

YOU CAN ALSO LEAD



MBA Academic Session- 15

MBA Healthcare Academic Session -14 &

MBA Sales & Retail Marketing Academic Session - 11

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FOREWORD

Keeping this objective in mind, this book has been introduced by Chitkara Business School to keep our young minds motivated to become the best entrepreneurs. An entrepreneur sails an enterprise putting his own capital, including sweat capital and takes hundred per cent risk. So, the idea to publish this book came emerging from this thought itself. Before our young students, the would-be CEO's start their own ventures, they must have a 'DREAM' for themselves and that is what this book is all about. In this book, you will find stories of our 'would-be' entrepreneurs, where they have shared about their 'Dream Companies.' No one has the secret of being a successful entrepreneur and even if a successful entrepreneur tells you his or her secret and you work on it 'faithfully', you may miserably fail. And this often happens. Therefore, this book will act as a guide and a source of motivation for our young entrepreneurs to move ahead with great vigor and positivity to focus on how to step into this big world of 'entrepreneurship'. We thank the faculty members and students of Chitkara Business School, Chitkara College of Sales and Marketing for contributing their best to this new piece of work. Our sincere gratitude also goes out to the sources from where any kind of material has been derived for this book.

*Entrepreneurship is defined by
results, not by attitudes!!*

THE MASTERY OF ENTREPRENEURSHIP

***"Everyone can tell you the risk.
An entrepreneur can see the reward."***

We are well aware of the fact that Entrepreneurship is the process of starting a business or an organization for profit or for social needs and an entrepreneur is someone who develops that business model, acquires the necessary physical and human capital to start a new venture, and operationalizes it and is responsible for its success or failure. Of course, the journey of entrepreneurship involves a lot of risks, however, on the other hand, it has numerous rewards as well.

An entrepreneur has to be an innovator who has a game changing idea or a potentially new concept that can succeed in the crowded marketplace. And that is the reason, we came up with this idea of publishing a book – You Can Also Lead, that comprises the dream ventures of our Future Entrepreneurs. It is one step towards encouraging them that they must have a vision for their life and the passion and determination to fulfil that vision. You need to think things through and know where you want to go and how you want to get there. Also, it is very important to work with others to ensure a vision is followed through.

A very important aspect of being an entrepreneur is that you also have to be a leader who walks the talk and understands the meaning of execution. It must be seen as a starting point to transform oneself and in the process, become a change agent. Always remember that honesty is the No. 1 characteristic of superior leaders. Honest leaders easily build trust and confidence. We truly believe that the balance between inner aspirations and external expectations is the most important determinant for success. We are sure that our Future Entrepreneurs might have had a great time visualizing their Dream Ventures. And we sincerely hope that your vision comes to fruition and you achieve phenomenal success in your lives.

"The best way to predict the future is to create it."

Best wishes,

Honourable Pro Chancellor, Dr Madhu Chitkara

&

Honourable Chancellor, Dr Ashok K Chitkara





Dr Archana Mantri
Vice Chancellor
Chitkara University, Punjab



Dr Varinder S Kanwar
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Start Strong, Finish Strong...

The students of MBA, Academic Session - 15
MBA Healthcare, Academic Session -14
& MBA Sales & Retail Marketing, Academic Session - 11
blessed to be taught by none other than Dr. Ashok K Chitkara.

He taught them the module,
"Leadership Development - Ethics & Values"
for six days.



THE MENTOR SAYS.....



Dr. Sandhir Sharma
Pro Vice Chancellor
Chitkara Business School

“Certainty is the biggest virtue of a great leader”

A great occasion for business students and faculty those attended complete module on Business Ethics, Values and Leadership by Hon’ble Chancellor Dr. Ashok K Chitkara Sir in the times when uncertainty prevails all over.

Chitkara University have always been at forefront in continuing our efforts of ensuring best teaching-learning experience for our students. This module by Hon’ble Chancellor Sir is a testimony to our commitment to value-based education in spite of any external challenge. Come what may “Explore your potential” is certainly a guiding light in making things certain for us as institution.

This is the eighth edition of a remarkable weeklong module full of learning and exciting lessons from Marketing, Finance, HR and several other areas of business such as Cryptocurrency, Public Health, Corporate Strategy by none other than a meritorious leader Dr. Chitkara himself. This is a unique module that fills the participants full of positive energy. This module provides a great set of knowledge, life lessons and learning from leader’s real time business experiences. In the past, there are several examples, where students learnt and got to know the ways to realize their dreams. Many students got rid of stage fear due to highly engaged sessions. Many participants learnt the technique of persuasive communication and a lot more. This book is an outcome of this wonderful module which contains ideas and dreams of our student participants. This module is all about you and for you. May god all your dreams come true and you lead a happy and prosperous life!

On behalf of Chitkara Business School faculty and students, I wish to convey my heartfelt gratitude to Hon’ble Chancellor Sir for spending one full week with CBS students and enlightening all of us on important issues such as leadership, ethics and human values.

A big thank you, Sir.

**Arnab Maity**

“My aim in life to become a Good ‘Businessman.’”

I am Arnab Maity. I am from West Bengal in Kolkata. I have completed my graduation in B. Tech in Electrical Engineering. After that I joined MBA in Chitkara Business school on Business Analytics. My strength is I am a self-motivated person, hardworking and honest.

Basically, I have two dreams. First, I want to be a good businessman and Second, I want to travel around the world. My father is a good businessman. My parents always want me to be a good human being and always want to see me stand on my own feet. I always try to fulfill my parents' wishes.

I always see how hard my father works. Then I realized that if you don't work hard, you won't succeed. My idol of all time is Jamshedji Tata. Like Jamshedji Tata so would like to spread my business overseas and make a name for my country. I want to make a difference in the world and be my own boss. I know it won't be easy, but I am willing to work hard to achieve my goals. I am grateful for everything that life has to offer and I am excited to see what the future holds. I think I will make sure my dream is in to reality and become a good entrepreneur.

“Dream Big, Work Hard.”

**Dip Bhowmik**

“The biggest fear for anyone is to not achieve their biggest Dream in life.”

Yes, I am a Dreamer too. In my childhood it was very hard to express my dreams because I was not aware of the actual meaning of Dream for life, one day I realised that my mind was forcing me to think about to be a great business person. But I knew that it's very easy to think but it's not a piece of cake for everyone, it requires a lot of struggle, passion and focus.

I started my Graduation in 'Bachelor of computer application' to gather technical knowledge and to know how corporate runs. After completing my Graduation, I started my corporate life with Maruti Suzuki as an Administrator Executive(HR) in 2020. I started working with various kinds of data of the organisation and I was getting interest in every work which was assigned to me. But keeping the Dream in mind to work with business leaders, great projects on data analytics and solving business problems, I left my job.

Then I started searching an Institution from where I can learn more about Business ethics, Data analytics, business research, and corporate communication. Finally I started my MBA in Business Analytics with Chitkara Business School in Sept 2022. Now I am getting lots of opportunity to explore my Potential. Now I can see that my dreams are not so far from me.

Dream is not just a word, It's a way of life.



Lakshay Chhikara

"If you torture the data long enough, it will confess to anything"

- Ronald Coase

My Dream Venture is to start a Proprietary trading firm. Proprietary trading refers to a financial firm that invests for direct market gain rather than earning commission dollars by trading on behalf of clients.

I did my graduation in B.Tech Computer Science with Specialization in Data Science and currently i am pursuing my MBA in Business Analytics only.

Since being from a Data Science background am really fascinated about numbers and patterns within them and stock market is nothing but a sea of numbers. Looking at these numbers daily and analysing really spikes a passion in me to master this world of numbers.

I am also working with my friend Vineet (my batchmate in Business Analytics), we daily do our analysis and trade in stock market daily. We are having a great learning experience and we are hopeful that we will ultimately have a Proprietary trading firm of our own.



Naigil TG

My Dream Venture

My vision for my coconut export venture is to establish a sustainable and profitable business that specializes in the export of high-quality, organic coconut products.

I plan to source my coconuts from a network of small-scale, local farmers who use environmentally-friendly and socially responsible farming practices. This will not only ensure that I have a steady supply of fresh, high-quality coconuts, but it will also support the local economy and promote sustainable agriculture.

Once the coconuts are harvested, they will be transported to my processing facility where they will be processed into a variety of products such as coconut oil, coconut water, coconut milk and coconut flour etc. All products will meet the strictest international food safety and quality standards.

I will target high-end export markets, such as Europe and North America, where there is a growing demand for organic and natural products. By positioning my products as premium and high-quality, I believe I can command a higher price and establish a loyal customer base.

In addition, I will also make sure that my business operates in an environmentally friendly and socially responsible manner, by implementing sustainable business practices and actively working to minimize the environmental impact of my operations.

I see this venture as a long-term investment and I am committed to building a reputable, successful and sustainable business that can grow and evolve over time.



Rishabh Lakhanpal

My vision for my bike modification business is to create a one-stop-shop for all types of bike enthusiasts. Whether it's a professional cyclist looking to improve their performance or a weekend warrior looking to customize their ride, my goal is to provide the highest quality products and services to meet their needs.

To achieve this vision, I plan to focus on offering a wide range of high-end components and accessories to enhance the performance and aesthetic of any bike. From custom wheels and tires to advanced suspension systems and aerodynamic enhancements, I will work to provide the latest and greatest products from top manufacturers in the industry.

In addition to offering top-of-the-line products, I will also provide expert installation and customization services to ensure that each bike is tailored to the individual's needs and preferences. Whether it's a simple tune-up or a full-scale modification, my team of experienced technicians will work closely with each customer to ensure that their bike is running at its best.

To stay ahead of the competition, I will also invest in cutting-edge technology and tools to ensure that we are always on the forefront of the industry. This includes utilizing 3D printing and computer-aided design to create custom parts and accessories, as well as investing in the latest diagnostic equipment to provide accurate and efficient service.

Overall, my vision for my bike modification business is to create a company that is dedicated to providing the highest quality products and services to enhance the riding experience for all types of bike enthusiasts. Whether it's a professional cyclist or a weekend warrior, my goal is to help each customer achieve their full potential on their bike.



Mayank Mangla

Having an enterprise or business of their own is what everybody desires but not everybody gets the means and encouragement to pull this off, but if somehow, we are getting this opportunity so it's like cherry on the cake for us.

I have been interested in math since the beginning and I also like to teach math and solving math problem and this interest takes me towards one of my dreams to own a math coaching centre of my own and I want to share my thoughts on my startup idea. A math coaching startup is a business that provides math tutoring and instruction to students of all ages and skill levels. One potential strategy for a math coaching startup would be to target students who are struggling with math, such as those who are falling behind in their classes or who have difficulty understanding mathematical concepts. My startup could offer customized instruction and support to help these students improve their math skills and catch up with their peers. My startup could offer test preparation classes and practice materials to help these students improve their test scores and increase their chances of getting into the college of their choice.

For more advanced students, my startup could offer classes and instruction in specialized areas of math, such as calculus or algebra. These classes could be tailored to students who are preparing for math competitions or who are interested in pursuing a career in a math-related field and I could also offer online tutoring, which would allow students from different locations to access the services. To start a math coaching startup, it would be essential to have a team of qualified and



Kanika Mehta

“All our dreams come true if we have the courage to pursue them.”

The dream which I and my parents saw a years back. When I was 12, I lost my father, all my expectation of becoming a ceo went off. He wants to be a proud dad of his daughter. He wants to show everyone that my daughter is a big girl now. But all this went off. It took it a lot of efforts to convince my mother to send me out from my home town to do my further studies. But anyhow I convinced her and I am here for fulfilling my dream and my father's dream. All the efforts I am going to put in this so that I can make him proud.

I plan to use my business skills and my skills as a computer engineer to work my way up the corporate ladder until I reach that ultimate goal. As CEO several responsibilities I will have to face are the decision making and leadership aspects of the company. As the leader of the company, I will probably encounter tough decisions such as whether to keep certain employees or how to spend company funds it will be my job.

So, I do the hard work and be the CEO of my dream company.



Sahil Choudhary

The day I was introduced to computers, I got fascinated by all the things it had to offer.

I was introduced to one of the computer games called “Counter- Strike” and eventually I started playing some events for the same.

Looking at the advancement in technology and more people gaining their interest in the same field has driven my passion for gaming and I want to start my own “E-Sports organization”.

I did play a few events professionally and it helped me shape my goal towards gaming.

I play mostly casually but my ultimate dream is to “build my own E-sports Team” which could eventually help me represent India at International level in the long run.

I started working as a software engineer at INFOSYS but still my ultimate passion for E-sports keeps me going and I believe I will be able to excel in the dream of representing India globally in the same field.

“After making all the mistakes, every player has a chance to turn the outcome of the game around by making the right moves next.”



Saharsh Kumar

**Among human beings talking about Dream is only natural.
And pursuing one's dream is the best feeling one can have.**

My Dream is to start an institute of Information Technology (IT) in my hometown. But every thing takes time, Experience and also Planning. But I will make sure to achieve my dream in next five or six years. As I hail from Bihar which has mostly rural regions and there are hardly any MNCs in the state, So through this institute (Non profitable organization) I want to help the students and unemployed youngsters to achieve their goal and provide them a brighter future. I will make sure that everyone gets to enjoy the same opportunity as others and will guide them properly through my small firm. I will not let them face the same problem as I faced.

During my school days I also used to have wild dreams like other children viz. becoming Astronaut, Politician or may be an actor. But as I grew up and face the reality after my 12th examination I was baffled. I had no idea in which field I should make my career and that was the wake up call for me. But after doing some research I started to understand my field choice. I select IT sector and start doing related courses & I am so glad to be a part of this University.

Call it a plan!

After getting a decent job I will work hard in order to achieve my dream and try to accumulate enough capital to start my firm. It is not going to be an easy task but through determination and perception I will make sure to my Dream in to reality

“Whatever the situation is never stop dreaming”



Sahil Dadwal

“ Dream your dreams with open eyes and make them true ”

My dream is to be an army officer and currently working on it with my MBA side by side. Being grown up in army family always surrounded by army personnel's want to be one of them . But we now that future is unpredictable so we always must have a backup plan .

So currently as I am pursuing my MBA in Business Analytics so I am looking forward my future in analytics . But in back of my mind I want to open a north Indian restaurant in south mainly in Bengaluru , as main problem North Indian's found that they don't get north Indian food in south with same taste .

As we know Bengaluru is known as Indian silicon valley , many north Indians are residing in Bengaluru .So I think that this idea will work as I myself have a cooking as a hobby . So at some point of my life after earning good I can think about my business idea .



Zafar Yabi

“Fix the cause, not the symptom”

I have completed my schooling from Kendriya Vidyalaya Sangathan, and then elected computer application in graduation.

When I was young, I saw a road accident, and no one came to help, that time I felt so helpless but if the near by hospital got that information, they could have saved that person.

This incident motivated me to help every single person who met with an accident.

Each year almost 13.5 lakh people are killed on roadways. In which 50% can be saved if the help arrived on time.

It won't be easy to develop a complex software like this but it's not impossible.

I need some help from my friends, my family and others also. To achieve my dream I will do all hardwork I need to do.

A dream I saw when I was young, that will be completed in few years or more. Keeps me motivated to live life enhancing myself and gathering any knowledge that will help me in building this project.

Being able to contribute towards society is a blessing.

“You have not lived your life until you have done something for someone who can never repay you”



Tanmay Jain

Hey, I am Tanmay Jain, a student of Chitkara Business School, I am currently pursuing MBA in business analytics, and besides this I'm a car enthusiast. The day I realized what a 'DREAM' is, doing something in the field of 'Car' became my dream. There were a lot of options in front of me but I decided to move ahead with my ultimate passion.

I want to start a JDM car restoration brand. Most people in India wants to own a JDM/ classic cars but don't know a brand which provides them with maintenance services & restoration of such cars. As we have say in car industries "buying car is easy but maintaining them is not". Our brand "Old Skool Retro Customz" will be a one stop for car enthusiast. We will be dealing in all exterior, interior & performance related services and we will not only restoring cars but if someone wants modify their cars we will be providing these services also.

