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IN PURSUIT OF PERFECTION

Vivekananda Institute of Professional Studies- Technical Campus

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Event Report

1. **Name of the Organising/Department:** Vivekananda School of Economics
2. **Type of Activity/Event:** Sankaran 2025, Annual academic fest
3. **Title of Activity/Event:** Startup Shuffle
4. **Date:** 25th April 2025
5. **Venue:** Room No. 504 and 505, Block A, and Conference Room, Block B
6. **Name of the Guest(s)/Speaker(s):** NA
7. **Faculty Coordinator(s):** Dr. Isha Jaswal, Dr. Sachin Gupta, Ms. Soumya Mahajan, and Ms. Khushboo Gupta
8. **Student Coordinator(s):** T. Poorvi, Dishita Ahuja, and Garima Garg

Event Flyer:



Report of the event:

Arthvidya: The VIPS Club of Economists organised Startup Shuffle as a part of its Annual Academic Fest, Sankaran '25. The event was held on 20th and 25th of April, 2025. The event provided a platform for students with an interest in business to gather their ideas and form a strategic business plan for unique products provided to them randomly. It further involved critical thinking, creativity and pitching the same to the judges by showcasing their acumen and confidence.

The event consisted of two rounds. The preliminary round took place on 20th April, 2025 with Yajur Raheja and Eshan Jain as the hosts. Participants were connected on Google Meet. This round was a business quiz on Slido, testing the participants' natural market intuition and business knowledge thoroughly. Participants competed in teams of two or three, with one member representing the team during the quiz. With 30 questions and a 20-second timer on each, the quiz tested each team's speed and accuracy. Over 40 teams from different prestigious institutions like St. Stephens, Indraprastha College for Women, Janki Devi of Delhi University, Indian Institute of Technology, Delhi, University School of Architecture and Planning, SRM Institute of Science and Technology, Bombay Institute of Fashion and many more, participated in the prelims and 7 teams qualified for the final round.

The final round of Startup Shuffle was conducted offline in the college premises on 25th April, 2025. The hosts for the event were Akshi Jain and Yashika Chadha. The final round was divided into two sub-rounds. In the sub-round, the "Documentation Round", participants had to prepare a concise business plan on Google Docs, highlighting the product name, tagline, a unique selling proposition, and a short description of the business of the product or service allotted to them in 150-200 words. The teams were allotted 20 minutes to prepare the same. The product or the service on which an ideal business plan was to be formed was decided through a chit system to ensure fairness. The hosts then briefed the participants about the rules and regulations of the competition.

After the submission of documents, the second sub-round, the "Entrepreneurial Battle", was held, where all pitches were presented before the judges. The esteemed judges for the day were, Dr. Meenakshi Gandhi, Senior Professor at VSBS, VIPS-TC and Ms. Khushboo Gupta, Assistant Professor at VSE, VIPS-TC. The teams were allotted a time limit of 40 minutes for the preparation of their presentations. The idea could be showcased via any medium as per the creativity of the team, which involved a reel, a PowerPoint presentation, an ad, or a skit. Each team had a set time for 3 to 5 minutes to pitch their product and sell it to the judges. After the intense rounds of competition, the esteemed panel of judges shared their thoughtful and encouraging feedback, boosting the spirits of all participants and appreciating their efforts.

The results were announced during the closing ceremony, and the winners of Startup Shuffle, Sankaran '25 were Team 'Kasukabe Defence Corps' - Prachi Sisodia, Saanvi Baunthiyal and

Divya Chhabra from VSBS, VIPS-TC. Furthermore, Team ‘Moneyball’, comprising Pratyaksh Saxena, Hardik Raikar and Vihaan Gupta from VSE, VIPS-TC, were declared as the 1st Runner-up. The 2nd Runner-up was a tie between Team ‘Stark Industries’- Kirthana Nair, Sejal Juneja and Sanyam Kumar from VSBS, VIPS-TC and Team ‘CTRL+ALT+DEFEAT’- Kaynaat Arora, Aditya Jain and Anwesha Raul from St. Stephens College, Delhi University.

Photographs:



Preparation for the Entrepreneurial Battle with precision and creativity.



Teams engaged in the documentation round.



Participants pitching their strategic business plans to the judges.



Judges scoring the presentations.