

## Report on- BIZMAP Held on- 29.05.2021

<b>Date of Event</b>	29.05.2021
<b>Name and Type of Event</b>	BIZMAP
<b>Conducted by</b>	Dr. Arunava Narayan Mukherjee, Dr. Charu Wadhwa, Dr. Sonia Riyat. Mr. Mukul Pandey, Mr. Chanchal Mandal
<b>No. Of Participant</b>	28

### BIZMAP

#### Description & Flow of Events

BIZMAP – The business plan competition was organised virtually on May 29<sup>th</sup>, 2021 by SAKSHAM – ‘Centre for Innovation, Incubation and Entrepreneurship’, under the aegis of School of Commerce & Management, ARKA JAIN University. Students were asked to present a sound business plan inclusive of the nature and name of the business, logo, business model, statements of vision & mission, environment analysis and revenue projection.

Three teams from the School of Commerce & Management had participated and presented the plans on the business ideas of jaggery chocolates, e-sports, books reselling. Dr. Arunava Narayan Mukherjee, Dean, School of Commerce & Management appreciated the efforts made by the teams and suggested the students to be focused on planning, specifically on financial terms. He advised the students to conduct a systematic market analysis in order to develop a sound business plan. Mr. Mukul Pandey, Faculty, School of Commerce & Management, had congratulated all the teams for presenting innovative plans and advised the students to consider all the risk-factors while developing the plans.

The event was conducted by a team of faculty members of School of Commerce & Management - Dr. Charu Wadhwa, Dr. Sonia Riyat, Mr. Mukul Pandey and Mr. Chanchal Mandal.

## Poster of the Event

**JGI**  
**ARKA JAIN University**  
ARUNAVATI UNIVERSITY

**SAKSHAM**  
Centre for Innovation, Incubation And Entrepreneurship  
under the aegis of  
School of Commerce & Management

PRESENTS  
**BIZMAP**

**NOTE**

- Group Activity, Register in a team comprising five members
- Each group has to present a competitive business plan
- Criteria for judgement – Name, Logo, Location, Vision & Mission Statements, Business Model, Environment Analysis, Revenue Projection
- Last date of registration: May 22, 2021
- Send your nomination at: [dr.sonia@arkajainuniversity.ac.in](mailto:dr.sonia@arkajainuniversity.ac.in)

Date of the Event- 29th May, 2021  
Time – 10.00 am  
Venue – Online (Google Meet)  
For : BBA, B.Com (H) & MBA Students

Organising Secretary: Prof. (Dr.) Arunava Narayan Mukherjee, Dean  
Joint Organising Secretary: Dr. Charu Wadhwa, Dr. Sonia Riyat  
Organising Committee: Mr. Mukul Pandey, Mr. Chanchal Mandal

## Photos of the Event

**THE LOGO**

**CHOCCERY**  
ADD SWEETNESS TO LIFE

**KOI BAHANA NAHI CHALEGA !!**

JGI  
ARKA JAIN University

B  
16-Harsh Bhatnagar

11:47 / 1:46:16

REC B 16-Harsh Bhayani is presenting

## DISTRIBUTION

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- DIRECT DISTRIBUTION
- FEASIBLE AND COST REDUCTION

Arka Jain University

BIZMAP (28)

Mute all Add people Host controls

IN CALL

- D Dr. Sonia Riyat (You)
- D Dr. Sushil Kumar Ray
- H Dr. Harsh Hemalata
- 10-Anandi Shrivya
- 13-Ankita
- B 16-Harsh Bhayani
- B 16-Harsh Bhayani (Presentation)
- B 16-Harsh Bhayani
- 16-Raushan Singh
- 36 - Purba Shil
- 39 KHALID

BIZMAP

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09:58 29-05-2021

REC S SHEERSHADEB DAS - 51 A is presenting

BIZMAP (28)

Mute all Add people Host controls

IN CALL

- Aayush Jaiswal 206 1C
- C Chirshil Merud
- D Dr. Arunesh Narayan M...
- D Dr. Chitra Wadhwa
- M Malvika Choudhary 20 A
- M Manoj Pandey
- Muskan Singh A-210
- Nazim Shamsi
- P oompladas pengupta
- R Rajeev Sinha
- Sagar Jaiswal 107
- Satyam Kumar 48A
- S SHEERSHADEB DAS - 51 A

BIZMAP

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10:07 29-05-2021

REC SHEERSHADEB DAS - 51 A is presenting

Ayush Jaiswal 20... and 4 more 10:17 AM

### eSports Market Revenue

Category	Percentage
Sponsorships & Advertising	74%
Prize Pools	9%
eSports Betting & Fantasy	5%
Ticket Sales	5%
Amateur & Micro-Tournaments	5%
Merchandise & Tickets	2%

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BIZMAP

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10:17 29-05-2021

REC Aditya jha .63.B is presenting

VIDYA II

**VIDYA**

- THE BOOK RESELLING APP

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BIZMAP

(26)

- Ayush Jaiswal 206 C
- Chanchal Mandal
- Dr. Anunava Narayan M...
- Dr. Charu Wadhwa
- Mahima choudhary\_25-A
- Mukul Pandey
- Muskan Singh A-210
- Neha Aggarwal
- pompidas sengupta
- Rajeev Sinha
- Rama Singh
- Sagar JenaAJU-187
- SHEERSHADEB DAS - 51...

BIZMAP

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10:29 29-05-2021