







#### SCHOOL OF COMMERCE & MANAGEMENT

# Department of Management NOTICE

#### Ref No: AJU/SCoM/DoM/2025/1066

'Date: 09.06.2025

This is to inform all the students and staff that the Department of Management, BBA is organising "SHIKHAR – Celebrating the Spirit of Entrepreneurship".

Date: 30<sup>th</sup> June 2025 Time: 11:00 am onwards

Venue: Michael John Auditorium, Bistupur. Jamshedpur

Event Coordinators:

Dr. Sudeshna Sarkar, Mr. Atul Pathak, Dr. Vijyata, Mr. Jaideep Dasgupta & Mr. Nishant Kumar

Dr. Pompi Das Sengupta

Asst. Dean (UG)

School of Commerce & Management

Assistant Dean (UG)
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### Copy for the information:

- 1. PS to the Vice-Chancellor
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# SHIKHAR - 2025 - THE JOURNEY OF AN ENTREPRENEUR

Date of Event	12th JULY 2025
Name of the Event	SHIKHAR- 2025 – The Journey of an Entrepreneur
Type of the Event	Academic
Conducted by	School of Commerce and Management
Convenors of the Event	Dr Pompi Das Sengupta, Dr. Angad Tiwary
Coordinators of the Event	Dr Sudeshna Sarkar, Mr. Atul Pathak
No. Of Participant	400 Approx

# **Objectives:**

The primary aim of **SHIKHAR – Conference on Journey of Entrepreneurs** was to:

- **Inspire and educate students** on the challenges and triumphs faced by entrepreneurs through real-life stories.
- Provide a platform for **budding entrepreneurs** to understand the practical dynamics of starting and sustaining a business.
- Facilitate interaction between students and established entrepreneurs, fostering a spirit of innovation, leadership, and resilience.
- Promote entrepreneurial thinking aligned with current economic trends and societal needs.

# **Details:**

The School of Commerce and Management at ARKA Jain University successfully organized "SHIKHAR – Conference on Journey of Entrepreneurs" on 12th July 2025 at the prestigious Michael John Auditorium, Bistupur. The event was designed as a platform to inspire and educate young minds by highlighting the real-life stories, challenges, and milestones of entrepreneurs who have carved a niche for themselves in the competitive business world. The primary objective of SHIKHAR was to expose students to the dynamic entrepreneurial ecosystem and help them understand the nuances of business ideation, risk-taking, resilience, and innovation. It aimed to bridge the gap between theoretical learning and practical entrepreneurial experience by providing direct interaction with industry practitioners and successful entrepreneurs.





The event was convened by Dr. Angad Tiwari and Dr. Pompidas Sengupta, under whose guidance the conference was executed with precision and enthusiasm. The coordination team included Dr. Ankita Singh, Dr. Vijyata, Dr. Sudeshna Sarkar, Mr. Atul Pathak, and Mr. Nishant Kumar, who worked meticulously to ensure smooth planning, communication, and on-ground execution. The theme, "Journey of Entrepreneurs," was brought to life through impactful sessions delivered by a series of guest speakers from various business domains who shared their personal and professional entrepreneurial journeys. Their stories of humble beginnings, calculated risks, failures, perseverance, and ultimate success resonated deeply with the audience and painted a realistic picture of what it means to be an entrepreneur in today's evolving economy.

Approximately 400 participants, including undergraduate and postgraduate students, faculty members, startup enthusiasts, and invited guests, attended the conference. The event saw enthusiastic engagement, with students actively participating in Q&A sessions, networking breaks, and one-on-one interactions with speakers. The auditorium buzzed with energy as students not only learned about business strategies and startup challenges but also heard inspiring anecdotes that emphasized the importance of passion, innovation, and adaptability in achieving entrepreneurial success. The conference also highlighted key aspects of the entrepreneurial journey such as funding, brand building, social entrepreneurship, market competition, and personal growth.

One of the most significant outcomes of SHIKHAR was the clear transformation in student mindset. Several students expressed a newfound interest in entrepreneurship and inquired about university support for developing business ideas, incubators, and mentorship opportunities. The event also strengthened the School of Commerce and Management's reputation as a forward-thinking academic unit committed to fostering innovation and leadership. Overall, SHIKHAR was more than just a conference—it was an immersive experience that encouraged participants to think beyond conventional career paths and to consider entrepreneurship as a viable and rewarding option. The School looks forward to making SHIKHAR an annual flagship event that continues to inspire, educate, and empower the next generation of entrepreneurs.

# **Outcome of the Event:**

- The event witnessed **enthusiastic participation** from over 400 attendees, making it one of the most engaging events of the semester.
- Students gained **practical insights** into the entrepreneurial journey, including challenges like funding, scalability, market entry, and innovation.
- The interactive Q&A sessions enabled students to directly engage with speakers, enhancing





their **confidence and clarity** regarding entrepreneurial pursuits.

- Several students expressed interest in forming campus-based startup initiatives, showing a **clear impact on mindset transformation**.
- The event strengthened **academic-industry interaction** and enhanced the visibility of the School of Commerce and Management as a hub for entrepreneurship development.





