Report on "A Visit to Start-up Mahakumbh"

Date: 20th March 2024

Location: Bharat Mandapam, New Delhi

Participants: BBA and MBA Students

On March 20, 2024, the Department of Management at IGDTUW encouraged a group of students to attend the Start-up Mahakumbh. A total of 22 students from the BBA and MBA programs attended this Startup Event.

Start-Up Mahakumbh: The event began on March 18, with March 20 being the concluding day. Its theme is 'Bharat Innovates', which "aims to catalyse innovation, facilitate networking, and foster growth opportunities for startups, investors, incubators, accelerators and industry leaders across diverse sectors".

— More than 40 startups showcased their innovations at the event, the ministry added.

— Furthermore, over 2,000 startups, 1,000 investors, more than 100 unicorns and over 300 incubators and accelerators have visited the Startup Mahakumbh, per a release from the Ministry of Commerce & Industry.

Key Highlights of the day: Students shared their learnings from this startup Event. These are:

1) It was an engaging experience. Interacting with many start-ups and their founder offered endless valuable learning and opportunity to grow.

2. Explored numerous startups at Startup Mahakumbh! Focus on women empowerment, innovation, health care, sanitation & more.

3. Connected with inspiring founders & leaders.

4. Gained valuable market insights & marketing strategies from established brands like Nykaa.

5.Overall, there is endless opportunity for growth & learning!

6. Networked with founders and representatives.

 7. Explored innovation in various fields of tech and AI

  8. Interacted with companies.

9. Interacted and understood innovation in female hygiene products.

10. Learning would be the sheer effort of founders and representatives to present their product/service from a foundational level to a manufacturing level.

11.) learnings:

   #innovations and creativity

   # Entrepreneurship

   # Networking

   # Market insights

12.Overall, there is endless opportunity for growth & learning!