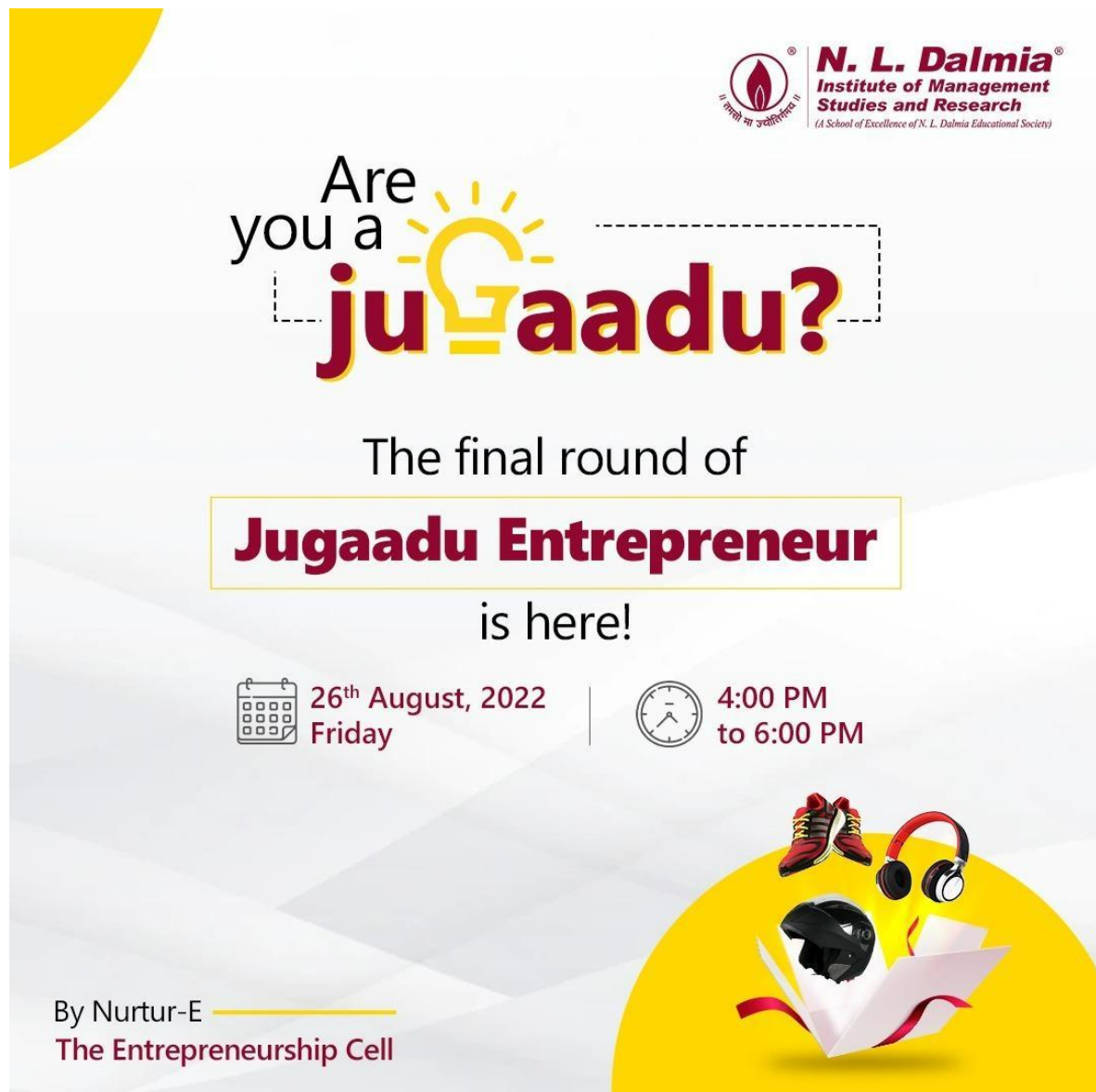


Jugaadu Entrepreneur competition organised by Nurtur-E The Entrepreneurship Cell

The E-cell of N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) organised the Jugaadu Entrepreneur competition, where the participants were given a product on the spot to pitch based on the parameters mentioned by a panel of judges on 26th August 2022.





The poster features a white background with a yellow sun-like graphic in the top left corner. At the top right is the logo of N. L. Dalmia Institute of Management Studies and Research, which includes a circular emblem with a flame and the motto '॥ ज्ञानो ज्ञानं उन्नयति ॥'. The main text 'Are you a jugaadu?' is centered, with 'jugaadu?' in a large, bold, red font and 'Are you a' in a smaller black font. A dashed box surrounds the 'jugaadu?' text. Below this, the text 'The final round of' is followed by 'Jugaadu Entrepreneur' in a large, bold, red font, all enclosed in a yellow-bordered box. Underneath, 'is here!' is written in a smaller black font. The event details are presented in two columns: the first column shows a calendar icon followed by '26th August, 2022' and 'Friday'; the second column shows a clock icon followed by '4:00 PM' and 'to 6:00 PM'. At the bottom right, there is a yellow circular graphic containing icons of a pair of red sneakers, a pair of black headphones, and a white envelope with a red ribbon. At the bottom left, the text 'By Nurtur-E' is followed by a horizontal line and 'The Entrepreneurship Cell'.

N. L. Dalmia[®]
*Institute of Management
Studies and Research*
(A School of Excellence of N. L. Dalmia Educational Society)

Are
you a **jugaadu?**

The final round of
Jugaadu Entrepreneur
is here!

 26th August, 2022
Friday

 4:00 PM
to 6:00 PM

By Nurtur-E
The Entrepreneurship Cell

The entire theme of Jugaadu Entrepreneur revolved around the products that were provided to the Participants like Helmet, Lip-gloss, Phone, Smartwatch, bottle each product per team with listed parameters as follows

1. Brand Name & Reasoning
2. Tagline & features
3. Unique Features
4. Pricing
5. Target Age Group
6. Why should you invest in our product?

The participants had to use their creative ability and skills to pitch in using the given parameters. A total of 14 participants were shortlisted from Round 1 of 211 participants and they were then divided into 4 groups. They were given 20 mins to prepare a pitch for that product. Each team put forward their creativity and innovation skills & presented them to judges.

The judges for the event were Mr. M. R. Koshti and Mr. Anand Dhutraj. They also gave insight to the participants about their experience and views of the event and ideas followed by an interactive Q&A session.

The insights on investing in new products, how the elevator pitch should be, and how entrepreneurs achieve their goals in real case-based scenarios and their journey were discussed by judges.

For budding entrepreneurs, this type of event helps build creativity and a mindset for the same. It also gives confidence and a different perspective to approach the given parameters.

The event concluded with the announcement of runner-ups and a winner and a vote of thanks.



