

SCHOOL OF PHARMACY

REPORT ON

BUSINESS PLAN COMPETITION-2024

The event was conducted on 4th May 2024 and was inaugurated by Dr. P. Gopinath Rao with an inspiring speech emphasizing the importance of innovation and entrepreneurship in today's world.

Keynote Address:

- Dr. Rao delivered a keynote address focusing on the significance of business plans in transforming innovative ideas into viable business ventures. He highlighted the key components of a successful business plan and shared insights from his professional experience.

Workshops:

- **Idea Generation and Validation**
 - Facilitator: Dr. P. Gopinath Rao
 - Description: This workshop aimed to guide students through the process of generating innovative ideas and validating them through market research. Students participated in brainstorming sessions and group discussions.
- **Business Model Canvas**
 - Facilitator: Dr. P. Gopinath Rao
 - Description: Students were introduced to the Business Model Canvas, a strategic management tool for developing new business models. The workshop included hands-on activities where students created their own business model canvases.

Networking Session:

- An interactive session where students networked with their peers, exchanged ideas, and formed teams for the competition.
- Each team presented their business plan to a panel of judges, which included Dr. P. Gopinath Rao and other industry experts. The presentations were evaluated based on creativity, feasibility, market potential, and financial planning.

Closing Remarks:

- Dr. P. Gopinath Rao concluded the event with closing remarks, thanking all participants and encouraging them to continue developing their ideas and pursuing their entrepreneurial goals.

Business Plan Competition-2024 was a resounding success, empowering B.Pharm IV Year students to think creatively and develop innovative business ideas. The event provided a platform for students to learn, collaborate

Conclusion

The two-day, and showcase of their entrepreneurial talents. Special thanks to Dr. P. Gopinath Rao for his invaluable guidance and support throughout the program.




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