# POSTER OF THE EVENT

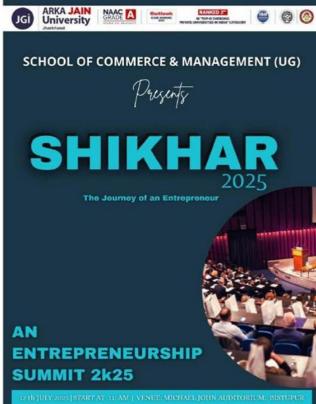


Figure 1: Poster of the Event Shikhar 2025- The Journey of an Entrepreneur











The JAIN Group, Bengaluru is an education provider and an entrepreneurship incubator in India. The Group successfully operates 77+ educational institutions with 75,000 students and 10,000 employees engaged at the K-12, undergraduate, postgraduate, doctoral levets spread across 64 campuses pan India. More than 100 entrepreneurs and 50 ventures from various domains like IT, Financial Services, Home Decor, Hospitality, Music, Education, and Engineering have been incubated neurial wings so far



# ABOUT ARKA JAIN UNIVERSITY

ABOUT ARKA JAIN UNIVERSITY

ARKA JAIN University in one of the leading Unkervities in the East India Region and the first private University in the entire Kolhan Region (E districts of East Singhibhum, West Singhibhum and Saraikele-Kharsawain). The University was established by the JHAROMAN State Legislature under "The ARKA JAIN University Act" in the year 2017, AU is recognized by UGC. Accredated with "W Grade by MAKC in the First St. Cycle, AU is the first and only State Private University in Bitner, Jhardhond and West Bengal to achieve this feet. An illustrious 13-year legacy characterizes the Success of the University (Aerler osceroming a private university, JAIN College provided august higher estication since 2011) in serms of carding a niche for itself though a gamust of digitima, undergraduate, postgevaluate and doctoral programs. The university has affiliations, recognitions and memberships from such statutory and affiliating bodies as AICTE, ECI, PCI, OCI, INC, (MIC, AM, ACC) India, AU has been ranked 3rd in the "Top 15 Imerging Private Universities in India" category in the pressignous Outdook (Care University Braiking 2023, 5000-plus students, 35 plus programs statighnam, undergraduate, postgevaluate, and doctoral levels 1, 5 reholor, Research & Decelopment Cet, and 175 plus facility members are the haltmarks of the University Programs are offered in the domains of engineering reference, extending recomments, beforeholders, themselves, extending seminoring commences are the haltmarks of the University Programs are offered in the domains of engineering recommendates.



#### ABOUT DEPARTMENT OF COMMERCE

versity's Department of Commerce, established in the year 2017, stands out for its co shaping future business leaders. We go beyond rote learning, fostering innovation and entrepreneurial spirit. The B.Com. (Hors.) program provides a well-rounded commerce education.

The department offers specializations in areas like Marketing, Finance, Human Resource Management, Company

Secretaryship and Bank Management allowing students to personalize their studies. This focus on individual interests is further bolstered by industry-based projects. These projects bridge the gap between theory and practice, giving students the opportunity to tackle real-world business scenarios.

# ABOUT SHIKHAR

Shikhar is an entrepreneurship summit hosted by the School of Commerce and Management at ARKA JAIN University. It serves as a celebration of Innovation, leadership, and startup culture, offering students a platform to showcase ideas, network with opperts, and learn from accomplished entrepreneurs. The event symbolizes growth, transformation, and aspiration—living up to its name. Shikhar\* (meaning summit or peak in Hindi), it ncourages participants to aim high and reach their entrepreneurial potential.

entrepreneurship, nurturing creativity, and igniting the entrepreneurial spirit among students. It emphasizes transforming ideas into action and building a future through innovation, as reflected in speaker profiles, sessions, and the startup pitch competition.

To promote Entrepreneurial Spirit: Inspire students and attendees to embrace entrepreneurship by showcasing success stories and innovative ideas.

Provide a Platform: Offer a stage for young minds to pitch startup ideas in front of industry experts and gain

Foster Innovation and Leadership: Cultivate an ecosystem where academic knowledge is transformed into

Celebrate Visionaries: Acknowledge and honor individuals who have made significant contributions to

#### KEY HIGHLIGHTS:

- Speech and video presentation highlighting ARKA JAIN University's vision, campus, and achievements.
- Startup Pitch Competition Final Round -6 to 8 student teams pitching innovative startup ideas. Cash prizes: ₹7,000 for the winner and ₹3,000 for the runner-up. Judged by industry experts. Eminent Speaker:
- · Dr. Amit Shrivastava
- Mr. Devang Gandhi · Mr. Gauray Marwah
- Mr. Satish Agrawal
- · Ms. Ritu Rungta Mr. Vikas Sin
- Mr. Ronny D' Costa

Figure 2: Brochure of the Event Shikhar - The Journey of an Entrepreneur





# PHOTOS OF THE EVENT



Figure 3: Photo of Registrar Dr. Amit Srivastava Addressing the gathering



Figure 4: Photo of Faculty Member Introducing the Event







Figure 5: Photo of Faculty members and students listening carefully the event.