So for the starters I would need to hire mechanics which are familiar with the JDM/Classic cars & then I need to readily the avail the spare parts which is needed, obviously we would have to import all the parts as availing parts in India is not possible, then I would be needing platform where customer can interact with us. So a website & presence on all other social media platform is very important. I would also create a youtube channel and document very project that we will build. In the future we will be dealing in modification services like bodykit, wraps, performance upgrades, engine swap, alloy & tyre etc. I would also like expand by brand all over India in franchise form. I to build an image in customer mind I like that they ever think of car restoration/ modification first brand that should come to their mind should be Old Skool Retro Customz.

Tagline we would use is **“It all starts with a dream”**

I might face several challenges as these car are very old so their parts might not be available sometimes or if available then dealer may charge high value or sometimes we also have fabricate our own spares or body parts. But to over these problem we will be having in-house fabricator & will try to stock regular used spares with us.

I am very excited to start this venture as it is my dream from childhood.



Nitika

A startup thought is an idea for another undertaking that plans to tackle an issue or fill a need on the lookout. Coming up next is an illustration of a startup thought:

Title: "Blooming Leaf Tea"

Idea: A web-based natural tea retailer that represents considerable authority in excellent, reasonably obtained teas from around the world.

Issue: Many individuals find it hard to track down excellent, natural teas that are reasonably obtained and morally delivered. Efficiently manufactured teas might not have a similar degree of value or may not be created in a harmless to the ecosystem way.

Arrangement: Sprouting leaf Tea offers many natural teas from around the world, obtained straightforwardly from ranchers and makers who utilize feasible and moral practices. The organization will have an easy to use site with clear item data, including where and how the teas are obtained, and clients can shop by sort of tea, beginning and flavor. Sprouting leaf tea will likewise offer a membership administration, where clients can get a month to month shipment of various teas to attempt.

Target Market: Individuals, who are keen on natural, reasonably obtained and morally created teas. The objective market could incorporate wellbeing cognizant people, tea aficionados and individuals intrigued by ecological maintainability.

Plan of action: Sprouting leaf Tea will produce income by selling great natural teas at a markup, as well as offering a membership administration for an extra expense. Promoting and Deals: The organization will be showcased to individuals keen on natural, economically obtained and morally delivered teas through web-based entertainment, force to be reckoned with associations, designated web based publicizing and furthermore by partaking in occasions connected with wellbeing and maintainability. The organization will likewise contact wellbeing food stores and specialty cafés to lay out associations and grow its item contributions.

It is vital to take note of that the natural tea market is exceptionally serious, and Sprouting Leaf Tea should separate itself by offering superior grade, bona fide and reasonably obtained teas. The organization ought to likewise lay out areas of strength for a with its providers and work towards building a dependable client base.



Vineet Kumar

"The stock market is filled with individuals who know the price of everything, but the value of nothing."

- By Phillip Fisher.

My Dream is to start trading company with my some honest friends with the help of them I have ability to do some thing big because I have talent and skills to do something big and skills of my friends also contribute to grow in this world.

I did my graduation in B.Tech Electrical with Specialization in PLC and SCADA and currently I am pursuing my MBA in Business Analytics only.

Since I am doing Business analytics, I am really fascinated about numbers and patterns within them and stock market is nothing but a sea of numbers. Looking at these numbers daily and analysing really spikes a passion in me to master this world of numbers.

I am also working with my friend Lakshay (my batchmate in Business Analytics), currently we daily do analysis and learn something new in stock market. Me and my friends having a great learning experience and we are hopeful that we will achieve what we are thinking about Proprietary trading firm of our own.



Aayush Yadav

My Dream Venture

My name is Aayush, I am student of mbahealthcare in chitkara university. My idea is if you follow your passion then it will become your habit so do it regularly.

HUMANITY is something which I always respect. In our hindu scriptures it is also said by vedvyas the whole world is yours if you give love and sympathy to living beings (keep in mind that lord is in heart of every individual) as also said by lord in bhagwatgita, that's why we also say (Vasudev kutumbhkam), so it's our responsibility as individual.

It is my DREAM to do something for them, to do something extraordinary for them which nobody else has ever done before. I'll help them with the support of some NGO's in my city to accomplish this dream. My ultimate goal is to give them happiness which they never experienced before. One of the biggest and most obvious ways to help the poor people is to donate to the charity fund. We can also raise awareness through this campaign with the help of our friends, relatives and colleagues. We can share some relevant information about them with our social media handles as well. And in today's time, this is the easiest way to help them.

Me and my team mates can also arrange some events to create awareness about them. In our this campaign we can donate some of the things which makes an impact on their life also:

1. Clothes
2. Small bottles for bath essentials
3. First aid items
4. Blankets
5. School supplies in the middle of school time



Abhilasha Chawla

My Dream Venture - MOM COOKED FOOD

Nowadays, we are only focusing towards getting things done by shortcuts or we are following western culture like consuming frozen foods or getting food from outside to save time.

This is somehow disconnecting us from our culture. It is my dream to make our generation familiar with home-cooked healthy food, as many of them are not with their families or don't know how to cook.

I always wanted to have a place where I can provide home-cooked desi and healthy food and to provide classes for those who want to learn cooking. I wish that all the staff to be women so that they can also earn and fulfill their dreams, as many women want to do work but they are not that qualified. It can help them financially and mentally as well. My only objective in this venture is to make people available with healthy Indian food, helping women, especially in rural areas and connecting people with our culture.

“You have to dream before your dreams can come true.”



Abantika Sood

It is rightly said that when you invest the same amount of energy in your dreams as you do in your anxieties, miracles begin to occur. And owning my own bakery is a dream I've had. I used to enjoy baking as a hobby, however I didn't realize when it turned into a passion of mine.

Vision:

Our vision will be to consistently offer our products that are of higher-quality than anything the market could.

Requirements:

- Develop a business plan as it is essential.
- Deciding location to start the bakery
- Obtain the licenses that will be a legal necessity to open a bakery and the necessary manpower.
- Design the bakery's showcase space.
- Making of website for the bakery.
- Marketing and branding of bakery.
- Procuring equipment's to start a bakery.

Objectives:

- Establish and maintain high standards of hygiene
- Follow established moral and ethical norms in terms of behaviors, attitude, and appearance
- Recognizing and enticing the target customers
- To a bakery that is aesthetically pleasing to customers

Aim:

The main aim is to become famous bakery delivering excellent bread and cakes and also to maximize profit. Additionally, our bakery strives to provide a soothing environment for its customers so they may unwind and feel alive while savoring our delicious items.

Challenges:

- As a newly set up bakery in the market, it will consume time to get its recognition in market and there may be threats from other bakeries which are highly renowned.
- Since bakery goods are perishable, there is a possibility that there is lot of waste if the goods do not sell which will be a loss.
- Staffing issues could persist as the shortage of staff can be witnessed in initial stage.

**"The only thing worse than starting something and failing ...
is not starting something"- Seth Godin.**



Lt Col Ajay Kumar Singh

My family is a pure Army family, from the very childhood I have seen army uniforms around me which had a very deep impact on my education grooming and my personality. When I grew up I as my family tradition joined Indian Army and served across the nation. During my childhood and also during my service I came across a large number on under developed border areas where there is an everyday fight for very basic requirements of life which we take it for granted in cities. Everybody must have seen videos on social media of army men carrying an old citizen or a pregnant lady on shoulders for miles in snow. These are the isolated cases which came to notice otherwise to carry a patient on cot is a routine affair. During my service we have conducted a large number of medical camps in interiors areas where I observed total absence of government agencies resulting in unawareness and acute shortage of medical infrastructure.

In the last phase of my service, I got a chance to enroll into Healthcare Management course where that hidden desire to do something for those people in those remote came to life once again. My endeavor will be to reach out in those areas and provide minimal basic medical facilities like basic health checkup, immunization up to the last child. For that I would like to work with NGOs, Government agencies or even on my own. There are numerous people and organizations which are working in this field but all the effort are disjointed. The coordination is generally left to a government official hence the effectiveness of the entire programme is dependent on the interest level of that officer.

I would like to form multiple small groups which will coordinate with various Government agencies/ Hospitals/ Sate Red Cross Societies for identification of areas, approach volunteers, Medical Institutes, Religious Institutes/ NGOs and corporates for their CSR projects in remote and underdeveloped areas and then involve local citizen volunteers in organizing medical camps/ projects at small sub block levels, outreach camp for health schemes, camps for making health cards, Eye checkups, awareness programme/ help people to enroll in Ayushman Bharat, train volunteers in first aid/ CPR programme, the list is endless. The aim would that any medical issue/ ailment should not go undiagnosed and untreated.

I know there will be hurdle , there would be challenges but with 25+ years of practice and experience in dealing with it on every moment basis things can be difficult but nothing is impossible.

**"When I decided and started walking toward the Everest,
It on its own came down to me"**



Col Amarjit Singh Malik, VSM

My Dream; My Desire

As an eight-nine year old kid, I do not know from where I got the motivation and inspiration to become an officer in Indian Army, probably it came from Bollywood movies or TV serials. I belong to a village next to a tier 3 town and unlike today in 80s there weren't enough good schools in small towns in our country. In order to fulfil my dream, I cleared entrance exam and joined Sainik School Kunjpura, Karnal. Later I got commissioned in Indian Army in an infantry unit and accomplished my dream. I have served in Indian Army for 24 years and now have desires to start a second career once I finish my term with Army. I don't intend joining any job rather I have desire to start my own venture. I intend setting up an hospital for my daughter who is pursuing her MBBS if events in future happen favourably. With that intend I thought of doing MBA in Healthcare. Alternatively, if the events do not unfold favourably in future, I have desire to set up a Solar Power Plant on my ancestral land with help of my son who is pursuing Chemical Engineering at IIT Delhi or any other venture that may be requirement of the time. I also desire to pen down my experiences of my army life especially of 10 years which I spent in combat. I feel some of the stories have potential of good web series script. I feel there is a subtle difference between dream and desire. I have lived my dream of intense soldiering in Indian Army. Human nature has unending desires, so are mine, let's see how far I go.

Jaihind.



Akshita Thakur

I am Akshita Thakur pursuing my MBA healthcare management. And there are many things about hospital management departments, strategic management that I have to learn.

At present healthcare is one of most growing department. Whether it is physical or mental health. The overall situation of people is deteriorating. People are suffering from stress, cancer, diabetes, heart disease and many more. People are suffering from many disease. And now there are many online apps are invented so that patient can get their consultant online at their home and they can book their appointment online so they don't have to wait for long they come on their respective time to meet the doctor. Many pharmacy are now providing medicine door to door by taking online orders which make people easy to take the medicine in short period of time. This online appointments and meeting their doctor in respective time save people much time and they also get their consulting at home online.

I am planning to develop online apps so that people can use these apps more easily and they can get their problem treated.



Akshika Sharma

“It’s never too late to focus on your dreams.”

“Dreams are something that requires a sleepless effort.”

Don’t ever wish that you could set your own future? I have many different futures that I want for my own future , this is how I would like it to be. College was my firststep to achieve my dream. I have done bachelor of dental surgery. After that I worked as general dentist in a charitable hospital and independent clinic. Now I am pursuing MBA Healthcare and side by side I have joined my family business. I am handling 3 factories of food products. I always wanted to do business that’s why I joinedMBA . My dream is to become the CEO of an organization and to open my own hospital.I also want to do business of dental equipment’s side by side. To achieve these desires,I must work and study hard. I feel that being involved in the medical field will give me the opportunity to give something back to my community.

“Dream Big, Stay Positive, Work Hard.”



Ananya Kanwar

“The way to get started is to quit talking and start doing.”

These words motivate me to get out of bed every morning. As a dental Surgeon who is currently pursuing a Master’s degree in Public Health, my focus lies on improving the health and well-being of the population through education, research, and policy. My dream venture lies on similar notes. I would like to build Personalized Counselling Spaces for Individuals who struggle with Drug addiction in Metaverse. It is a global issue that affects millions of people worldwide and they are unable to get the proper treatment.

Behavioral therapy can be provided to individuals using VR technology in Metaverse. In a metaverse, patients can participate in virtual simulations that simulate real-world scenarios and environments, which can be used to help them learn new skills, change behaviors, and overcome challenges related to their condition.

The use of virtual reality technology in the metaverse to provide therapy for drug addiction is a relatively new field of research, and some studies have shown promising results.

Virtual reality therapy for drug addiction can create simulations that simulate real-world scenarios and environments where patients may be tempted to use drugs. These simulations can be used to help patients learn new skills, change behaviors, and overcome challenges related to their addiction.

Some examples of how virtual reality therapy can be used to treat drug addiction include:

- Exposing patients to virtual simulations of drug-related cues and triggers to help them learn how to cope with cravings and reduce the risk of relapse
- Using virtual simulations to help patients practice stress management and problem-solving skills.

It’s worth noting that virtual reality therapy for drug addiction is still in the early stages of research and more studies are needed to fully understand the effectiveness of this approach. However, the potential use of virtual reality technology in the metaverse to provide therapy for drug addiction is promisingandcanbeanadditionaltoolforhealthcareprofessionalstouseinthetreatmentofaddiction.



Aniket Duvedi

You do not choose your passion, your passion chooses you.

I understood this quote in the lockdown phase. I had a bad back injury and had to spend the entire time in bed, but I never gave up, so I embrace the challenge that God has given me. I observed that in this time digital marketing is on a peak, so I started my digital marketing course, during this course, I was on the top in my batch and I also learned about how e-commerce marketing business works. After three months my course ended, and Then I talked with some vendors who manufactured some home decor products and shipped them to US and Canada and sell it through Amazon. And now My "MISSION" is to list our company in all the countries and sell our products through amazon.

My "VISION" is to serve our society's helpless and needy people. In order to enlighten the middle class and the destitute about government programmes, I will create an app that allows users to fill out their information and determine how many programmes they qualify for and the cost of this registration will be only 50Rs. since barely 10% of the 900 million individuals in India who are eligible for programmes actually use them, So my aim is to give advantages of these schemes to these peoples and I will donate the money made from this app's sales to NGOs that support the elderly.

"Patience is the most powerful weapon in our life Because everyone doing hardwork but they give up early, So be patience in your self and nothing is impossible"



Ankit Kumar

**"The Future Belongs to Those Who Believe in the Beauty of Their Dreams."
"If You Can Dream it, You Can do it."**

It's hard to think about my own future when I have not experienced much of life. But thinking of my future, learning from mistakes from the past, enjoying the moment in my present.

Life is about achieving dreams and never losing hope. Since I was 10 years old, I dreamed to be front office manager in India, I dreamed to have my own hotel. I have done graduation in hotel and management but when the covid came so the scope of this field reduced and then I decided to do something for nation so now I am pursuing MBA healthcare. To achieve these desires, I must work and study hard. I feel that being involved in the medical field will give me the opportunity to give something back to my community.

**"Let Your Dreams Be Your Wings."
"Stop Dreaming About Your Bucket list And Start Living It."**



Dr. Anu Sangra

I always knew that whatever I do would be associated with the medical field. Earlier my dream was just to become a doctor. I got into dental college. I completed my bachelor's in dental surgery (BDS) graduation. At that time, my thinking was only concentrated on treating patients.

While I was preparing for the MDS entrance exam, one thing strike my mind, why there are fewer Dental Job Opportunities in India, it is because there is less awareness among the people so "what I can do for it?", that line got stuck in my mind. There are two points on my list the first is to make people more aware of dental care and also to create more job opportunities for the dentist. As we have only heard about dental clinics, not dental hospitals so much, so I want to open a dental hospital and want to have different branches in many cities.

My vision is **"to give excellence and quality dental care service to the society so they can have healthy smile they deserve"**.

I want to open a well-equipped dental hospital which will have all the dental departments and will be affordable for everyone. Our dental hospital will have schemes for BPL people and we will also provide dental insurance. We will set free dental check-up camps in rural areas and we will organise various dental awareness programs. This also will create many dental job opportunities for dentist. I want achieve my dreams and create a more healthy society.



Yashasvi Patyal

Everything that is run by the government looks very bad except for government jobs.

