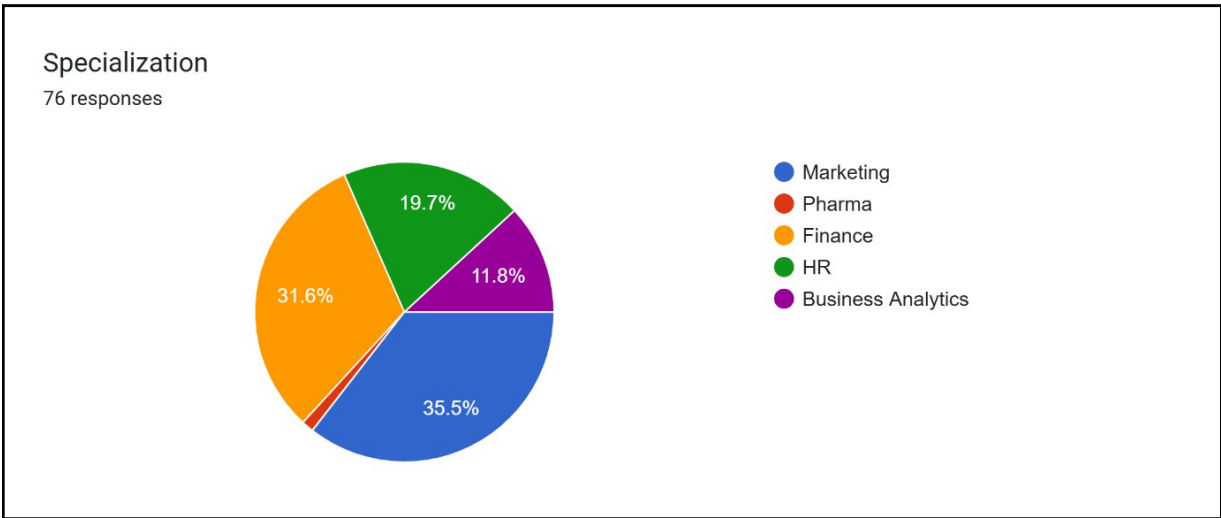
112 responses



Awareness of placement roles available on campus

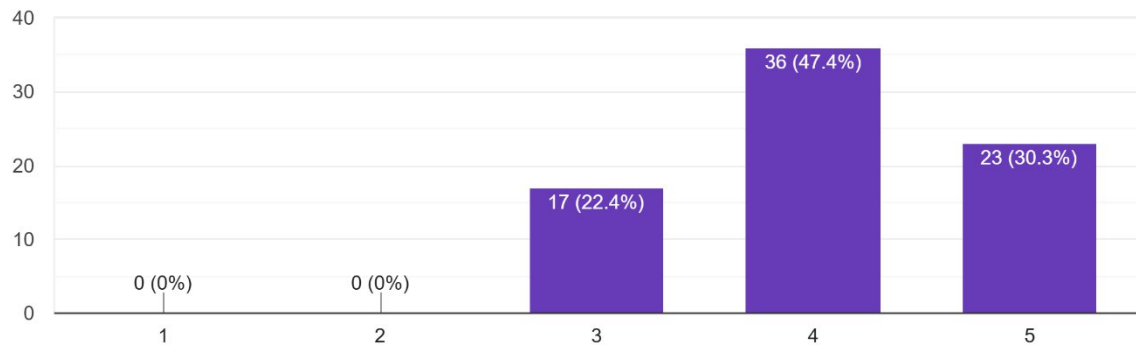


Post-ATP 2025 Feedback | Shoolini Business School – MBA Final Year



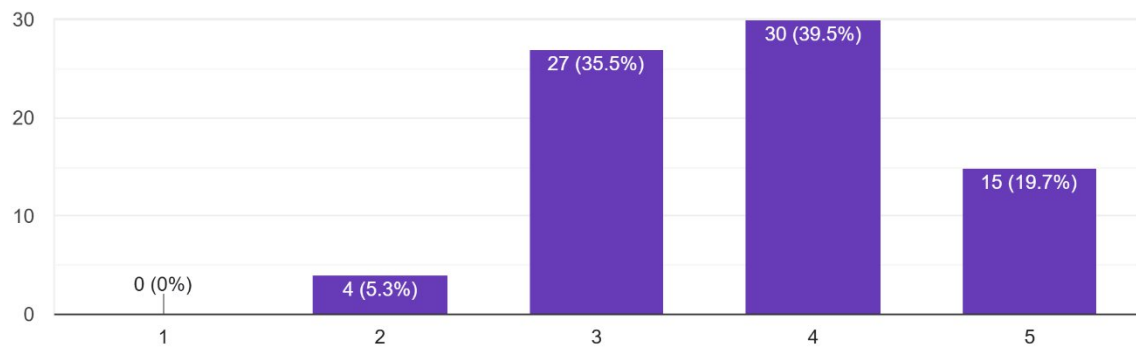
### Ability to perform in group discussions

76 responses



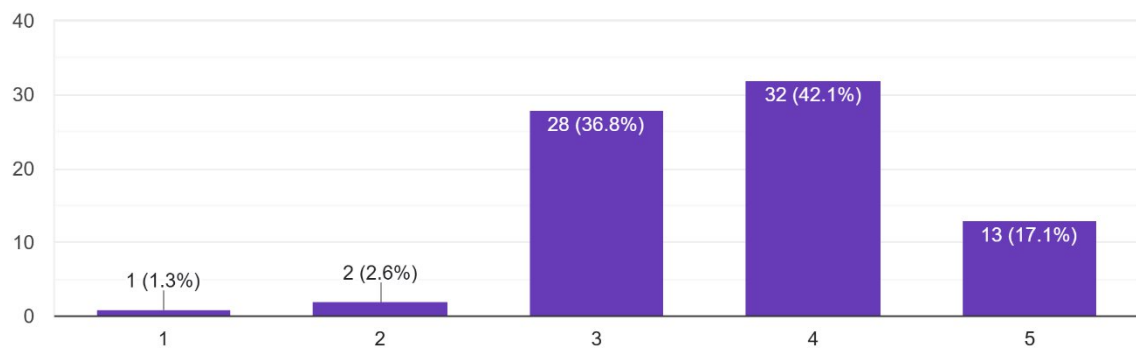
### Problem-solving and aptitude skills (after Hitbullseye Workshop)

76 responses



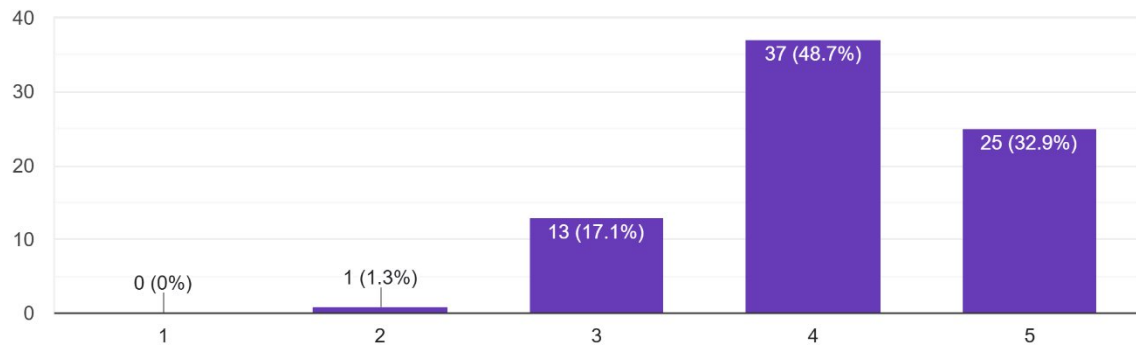
### Business & financial understanding (after domain sessions)

76 responses



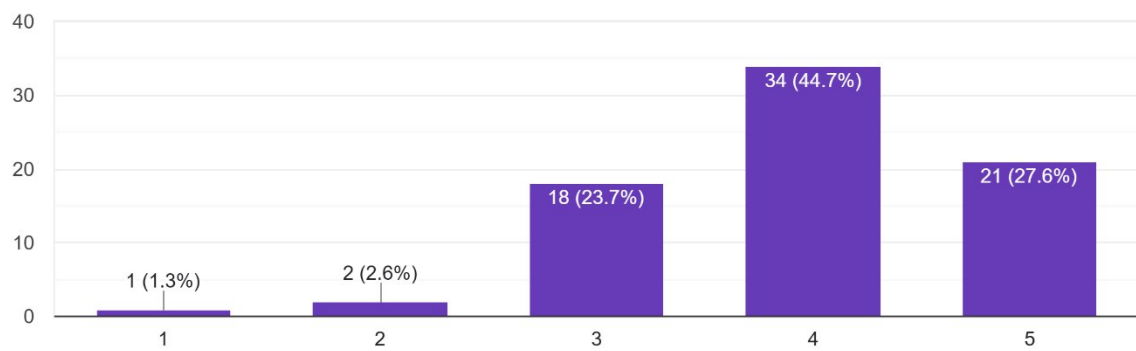
### Communication and corporate etiquette