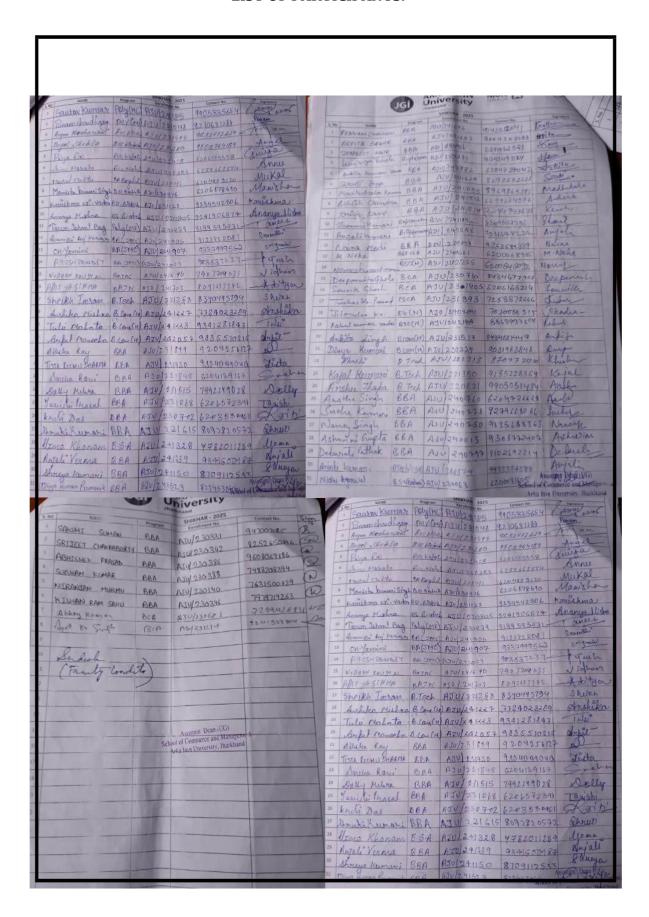


Figure 6: Photo of Guest Speaker addressing the students.





### LIST OF PARTICIPANTS:







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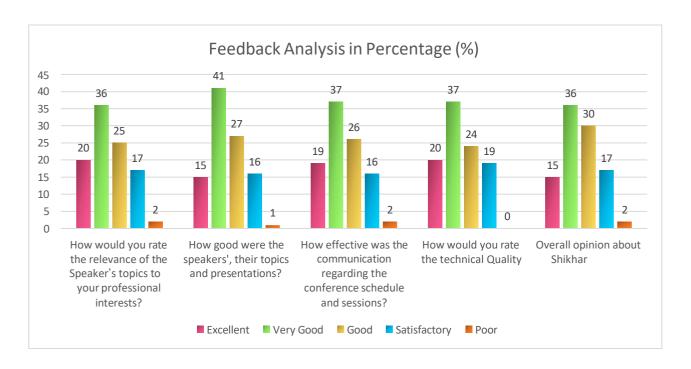


# Sample Certificate:











### PRESS REALASE OF THIS EVENT

# अर्का जैन विश्वविद्यालय ने आयोजित किया शिखर सम्मेलन



जमशेदपुर: अर्का जैन विश्वविद्यालय के स्कूल ऑफ कॉमर्स एंड मैनेजमेंट ने शनिवार को बिष्टपुर स्थित माइकल जॉन ऑडिटोरियम में शिखर 2025 - एक उद्यमी की यात्रा का आयोजन किया. इस शिखर सम्मेलन में 300 से अधिक महत्वाकांक्षी छात्र और प्रख्यात वक्ताओं क एक पैनल एक साथ आया, जिसमें सतीश अग्रवाल (निदेशक, बैलोव वायर्स प्राइवेट लिमिटेड), देवांग गांधी (सच्चिव, एशिया और मेधांश, एंटरप्राइजेज के संस्थापक), रितु रूंगटा, रोनाल्ड डी%कोस्टा, विकास सिंह (सीईसीओ, सेंट्रल इंजीनियरिंग कंपनी) और गौरव माखाह (विरष्ट प्रधान डेटा वैज्ञानिक) शामिल थे. वक्ताओं ने आज की विकसित होती अर्थव्यवस्था में नेतृत्व, नवाचार और उद्यमिता की चुनौतियों का सामना करने पर परिवर्तनकारी अंतर्वृष्टि साझा की. कार्यक्रम वाणिज्य एवं प्रबंधन विद्यालय के सहायक डीन डॉ. पोम्मी दास सेनगुप्ता के मार्गदर्शन में आयोजित किया गया. समन्वयकों में डॉ. ॲकिता सिंह, अतुल पाठक, डॉ. विजयता. डॉ. सदेशना सरकार और निशांत कमार शामिल रहे.