We know that the government releases new health schemes but lack of knowledge everyone can not access these health schemes. Government makes a budget for health benefits. And we don't know where this money goes. I am from Himachal Pradesh, and many people from here are not that educated so they do not know these things. For that, I want to develop software to help them take health benefits like health insurance, healthcare services, etc. With this government will give us money and we will directly give them. I dream that every person in India takes good healthcare services.

I am pursuing my MBA in healthcare management to know how things work. I have to learn many things. How health insurance works. After gaining experience, and making enough money I will work on my dream to become reality.

THE MENTOR SAYS.....



Dr. Neeraj Anand
Professor & Dean
MBA-Supply Chain Management &
General Management

“The important thing is not to stop questioning. Curiosity has its own reason for existing” - Albert Einstein

I feel proud to be the member of Chitkara University, which has taken many strides in past few years. Chitkara Business School has also been ranked 1st in the North Zone and 12th in India in the list of Top 30 Business Schools under University Program in “Indian Institutional Ranking Framework” (IIRF) 2022, UGC NAAC Grade A+, 200 plus MOUs for internationalization, and would like to admire the efforts made by Dr. Ashok Chitkara, Chancellor for delivering the course on “**Business Ethics and Leadership**” to MBA participants. I express my gratitude to Chancellor Sir for the upcoming volume of the book entitled as “You Can Also Lead”, paving the way to develop the mindset of celebrating entrepreneurship through inducing critical thinking, spirit of leadership to develop Industry ready budding managers. For India, the G20 Presidency also marks the beginning of “Amritkaal”, leading up to the centenary of its independence, towards a futuristic, prosperous, inclusive and developed society, distinguished by a human-centric approach at its core. India has witnessed tremendous growth in the startup registration with DPIIT, number has reached 88,781 till date. Enterprise tech, SaaS, FinTech and E-commerce sectors are expected to be investor’s favourite sectors. Chitkara University has dedicated Year 2023 as the “Year of Entrepreneurship”, students are welcome to avail the opportunities of having dedicated mentors from CEED (Centre for Entrepreneurship Education and Development) and funding by CIIF (Chitkara Innovation Incubator Foundation).

Students@CBS have organized/participated in various events such as Happiness courses, spiritual, extension and cultural activities throughout the year by Centre for Happiness, Centre of Excellence for Sustainable Supply Chain, Seagull and other clubs. Students immensely benefit from IIC innovative, Leadership and domain specific talks, Value Added Courses on Creativity, Design Thinking and Neuromarketing and B-Plan Competition etc. Warren G. Tracy’s student said, “Entrepreneurship is living a few years of your life like most people won’t so you can spend the rest of your life like most people can’t”. Various initiatives are in pipeline under the stewardship of Dr. Ashok K. Chitkara, Chancellor and Dr. Madhu Chitkara, Pro-Chancellor for the academic fraternity and take the university to newer heights.



Anuj Kumar

My name is Anuj Kumar after completing my MBA in healthcare (hospital) management I will work with some good corporate so that I can earn enough money and good knowledge and experience then I will start my own hospital in my home town.

Overview

Health care industry is the most emerging and renowned industry. It provides services to public and provides jobs to many people in metro cities. Health care industry is very big and people are aware of the medical facilities and hospitals. But in small cities and towns there are very less hospitals and healthcare facilities.

Objective: My main objective is to open a hospital where people get better services and quality treatment in a very nominal fee.

- In my town there is no good hospital so if I can open a hospital that would be good for the people of my town
- I will open a hospital where people get all the treatment and can see better results
- I will try to contact with the doctors to provide their services in my hospital
- I will conduct various campaigns for the awareness of the people living in rural areas
- I will make ensure that people can access benefit of various scheme and yojanas launched by our prime minister and state government like Ayushman Bharat and other insurance policies etc

Facilities provided by my health care venture

- I planned to open multi speciality hospital so that people can get better treatment in one roof
- I will provide good doctors team so that people can get better treatment.

Opportunity

In my town there is no good hospital or health care facility so this is the good opportunity for me to provide good facilities and for the earnings it is also good.

Operation team: In my hospital I will keep a doctor team which consists of paediatric, cardiology, ayurveda, physiotherapist, gynecologist and nursing staff and paramedical team.

Management team

In my management team I appoint general manager, assistant manager, supervisor, technical support team like computer operator, accountant etc in my hospital. For smooth working in the hospital I will try to get the best from my team.

Financial analysis

For opening this hospital the requirement for funds is very important and as per my calculations the fund which I need for this is somewhere around 5-6 crores and for this I took loan from bank and I will invest some funds from my side as well. The ratio is 70-30. 70% funds from bank and rest self investment.

So I hope that after completing my job with a good experience and knowledge soon I will look on my dream venture.

“A winner is a dreamer who never gives up.”



Col Arun Kumar Sahu

My Dream: Healthcare Hub

My ultimate aspiration is to revolutionize the healthcare industry by creating an innovative and transformative solution that addresses the needs of marginalized and neglected communities. As a healthcare IT Analytics and logistics expert with an MBA degree, I am poised to launch a visionary venture that combines the latest technology and best practices from both industries to deliver accessible and high-quality healthcare to underserved areas.

The venture involves establishing decentralized healthcare centres in underserved areas. These hubs would be equipped with state-of-the-art equipment, staffed by highly trained healthcare professionals, and connected to a centralized logistics system that ensures timely medical supplies and equipment delivery.

Starting this venture will not be easy. It is a challenging and ambitious goal that requires patience, persistence, and perseverance. But with a clear vision, a comprehensive plan, and the right partnerships and resources in place, we can make a meaningful difference in the lives of the weak and the poor, and put a smile on their faces.

The healthcare hubs would provide a wide range of medical services, including primary care, preventive care, and chronic disease management. They would also serve as a hub for telemedicine services, connecting patients in remote areas with specialists located in major cities.

In addition to providing medical services, the healthcare hubs would also serve as a hub for community outreach and education. They would host health fairs, provide nutrition education, and offer other programs designed to promote healthy lifestyles and prevent chronic diseases.

The logistics system that supports healthcare hubs would be designed to ensure the timely and efficient delivery of medical supplies and equipment. This would include the use of drones for delivering supplies to remote areas, and the use of predictive analytics and machine learning to optimize delivery routes and reduce waste.

Overall, my dream venture, Healthcare Hubs, aims to improve access to healthcare for underserved communities, reduce healthcare costs, and improve health outcomes. It is a win-win solution for both patients and healthcare providers, and I am excited about the potential impact it could have on people.



Ashwin Sharma

By the means of Public health I could developed or be a provider of health service which will give health facilities (medicines, check-up, treatments etc) to those who can't get the health facilities or live in those areas where the govt facilities can't reach or the backward areas where population didn't know about the health services which can increase the life percentage as compare to when they were not get those services and by which they also know get knowledge who to maintain system to get life disease free.

As we know lack of education can leads to bad health and early deaths where population cant even know about TB, AIDS and Asthma problems can developed and be severe.

So, my Dream venture is I open an organization (NGO's) in which we help those who can't get help till now



Attul Chauhan

'When you improve the lives of others, your own life will be elevated into its highest dimensions.'

I believe in finding out what you truly love to do and then directing all your energy towards doing it and what I realized while growing up is that the greatest joy in life can be achieved by helping poor people , underprivileged children and old homeless people. You can not describe the feeling and joy you get by helping the people in need.

Although I have dreamt of achieving many goals in my life but this one tops the list. I have dreamt of starting an NGO, food for all. Where food will be provided to the homeless people who cannot afford the basic need for life that is food and water. We live in a country where approximately 25 lakh people die from hunger every year.

I feel that everyone in this world have the right to at least get the basic facilities for living and I would definitely want to do such things which can bring smiles on the faces. The purpose of my life will be fulfilled if I will be able to help the people in need.

I would want to start it in my hometown that is Shimla where I have my family and many other people who loved my idea and I know I will have their support. Starting from here and then I would want to provide this service in the whole country.

The real source of happiness can be stated in the word achievement and for me It will be achieved the day I will start my NGO, a home for orphan children and an old age home for old homeless people because I feel that this is the way by which orphan children can get love from old people and old people can get the same in return from the children.



Bhavleen Kaur

**“To accomplish great things,
We must not only act, but also dream;
Not only plan but also believe”.**

-Anatole France

Everyone has some aim of their life which can be to become a doctor, engineer, researcher etc. Some people also dream about getting good marks or to follow their passion that can be singing, dancing, painting or even cooking. Dreams are those which helps one to do hard work and these dreams never let us sleep until we achieve them. The amount of dedication and hard work we are doing tells others about our seriousness and devotion to fulfill it. Some people have that fire in their belly which pushes them to make their dream come true.

One such urge to become a reputed doctor and serve my country initiated me to pursue my degree in Bachelors Of Dental Surgery.

The day I completed my degree in Bachelor of Dental Surgery (BDS), I fulfilled my grandfather's dream of becoming a doctor. I decided to dedicate myself in this profession. I realized that there is lack of medical aid in my town so I decided to open a hospital.

This dream of constructing a hospital in my home town would be fulfilled on the land of my grandfather which he has assured to gift me for the same. Then I started giving thought upon raising of funds for construction, medical equipments, other health amenities etc.. It was a very difficult task but my father, who is engaged in business, guided and encouraged me to move ahead with my dream, as the financial institutions like banks are very helpful for providing funds for the establishment of hospital also. My paternal and maternal relatives advised me to get the hospital registered in the name of charitable trust and further assured me to give regular donations to the trust for smooth running and upliftment of the hospital.

Now, next task for me was how I will manage and control the working of the hospital. This initiated me to pursue MBA in Healthcare Management which will enable me to administer the affairs of the hospital successfully and efficiently. Also being a BDS graduate I can handle the dental-care faculty of the hospital. Besides this, my cousin, who is already pursuing MBBS also has assured to give his best services in the hospital.

To give better medical aid to the patients I will keep in touch with reputed hospitals already established in the nearby town, Dehradun. For this purpose, I have decided I will install two ambulances fully equipped with latest medical aid in case of emergencies. In case of emergency the patients approaching the hospital would be referred to the big hospitals after providing them with the necessary first aid.

I wish to fulfill this dream and provide my town with sufficient medical facilities.



Bhavika Mittal

In India, fashion is an important part of everyone's life.

India is a democratic country and has 29 states and I can assure you that each state has its own fashion trend. Fashion is not only about a popular trend that is famous on social media, it is about representing the essence of the state.

My dream to become an entrepreneur starts with it. I want to connect India's all fashion industry together. It will help both the dealers and the buyers with no negative effect on anyone.

Thank you



Deepali Sharma

The day I realized that I have a special corner for healthcare in my heart, I still remember watching the movie “kyon ki” and I felt I would work for such a department. After my 12th I took my bachelor’s in clinical psychology because of my keen interest in the importance of Mental Health in our life. In between by those three years I thought of opening a secure space for such people with a friendly environment around them, and for taking such great steps I should know how to manage such a framework and how to take it to success even with knowledge of hospitals and patients.

I still remember I was giving my exams for the last semester and I got to know about MBA in Healthcare Management at Chitkara University what else I could think of Management with Healthcare, that was like a wish come true and also at the time when I have to be sure about my masters’ plan. I enrolled and I got selected and now I am getting close day by day to the dream that little girl had after watching just a Bollywood movie about some mental illness and how they treat their patients. I never left my roots to a medical site throughout my journey till now and I am very much focused on my dream to open up a hospital for special people in our country.

Our country still lacking a lot in health care industry, so it’s all on our generation or upcoming generation to work to make it world’s number one country in healthcare services and industry.

I am not a doctor and it is not important that only a doctor can understand dynamics and systems of hospitals it’s a myth in our country and for sure in some other countries too. But I have seen in these years a lot of change in our system of healthcare, now they know that to accomplish all areas of a hospital it is important to have a team who can handle every aspect of a hospital.

As I always say:

**“Dreaming is like our life, when we stop dreaming
It means we stop how to live our life”**



Chandani Nishad

Dream Venture

Hii I am Chandani Nishad so talking about a dream venture, everybody has a dream everybody dreams of being or doing something in the future.

**‘Never give up on what you want to do, the person with big dreams
is more powerful than one with all the facts.’**

-Albert Einstein

After my MBA in health care management, I want to be a manager in a company and I will give my best, in my life I want to be a financially successful woman. In our country (local areas) people think jobs are not for girls, girls should stay at home only. I want to say and show that girls are not just meant to stay at home. Girls can do everything a boy can do.

Do something every day that moves you closer to your dream. Dreams are not what you leave behind when morning comes they are the stuff that fills your every living moment.

If you want to be powerful educate yourself

Believe in your dreams, no matter how impossible they seem. Dream big start small but most of all start. No one has the power to shatter your dreams unless you give it to them. You have to dream before your dreams can come true. The future belongs to those who believe in the beauty of their dreams. Follow your dreams they know the way. Don’t be pushed by your problems be led by your dreams. You gotta have a dream if you don’t have a dream how are you gonna make a dream come true? If you can dream it then you can achieve it. When you have a dream you have got to grab it and never let go. The best way to make your dreams come true is to wake up.

**“Dream is not what you see in sleep is the thing
which does not let you sleep “**

-Dr. APJ Abdul Kamal Sir



Deepshikha Yadav

Dream Venture

I have always wanted to open my own restaurant i love food and i love the idea of being able to create something from scratch and serve it to people . It is my dream Venture because I always been fascinated by the restaurant industry. My dream business would be to open to public to serve great food and enjoy wonderful company .

The main components of my business:

Excellent food
Friendly atmosphere
Low price point
Unique decor
Large sitting capacity .

As of now i am looking up this much only to my venture i will be fortunate if i can start my own business.



Dipanshi Kaushik

Dream Venture

“Food may be essential as fuel for the body, but good food is fuel for the soul.”

FMCG turned out to be progressively customized, especially during the end of 20th century. Food varieties have been added another flavor in the buyer patterns with progressively customized up-sides of accommodation, cost, bundling, and taste.

Bakery products are also now been going into personalization to make the celebration of individuals remembrance one and these items are a piece of individuals celebration and I likewise want to be an essential part of their happiness by opening my dream venture food truck named “The Bakery Wagon ” wherein I will make customized cakes, cookies, breads and chocolates. The advantage of mobility in the Food Truck format gives owners access to multiple locations at an initial capital that is lower than that needed in opening a restaurant of any other format. Thus, it is no wonder that small restaurant owners are looking to invest in a Food Truck instead of an individual stationary restaurant.

Innovation of Thought : As I’m an individual who loves to eat and make food and lockdown during corona time gave me more than adequate opportunity to possibly find a way to improve my abilities and furthermore gave me certainty to transform my side interest into business. One day during lockdown I was looking over Instagram and there I tracked down a studio on bread kitchen items and with no doubt I enlisted myself to acquire new skills.

Start a Food Truck Business In India: We, first of all should pick the right Food Truck or Business Vehicle for opening a food truck business in India. Following purchasing the vehicle get effective kitchen equipment and raw materials required for proper functioning. After that apply for FSSAI licence and permits expected to start a food truck business in India. After underwriting by the public power one should look for the workforce expected to run the food truck according to plan. Foundation of the revived development expected in the food truck like POS programming. After suitable foundation of the food truck, market your business. For this starting up you truly need to close the total endeavour expected to start your business. To reduce competitive obstacle pick a street/area that doesn’t have an exorbitant number of food merchants around, has an ordinary movement of traffic for inviting huge footfalls, and has foundations with youthful experts and students in the enveloping area.



Divya

Dream Venture

My name is Divya. I did my bachelor's in pharmacy. Since I was in 8th standard, I had keen interest in science and technology so I decided to make my future in this only. After schooling, I tried for NEET but couldn't be selected. Apart from regretting, I choose pharmacy to remain in same field. During my final year, I realized that only the bachelor is not enough, I have to learn management skills also to lead a company.

I want to see myself as CEO of a hospital in coming years by increasing my skills and enhancing my potential. My dream is to educate at least 50-60 orphan children so that a chain can be made to help needy ones. It's my dream which encourages me to make one step forward always. I want to venture it with my full energy and zest. In next few years, I will try my best to lead my dream.

Thank you!!!



Gautam Rajdev

“Stay focused, go after your dreams and keep moving toward your goals.”