76 responses



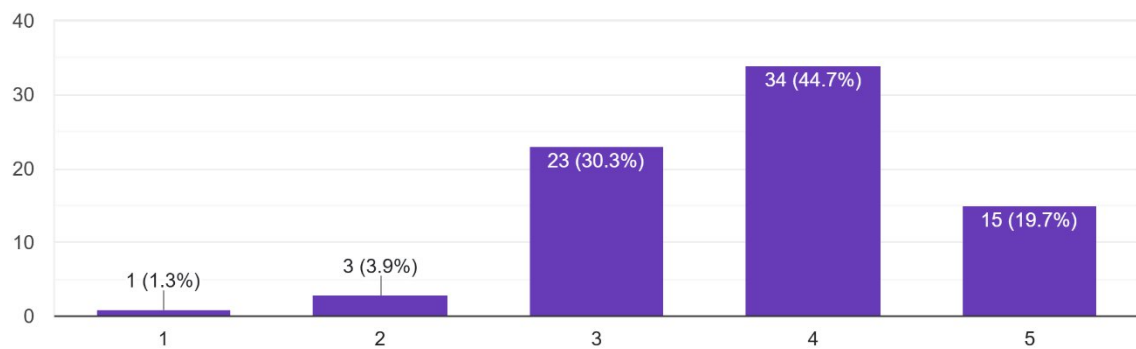
### Overall placement readiness and confidence

76 responses



### Section 3: Industry Exposure & Application

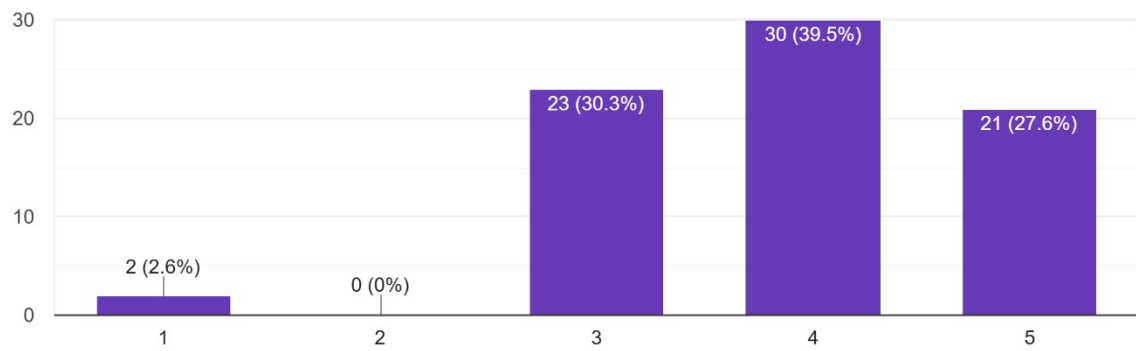
76 responses





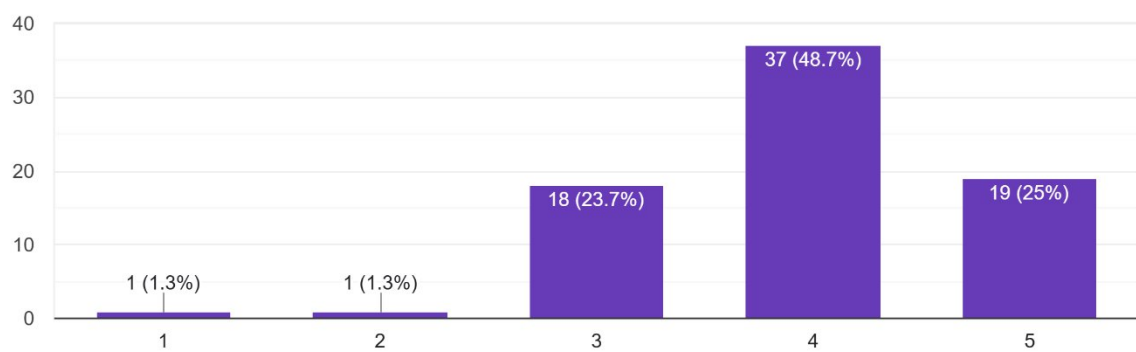
### Awareness of placement and job roles through sessions

76 responses



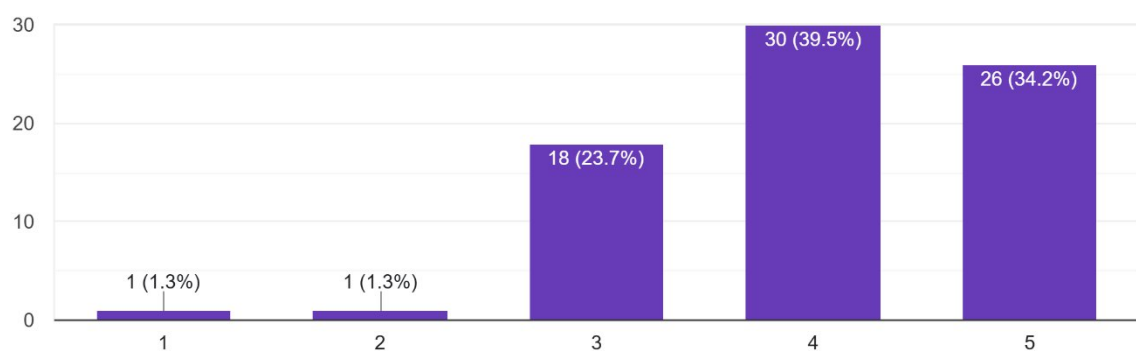
### Confidence to apply learnings in real interviews

76 responses



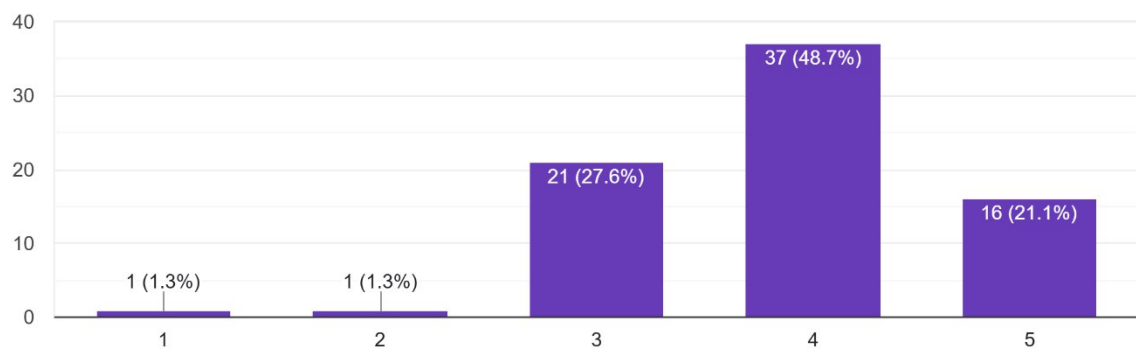
### 🧡 Section 4: Soft Skills & Professional Growth

76 responses



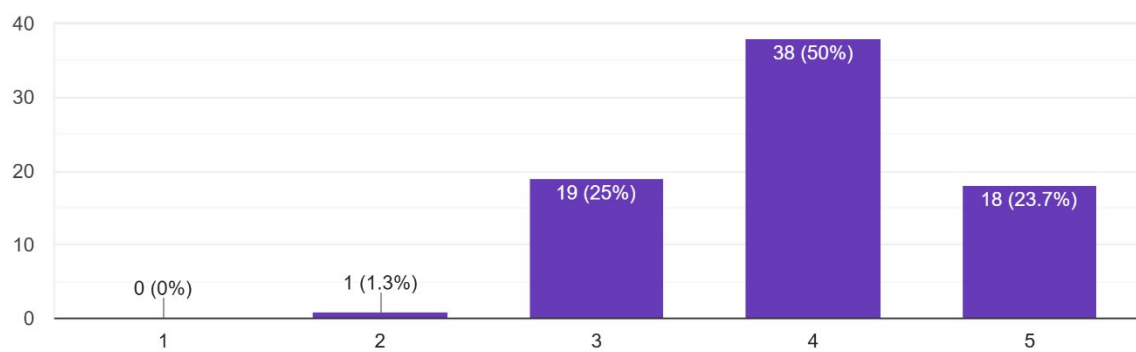
### Networking and interaction with industry professionals

