



CIBMRDS INSTITUTION'S INNOVATION COUNCIL (IIC) AND ED CELL
IIC 7.0 SELF DRIVEN ACTIVITY FROM ACADEMIC YEAR 2024-25

Semester 1 Quarter-2-Activity-2

Session on Startup & Business Operations on 15th February 2025

THEME	Entrepreneurship
ACTIVITY NAME	Session on Startup & Business Operations
MODE OF CONDUCT	Physical
TIME	One day
MANDATORY/ELECTIVE	Elective
PARTICIPANTS	Students-40 Faculty-1
ONLINE RESOURCE	Not Taken
DESCRIPTION	<p>Institution's Innovation Council and ED Cell, CIBMRD, Nagpur has organized Session on Startup & Business Operations on 15th February 2025. The workshop aimed to provide participants to empower budding entrepreneurs and startups with understanding on Brand Building strategies to boost visibility, customer engagement, and revenue growth. Session speaker was Dr. Krunal Parekh, Innovation Ambassador and Convener-IIC, CIBMRD, Nagpur.</p> <ol style="list-style-type: none"> 1. Startups require agile business operations to adapt to changing market conditions. 2. Effective business operations involve streamlining processes, managing resources, and optimizing workflows. 3. Startups should prioritize building a strong team with diverse skill sets. 4. Business operations should be aligned with the company's mission and vision. 5. Startups can leverage technology to automate and improve business operations. 6. Cash flow management is critical for startup success. 7. Building strategic partnerships can help startups expand their reach. 8. Startups should focus on creating a minimum viable product (MVP) to test the market. 9. Continuous innovation and iteration are essential for startup growth. 10. Startups should prioritize customer feedback and satisfaction. <p>Finally, through this session, Participants learned key concepts such as adapt to changing market conditions, building a strong team with diverse skill sets, Cash flow management, Continuous innovation etc. The session concluded with an engaging Question and Answer segment.</p>

Dr. Krunal Parekh, Convener- Institution's Innovation Council (IIC), CIBMRD, Nagpur (M.S.)



**CENTRAL INSTITUTE OF BUSINESS MANAGEMENT
RESEARCH & DEVELOPMENT**

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CIBMRDs Institution's Innovation Council (IIC) and ED Cell
Welcomes you all
for IIC 7.0 –QUARTER-2 IIC Self Driven activity for academic year 2024-25

Date:- 15/02/2025

Topic:- Session on Startup & Business Operations

**Speaker:-Dr. Krunal Parekh, Innovation Ambassador and
Convener- IIC, CIBMRD, Nagpur.**

Venue:- Auditorium, CIBMRD, Nagpur

**organized by
IIC Cell and ED Cell , CIBMRD, Nagpur. (M.S.)**