Government provides so many health schemes to help the needy and poor people, but they are unable to take the benefit of such schemes due to unawareness.

I am pursuing MBA Healthcare Management because it is the growing field with stability and endless potential. Field of Healthcare management offers diverse opportunities beyond the patient care fields that of physician, nurse or therapist. In regards to the job stability, both private and public health sectors hire the professionals on a longer run. An MBA in Healthcare Management provides one with professional knowledge about the sector. It helps the candidates to understand how to deal with various segments of the industry.

My dream is to enhance my skills and help the needy person so that everyone can take the benefits of healthcare services and live their life happily.



Harshdeep Kaur

My dream venture is a social enterprise called 'Change the World' which seeks to empower communities around the world to make positive changes in their lives. The venture will focus on providing access to resources, education and opportunities to those who are otherwise excluded from mainstream society.

Change the World will focus on providing access to resources in a number of ways, ranging from providing basic necessities such as food, clothing and shelter, to more advanced resources such as technology, mentoring and training. The venture will also focus on providing educational and entrepreneurial opportunities to those who may have limited access to them.

The venture will also have a strong social relevance, as it will seek to help those members of society who are often overlooked or excluded. The venture will also seek to raise awareness of the various challenges faced by different communities around the world and will strive to create meaningful and lasting change.

In terms of feasibility, Change the World will be funded through a combination of private and public donations, grants and other forms of philanthropy. The venture will also seek to collaborate with other organizations and individuals to maximize its impact.

The venture will also strive to be original by creating unique projects and initiatives that have the potential to make a real difference in the lives of those who are most vulnerable. Change the World will also look to use innovative technologies to improve access to resources and opportunities.

One of the main challenges that Change the World will face is finding the resources to sustain itself. This will involve a lot of research and planning to ensure that the venture can continue to operate and achieve its goals. Another challenge will be ensuring that the venture's efforts are sustainable and that the positive impacts it creates are long-lasting.

In conclusion, Change the World will be a venture that seeks to empower communities around the world by providing access to resources, education and opportunities. The venture will be funded through a combination of private and public donations, grants and other forms of philanthropy. The venture will also strive to be original by creating unique projects and initiatives that have the potential to make a real difference. While the venture will face a number of challenges and limitations, I am determined to make it a success and create meaningful and lasting change.



Himanshi Chandel

**Do not sit down and wait for the opportunities to come,
Get up and make them.**

-Madam c.J. Walker

Everyone have some aim in their life it could be being a doctor, engineer, CA etc. but I always wanted to start a business, I am blessed with a personality who believe in practical work more than theoretical work, I always had that curiosity to learn new things be it cooking, cleaning or getting a job and working with an organization because of which I choose commerce in my +1 followed by BBA but during this time I tried different things like working with an event company as an anchor, working as an RJ with Panjab university radio station because of which I get exposure of these areas as well and in the mean time I started working with an NGO which worked with some unpreviledged people and here we had an idea why we should not start a startup with some of the unemployed women so that they can get some work so that they can get their kids educated.

With this mind set we tried approaching near by people who showed interest some of them were artist, some were very good with their stiching skills and some knew hand work like embroidery, block painting and croche work, we get a lot of people all with different interest so from here actually work started we made certain group of people with same interest and we started giving them some work like making madhubani masks, croche work on sweatshirts made by our stiching team, we use to provide them with all the raw material, space so that they can work conveniently but the next step was to market the product so we started doing so through our volunteers and social media so that we can reach more and more people, we started approaching some of the local celebrities or high profile people so that they can help us with the marketing part fortunately things went well.

People really appreciated our work and the idea behind this startup, as we are currently at startup face we are looking forward to go with the same and turn it into a big company .



Himanshi Spehia

“Working in field that interests you”

As a girl born and raised in Kangra, Himachal Pradesh. I had never imagined that today I would be at Chitkara University pursuing an MBA in Healthcare.

I pursued my bachelor's degree in nursing from BFUHS, Faridkot, in 2018. In 2019, I started my Masters in Nursing (Psychiatric Nursing), but in 2020, I dropped after completing one year. I worked as a registered nurse for 2 years in “Medanta- The Medicity “ Gurgaon & FMRI Gurgaon, I taught in nursing school KVS schools.

The experience, knowledge, & skills I have accumulated this far put me in a position to successfully embark on new challenges. I want to be an individual who is open-minded & compassionate in providing quality care to the patients so that they can trust the (organization) management or staff as their care provider. I acknowledge that health care management is a very challenging and noble profession because I believe it is a field that will provide me with many opportunities to help people and make a difference in their lives every day.

Most people think that a hospital is a place where only the sick are treated. Despite the disease being treated, many patients suffer mentally, which could affect their mental health. To prevent staff not only treat the disease but they focus on healing the whole person by providing holistic care.

My ultimate goal is “to provide the best quality holistic care to everyone.” There are the reasons I chose this career path.

“Deliver More Than Expected”



Isha

Success is 5% Brains and 95% Consistency.

My idea of start-up is that I will open a Coffee vending machine

Company by purchasing 2 Coffee vending machines worth 1500000 each. The 2 Coffee vending machine will set up in two different colleges where I have to pay lease rent to the owner, which costs me around 15000 per month. As there is no other machinery cost and building cost in this venture, this start-up will require very less initial investment apart from the vending machine. After initial stage of business I will setup my Coffee vending machine at tourist spot and at various colleges and universities.

Market segmentation = Market Segmentation will be done on the basis on area. I will focus initially in the Punjab and Haryana. After selection of state of Punjab and Haryana. I will focus our market on students basically vending machine setup on the various colleges and universities sites.

This for target the university and Colleges youth.

Production Coffee vending machine = The vending machine can make 4 coffee at a one Time , with time span of 3 minutes in making the coffee. Also in this covid-19 times, this vending machine idea has less risk of having corona. The initial funding will be done by me and my other 3 partners, each contribute 625000. Rest 500000 will be funded through long term debt ,with interest rate of 7 % p.a. Initially there are chances we will have less sales as we face competition from another outlets. But because of less making time and less risk of covid-19, revenue will be boost in next years. The initial costs include cost of machinery, lease rental, salary of two employees and license costs only.



Ishaan Mahajan

My Vision for My Future Car Company

My vision for my future car company is one that is focused on sustainability and innovation. We will strive to create vehicles that are not only efficient and reliable, but also contribute to a cleaner, greener environment.

One of the key components of our company will be the development of electric and hybrid vehicles. We will invest heavily in research and development to create cutting-edge technology that will allow us to create cars with longer ranges, faster charging times, and more efficient power systems. We will also focus on developing cars that are affordable for a wide range of consumers, so that everyone can enjoy the benefits of electric and hybrid vehicles.

In addition to electric and hybrid vehicles, we will also explore other sustainable technologies such as hydrogen fuel cells, biofuels, and solar power. We will work to create cars that are not just environmentally friendly, but also have a minimal impact on the planet.

Another important aspect of our company will be innovation. We will constantly be pushing the boundaries of what is possible in terms of design, performance, and safety. We will use advanced materials and manufacturing techniques to create cars that are lighter, stronger, and more aerodynamic. We will also invest in technologies such as autonomous driving and connected cars to make our cars safer and more convenient for our customers.

In terms of design, our cars will be sleek and modern, with a focus on functionality and simplicity. We will strive to create cars that are not only beautiful to look at, but also easy to use and maintain. We will also work to create cars that are customizable, allowing customers to personalize their vehicles to suit their individual needs and preferences.

We will also be committed to providing excellent customer service. We will have a dedicated team of experts who will be available to answer any questions and help our customers with anything they need. We will also have a comprehensive warranty and maintenance program to ensure that our customers can enjoy their cars for many years to come.

Overall, my vision for my future car company is one that is focused on sustainability, innovation, and customer satisfaction. We will strive to create cars that are not only good for the environment, but also good for our customers. We will be a company that is always pushing the boundaries of what is possible and working to make the world a better place.

Social Relevance :-

In addition to sustainability and innovation, social relevance will also be a key aspect of my future car company. We will strive to create cars that are accessible and affordable for a wide range of consumers, including those from low-income and marginalized communities. We will also work to create cars that are designed with the needs of these communities in mind, such as cars that are wheelchair-accessible or have other features that make them more suitable for people with disabilities.

We will also strive to be a socially responsible company, and will invest in initiatives that benefit the communities where we operate. For example, we may invest in programs that provide job training and education for local residents, or initiatives that promote sustainable transportation and reduce congestion in urban areas. We will also be committed to diversity and inclusion, and will work to create a workplace that is welcoming and inclusive for all employees. We will also strive to create cars that are accessible and inclusive for people of all abilities and backgrounds.

Overall, social relevance will be an important aspect of my future car company. We will strive to create cars that are not just environmentally friendly and innovative, but also accessible, affordable, and socially responsible. We will be a company that is committed to making a positive impact on the world and creating a better future for all.

Commerce Involved :-

Commerce will also play a critical role in my future car company. We will strive to create a business model that is sustainable and profitable, while also being socially responsible.

One key component of our commerce strategy will be to create a direct-to-consumer model. We will sell our cars directly to customers through our own retail stores and online channels, bypassing traditional dealerships. This will allow us to offer our cars at more competitive prices, while also providing a more personalized and convenient shopping experience for our customers.

We will also focus on creating a strong brand and reputation for our company. We will invest in marketing and advertising campaigns that promote the sustainability and innovation of our cars, and will work to create a strong emotional connection with our customers.

We will also focus on creating a sustainable supply chain, and will work to source our materials and components from suppliers that share our values of sustainability and social responsibility. We will also invest in the development of new manufacturing technologies that are more efficient and less wasteful.

Another key aspect of our commerce strategy will be to create a strong after-sales service and maintenance program. We will offer our customers a comprehensive warranty and maintenance program, and will also work to create a network of service centers and technicians who are trained to work on our cars.

Overall, commerce will be an important aspect of my future car company. We will strive to create a business model that is sustainable, profitable, and socially responsible, while also focusing on creating a strong brand and reputation, and providing excellent customer service. We will be a company that is committed to creating a better future for all, not just by producing sustainable cars, but also by having a sustainable commerce strategy.

Feasibility :-

My future car company will strive to be a reasonable company in several ways.

Firstly, we will focus on creating cars that are affordable for a wide range of consumers. We will invest in the development of technology that will allow us to create cars that are more efficient and have lower costs of ownership. We will also work to create cars that are customizable, allowing customers to personalize their vehicles to suit their individual needs and preferences.

Secondly, we will focus on creating a business model that is sustainable and profitable. We will strive to create a direct-to-consumer model, which will allow us to offer our cars at more competitive prices, while also providing a more personalized and convenient shopping experience for our customers. We will also focus on creating a strong brand and reputation for our company, which will help to attract and retain customers over time.

Thirdly, we will focus on creating a sustainable supply chain, and will work to source our materials and components from suppliers that share our values of sustainability and social responsibility. We will also invest in the development of new manufacturing technologies that are more efficient and less wasteful, which will help to reduce costs and improve our environmental impact.

Lastly, we will be transparent about our business practices and performance, and will be open to feedback from customers and stakeholders. We will also strive to be responsive to the needs of our customers, and will work to provide excellent customer service and support.

Overall, my future car company will strive to be a reasonable company by creating cars that are affordable, sustainable, and profitable, while also focusing on creating a sustainable supply chain, and being transparent and responsive to the needs of customers and stakeholders.

Challenges and Limitations :-

In implementing my vision for my future car company, there are several challenges and limitations that I foresee.

One major challenge will be the development of electric and hybrid vehicles. The technology for these cars is still relatively new and is constantly evolving, so it may be difficult to create cars that are affordable, reliable, and have a long range. Additionally, the infrastructure for charging and maintaining electric and hybrid vehicles is still being developed, which could be a limitation for the adoption of such vehicles.

Another challenge will be competition from established car companies. The automotive industry is highly competitive and there are already many established companies that have significant resources and market share. It may be difficult for a new company to compete with these established players and gain market share.

Additionally, there may be challenges in terms of regulations and standards. The automotive industry is heavily regulated, and it can be difficult to navigate the various laws and regulations that apply to car manufacturers. Additionally, there may be challenges in terms of meeting emissions and safety standards.

Another limitation will be the cost of developing and producing sustainable cars, as it may be more expensive than traditional vehicles. This may make it difficult for the company to offer competitive prices for its cars, which could limit its sales.

Lastly, consumers' perception of sustainable cars could be a limitation. Many people still think that electric and hybrid cars are less reliable, less powerful, and more expensive than traditional cars, which could be a challenge in terms of convincing them to buy our cars.

Overall, while my vision for my future car company is ambitious, there are several challenges and limitations that will need to be overcome in order to make it a reality. However, with the right resources, planning, and execution, I believe that these challenges can be overcome and that my company can be successful in creating sustainable and innovative cars that make a positive impact on the world.



Col Jaswinder Singh

My Dream Venture - Vcare Health Services

There are plenty of Start-up Ideas in the market which a person can be exploit and be successful. My idea of a Start-up is about care and coordination of healthcare for the elderly citizens whose near and dear ones do not stay with them. With the globalisation and proliferation of IT, the younger people moving out to bigger cities and abroad the need of such service has increased exponentially. This has led to large number of elderly people living alone and thus at a risk of lack of care and health services especially at the time of emergency. Thus struck me with an idea for the Start-Up - VCARE. Well, the idea is to assist the elderly people in need who have NRI children or who have their children stuck abroad due to some commitments or circumstances. Now the idea to assist and coordinate the health appointments on daily basis to include day to day doctor's appointment, follow ups, arrangement of convenience for travel to the hospital and back, monitoring of their medicines dosage intake. Well, we might think that friends and close relatives can manage this. But with fast pace of life, own commitments these days and my interaction with a set of elders, this is the key assistance sought by them. With growing number of young Indians travelling abroad for job or studies, India has the largest source of elderly living alone in India.

Thus, there is a need for a venture to assist and coordinate the appointments, convenience and reminders for the daily medicine to the elderly citizens.



Kabir Sharma

My Dream Venture - Vcare Health Services

I would like to start a public health company that focuses on providing access to mental health services for underserved populations. The company would focus on providing resources such as counseling, educational materials, support groups, and referrals to mental health professionals. It would also strive to create an environment of acceptance and understanding for mental illness, and work to reduce the stigma surrounding mental health. The biggest challenge in implementing this idea would be finding adequate funding for the services and resources that the company would provide. Additionally, it may be difficult to recruit mental health professionals to work with the company. The company would also need to find ways to reach out to underserved populations and build trust with them in order to ensure that they are comfortable accessing the services provided. Finally, it would be important to ensure that the company is compliant with applicable laws and regulations relating to mental health and privacy. The social relevance of this idea is immense. Mental health is a crucial part of overall health, yet many individuals are unable to access the resources that they need due to a lack of awareness, stigma, or financial barriers. By providing access to mental health services for underserved populations, this company could help to reduce the prevalence of mental illness in these communities and improve the overall health and wellbeing of individuals. The originality of this idea lies in its focus on providing services to underserved populations. While there are many mental health services available, they are often geared towards more affluent populations and lack the resources to adequately serve those in need. This company would focus on providing accessible, affordable services to those who need it most. In terms of feasibility, this idea is achievable with the right resources. With the right team, adequate funding, and careful planning, this company could become a reality. Additionally, the company could form partnerships with other organizations in order to leverage their resources and expertise in order to further the mission of providing access to mental health services for underserved populations.

From a commerce perspective, the company could generate revenue through services that it provides as well as donations from individuals and organizations. Additionally, it could form partnerships with other organizations in order to provide services at a more affordable rate. This could help to ensure that the company is sustainable in the long-term and can continue to provide services to those in need.



Kaveri Kaul

My venture is called “EcoCart,” and it is an online platform for sustainable and eco-friendly shopping. The platform would allow consumers to easily browse and purchase products from a curated selection of environmentally conscious brands, all in one place.