76 responses



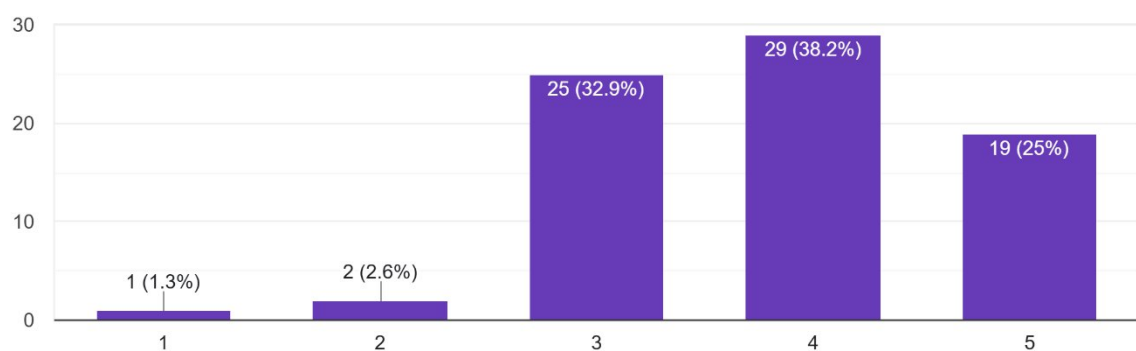
### Personal confidence and mindset shift after ATP

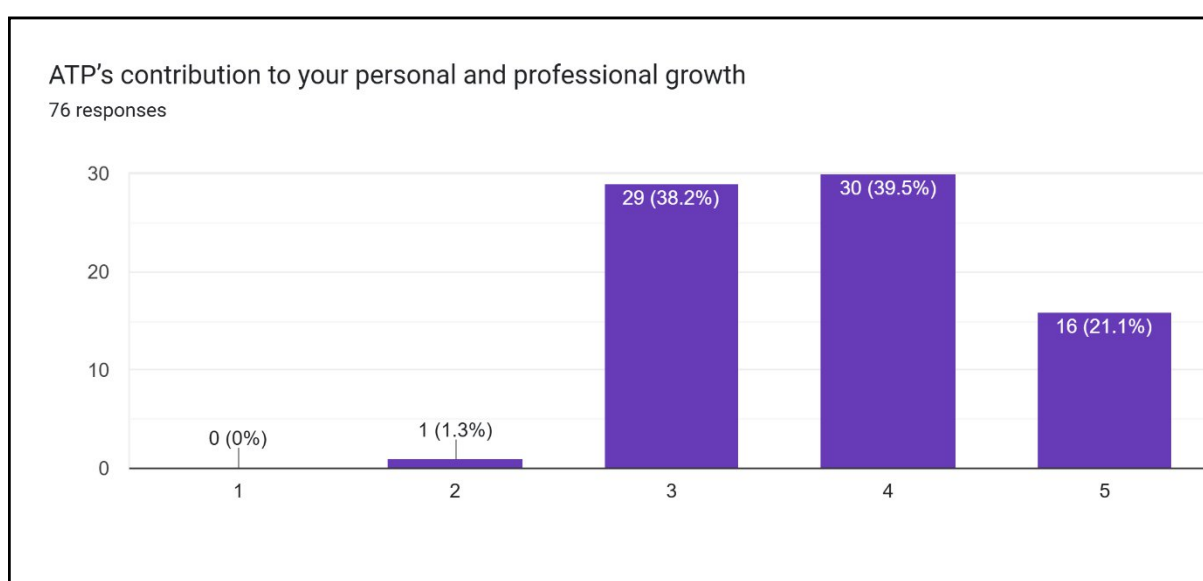
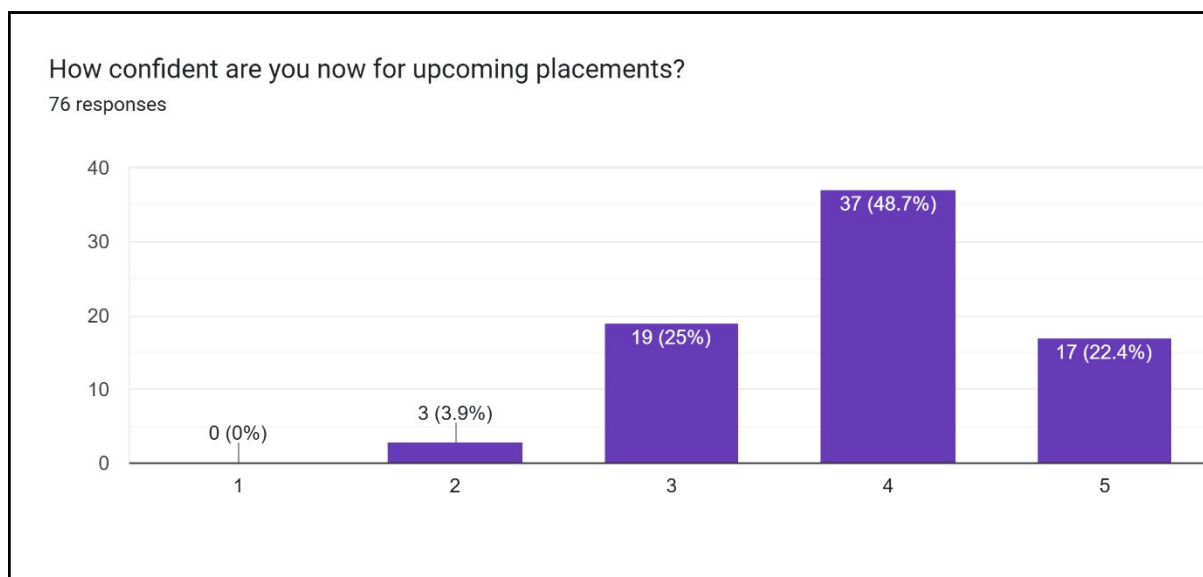
76 responses



### Section 5: Overall Outcome & Readiness

76 responses





## 1. Pre-Feedback Insights (Expectations Before ATP)

Theme	% Frequency	Illustrative Comments
Confidence & Communication Skills	82%	“To gain confidence for GDs and interviews”; “Fluency in spoken English”
Aptitude & Interview Readiness	78%	“Improve aptitude and interview skills”; “Mock GD/PI sessions”
Industry Exposure & Placement Awareness	61%	“Learn about industry expectations and placement roles”

### Interpretation:

Students entered the program **highly motivated** but **anxious** about employability readiness. Their expectations mirror global B-school placement prep modules, emphasizing *soft skills, confidence building, and real-world exposure*

## 2. Post-Feedback Insights (Outcomes After ATP)

### *A. Sessions/Modules That Benefited Students Most*

#### **Top 5 Beneficial Modules:**

1. **Aptitude Training (Hitbulleye)** – Improved logical reasoning & quantitative speed.
2. **Group Discussions (GD)** – Enhanced articulation & structure.
3. **Personal Interviews (PI)** – Built self-confidence.
4. **Industry Expert Sessions (e.g., Payment Process Automation by Mrs. Larisa Dhawan)** – Bridged classroom to corporate practice.
5. **Economic Times Analysis & Current Affairs** – Strengthened awareness of business environment.

#### **Quantitative Summary:**

- 75% mentioned **Aptitude, GD, or PI** as top benefit.
- 20% highlighted **Guest Lectures / Industry Speakers**.
- 5% appreciated **Finance/Technical Skill Inputs**.

#### **Interpretation:**

The learning impact is strongest where **practice-oriented pedagogy** (mock sessions, industry cases) was used. This validates the “*learning by doing*”

### *B. Additional Support Needed Before Final Placements*

#### **Top 5 Needs:**

1. **More Mock GD & PI Practice** (mentioned by 68% of respondents)
2. **Company-specific Preparation & Mentorship** (22%)
3. **Aptitude Reinforcement & Revision** (18%)
4. **Industry/Alumni Mentorship** (15%)
5. **Clarity on Upcoming Job Roles & Companies** (10%)



### Interpretation:

Students want a **more individualized and application-focused experience**—a shift from “classroom instruction” to “simulated corporate preparation.”

They expect **coaching, feedback loops, and clarity of expectations**

### C. Suggestions for Improvement (For Next ATP Edition)

#### Recurring Suggestions:

Category	Student Voices	Recommended Action
<b>Session Structure &amp; Duration</b>	“Aptitude sessions too long (4-5 hrs/day)”; “Difficult to concentrate”	Reduce to 2 hrs/day; distribute aptitude training across multiple SPRINTs
<b>Interactive &amp; Practical Learning</b>	“Add outdoor activities & cultural programs”; “Include games & mock boardrooms”	Incorporate <i>experiential learning modules</i> (Leadership games, simulation days)
<b>Equal Participation</b>	“Ensure every student gets a chance to speak in GDs & PIs”	Implement rotation-based mock GD/PI schedule
<b>Personalized Feedback</b>	“Need one-on-one guidance”	Introduce <i>Personal Development Plan (PDP)</i> mentoring
<b>Program Design</b>	“ATP timetable to be shared earlier”	Publish ATP calendar 1 month before; integrate student co-creation

### Interpretation:

Students seek a **balance between intensity and engagement**. Top B-schools typically use *micro-learning clusters* (90–120 min) and **reflection-based evaluation** — both could enhance attention and motivation.

## Comparative Benchmarking with Top B-Schools

Area	Current ATP 2025	Best Practice (Global Benchmark)	Gap / Recommendation
<b>Aptitude &amp; Analytical Training</b>	4-hour sessions	90-min modular sessions with gamified drills	Reduce session length; introduce gamified “Aptitude Leagues.”
<b>Mock GD &amp; PI Exposure</b>	Conducted selectively	100% participation mandatory	Mandate participation for all students; peer assessment rubrics.
<b>Industry Integration</b>	4–5 expert sessions	Case-linked, multi-sector immersion	Add industry simulation or project-based challenge.
<b>Feedback System</b>	Generalized	Continuous 360° feedback (peer + mentor + faculty)	Implement learning reflection journals per student.
<b>Wellbeing &amp; Motivation</b>	Lacks relaxation / recreation	Mindfulness, leadership trek, experiential outdoor	Add short outdoor & cultural team sessions mid-program.

## Recommendations for ATP 2026

### 1. Structural Improvements

- **Rebalance Aptitude Hours:** 2 hrs/day over 10 days instead of long stretches.
- **Integrate GD/PI Simulation Weeks:** At least 4 full days dedicated to *mock corporate rounds*.
- **Timetable Transparency:** Share detailed ATP plan 4 weeks before start.

### 2. Pedagogical Enhancements

- Introduce **Individual PDP Tracker** (Confidence, Aptitude, Communication, Industry Knowledge).
- Conduct **Industry Simulation Challenge** (Mini Consulting Project / Caseathon).
- Launch **“Talk Like a Leader” Module** – 1-min speech, feedback, and re-recorded improvement sessions.

### 3. Engagement and Inclusivity

- Ensure **every student gets at least 2 GDs and 1 PI round** with faculty/industry expert feedback.
- Introduce **peer-learning panels** – students evaluate and coach each other.
- Include **daily reflection journals** (3 learning takeaways/day).

### 4. Mentorship and Industry Linkages

- Launch “**Alumni Mentorship Pods**” (10 students per mentor).
- Invite **corporate recruiters** for mock drives to simulate placement pressure.

### 5. Wellbeing & Motivation

- Integrate **Short Cultural/Outdoor Activities** – “Mind-Body Connect” sessions.
- Add “*Energy Reboot*” breaks (15 min games or music sessions between long modules).

### Key Impact Indicators for Future Tracking

KPI	Baseline 2025	Target 2026
Average Student Satisfaction (Post-Feedback)	78%	90%
GD/PI Confidence Improvement (Self-reported)	+ 45%	60%
Aptitude Test Average Score Increase	+ 30%	50%
Number of Mock GD/PI Rounds per Student	1–2	4–5
Industry Speaker Sessions	6	10

The **ATP 2025** was a **well-structured and impactful program** that significantly enhanced *interview readiness, confidence, and professional grooming*.

However, to reach **global B-school benchmarks**, the next edition should focus on:

- **Shorter, high-engagement sessions**
- **Mandatory individual exposure**
- **Continuous feedback and mentorship loops**
- **Integration of wellbeing and experiential components**

# ANNEXURES



# **FROST AND FREEZE, MUMBAI JUHU BEACH**

Team Draco

# **AGENDA**

Introduction

Product description

SWOT Analysis

Marketing Plan

Competitor Analysis

Financial Plan





# INTRODUCTION

Welcome to the exciting world of frozen delights at Juhu Beach! We are thrilled to present our innovative business venture, “Frost and Freeze: Ice Gola Paradise” a unique destination that promises to elevate the traditional Ice Gola experience to new heights.

Refreshing and delightful escape from the scorching sun. At Frost and Freeze, we have reimagined the classic Ice Gola, infusing it with creativity, quality, and dash of nostalgia. Our mission is to provide an unparalleled Ice Gola experience that transcends generations, bringing together the joy of childhood memories with a modern twist.

# PRODUCT DESCRIPTION





## **STRENGTHS**

- Unique and Refreshing
- Location Advantage
- Customization
- Nostalgia and Traditional

## **WEAKNESSES**

- Seasonal Demand
- Limited Menu
- Competition
- Dependence on foot traffic

# **SWOT ANALYSIS**

## **OPPORTUNITIES**

- Diversification
- Collaboration and events
- Online Presence
- Local Partnerships

## **THREATS**

- Health Concerns
- Competition
- Regulatory Changes
- Online Delivery Services

# MARKETING PLAN



## MARKET RESEARCH

Gather insights on customer preferences, peak hours, and pricing



## BRANDING

Creating distinct identity (logo, color scheme that restore beach vibes)  
Sampling and tasting event (free)



## MENU INNOVATION

Experiment with different syrups, toppings, combinations to cater to various taste preference



## DISCOUNTS

Offer special promotions during off-peak hours or on specific days to attract customers



## LOCAL PARTNERSHIPS

Collaborate with vendors for cross-promotions. For instance, team up with nearby juice stalls for combo deals.



# COMPETITOR ANALYSIS

PRICING

PROMOTION AND  
MARKETING

CUSTOMER  
REVIEWS

PRESENTATION  
AND PACKAGING

SEASONAL  
VARIATIONS



# FINANCIAL PLAN



## PRICING STRATEGIES

- Set competitive yet profitable prices for your goals



## FUNDING REQUIREMENT

- State self-funding, and applying for loans.
- Make a plan to use it.



## FINANCIAL FORECAST

- Projected Profit and loss statements.
- Projected Balance sheets.





**THANK YOU**

# BUSINESS STATEMENT

TEAM TITANS

# DESI CUISINE

Desi Cuisine brings the authentic flavors of India to your plate, celebrating the richness of traditional tastes in a modern world. We offer a delightful selection of Desi-inspired dishes that reflect our passion for quality, culture, and community.



# COMPANY OVERVIEW

## MISSION:

At Desi Cuisine, our mission is to provide a mouthwatering culinary experience that captures the essence of Desi flavors. We are dedicated to crafting dishes with love, using locally-sourced ingredients whenever possible, and infusing them with the warmth and authenticity of Indian cuisine. By offering a diverse range of delicious options, we aim to create a haven for food lovers seeking a genuine taste of Desi culture.

## VISION:

Our vision is to become a cherished destination for food enthusiasts who long for the comfort and familiarity of Desi flavors. We aspire to be recognized as the bridge that connects generations through food, where students from the nearby University and locals alike can come together to savor traditional recipes made with a modern twist. Through our dedication to culinary excellence and cultural appreciation, we envision Desi Cuisine as a symbol of pride, unity, and the preservation of heritage.