The commerce involved in EcoCart would be the sale of sustainable products from a variety of brands. These products would range from clothing and accessories made from sustainable materials, to household items made from recycled or biodegradable materials, to non-toxic and organic personal care products. The platform would also feature a range of services such as carbon offsetting options and recycling programs, to help customers reduce their environmental impact even further. In terms of social relevance, EcoCart addresses the growing concern about the impact of consumerism on the environment. As more and more people become aware of the need to reduce their environmental footprint, there is a growing demand for products and services that are sustainable and eco-friendly. EcoCart meets this demand by making it easy for consumers to find and purchase products that align with their values, without having to spend hours scouring the internet.

The feasibility of EcoCart is strong, as there is already a market for sustainable and eco-friendly products, and there are many existing brands that align with EcoCart’s values. Additionally, the platform could generate revenue through commission on sales, subscriptions for premium features, and sponsored content.

In terms of originality, EcoCart stands out from existing e-commerce platforms by offering a curated selection of sustainable and eco-friendly products, as well as additional features such as carbon offsetting and recycling programs. This makes it a one-stop shop for consumers looking to reduce their environmental impact through their purchases.

Another important area in our platform is education and awareness raising, we would work on creating educational content, articles, videos and infographics. to teach the customer how to make conscious choices when shopping, what certifications and labels to look for, and the impact of different production processes on the environment. Additionally, we will be building a community of eco-conscious customers and brands that will be able to share their knowledge, experience and tips with each other. To sum up, EcoCart is an online platform for sustainable and eco-friendly shopping, which is socially relevant, feasible and original and that goes beyond selling products and services, it is also an educational tool to help customers make better choices and ultimately help in reducing the environmental impact.



Kartik Sahgal

My Dream Venture

A person dreams a lot and almost about everything that’s related to his own self success. Like that only few years back I dreamt of being a doctor and somehow that didn’t happen. There were many options in front of me but then also I wanted to become a doctor because that was my dream and no matter what we always try to achieve our dream. So for achieving my dream I gave my one whole year also for the preparations of exam but by luck or so this time also I was not able to clear the entrance exam by some margin. I could have remained sad and unhappy at that time but no I was not sad or unhappy because I knew if I am not able to become a doctor maybe I can enter the healthcare industry and achieve my dreams. So for that I applied for bachelors of pharmacy and I got selected and studied about the medicines and I developed a huge interest in the field of medicines and I started dreaming of creating own company and to make it a successful pharma company. Now the point was that it’s not easy to create a successful company and that too a pharma company so I decided to first continue with my further studies which is also related to the healthcare industry and that is MBA Healthcare Management during this course I will be able to understand about the management skills required and this will also help me excel in this industry as well.

‘My ultimate goal is to develop a successful Pharma Company of my own’

There is a huge scope of pharma industry as everyone in their day- to- day life needs medicines. There must be proper knowledge of the formulations of medicines, how they are created, on how much temperature the medicines must be kept, which drugs are the OTC drugs and which drugs are age restricted drugs. When we talk about the commerce of the industry it is a high margin earning industry and providing solutions to many diseases. The pharmaceutical industry is expected to reach about \$65 bn by 2024 and \$120bn by 2030. The pharmaceutical industry in India is currently valued at \$50 bn. India is a major exporter of pharmaceuticals and exporting to more than 200+ countries. This industry is very relevant and worth investing in as we can see during the pandemic this was the industry that hiked the most as medicines are always required. According to time the industry will only grow and become one of the largest investable business in the world.



Col Maulik Chander

My Dream Venture

Introduction (Originality of Idea): It has been my everlasting dream to create a fearless environment for the women folk of India who has been deprived of basic amenities in life specially in middle and lower classes of society. Like everyone I also keep hearing the atrocities against women in all spheres of life be it a society, working place or even the home front.

I remember the very thought of disturbing news towards women used to haunt me in my childhood. May be because I have been very close to my mother and brother of three sisters. Driven by these facts the very strong notion of defending women from ugly realities of life, I envisage a NGO which is one of its kind unlike other organisations working in the country which social security to the alienated and aggrieved women of the country.

Commerce Involved: The recruitment of dedicated staff with passion to work and fulfilling the infrastructure requirement the philanthropist organisations, private and public sectors will be approached under the social responsibility gambit so as to provide the funds to start with the commitment and support the cause in longer run. Thereafter raising the funds by involving and engaging social and political organisations.

Social Relevance: The social relevance towards protecting our women in the lower and segment of society is a very high as per the women protection statistics. The key issues to address under the of relevance program are stated as under :-

- Protection against dowry.
- Handling Rape and heinous crimes.
- Eve Teasing protection.
- Building culture of respect.
- Saving girl child.

Challenges & Limitations: The major challenge in this venture is to built a selfless work force who is dedicated towards the social cause and not the salary / profit oriented. The other challenge and biggest limitation is to raise the funds which has no returns.

Conclusion:

The venture stated above is basically oriented towards society building and not earning revenue. For such causes not only public or private sectors come fore for help but the individual contribution also remain high. Once achieving success at lower level this NGO has a great potential not only to spread its scope in the country but claim its stakes internationally in a bigger way.



Mehak Arora

Visualize Your Dream Venture

When I got admission to an MBA in the healthcare management program. I was so clueless about what I had to do in my life. As I am from a commerce background, I do not know much about the healthcare industry. It was a bit difficult for me to learn new things. But with the guidance of mentors, it was easy to learn new things and mentors have helped me to realize my potential. We have always learned in class that in India there is constant change in the healthcare sector, especially after the pandemic. There is a lot of advancement in technology concerning the healthcare industry.

We have seen that people can easily book an appointment on their mobile phones. Now they don't have to wait in long lines for their check-up.

But there are many people who live in backward areas where there is no access to basic healthcare facilities they have to travel to big cities in case of any medical emergency. Due to this many people lose their family members. Also, there are many people who have no idea about hospitals so they don't get the proper treatment. So, by keeping this thing in mind I want to do something to educate the people of India and to provide people with basic health facilities near their hometown so that they can get the proper and in time treatment.



Mehak Rani

How To Visualize Your Dream Venture

Visualization is quite simple. You sit in a comfortable position, close your eyes and imagine in as vivid detail as you can – what you would be looking at if the dream you have were already realized. There are few tips and tricks that we can use to stay motivated and achieve our desires faster, one of these tips is visualization. This where we use our imagination by focusing on mental images to create visions of exactly what we desire.

There are many smaller activities that you must perform before you achieve your dream. These activities build upon each other and prepare you for your ambition. Before you can focus and believe in a dream, you have to create an idea what it looks like and for me, I want to open a female fitness centre on my own and being a healthcare student, my responsibility will be increased to create more awareness about health, fitness, healthy diet, requirement of protein and other nutrition on everyday especially for woman's because in our society most of the times woman are unable to take care of their health.

So, I want to open a fitness centre particularly for females. I know this is not an easy task, before going into this first I want to work in a very prestigious company to upgrade my skills, learn many of new things such as technical skills, problem solving skills, leadership, time management, strategic thinking and many more. I believe that my future plan for opening a fitness centre would definitely work because it is the actual requirement of everyone to stay fit but here the point is for females so may be there will be chances of many obstacles to come but I have faith in myself that I will tackle those difficulties firmly.

“Dream it then make it happen”



Mehakpreet Kaur

Dream Venture

Language learning is a big business. In India, the socio-economic status in society is approximately in line with a person's fluency in English, and for millions, proficiency in this language has come to be seen as a key to prosperity.

English is a language that is preferred in the corporate sector. In many parts of India the youth and even the adults have all the knowledge and skill required at their work place but sometimes their knowledge is not appraised but their verbal skills matter a lot.

Keeping this in mind, I would be pleased to help increase the vocabulary and fluency of the people who really want to learn and grow in the corporate world. So my Dream Venture is to start my own English Boosting 30 Days Challenge Courses. COVID 19 has pushed learning on online mode. So my course would be conducted through this online mode itself.

About the Course- The aspirants who wish to learn English can join the online course through any device and it would be a 30 days course which will help motivate the people to speak and enhance their vocabulary. Speaking English will reinstate confidence and self-esteem in the aspirants.

My mission would be that lakhs of people would attend my course so that they do not get rejections in the corporate world only because of this language barrier in spite of having all the knowledge of their respective works.

In the end an inspiring quote by **Anthony J.D'Angelo:**

**“Develop a passion for learning.
If you do, you will never cease to grow. ”**



Milan

Everyone has a dream to achieve something in his/her life. I have also a dream to become a doctor and want to serve people and try to provide the best healthcare services majorly focusing on that section of society who are not much aware and not focusing on their health. But the future is unpredictable and you don't know where life takes you in the future. So, after my secondary education, I took medical stream, and parallel I started preparing for the medical competitive exam. But unfortunately, there were some family problems due to which I was totally disturbed and unable to crack the exam and I was totally demotivated. After senior secondary education, I took one year drop out and then completed my graduation. Now I am pursuing MBA in healthcare management. I never thought that again I will enter the healthcare industry into its management side and serve people. I came to know how the healthcare industry works and most importantly know the role of healthcare managers is equivalently important as that of doctors and nurses. Now I have my dream to serve people with the best services and create awareness among people. The government has started various policies for the benefit of people but not all are aware majorly the poorer sections of society so, I want to provide knowledge to them and tell them how these policies will be beneficial for them.



Muskan

Dream Venture How I visualize my company to be

A bird cannot fly without feathers and a person cannot flourish in life without any aim. Ever since I can remember, I have always wanted to be a professional working in an ideal company that will turn my innovative ideas into reality. A workplace that will provide me with the things that lead me a happy, meaningful life, both professionally and personally. A company where I can utilize my unique qualities and capabilities in order to offer my best to help the company in achieving greater business goals and profitability. As all of us know, work can and can't be enjoyable at times, I would love to work in a casual and healthy work environment where a company has open door policy to reach the senior authority for a heart-to-heart discussion, if needed. A professional schedule and decorum is a must for which patience and understanding will be the key features. A place where the needs and wishes of every staff member is considered, even if it is about the design of their cabin. As I think that a person can work well and feel fresh in a wishful environment and give better results as compared to in a stressful one. A company that acknowledges, a job is only a part of a person's life and shouldn't overwhelm them. As I think that promoting a healthy work life balance is one way that a company can show that it values its staff as people and respects their time, interests and desires. The work environment should be exciting and managers must be asked to add value regularly to learn new skills. Not just this but I don't just want to work in a company but also want to work for a company. A company that has a clear mission and vision statement to provide high quality service that specially align with my commitment to make the end user happy. A company that will value its employees and encourage them to put forth their points. A place where everybody works together to use everyone's talents and produce the best results. And then I would prefer a transparency between all the staff members in order to maintain qualitative work and strong foundation. To sum up my dream company is quite idealistic. It is a socially responsible organization with corporate culture based on mutual understanding and support. A corporation that will consider needs and interests of all connected in some way with the organization, not only those who have financial relations with the company's profit.



Nandini Mehta

I realised my dream is being a part of 'HEALTHCARE INDUSTRY' since I completed my matriculation. I started my journey after that only and started taking minor decisions by choosing medical stream for higher secondary education and started taking tiny steps for climbing the ladder towards my dream. Then after that I started preparing for NEET entrance to continue my path. I got selected for pursuing my graduation in BDS (BACHELOR OF DENTAL SURGERY) from Himachal Pradesh University. But to be honest as you know getting BDS seat is never an easy task for anyone and same was not for me also but it happened only because of the hard work and consistency.

After completing my graduation I got an opportunity to be 'LECTURER' in the same institute from where I was graduated. I worked there for almost 1 year 8 months. While working there I developed the leadership quality as I was supposed to teach the batch of 100 students. I was providing my students best of my knowledge by sharpening their practical as well as theoretical knowledge throughout my journey.

But my ultimate dream was to create the best 'HEALTHCARE INDUSTRY' in the history. So now I want to tell you that there is this tradition of doing MDS(Masters of Dental Surgery) everyone guided me to do same but my inner extinct never said yes to do that. Then one day I took the final decision and aimed to take the major step towards my ultimate goal.i.e. doing MBA in Healthcare Management because working in the same organization would never lead me to reach my ultimate goal. So here I am to make my future bright and sharpen up my existing skills and develop new skills as well. Talking about my 5years plan from now I want to be a part of reputed hospital (say FORTIS HOSPITAL OR KOKILABEN DIRUBHAI AMBANI HOSPITAL) and will try to develop my skills throughout my journey in this industry. As we all know there is no date to stop learning so I will continue it till the end.



Neeraj Bhatia

Those who think they have no time for bodily exercise will sooner or later have to find time for illness.

With this quote, I have made a plan to open the charitable hospital to aware the people about various health problem occurring in their daily life.

So that why after completing my graduation, I pursuing the MBA in healthcare management. I provide the primary health care to all needy and poor people of the society.I also focus on cost-effective, high-quality care system.

This is a biggest challenge to open a hospital at an initial stage. First, I focus on working in a hospital as a healthcare manager to know about various knowledge and rule criteria of the organisation. Main problem of healthcare is cost, so govt start Ayushman Bharat policy to help the needy, and my aim is to provide the knowledge of these policy.

“If your teacher, coach, or mentor believes you can do something, you’re more likely to do it.”

— Gwen Moran



Neetu

My Dream Venture **Online Pharmacy Store**

One of the evergreen medical services business today is drug store. In the current scenario everyone is not comfortable in moving out of their homes to buy little stuff due to busy life schedule, specially in the COVID times due to infection. Even not possible for the old age people to move out and bring their own medicines. Everyone is eager to arrange things via telephone and hoping to convey things at their door steps directly.

This is an expansion of normal retail pharmacy

We should make web-based booking in your city or locality and deliver the drugs to the needed not only in tier 1 and 2 cities but in all cities.

We can also consider franchise opportunities like PharmEasy etc

This small change can bring a great difference in someones life.



Nilakshi Thakur

My Dream Venture

I have heard it said that dreams may become a reality, and I, too, have one. I would start with the very beginning when this idea hit my mind. It was covid time and I got a pet dog at home. Slowly and gradually, it became a part of the family and from then onwards I became a pet lover. But when one gets a pet comes with it great responsibilities one of which was taking him to the vet who had his own pet sitting business as well. I just spent some hours there and was mesmerized by looking at so many pet dogs there. That was the day I decided that I would go in with the idea of starting a pet sitting business which will provide immense joy to my heart and mind and it can also be a very profitable one as the pet industry is growing so rapidly, and people are ready to put money where their (hearts) pets are, just it requires a pinch of proper planning, execution and hard work. The most important step in starting any business is to complete your business plan and staying focused on it from the very beginning.

My venture will commence in pet sitting along with a very unique add on that is while pets are being taken care of, their masters/owners will be taken care of too. This means that the owners can relax and have a grooming session too while their pets are doing the same on the counterpart, and this will be the Unique Selling Proposition (USP). In the coming future I would also diversify my services into the new verticals that would emerge, one which I have thought of including once the business commences at a good pace is pet portrait. I have planned a series of steps that will set guidelines for me to make my business effective. Very firstly, I will have to choose a suitable name for my pet sitting business and then develop a business plan. I will have to choose the legal structure. But the major challenge while starting any venture that comes to the mind of any entrepreneur is regarding financing of the venture. The same arose in front of me as well so I thought that after completing my education, I'm going to get a job and will start my savings so that there may be an amount with me to invest in my business afterward. If savings won't be sufficient enough, I have planned to apply for a loan from the bank which shall finance my business. I will start searching for the start-up funds and the investors for my business (in case to carry on a large scale). All the arrangements including credit card, business bank account shall be done. The licenses and the permits and insurance will have to be catered to. Selecting a proper location for my business will also be a challenge that will have to be managed. Flexibility in the working hours would also pose a challenge. One drawback would be tie up with a vet to cater to the emergency and the medical know-how. After every arrangement has been made the most important thing that would be my focus would be the marketing of my venture because that would be the only my survival, retainer and growth tool. Finally, keeping a budget in mind while running business would be very essential. Once all these aspects are decided, the last step would be setting up the unit. I have started acquiring the skills required for the same and I am sure that the MBA degree I am pursuing would be an add advantage to it. Through all these efforts I believe that one day this dream would become a reality.