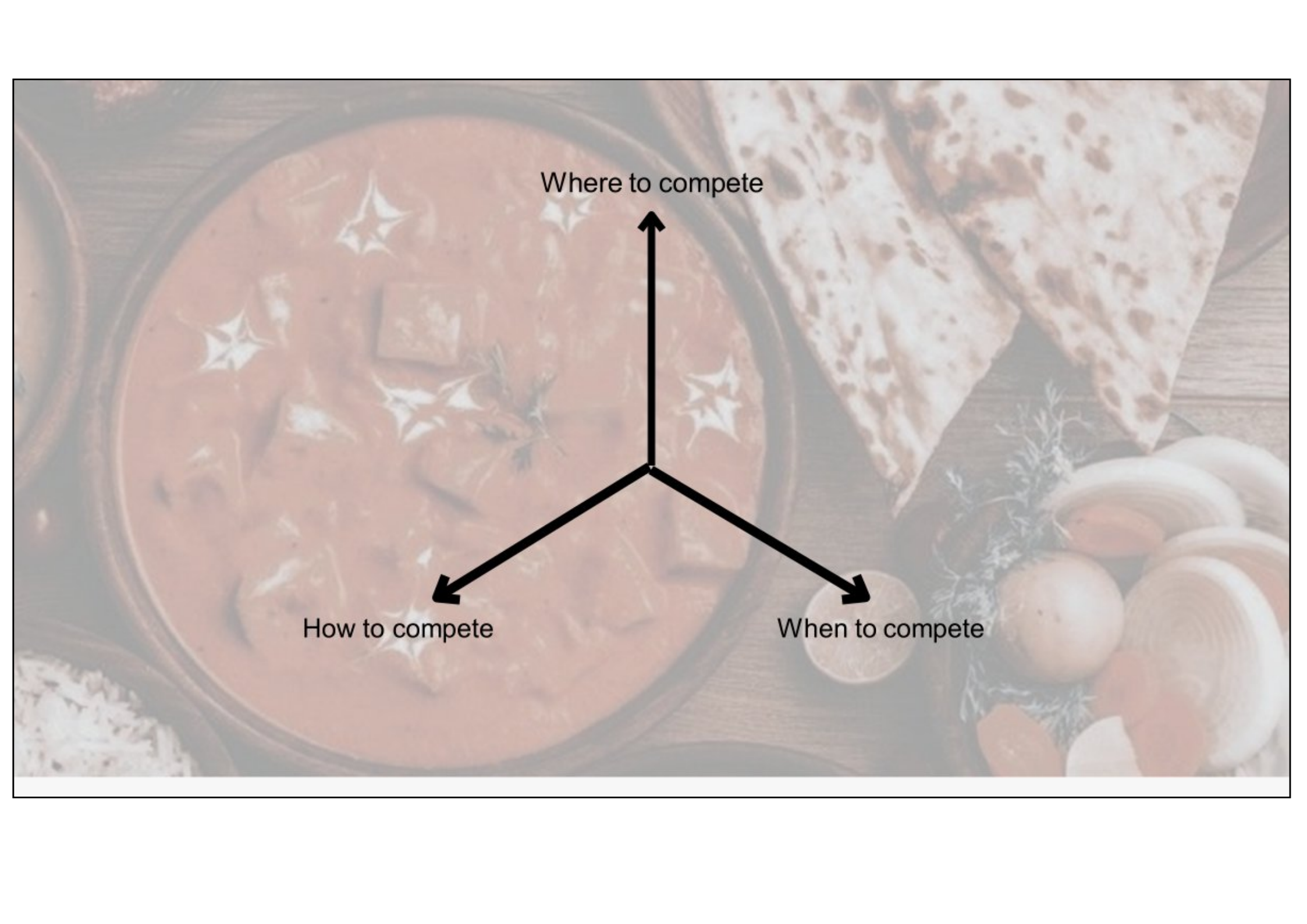


# OUR MENU

## BEST-SELLERS

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Chicken Kachaudi with Desi Tadka	Rs. 90
Chicken Kachaudi for Gym Freaks	Rs. 100
Moong Dal Kachaudi	Rs. 40
Paneer Tikka	Rs. 80
Malai Kofta with Naan	Rs. 90

A top-down view of a wooden bowl filled with a thick red soup, garnished with white cheese cubes and fresh herbs. To the right of the bowl is a stack of folded, slightly charred tortillas. In the bottom right corner, there are sliced onions and cherry tomatoes. The entire scene is set on a rustic wooden surface.

Where to compete

How to compete

When to compete

# USP

"Rediscover the True Taste of Desi Delights: At 'Desi Cuisine,' we're on a mission to transport you back to the essence of authentic Desi flavors. Our signature 'Chicken Litti with Desi Tadka' and specially crafted 'Chicken Litti for Gym Freaks' are not only mouthwatering but also wholesome, using locally sourced ingredients and cooked with love. Say goodbye to the usual fast food and experience the richness of our culinary heritage, carefully prepared for your modern lifestyle."



# OUR NEXT FIVE YEAR PLAN

1

ENHANCING CUSTOMER  
EXPERIENCE

2

OPERATIONAL EFFICIENCY

3

ONLINE ORDERING AND  
DELIVERY

4

SUSTAINABILITY  
INITIATIVES

5

MENU EXPANSION  
AND DIVERSIFICATION



# MARKETING PLAN



# HR PLAN



# THANK YOU!



# HealthOS: Redefining the Future of Hospital Information Systems

Beyond Records → Predictive, Intelligent,  
Patient-Owned

A visionary shift from static data storage to a dynamic, proactive healthcare ecosystem.



# Introduction – Why Reinvent the Hospital Information System (HIS)?

Traditional Hospital Information Systems (HIS) were designed primarily for:

- Digitization and Storage: Focusing on electronic health record keeping.
- Administrative Functions: Primarily billing, scheduling, and basic documentation.
- Compliance: Meeting regulatory requirements for data capture.

However, modern hospitals demand predictive, patient-centric, and intelligent systems.

The Future is HealthOS

The HIS must evolve into a comprehensive 'Healthcare Operating System' (HealthOS) that manages the entire patient journey and institutional performance.



# Limitations of Existing Legacy HIS Platforms

Current systems fall short in critical areas, creating silos and limiting advanced care delivery.

## Hospital-Centric Workflows

Designed only around the internal hospital environment, ignoring care continuity outside its walls.

## Limited External Integration

Poor connection with patient-generated data like wearables, lifestyle metrics, and genetic profiles.

## Weak Predictive Intelligence

Lack of sophisticated analytical tools for proactive operational management or clinical outcome forecasting.

## Provider-Owned Data

Data ownership defaults to the provider, creating friction and complicating patient access or portability.

# Our Vision: The HealthOS Transformation



## From Record-Keeping

Static data capture and documentation.



## To Intelligence & Prevention

Dynamic insight generation and proactive health management.

### A Unified Ecosystem

One seamless platform connecting all healthcare stakeholders.



### AI-Driven Core

Analytics and machine learning power every decision.

### Seamless Integration

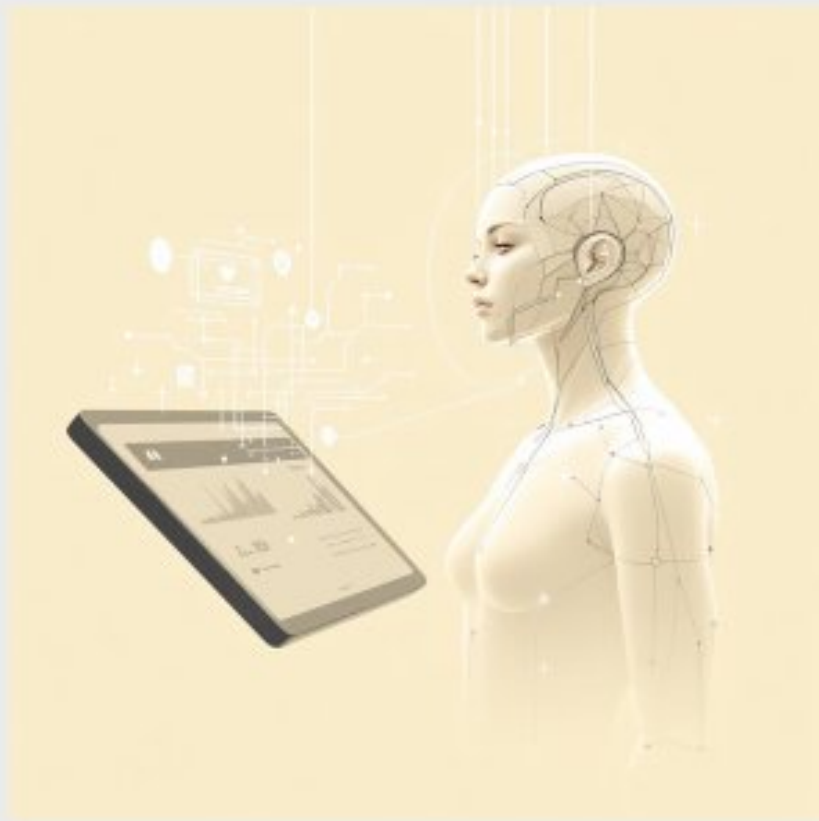
Hospitals, devices, labs, insurers, and patients communicating instantly.



### Patient-Owned Data

Empowering individuals with control over their health history.

# Introducing the Patient Digital Twin



The Digital Twin is an AI-driven, continuously updated virtual replica of an individual patient, enabling highly personalized care.

1

## Data Synthesis

Combines comprehensive data sets: EHR records, real-time wearable biometrics, genetic sequencing, and lifestyle inputs.

2

## Predictive Simulation

Runs thousands of simulations to predict individual responses to different treatment pathways and medications.

3

## Precision Medicine

Supports clinicians in developing highly personalized and proactive care plans, moving beyond generalized protocols.



# Generative AI Clinical Assistant: Augmenting the Care Team



## Conversational Interface

Natural language assistant for rapid querying of complex patient data.



## Instant Summarization

Quickly synthesizes complex patient histories, lab results, and imaging reports into digestible summaries.



## Clinical Pathway Support

Suggests possible diagnostic and treatment pathways based on evidence-based medicine and population health data.

This significantly reduces the administrative burden on doctors and nurses, supporting faster, more informed diagnosis.

# Immersive Healthcare: AR/VR Integration



## Augmented Reality in Surgery

Real-time overlay of patient vitals, 3D anatomical models, and pre-operative scans directly into the surgeon's field of vision.



## Virtual Reality Training

High-fidelity, zero-risk simulation modules for continuous education and staff skill development.

## Immersive Patient Education

Patients engage with virtual models to understand complex procedures, improving compliance and reducing anxiety.





# Security and Trust: Blockchain-Powered Records

HealthOS utilizes distributed ledger technology to restore patient autonomy and enhance data security.



## Patient Ownership & Control

Patients are the sole custodians of their medical history, deciding who accesses their data and for how long.



## Secure Smart Contracts

Automated, secure protocols for sharing data with hospitals, specialists, or insurers, logged transparently on the chain.



## Immutable Audit Trails

Every access and change is permanently recorded, ensuring airtight compliance with HIPAA and GDPR regulations.

# Hospital Command Center: Digital Twin of Operations

Optimizing institutional performance through real-time operational visibility and predictive analytics.

## Real-Time Dashboards

Centralized visualization of key operational metrics: current bed occupancy, equipment status, and staff utilization.

## Workload Prediction

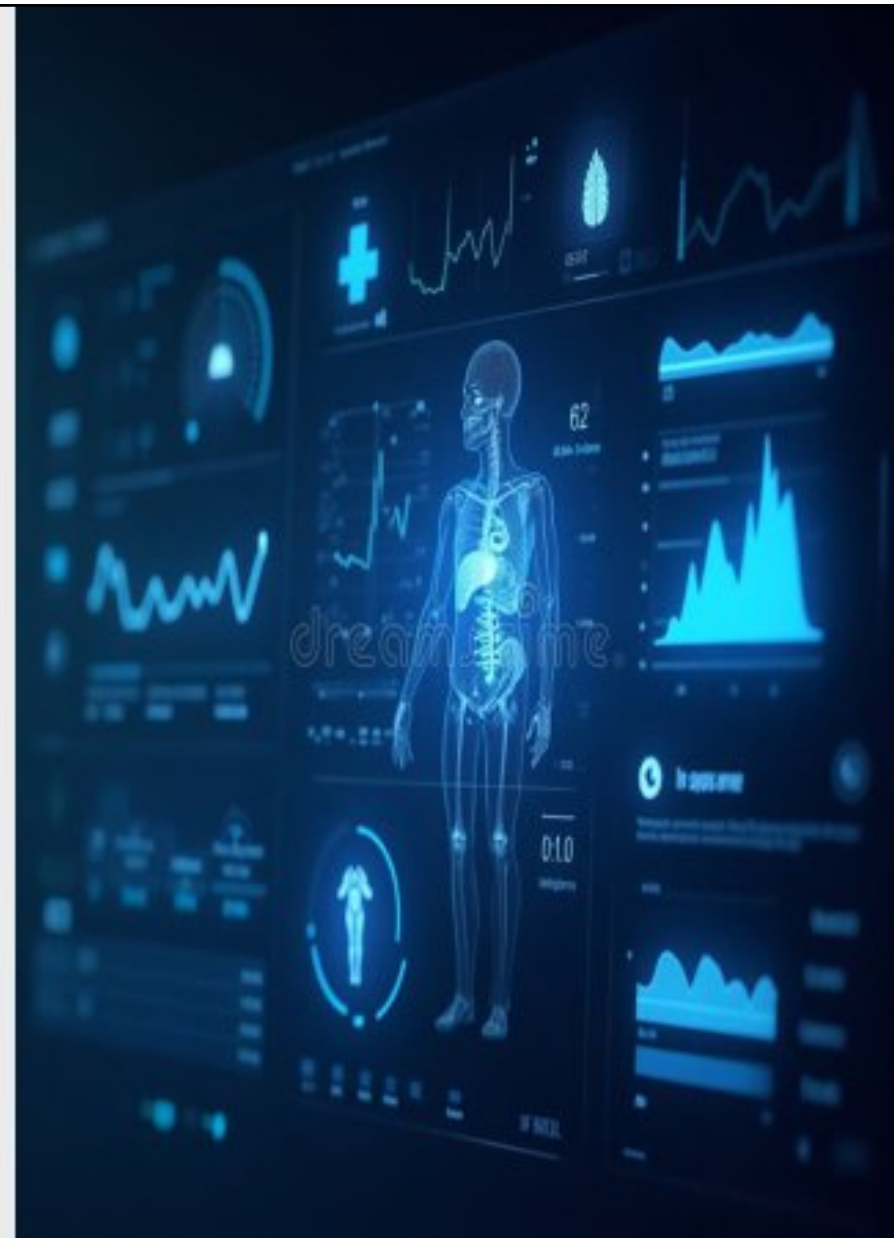
Analyzes current patient acuity and projected admissions to forecast staff workload and prevent burnout.

## Patient Flow Optimization

Tracks patient movement from ED admission to discharge, identifying bottlenecks and reducing wait times.

## Resource Allocation

Predictive insights enable proactive redistribution of resources (e.g., portable imaging, critical care nurses) before crises occur.





# Shift to Prevention: Holistic Wellness Integration

HealthOS drives the transition from reactive treatment to proactive, continuous preventive care.



Our goal is to keep patients healthy and out of the hospital, transforming the cost structure of healthcare.



## Continuous Monitoring

Integration with consumer wearables, smart scales, and environmental sensors for 24/7 health tracking.



## Virtual Support Network

Seamless connectivity with dietitians, fitness coaches, and telehealth providers via the platform.



## Predictive Alerts

System generates automated alerts for clinicians and patients when early signs of deterioration or risk factors are detected.



# Sustainability Dashboard: Tracking Impact and Efficiency

## Tracks Comprehensive Metrics

Monitors **energy use**, **medical waste** generation, and **supply chain emissions** in real-time across the enterprise.

## Supports Compliance

Automates data collection and reporting necessary for compliance with green building standards and environmental regulations.

## Optimizes Costs

Identifies areas for **cost optimization** through improved resource management and reduced environmental impact.

A dedicated module designed to drive both ecological responsibility and operational savings for the modern healthcare facility.

# Technology Architecture



## Cloud-Native and Modular

Built on a secure, **cloud-native platform** for maximum scalability, flexibility, and operational resilience.



## AI/ML Predictive Engines

Integrates advanced machine learning models to generate **predictive insights** for resource allocation and patient risk stratification.



## Secure Data Ownership

Leverages **Blockchain technology** to ensure immutable, transparent, and patient-owned data access controls.



## AR/VR Integration

Includes augmented and virtual reality modules for sophisticated staff training and enhanced therapeutic care delivery.



## FHIR/HL7 Interoperability

Utilizes industry-standard **FHIR/HL7 APIs** for seamless and secure data exchange across disparate healthcare systems.



# Implementation Roadmap: Phased Rollout



**Phase 1 (0–6 months) : AI Assistant + Digital Twin Prototype.**  
Establish foundational data infrastructure and deploy initial pilot tools for optimized workflow simulation.



**Phase 2 (6–12 months) : Blockchain Records + Hospital Command Center.** Secure patient data infrastructure and implement a centralized operational oversight hub.