Pallavi Chawla

“Dare to dream big, living without dreams is like body without soul”

We all have one life and I believe that everyone should dream big. I am also a dreamer and a fan of manifesting. I came across this term ‘manifestation’ from a book and now it has become a part of my life. It basically means to believe and feel that whatever you want in this life or whatever you dream of is already yours. Besides this, one has to work hard to achieve those dreams.

I had completed my graduation and post-graduation in commerce stream but I always wanted to help people in pain or those who are suffering from diseases and could not afford the services of the hospital. After my post-graduation, I came to know about MBA in Healthcare Management. Then I realized that it was the best opportunity for me to help the ill people in need. I always thought of opening a hospital with affordable prices and good quality services and gaining knowledge of this healthcare industry is the first step. The next step would be to work at organizations which will help me enhance my knowledge based on hospitals and how it basically works. After working for few years, I will then start building my own hospital which will be a multispeciality hospital and will have the best doctors with the best knowledge and experience in this field. I am privileged enough to join Chitkara University for this course because I am already exploring my potential here. The department of Healthcare is making a lot of efforts as they plan visits to the hospitals, invite amazing people who have a lot of knowledge and experience in this field which helps all of us to broaden our horizons.

Hospital visits have helped me a lot to have a closer look at how this industry actually works. I am now aware about many departments in the hospitals and what equipments and tools are used. I am also learning about the IT sector which plays a major role in healthcare industry.

It feels good to imagine that one day I will be helping people by providing them treatment at affordable prices. Seeing them happy and healthy will be my greatest win. I can already see my dream coming true with help of such amazing faculty at Chitkara University.



Parima Sharma

How I visualize my venture to be?

Many entrepreneurs draw up business plans for new venture to make various marketing, pricing, financing and other projections. Starting a new business is essentially an experiment. Implicit in the experiment are a number of hypotheses that can be tested only by experience. The entrepreneur launches the enterprise and works to establish it while simultaneously validating or invalidating the assumptions.

To give my venture an event milestone maximum learning value, the business plan must define the events completion so that the managers can test any assumptions they make.

My venture will commence in the clothing line, since there are many positive impacts of fashion trends on the society as it creates new employment opportunities for many upcoming students.

The new and trendy formal fashion-designed clothes, enhances the look of the wearer and also gives the person the confidence to perform efficiently, especially in an interview.

Although a clothing brand isn't a profitable business but the venture that will be setting up will be for the poor who cannot afford branded and pretty clothes.

My business will provide stylish and popular designed clothes at a cheap cost almost the cost from a thrift store despite the fact that clothes will not be thrifted and that would be my Unique Selling Proposition(USP).



Prachi Mittal

Dream Venture

My dream venture for a consulting firm would be a company that specializes in sustainability consulting. This firm would help businesses and organizations to become more environmentally friendly and socially responsible by providing them with expert advice and practical solutions.

The firm would have a team of experts in various fields such as energy efficiency, renewable energy, waste management, and corporate social responsibility. These experts would work closely with clients to understand their specific needs and challenges, and then provide customized solutions to help them achieve their sustainability goals.

In addition to providing consulting services, the firm would also offer training and education programs to help businesses and organizations build the knowledge and skills they need to become more sustainable. This could include workshops, webinars, and online resources on topics such as energy efficiency, renewable energy, and sustainable business practices.

The firm would also have a strong focus on community engagement and would actively work to build partnerships with local organizations and stakeholders to promote sustainability and social responsibility. This could include working with schools and universities to educate students about sustainable practices or collaborating with local governments to promote green initiatives in the community.

Overall, my dream consulting firm would be a leader in the field of sustainability, helping businesses and organizations to become more environmentally friendly and socially responsible while also promoting sustainability in the community at large. I know it's not going to be easy but not impossible to do and I believe if we have a hunger for something we can achieve it.



Prachi Sharma

“ My Dream Venture”

Let your dreams be your wings.

Life isn't about finding yourself but it's all about enjoying every moment of it weather it's up or down.

So, to begin my story I'll start with the person I admire the most i.e. my mother she's the one I always wanted to be like, who always deals with the situation peacefully and with a great smile. Everyone has a role model in their life in mine she's the one who always taught me to work on myself to start again when I fall down. Keeping all these thing in mind I'm taking small-small steps towards my dream i.e. to start my own company and to achieve a dream we should have faith in ourselves, vision, determination, dedication and hard work. By each passing day I'm adding the tools which will help me in near future.

I'm pursuing my master's M B A in Healthcare, till now it's been a great journey. Every day I'm Exploring My Potential and by each passing I'm learning new things which would definitely help me in my near future to start my own company.



Prerna

My Dream Venture

For the success of anything in the world, it is necessary to have dreams.

It is important to have goals or dreams in mind when considering something you want to change or accomplish in your life. It's also important to break it down into steps, to take action, and to find a way to enjoy the journey. After all, a big part of the journey is to rediscover our true nature of joy and bliss.

As from medical background, I always wanted to work in hospitals. And during covid-19 pandemic I have come to understand the importance of doctors and other healthcare professionals in our life. By treating patients with dangerous diseases, they put themselves at risk always, not just during this outbreak. During that time I realised that I need to work for my this dream. So grabbing the opportunity and achieving the next step I started pursuing MBA Healthcare Management.

I have set my goals for which I am working on. Want to start my journey from a manager to CEO and learn and grow.



Priya Rani

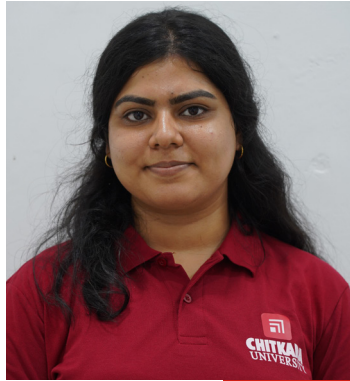
Greetings!

I am Priya Rani from Patiala, Punjab. I have done my schooling from Dayanand Model High School, Patiala. After that I did Diploma in D pharma from Govt. Medical College, Patiala and graduation in B.Sc.-Medical from Public College Affiliated from Punjabi University. Now I am pursuing MBA, Healthcare in Hospital Management.

My motive is to provide services in hospital or healthcare industries, that's why, earlier I did diploma in D Pharma but due to some reason I was unable to continue in a B Pharma. That's why I decided to be graduated in B.Sc.-medical and have masters in healthcare management and proceed towards my aim.

My vision is to establish a Multifunctional Hospital service with IPD, OPD and in home healthcare services. In-home healthcare services such as nursing, physical therapy, and assistance with daily activities. Such a healthcare service can be a convenient and cost-effective option for patients who need medical care but prefer to receive it in their own homes with family.

A platform that can network healthcare professionals who can provide in-home services and establish a system for scheduling and coordinating those services based on patient needs.



Priyanka Raina

My Dream Venture

You have to dream before your dreams can come true.

-A. P. J. Abdul Kalam

As said by Dr A.P.J Abdul Kalam we should dream before till our dreams can come true. It is only in our hands how much we can push ourselves to go beyond the limits.

We should never limit our dreams ourselves to fulfill that as it's our right, it's our own growing imagination, our goal.

We should never let anyone dim our inner light.

We should trust the process. We should have faith in ourselves that we can do this.

Talking about my dream, I want to create a health education app named 'HAPPYU'. This app would promote health. It will create awareness about the health of an individual. As healthcare is our basic need. To have good health an individual should have enough knowledge to live a good and healthy life.

Basic strategies for health promotion

- . To boost the factors which encourage health.
- . Enable allowing all people to achieve health equity.
- . Mediate through collaboration through all sectors.

Features of HAPPYU app

- . This app would be accessible in all local languages
- . Health activity tracking
- . Symptoms checking feature
- . Live video consultation
- . Multi Device support
- . Cloud integration
- . Use of block chain

"You have already come so far, and you can only get better from here"



Priyanka Rana

My Dream Venture

"Always DARETODREAM. For as long as there is a dream, there is HOPE, and if there is hope there is JOY IN LIVING"

Here, I thank my parent for where I am today. I DARE to DREAM. We all have our success and failure stories I have mine. I wanted to become a doctor and for that, I worked hard (in the year 2017) but I could not able to achieve my dream and this was the biggest failure for me. After this, I was unable to think about what to do next, I cracked other competitive examinations too but I just wanted to pursue only MBBS. In 2019 I joined Chitkara for my Bachelor's degree in Medical Lab Sciences and after two years of academics, I went for an internship at Fortis Hospital Mohali. And there I met with a person who motivated me and guide me to pursue my MBA in Healthcare Management. And from there I got an instinct in my mind that by this I can also work in the hospitals, I can also serve people by providing them easy access to healthcare facilities. And now I am here pursuing my MBA in Healthcare Management and I am working hard to achieve my goal and accomplish my dream. I want to thank the almighty, my motivators, my parent, and my mentors. Now, I am going to accomplish my dreams just because of them with full of contentment. Because whatever you do in your life if you are not contented, it is all for nothing.

"Set a GOAL that makes you want to jump out of bed in the morning"



Rajat Atri

**“If you can’t fly then run if you can’t run then walk
if you can’t walk then crawl,**

but whatever you do you have to keep moving forward to achieve your DREAMS”

“Always nurture your inner childhood dreams, life will become beautiful.” From my childhood, I had a keen interest in technology, how it is working and how technical things are playing a role in our day-to-day life. This is how it becomes my DREAM. But also my PASSION is to work in the healthcare industry. Due to some family circumstances, I was not able to follow my DREAM.

So as everyone has a PLAN-B also I had that PLAN-B which is my PASSION for working in the healthcare industry. During my Master’s internship at Fortis Hospital, Mohali for six months I got to know about the clinical parts of Lab Medicine, but also I was very curious about the software on which machines of healthcare labs work and how this whole hospital is interconnected through each and every department. After that, I got a job opportunity over there as a Scientific Officer during the Pandemic time (COVID-19 outbreak). While working as a full-time employee in the Corporate hospital I learned a lot of things about healthcare. But the main thing I noticed is in the healthcare sector that technology is playing an immense role in patient care. And from there I got an instinct that being in the healthcare industry I will be able to follow my DREAM by working with technology. So I got the idea that by designing effective software for machines, And by this also I can serve people in the healthcare industry by providing easily accessible medical facilities. I wanted to work with multinational companies to bring new technology into the healthcare sector in future.

So I enrolled myself in “MBA in Healthcare Management (Specialization in Health IT and Analytics)” here I got an opportunity how I can retain my PASSION for chasing my DREAM.



Rashmi

My Dream Venture

Stay focused, go after your dreams and keep moving toward your goals.

As I’m pursuing MBA in Healthcare Management, i have a keen interest in managing health Information system. Start-up is a big step as for a middle-class student, but we should always step out of our comfort zone to achieve our dreams and can say that dreams come true, you just had to be consistent and risktaker. As we know that medicine became one of the most important part of our life. Here I decided to start my own pharmacy care with best quality services and care. My first inclination to become a pharmacist rose out of my concern for others. A significant part of my character is devoted to caring for other people and contributing to their well-being. Though I have not yet gained any work experience in the field, through observation and personal experience, I have learned that the health professions are dedicated to this same mission. When I visit the pharmacy and receive consultation about a medication from the pharmacist, I feel that I am being taken care of and helped in a meaningful way. Pharmacists give patients a sense of reassurance that they are cared for and instill trust in patients that they are being treated as individuals.

I would like to become such a person who is actively involved with treating patients with great care. More importantly, I am excited to apply the knowledge I have gained through my education to my daily life and career. Being a pharmacist will allow me to incorporate what I am learning at present into my career, while gaining new knowledge as technology is enhanced and new discoveries are made.



Ridham Vij

My Dream Venture

Every one of us wants to be something when we grow up. We dream to do something big right from our childhood. There are millions of job professions to choose from. And a specific profession we choose is called a Dream Job. Having a dream job would definitely help you to be on track to achieve your goal in life and aim to be there.

My dream is to become Big Data Engineer. But I did B.Com in my graduation, so I was running out of my track. But now I choose a Healthcare IT specialization in MBA from Chitkara University to continue my dream. It's not easy to change our line from commerce to IT because there is a big difference between them. I have to do a lot of hard work to achieve my dream.

As of now, I am pursuing MBA in Healthcare Management (Specialisation in IT), so my dream company is PharmEasy. It is a pharmacy ordering platform that allows users to order diagnostic tests and medications online. Users can use the app to order medicines from nearby pharmacies and collect samples from nearby labs for diagnostic testing at home. In addition, they can use the site to upload images of their prescriptions and place orders from local pharmacies. Users can also search for Diagnostic tests and book diagnostic tests with home sample collection. The platform also sells supplements and other healthcare products.

So, as this company does online business. I want to become the CEO of this company. I know this is difficult, but my hard work will pay off. I have to start my journey with a low job profile in this company or any other company and grab a lot of experience and knowledge. After some years and enough knowledge to become CEO, I will apply for the CEO post of Pharmeasy Company. And I wish I will get it.

Thank you



Rishabh

My Dream Venture

Virtual Doctor Meeting

"The best and most efficient pharmacy is within your system".

During the Covid-19 period, many people face problems. Many patients suffering from diseases like diabetes, blood pressure, HIV/AIDS, malaria, etc. are not able to get concerned with doctors and many of these patients die because they didn't get a proper regular checkup.

Virtual eyes equipment that is 'E- Glasses' that people will apply on their eyes and can contact doctors virtually.

In the future, I want to develop an innovation called 'E- Glasses' which will help patients to meet doctors.

So How it is Useful?

- Nowadays all of us are working in an organization or in a company during those hours many parents can't take care of their children. They can use this equipment to meet the doctors.
- Convenient for both patients and doctors.
- Doctors are able to give their services globally.
- An virtual eyes equipment 'E-glasses by the doctor which people will apply on their eyes and can't contact with doors.

So I believe that E- glasses are an efficient and effective way to fulfill my dream to become an entrepreneur.



Riya

Theme Based Restaurant

Concept : As in today's world people are indulge in social media more and on entertainment sites and learn so many things from different series or movies which them die heart fans of characters which involve in that series. So that theme based restaurant can attract that bunch of people and give them happiness.

Problem : Many people in big cities are fed up of typical restaurant culture and environment which is the major reason low sales of restaurants and people prefer clubs or café over restaurant.

Solution : Theme based restaurants can give second chance to lead in market and become hero in society once again as before it will have paintings on walls depicting the story of series and environment like furniture and some light music related to that series can give same feel to die heart fans of entertainment. Series called "F.R.I.E.ND.S" which give major goals on friendship people go for outing mainly with friends to spend quality time and make memories.

Target Market : This will target people of age mainly 18 to 25 (youngsters) for which friends are above everything as it is rightly said "A friend is one of the best things you can be and the greatest things you can have"

Its ambience will become the major source of attraction of youngsters as they are mostly photo-holic persons.

Business Model: This type of restaurants will generate revenue from youngsters by serving English menu items which can increase the craze among friends to try some English food and can go with your themes also.

Marketing and sales : This will marketed by through social media influencer so that it can reach to many youngsters and group of people who are foodie and always wanted to try something new in food as it will also marketed through food vloggers as their cuisine also different from other restaurant.



Riya Chauhan

Dream to Make a Difference: The Journey of Opening an NGO

"The purpose of human life is to serve and to show compassion and the will to help others"

-Albert Schweitzer

I have a dream of opening an NGO that helps underprivileged communities around. I envision an organization that is dedicated to improving the lives of those who have been left behind by society and that works tirelessly to empower individuals and families to break the cycle of poverty. I believe that by providing access to education, healthcare, and basic resources like food and shelter, we can give people the tools they need to build better lives. The NGO I dream of would focus on providing education and job training programs to young people so that they can learn the skills they need to succeed in the workforce.

We would work to raise awareness about the issues facing underprivileged communities and push for policies and programs that will help to uplift these communities and give them a brighter future. Ultimately, my dream for this NGO is to create a world where everyone has access to the resources and opportunities they need to build a better life for themselves and their loved ones. I believe that by working together, we can make this dream a reality and create a brighter future for all.

I have a dream of opening an NGO,
To help those in need, to make it so
A place where the underprivileged can grow
And build a brighter future, they'll come to know
Home for education and job training
For young minds to gain, without straining
Clean water and basic sanitation
For all to have access, without hesitation
Food assistance and aid to provide For those who are struggling, to survive
Advocacy for policy change
To reduce poverty, to rearrange
Together we'll work, hand in hand
To empower and uplift, to take a stand, A world where everyone has a chance
Is what I dream, for this NGO to enhance
Let us strive to make this dream real For a brighter future, let us seal
The fate of the underprivileged with care For a better world, let us prepare
My dream is to open an NGO To empower and aid, to make it so.



Rupinder Singh Kainth

Dream Venture

The idea of having a venture of Trams in city beautiful Chandigarh, came in my mind when I visited to Melbourne and had this great experience while travelling on streets of city and thereby it became a dream of seeing trams running on the roads of Chandigarh. This will act as a leisure activity and a fun experience of travelling in city not only for rich people but also for everyclass of residents in Chandigarh. Trams have regained their importance in Chennai too and it looks too good to see these trams being in service for the citizen where a person can have completely different experience. This act will also encourage the resident to travel to their work in public transport which will also decrease the pollution level in the air of the city.

The target audiences for this idea will be the people who travel on daily routine such as students traveling to their respective school; colleges and employees travelling to their work places and also the tourist who have to see the various spots of Chandigarh.

The company will be aiming at customer satisfaction of all classes for which every member of the society is able to enjoy after boarding this tram at an affordable price with great experience. We would also work on giving the best service by providing a proper schedule of trams during the rush hours so that it does not create a chore amongst the people.

We would also aim at providing awareness to more and more people to travel using the trams to keep the city neat and clean with having an objective to reduce pollution to minimum. The company will also try to keep the waiting area more comfortable of all the individuals of different age groups, so that the senior citizens and people with some disabilities are always given the priority while boarding the tram. A different small area for kids will also be prepared.

I hope and I wish that this will help a lot in reducing the traffic and pollution in the city and will also be enjoyable journey for residents while travelling from one spot to other at an affordable price.



Sagar Tyagi

Dream Venture

When you invest the same amount of energy in your dreams as you do in your anxieties, miracles begin to occur. Dreams shouldn't be one of the many unimportant things in life. The most wonderful sensation you will ever have is working for your aspirations, and once you turn those dreams into visions, your life's motto will become clear.

I've always wanted to help others, and I'm interested in the medical field. In terms of helping people, what could be more important than ensuring that they live healthy lives?

"Providing a healthy life and to serve others with honesty" is my vision.

Since I am pursuing an MBA with a concentration in hospital management, I have already begun along the road to achieving my objective. My immediate objective is to comprehend many people's needs, but my primary focus is on serving the LGBT (lesbian, gay, bisexual, and transgender) community. These are the folks who don't have access to the greatest medical services.

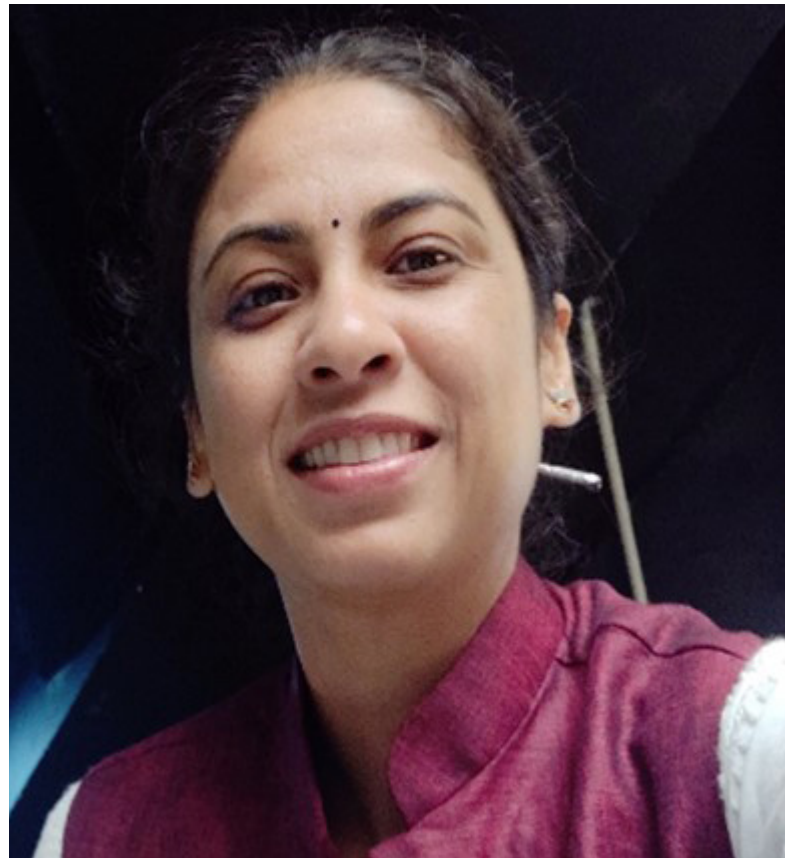
However, working under others limits what you can do, so here comes my major goal, "to own my own Hospital", which will enable me to move closer to my desired outcome.

Opening a hospital is not a simple undertaking since there are numerous obstacles in the healthcare industry. First of all, the financial aspect is important, but money is not everything. Next is the competition. In the healthcare industry, there are many well-known names, which increases rivalry, but it also provides you an edge to offer superior services to others. There is no reason to be concerned as long as your work is moral and benefits society. We don't have to start at a giant step; we may start small and work our way up later.

The biggest barrier preventing the poor and middle class from receiving the necessary care for a better life is cost, and for the middle class, health insurance is the greatest answer. Through my hospital, I will raise as much knowledge among the populace regarding insurances as possible. Ayushman Bharat Scheme is a godsend for the underprivileged. To ensure that the impoverished receive the benefits, I would give priority to Ayushman patients. The most crucial thing is that your efforts and enthusiasm will bring you closer to your goals.

**"No matter how many times the world fails us,
never give up on your aspirations."**

THE MENTOR SAYS.....



Dr. Kiran Mehta
Professor & Dean
MBA-Finance & Banking

“Decision making is easy when your values are clear.”– Roy Disney

God has embedded vision and potential for leadership in every human being indeed. A leader brings out the best in his/her team members. He has the art of influencing people and concentrates on bringing positive output to the organization. A leader must be a leader at three levels, i.e., personal, professional, and social. He showcases examples of high esteem.

All of this may be accomplished by consistently educating oneself via activities such as reading, exercising, doing self-evaluations, and taking in uplifting aspects of everyday life. However, in this day and age of misdeeds and scandals, the current leadership must be replaced with ethical leadership. The ethical leaders of a business are required to act as role models for their employees by establishing behavioural boundaries inside the company. Even their supporters have the belief that they behave ethically. Although ethical leadership has many obstacles, taking those steps will make the journey more fascinating and engaging.

The Honourable Chancellor Sir is a man of the highest moral standards and honesty. He embodies a leader of high moral standards in every way. N He has shown how crucial it is to consider ethical principles while making various choices. He has exemplified how ethical considerations are essential in various decisions. Therefore, one must attend his lectures to learn both leadership and ethical conduct.



Samriti

DREAM VENTURE: “Empowering Homemakers”

A dream is not a plan. It is the first inspiration, the heart at the start of your venture. That’s why we don’t say no to any person’s dream.

It can be of any type either to become a star or entrepreneur, or to do any type of work that makes the person happy and fulfilled. Every person has dream at a certain time but there are many who are not able to fulfil their dream. So, I have a dream to fulfil the dreams and desires of those “many people”. The many which I am talking about “Homemakers”

In our society people believe that homemakers are considered to take care of household chores and their family only. Due to lack of knowledge and support they create their imaginary space/boundary which is full of discomfort and a lot of negative thinking which affects their way of living. They often face challenges such as isolation, lack of support, and limited opportunities for personal and professional growth.

So, my venture would involve creating such a platform for the homemakers in which they can fulfil their dreams. We will provide the services that cater to the needs of homemakers. These could include regular / online classes and workshops on various topics such as cooking, budgeting, home organization, and the most important self-care. This venture aims to address these issues by providing resources, connections, and opportunities for homemakers to empower themselves and improve their daily lives. In addition, the venture could sell products such as homemaker-specific tools, equipment, and home decor items.

The venture would more focus on the mental well-being of the homemakers. As they always remain at home so we will more focus on the development of their thinking process. Prioritizing their mental and emotional health through therapy or counselling.

This venture is feasible as there is a large market for products and services catering to homemakers. Additionally, there is a growing demand for online classes and workshops, as well as for platforms that connect people and offer support. The venture could be started on a small scale and then scaled up as it gains traction.

This venture is unique in its focus on homemakers, as well as its emphasis on empowerment and personal growth. Additionally, the combination of offering both products and services, as well as a platform for connection, sets it apart from existing similar ventures.

Overall, the venture “Empowering Homemakers” aims to provide resources, connections, and opportunities for homemakers to empower themselves and improve their daily lives, while also breaking down societal stigmas and recognizing the valuable contributions that homemakers make to society. It is feasible, has a large market, and it is unique in its approach.



Lt Col Sanjay K Tkakur

My Dream; My Desire

Dream as the word describes is your passion and desire for something you like and love to do. Being from a defence background, I was fortunate enough to see Army life from my childhood. I was very passionate about the Olive Green uniform and love to see different places and cultures of our Country as my Father used to get posted after every 2 to 3 years to different places across India. It became my childhood dream to join the forces and finally the opportunity came and joined **Officer Training Academy, Chennai** in 1999 and got commissioned in the Indian Army (Corps of Engineers) in Mar 2000. Being from the technical arms, my endeavour was always to learn new things and keep on upgrading my technical skills and education.

I was fortunate enough to secure a seat in IIT Chennai for my Post Graduation and did my M. Tech in Structural Engineering with a high standard of knowledge and learning value. I was also able to implement my Engineering knowledge for defence forces by designing Bridges, Habitats, Overhead Tanks and Roads in Army Cantonments. It always gives me a sense of pride on accomplishing these milestones. Being a sports person and having a love for the game of golf, I took out time of my busy schedule to pursue my hobbies. I also must give credit to my organisation for giving me the conducive environment and golf facilities to pursue my passion for golf and within a short period with a lot of hard work and training, I was able to accomplish my immediate goal by becoming part of Army Golf team and representing in National games in 2022. But the journey doesn’t end here, I am continuing my passion for this game with the ultimate aim to play and win a medal for my country in an international forum and also to become an ambassador for this game to the new generation.



Sajal Kalra

As Mahatma Gandhi said, **“the best way to find yourself is to lose yourself in service of others”**.

I have always explored the better meaning of my life while serving others. It was something that inspired me a lot. With the intention of serving others, I even started a group called HHC-Helping hands for children when I was in 10th standard. We were 12 boys in the group working to help the needy. We even tried to register the group as NGO but I wasn't eligible for registration at that age.

So I focused on my academics and pursued diploma in pharmacy. Pursuing the diploma gave me a lot more options to fulfill my purpose of serving others. It was when I came to know about MBA in healthcare and how I can work to start my hospital after pursuing it. So I did my Bachelor's in pharmacy and thereafter I took admission in MBA at Chitkara University. As my new journey starts when I took admission in MBA healthcare and it is the best course to gain more knowledge about hospitals and how all departments work in a hospital. I aim to make my dream come true and have my hospital with a clear path after my MBA in healthcare. I am thinking of doing a job for 3-4 years to gain more knowledge and experience. Then after a few years, I will take initiative for my hospital.



Sapna Saini

M.K.A. Boutique

Every person dream and tries to make it come true. similarly, I also have a dream which I have been seeing since 7 years. I should have my own boutique and its name should be “MAA KA AACHAL”.

Vision

- Distribute the network in 2-year whole state.

Mission

- All needs of the customer taken care and they will be given the best service.
- Apart from this, customized products and dresses will be ready-made to the customers.
- Customer can receive quality in their budget.

Organization team

Goal

- Provide good quality of fabrics in dresses.
- Everyone feels comfortable and happy in the boutique.
- When everyone comes in boutique, then their every desire comes true which one he or she wants.

Objectives

- Unique design of dresses that will be both visually attractive to customer.
- Provides employee training to ensure the best dress designed.
- Keeping the customer happy will be our 1st priority.
- Our kept the price may be satisfied with customer, its full heart will be kept.

Competitive Strategies

- Self-designed dresses will be given.
- Comfortable fabric dresses provide less price.



Col Sarabjit Singh Khosla

My Dream Venture

Global warming, air pollution, water stress, adulteration, garbage disposal, extravagant use of energy are some of the issues which should trouble every citizen of this country everyday. My dream venture is to build a sustainable eco sustainable housing spread over around 200 acres. All houses will be build using green building and Energy Conservation Building Code (ECBC) norms making maximum use of natural and locally available material.

The premises will have a tertiary sewage treatment plant. The grey water will be used for non contact purposes. The locality will be carbon neutral and will have ample solarphoto voltaic plant in the hybrid mode. All residents will be encouraged to grow some vegetables and herbs in their gardens. Some land will be earmarked for organic farming which will be done by local people under supervision of residents. There will strong focus on sports and open areas. Garbage will be recycled, treated and disposed of within the community as far as possible.



Shagun Jain

Dream Venture

“Let your dreams be your wings, if you can dream it, you can achieve it”

Every person in today's generation has a dream that they want to pursue in the future. Every parent has a vision for their child and what they want them to achieve. As a result, a student rushes to pursue their dreams and passions.

Some business ideas come from a long-held dream to turn a hobby or passion into a profitable life's work. However, most of these businesses require significant time, energy, and initial investment to begin. Now, I visualize my daring journey or venture I can say as an HR MANAGER initially.

I feel this role is the best starting place for me to learn. HR is a binding component of any organization, not only do they have a strong understanding of an organization's priorities and challenges, but they also can influence the future of the company based on the employment decisions they make.

Concerning social relevance, HR plays a major role. During a pandemic, many have gone through trying situations, anxieties, and fears, it's very important to engage employees of the company. I think that creating safe spaces where people can come together within the organization is effective.

Now, after I have gained some knowledge in HUMAN resources. so I wish to embark on an entrepreneurial journey as an HR MANAGER in a top-level MNC company and wish to see a hidden leader in me. **THANKYOU!**



Shakshi Devi

My Dream Venture - Education turns the table

“Businesses need to go beyond this interest of their companies to the communities they serve.”

-Ratan Tata

The sky is an open limit to learning and serving in the real world, so this dream venture aims to serve the earnings of society for society. Arranging a startup needs remarkable thoughts on which we can work. I decided to choose this idea for my startup because this one-word education plays an important role in our life not only education is important but the right and best education is important. I saw many NGOs and organizations working in the same field as well but as we say there are no end limits to learning and serving so this is my hope for this venture.

The idea behind the name – Education turns the table came from the thought of western culture or some Asian countries serving their youth with that necessary education so that they can earn and serve the nation.

The originality of my idea - This thought comes to my mind from my friend circle. we are all four friends from different backgrounds and streams of professional life when we sit along and we discuss a lot of these ideas and serving potential of ours for society.

#Idea is simply that we train youth from different parts of society with basic skills and help them create their idea of work and earn and then back to serve. Through this, a chain will be generated, somewhere everyone can be earned and serve society.

Challenges and limitations of the idea –

To attract the youth for this idea so that simply they can understand the value of skills. Help to generate business by settling them up because this will involve more funds and fundraisers.



Shambhavi Kashyap

My Dream Venture

“If you set your goals ridiculously high and it’s a failure, you will fail above everyone else’s success.”

-James Cameron

Since childhood, I have always believed that nothing is impossible if you want to achieve something. I always had the motive to serve society in whatever little way possible and people should strongly believe in themselves no matter how hard it is. With this thought and vision, I want to start a **“Restaurant Chain in every tier 2 city with Differently abled people”**. Where they will get employed and the whole restaurant will be operated by them. And by this, they will not have to depend on anyone for anything, as we know it gets really hard for them to get employed so that they become Self-sufficient and earn money to support themselves and their family. Here we will train them and If such employees are also aiming to start their own business then we will also provide our restaurant franchise to them. This passion for doing something for differently-abled people crossed my mind when I came across a friend and saw all difficulties that are being faced by them, especially in small cities. Though we are expanding our mindset people still want employees who are apt and are not ready to provide work for these people as they think that they will not be able to manage it. There are some big cities like Bangalore and Mumbai where already some cafes are being managed by differently-abled people but small cities still lack this vision as they do not have many ideas about this and even some people or their families are not ready to accept the fact that even by being challenged they can work. Initially, such restaurants can be started by taking loans. Once the venture is popular enough to have franchises, such franchises will be sold to employees at discounted rates and in this, we can have investors too as this will make the restaurant chain grow. And these restaurants will earn mainly through food service. It will have to manage costs for raw materials, food safety, payment to employees, etc. Moreover, it will also have a donation fund by customers for the employees that work there.