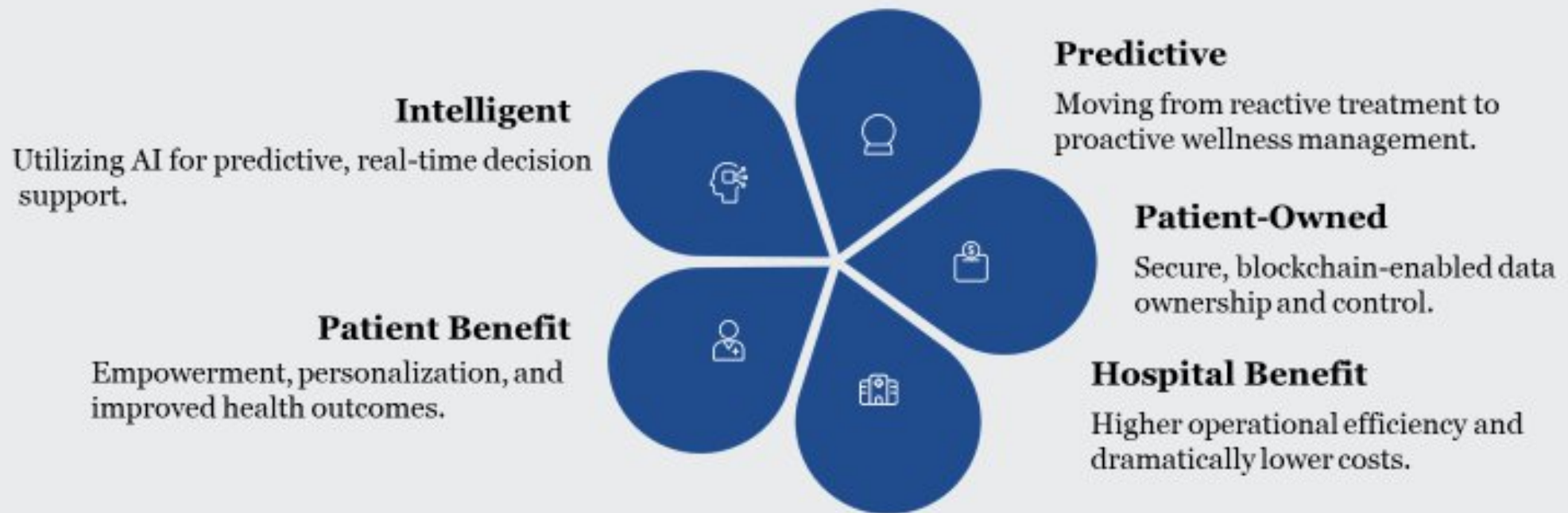
**Phase 3 (12–18 months) : AR/VR + Preventive Care Integration.**  
Roll out immersive training tools and connect the system with external preventive care resources.



**Phase 4 (18–24 months) : Full Health OS Deployment & Scaling.**  
Complete enterprise-wide deployment and begin optimizing performance across all departments.



# Conclusion



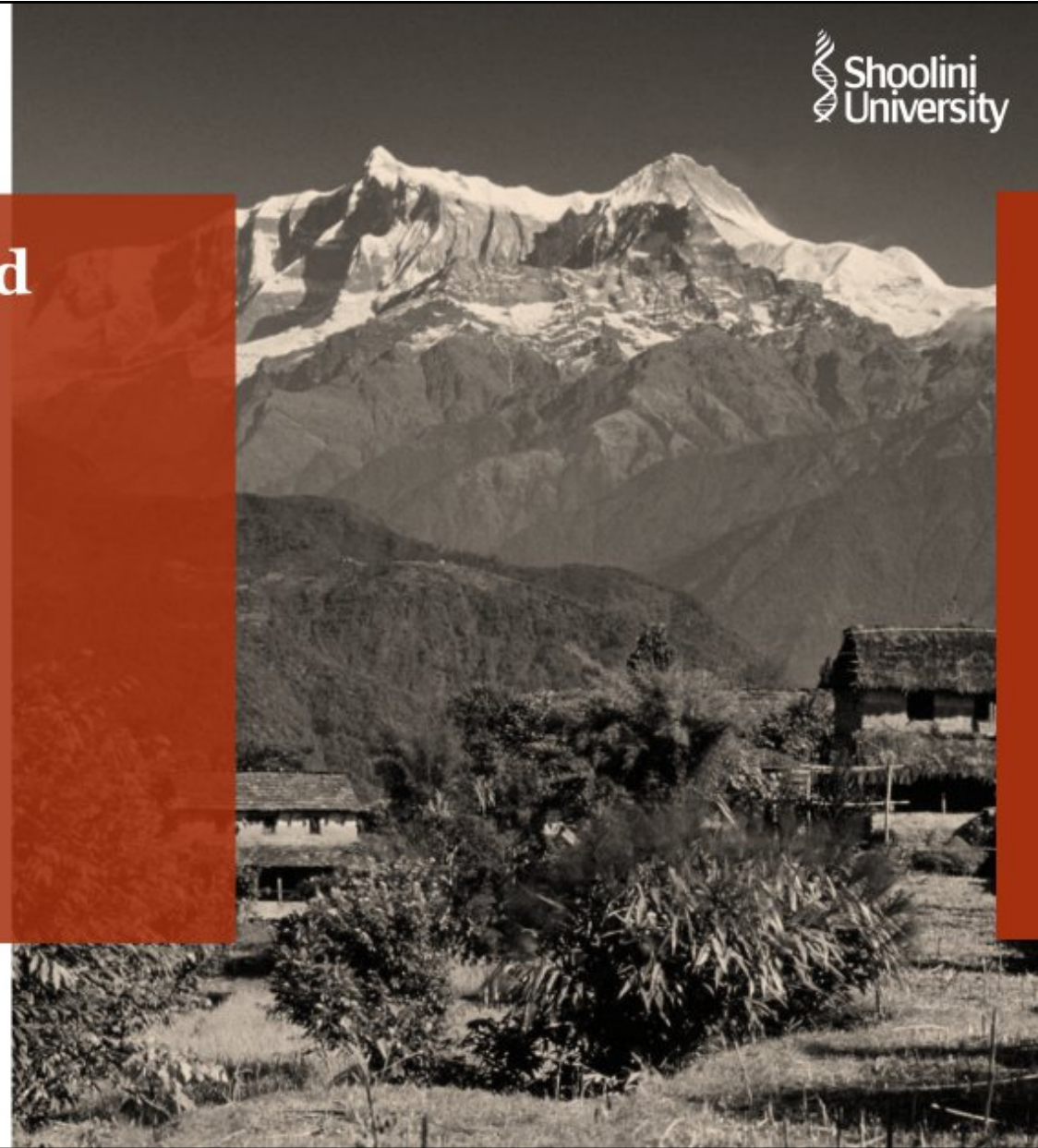
HealthOS is not just an Information System (HIS); it is the **Intelligent Operating System for modern healthcare.**

# Ignite Business Launchpad

## *Aarogya Vistaar Clinics – Expanding Care. Empowering Hills.*

Presented by – Group 1

Oct 2025



## Introduction

### ➤ *AarogyaVistaar Clinics - Expanding Care. Empowering Hills.*

Why “AarogyaVistaar”?

- ✓ “Aarogya” means health and wellness in Sanskrit/Hindi—widely recognized and trusted.
- ✓ “Vistaar” means expansion—symbolizing outreach to underserved regions.
- ✓ Unified branding across all clinics ensures consistency, trust, and operational simplicity.
- ✓ Tagline reflects both geographic outreach and the mission of care.



**AarogyaVistaar**  
CLINICS

Expanding Care. Empowering Hills.

## Location Layout & Demographics

Location	District	Population
Rajgarh	Sirmour	18.8 lakh
Bharmour	Chamba	1,507
Sangla	Kinnaur	84,121



### ➤ Why These Locations?

**Rajgarh:** High population density, low female literacy.

**Bharmour:** Tribal-majority, remote access, high literacy—ideal for preventive care.

**Sangla:** Seasonal tourism, maternal health gaps, high tribal population.



## Scope of Services

### ➤ Core Services Offered

- ✓ **General OPD:** Male & Female Doctors.
- ✓ **Maternal & Child Health:** Antenatal checkups, vaccinations.
- ✓ **Preventive Screenings:** TB, diabetes, anemia, hypertension.
- ✓ **Basic Diagnostics Lab:** CBC, Sugar, Lipids, Urine.(Provisional Plan)
- ✓ **Pharmacy:** OTC meds, chronic care supplies.

### ➤ Real-Time Examples

Clinic Name	Location	Similar Services
Aakash Healthcare	Dwarka	Preventive + OPD + Pharmacy
Kalpa Health Center	Kinnaur	Basic OPD, lacks diagnostics
Civil Hospital Mandi	Mandi	General OPD, no preventive focus

## Facilities – Infrastructure Blueprint

### ➤ Standard Clinic Layout (All Locations)

Area	Description
<b>Reception &amp; Waiting Area</b>	Welcoming space with seating for 10–15 patients
<b>OPD Rooms (2)</b>	Separate rooms for male and female doctors
<b>Diagnostics Lab</b>	Basic lab for CBC, blood sugar, urine, lipid profile
<b>Pharmacy</b>	Stocked with essential medicines, OTC, chronic care
<b>Washrooms</b>	Separate for staff and patients
<b>Storage Room</b>	For medical supplies, records, and consumables
<b>Utility Area</b>	For cleaning, waste segregation, and staff use

## Manpower Plan

### ➤ Total Staff per Clinic: 8

Role	Count	Justification
Doctors	2 (1 Male, 1 Female)	Gender-inclusive care
Visiting Doctor	1	For any Specialized Service
Nurse	2	Basic procedures, maternal care
Cleaners	2	Hygiene, infection control
Receptionist	1	Patient registration, billing

### ➤ Example - Real-Time Staffing Benchmarks

Facility	Staff Size	Notes
<b>Kalpa Health Center</b>	5–6	Similar lean model
<b>Civil Hospital Mandi (OPD)</b>	8–10	Larger due to higher footfall
<b>Aakash Clinics</b>	6–8	Similar model in Tier-2 cities



# Initial Licenses & Regulatory Requirements

## ➤ Mandatory Licenses (Per Clinic)

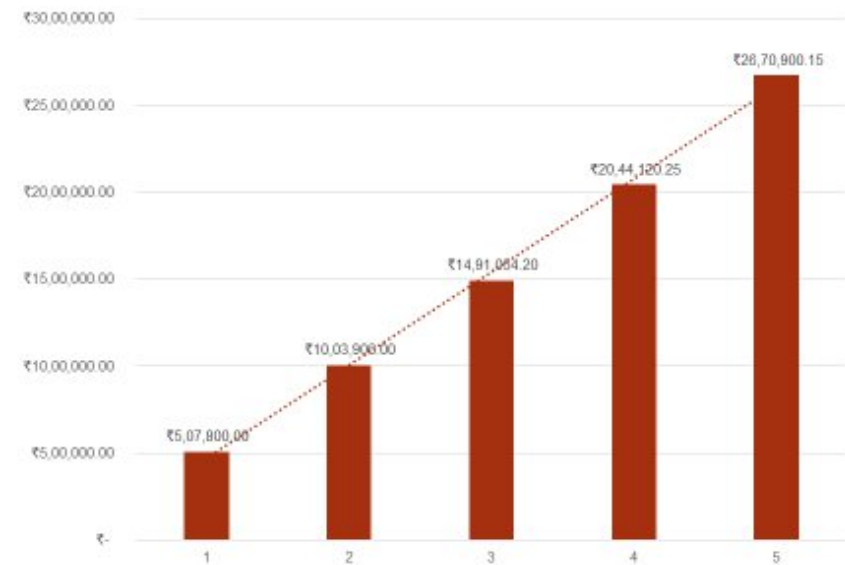
License Type	Issuing Authority	Estimated Cost (₹)
Medical Staff Registration	State Medical Council	10,000
OPD Clinic Registration Certificate	CMO Office / Health Dept.	15,000
Clinical Establishment Certificate	District Health Officer	20,000
Local Municipal Clearance	Local MC Office	5,000
Fire Safety NOC	Fire Department	10,000
Water & Electricity Compliance	Local Utilities	5,000
Biomedical Waste License	Pollution Control Board	10,000
GST Registration	GST Department	5,000
Pharmacy Drug License (if needed)	State Drug Controller	15,000

- <https://clinicaestablishments.gov.in/>
- <https://cdsco.gov.in/>
- [https://himachal.nic.in/index.php?lang=1&dpt\\_id=16](https://himachal.nic.in/index.php?lang=1&dpt_id=16)



## Financials

- CAPEX - ₹ 1.95 Cr
- Initial Funds - ₹ 1.95 Cr
- Loan – 20%
- 1<sup>st</sup> year PAT- Rs 5,00,000



## Vision & 5-Year Strategic Plan

### ➤ Vision Statement

*To build a trusted network of primary care clinics that deliver accessible, affordable, and preventive healthcare across Himachal's underserved regions.*

### ➤ 5-Year Plan

Year	Milestone
1–2	Launch 3 clinics (Rajgarh, Bharmour, Sangla)
3	Optimize operations, build patient base
4	Launch <b>1 mobile clinic</b> between villages
5	Begin <b>franchise model</b> in Tier-3 towns (e.g., Rohru, Banjar)



# SWOT Analysis

## Strengths

- Unified brand identity
- Lean cost model
- Local hiring = trust
- Diagnostics + pharmacy = revenue drivers

## Weaknesses

- Limited specialist care
- Remote logistics challenges
- Initial low footfall

## SWOT

## Opportunities

- Recruit from nearby medical colleges
- Tie-ups with district hospitals
- Expand via mobile clinics

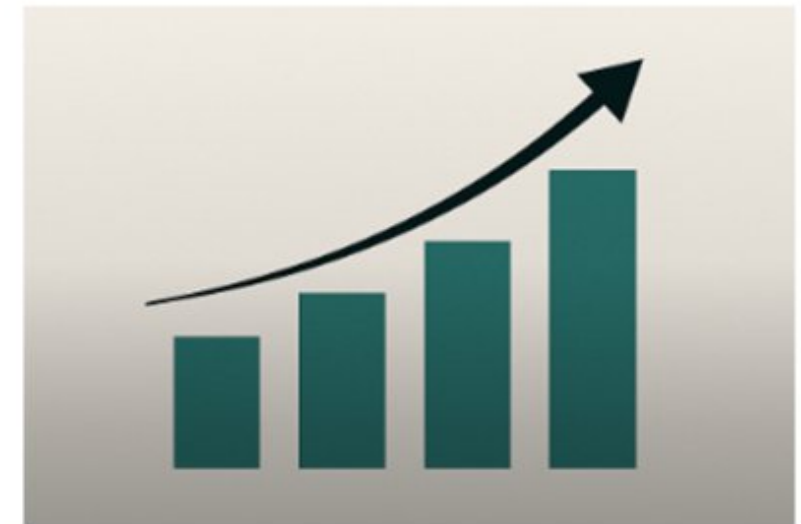
## Threats

- Competition from multi-specialty hospitals
- Regulatory delays
- Staff retention in remote areas

# Market Trend Analysis

## ➤ National & Regional Trends

Trend	Impact on Clinics
Rise in lifestyle diseases	Higher demand for diabetes, cardiac, and anemia care
Government push for rural health	Easier licensing, potential subsidies
Cost-effective care preference	Clinics with lean models are preferred
Telehealth & diagnostics growth	Diagnostics labs are key revenue drivers



- **India's single specialty market:** 15% of total healthcare market, growing at **12% CAGR**
- **Himachal's disease burden:**
  - TB: 14,000 cases/year
  - Anemia: 40% women, 67% children
  - Diarrhea: 31% of children under 3
  - Cardiovascular diseases: Leading cause of death



## Competitor Analysis

### ➤ Nearby Facilities & Gaps

Facility	Location	Services Offered	Gaps
Civil Hospital Nahan	Sirmour	General OPD	No diagnostics, long wait times
Bharmour PHC	Chamba	Basic OPD	No maternal care, no pharmacy
Kalpa Health Center	Kinnaur	OPD + seasonal care	No preventive screenings
Fortis Kangra	Kangra	Specialty care	Expensive, far from tribal belts

### ➤ Real-Time Insights

Kalpa Health Center: Operates with 5–6 staff, lacks diagnostics and pharmacy

Bharmour PHC: Serves tribal population but lacks maternal health services

Civil Hospital Nahan: Overburdened, patients travel from Rajgarh for basic care

# Marketing Strategy

## ➤ Offline Strategy

Activity	Target Group	Location
Health Camps	Villagers	Rajgarh, Bharmour
Doctor Talks	Schools, women's groups	Sangla, Bharmour
Posters & Flyers	Temples, bus stands	All clinics

## ➤ Digital Strategy

Channel	Purpose
Geo-targeted Google Ads	"Clinics near me" in Himachal
WhatsApp Reminders	Appointment alerts, health tips
Influencer Reels	Local YouTubers promoting services

## ➤ Partnerships & Tie-ups

Partner Type	Benefit
Nearby Hospitals	Referral pipeline
Local NGOs	Community trust
Ambulance Services	Emergency transport (outsourced)

## Future Perspective & Business Viability

### ➤ Business Viability

Metrics	Value
Total CAPEX	₹1.95 Cr
Annual OPEX	₹76 L
Annual Revenue (Est.)	1.37 CR
Net Profit (Est.)	₹5 Lakhs/year



### ➤ Future Expansion Strategy

Year	Initiative
Year 4	Launch <b>1 mobile clinic</b> between villages (e.g., between Sangla & Kalpa)
Year 5	Begin <b>franchise model</b> in Tier-3 towns (e.g., Rohru, Banjar)



***Thank You***