By this, I want them to have a sense of belongingness and feel that they are always enough. And this will give a message to society that every person is worth it and they can do whatever they want to if they have a will. This dream is going to have many challenges but we can achieve it with dedication and steps like- finding people, giving proper training to them, telling them about the opportunities they can have, and most importantly a sense of independence.



Shagun Sharma

My Dream Venture

“It is important to follow your dream and heart. Do something that excites you”.

-Sundar Pichai

I abide by this quote in my life alot. From the very beginning I knew I had a keen interest to work in a sector of health and services and to provide the best through the capabilities I have. Initially the journey was not so easy, I had ups and downs but the only thing that kept me going was the spirit of never giving up and not settling for less. After completing my graduation in Bsc Medical Imaging Technology I started working as a radiographer with a very good mindset. After working closely in the healthcare sector for a while I figured it out that I had more to offer to the industry and that was not the place I am meant for. That was quite a turning point for me to know my complete strengths and getting a more clear vision about what heights I can reach. That was the time I dropped my job and started my journey in MBA healthcare management. I always aspired to become a **CEO of a Healthcare Organization and it is my Vision**. I see myself working tirelessly in the healthcare industry to provide the people with best they could ever have. I have made a very precise mindset to learn from the very ground. Along with the theoretical knowledge, learning through the experiences is what matters to me and makes a difference in ones life. I am a person who truly believes in hardwork and taking one step at a time. Doing things with your 100% heart and effort will always make you reach your heights. There were times when things didn't go as planned but I decided to focus on the Long term goal and on the opportunitiesthatIhave.Loosingisneveranoptionforme,eitherit'slearningortrying again. With all these things in my mind I believe and I will achieve my Dream venture.



Dr Shanu Andotra

My Dream Venture

“Dreams are only dreams until you wake up and make them real.”

Hi, I'm Dr. Shanu Andotra and my ultimate dream venture is giving back to the society to the fullest I can in the best possible way, and I think there is nothing better than health that you can give to someone. I am a dentist and was working in Fortis healthcare as a dentist and preparing for MDS side by side. Meanwhile I lost my mother due to cancer which kind of hitted me so hard. Then I realized that there is nothing better than good health that you can provide to someone and the wishes and blessings you get in return is unmatched. In the back of my mind, I always wanted to do something for the society since I was a child, so I decided to open my own hospital in the coming future.

So, I left my job and started pursuing MBA in hospital administration as my goal is building my own hospital for the needy ones.

And I truly believe that with the proper guidance of our mentors I will complete this degree and will definitely achieve my aim of my dream venture with the blessings of almighty.



Shivam Mishra

Hello my name is SHIVAM MISHRA and I am 23 years old. Having done my basic schooling from SHISHU NIKETAN PUBLIC SCHOOL, MOHALI. During my school days itself I had interest in commerce stream. Being not from a business family I decided to do my graduation in bachelors of commerce from PUNJABI UNIVERSITY, PATIALA and now I am currently pursuing my post-graduation in MBA Health care Management from specialization in Hospital Management from Chitkara University, Punjab.

I chose this field as it has been my long-term goal to work in hospital sector and see myself running my own hospital in next 10 years. I am confident and see that leadership potential within me. During group projects and activities, I further realized my quality of adaptability, presentation skills and time management by working even before deadlines. I have actively participated in all my school and college functions and showcased my talent on the stage.

"The only person you should
Try to be better than,
Is the person you were
Yesterday."

THANK YOU



Shreya Thapliyal

**"I've got the key to my castle in the air, but whether
I can unlock the door remains to be seen"**

As we grow up, we are very much influenced by the people and things around us, to the point where we may start seeing their dreams and aspirations as our only pathway to a successful life. Growing up, society tries to mould us into a herd mentality. But with time, we realize that some aspirations are held deep within our core, that we are too afraid to acknowledge and chase in the name of failure. These aspirations are the dreams that truly belong to us and our passion. If I talk about one of my dream ventures, it is to own a chain of wellness centres. The idea is to promote holistic integration of physical, mental, and spiritual well-being. I want to create a happy and safe space for people where they can relax and rejuvenate.

Ayurveda, Yoga, Pranayama, Tibetan Medicine, and Naturopathy combine with a rich daily movement schedule, nourishing cuisine, and personalized support. In our busy and fast-paced life, people suffer from many physical and mental stress that ultimately leads to diseases. This project will be a heavenly getaway, full of holistic healing in the lap of mother nature. Big dreams require a bigger amount of hard work. So, I wish one day, I will be able to turn this dream into reality. Because dreams do come true.



Shubham Sharma

“Success usually comes to those who are too busy to be looking for it.”

-Henry David Thoreau

Since childhood, I aspired to be in the medical field and it was clear that I have to do something distinctive in this sector. My Parents wanted me to be a Surgeon as I was the only person in our family who opted for the medical field, but I had a different plan. I always wanted to be part of the corporate sector as the best medical services provider. In order to fulfill this aspiration, now I'm here at Chitkara University studying MBA in Healthcare. Further, I have two dream projects, one of them is to open a Multi-specialty Hospital in my home state Himachal, where I could serve deprived communities with minimum charges and provide the best medical services to all of them. As I belong to a hilly area, there are so many physical challenges that people face on a daily basis, so providing door-to-door medical services is also a part of my endeavor.

The second project would be to establish a Generic Pharmaceutical Company in Himachal so as to provide medicine at a reasonable cost to all.

Challenges and limitations in the implementation of the idea.

Necessary infrastructure, state-of-the-art facility, a workforce to manage the show, competition with many private hospitals in the state, and skillful use of all the available resources in the state.

The journey is long but I believe that the learning and knowledge I am gaining from the Institute will help me to overcome all of the above and one day I am able to build Multi-specialty Hospital and Generic Pharmaceutical Company in Himachal and provide my town and the State best medical facilities.

Thanking You



Simranjeet Kaur

Travel Agency or Business Related to Tourism Industry:

My dream business is to become a leader in tourism industry. As a travel agent is a person who has full knowledge of tourist product- destinations, modes of travel, climate, accommodation and other areas of the service sector.

Firstly I want to travel whole world then I will start my business as travel agency.

Travel agency is also known as image builder of the country because a travel agency is that which packages and processes all the attractions, access, amenities and ancillary services of the country and present them to tourists. The main source of the revenue for the travel agency is the commission received from the vendors. However, the rate of the commission differs from organization to organization and travel component to the travel agency.



Soumya Maurya

DREAM!! This assignment has given me an opportunity to share my dream venture which I thought of even when I didn't know what a dream venture is. Since my childhood days I was very inclined towards the healthcare and social wellbeing of people. One day in my biology textbook I found a disease named 'cancer' against which humankind has not been able to find a total cure of. I was very astonished and searched more about. While searching, I came to know that how miserable are the lives of cancer patients and it could affect anyone irrespective of their age, gender and status. The significant amount of money and pain involved in its treatment is even more heart wrecking. From then I decided I will build a cancer hospital which would be a non-profit organization. As I grew older, I understood that in order to build a dream hospital, one has to study well. So I started to take tiny steps towards my big goal which I started by opting Bachelor of Pharmacy as my undergrad course which provided me with better understanding of new breakthrough researches in field of oncology. I am now currently pursuing MBA in Healthcare Management which would take me even closer to my goal as it is providing me with the essentials required for my dream venture. As it will help me understand how to manage a hospital better so that it benefits the patients, doctors, employees and most importantly, the community around it. With proper knowledge and skills, I hope to build a successful hospital. It is estimated that there will be about 800,000 new cancers cases in India every year based on the cancer registry data. Currently, India has 27 dedicated cancer hospitals and an additional 300 general or multi-specialty ones providing care to cancer patients out of which only few hospitals provide subsidized rates for cancer treatment. This is the gravity of the situation making a cancer hospital socially relevant. It will lower down the disease burden of the country. I am aware of the fact that such kind of hospital is a very capital intensive idea as the equipment required for it are very costly. The idea is feasible as a new breakthrough drug "dostarlimab" and many more are yet to come which would ensure cure of cancer. The idea is to follow business model of Aravind eye care hospitals as they practice economies of scale and 50% of their patients get treatment at zero cost or low subsidized cost and the other 50% pay full cost. I would like to end this assignment on a note that,

"No matter where are you from, your dreams are valid"



Swayam Sood

During my early years, I had always wondered what it meant to live in a world that my dad lives in. The way he was constantly dealing with people had always intrigued me and has sparked interest within me over the years.. I strongly believe that it is very essential to have business skills in order to endure with the world's fast growing economy. In my opinion, India is incomparable, when it's about education and healthcare as well as economic point of view. The Indian healthcare system is a remarkable phenomenon in many ways, boasting one of the largest social health programs in the world

Having a dream job would definitely help you to be on track to achieve your goal in life and aim to be there. I choose a Healthcare IT specialization in MBA from Chitkara University to continue my dream. It's not easy to change our line from Food Science to IT because there is a big difference between them. I have to do a lot of hard work to achieve my dream. As of now, I am pursuing MBA in Healthcare Management (Specialisation in IT), so my dream company is HealthKart,

A great place for people serious about health and fitness as it is rated 4.0 out of 5. So, as this company does online business. I want to become the CEO of this company. I know this is difficult, but my hard work will pay off.



Stuti

Dream Venture

“He who has health, has hope. And he, who has hope, has everything.”

With the above thought I entered the medical field and I aspire to be a management professional in the healthcare industry. My goal is to create a health care system that delivers the highest level of treatment while also being effective, efficient, and affordable. I intend to use evidence-based techniques and the most recent technology to accomplish this goal. I'll concentrate on enhancing the patient experience by offering specialised services and care. I'll make an effort to establish a friendly atmosphere for the community, the employees, and the patients. I'll search for approaches to save expenses and boost productivity. I'll also search for innovative ways to save costs while still offering high-quality care. This will include finding ways to cut waste and enhance procedures. Maya Angelou said “People will forget what you said, people will forget what you did, but people will never forget how you made them feel” so as a healthcare manager, I will make an effort to guarantee that patients get the best care possible and that healthcare professionals are giving it their best. Additionally, I'll make sure that the healthcare system complies with all necessary rules and laws. I'll work to promote a climate of accountability and cooperation among healthcare professionals and personnel. To make sure that the healthcare system I develop is thorough and satisfies community needs, I intend to build a strong relationship with neighbourhood healthcare providers, community groups, and other stakeholders. Also, I'll concentrate on developing a culture of safety where patient satisfaction and safety are given first priority. With the correct leadership and resources, I aim to be able to better the lives of patients and communities.



Sudeep Mandal

I Have Been Thinking throughout about my life a set of targets to reach out my destination. In 21st Century Technological advancement has gone to a new heights and that too many new opportunities and many options. Having a keen interest to do something for the Indian Healthcare System made me do MBA In Healthcare. Having a lots of options but doing something which made me feel is something what I wanted. “Mandal Hospital” is something what I wanted my hospital is something what I want in my life.

The feeling of satisfaction and Happiness which I will get after serving the need and healing the pain of people that feeling I want in my life. To Achieve this goal I am ready to sacrifice every-things and learn what is required for me and hospital to grow and cater to the society for a better health care system. Hospitals are the institution that provides health care services. They offer treatment to patients with doctor & nurses and with advanced equipment. In other words, hospitals serve humanity and play a vital role in the social welfare of any society. They have all the facilities to deal with varying diseases to make the patient healthy. I have seen people suffering for better healthcare facilities which I wanted to provide for a better Being of Society. I want to deliver a service which will be affordable, transparent, quality & ethical to bring a healthy environment for Healthcare Sector. I am from Odisha and I will setup my hospital in Odisha. I will begin with 100 bedded hospital and will grow gradually with the demand to 500 bedded and in future to some parts of India specially North-East India.

With such a Strategic Planning such Healthcare Model can be Executed, so basically we need to have a mission, vision & value statement for such Healthcare Service.. First, is a mission statement, followed by a vision statement, and lastly there is a values statement. So I would like to end with a quote **“Your Mind Is A Weapon Keep It Loaded”**.



Vaishali Suman

I'm realizing our dreams is possible when we have the necessary resources. A perception that is marked by the eagerness Striving for diligence and a longing for greatness. My aspirations are the utmost ambitions that I can accomplish. Breaking the task down into smaller parts and completing each step in a timely manner and maximizing resources within a specified period of time. It dawned on me that labor was necessary. During the last year of my graduation, I will pursue my dream and follow my passion. Gaining experience as fresher at private Eye Hospital.

I experienced for corporate life for the first time there. Assess the globe as per my capabilities and ambitions in life. I came here for the first time as a company. I value the world as what I can do and what I want to do with my life. leader, People associated with each segment of the organization "health care manager". Employment at a general company after graduation good opportunity to gather relevant requirements that need to be met to make my dreams come true, take a chance and move on. Started MBA in Health care management to collect step-related theories knowledge. I need to organize and efficiently do the daily tasks assigned to me.

Focusing on my verbal and written communication skills. Set a goal, who am I working for? Attitudes evolve throughout the year to achieve my ultimate goal, creation. Proactively solve problems when necessary and maintain a level of encouragement my desire is to be a mentor to my employees and colleagues and to lead them head-on to reach.



Vaishali Thakur

Dream Venture

I belong from a small village in Himachal Pradesh. There is less transportation, no shop, and no healthcare facility. People have to go far away from the village to get Primary healthcare treatment. Sometimes people have faced a lot of difficulty in emergencies. They don't even get first aid treatment on time and lose their life. In India, 65% of the population lives in villages and faces the same problem.

I wish to start a venture to empower and help society.

I have a startup idea to start a primary healthcare clinic in villages that can help people to get timely treatment at affordable Prices. We can create a chain system to connect remote villages.

We would also do a franchise system. The main problem of villages is the lack of resources that's why the challenge I will face during the startup is manpower because most people don't want to do jobs in a small village. After 5 Years I see myself managing clinics and serving village people.



Vandana

Be steadfast in the performance of your duty, O Arjun, abandoning attachment to success and failure. Such equanimity is called Yog.

Life consists of a series of successes and failures sometimes we feel happy and sometimes we feel sad about failures. It is normal but it should not affect our dedication to our service or our dream. With this learning from Bhagwat Geeta, I am walking on the path of my dream. No matter if I will succeed or not. My mission is to provide healthcare services to poor people who can't afford them. As I was a Nursing professional and had my internship in private and government hospitals both. So, I have seen many people from the ground level and struggle towards affording healthcare services or treatments. So that's why I entered in the healthcare management sector with the vision of enhancing my knowledge and skills in the field of healthcare area and can get an idea of how things process. After absorbing and grasping the right kind of knowledge I would like to serve to poor people. There are some places where sometimes healthcare facilities don't reach out. I want to cover that area where I will provide them cost-effective and affordable health-related basic services and prevent them from the minor ailments that can be further converted into major ones. As we know because of low income or poverty some people even are not able to afford basic necessities such as food, shelter, a good treatment which can affect their health. So, I want to cover that aspect also and prevent them from acquiring major diseases

"The purpose of education is to turn mirrors into windows." ...

Education is most important when we talk about health. Before providing services, I want to educate people regarding good health, want to make them able so they can know, by doing small things can prevent us from acquiring minor and major disease conditions. I want to educate them about food and nutrition, maintenance of hygiene, clean surrounding, waste disposal, water sanitation and common diseases like hypertension, and diabetes mellitus. With the use of clinical and HealthCare management knowledge, I want to serve poor people and places that lacks healthcare facilities

"One who sees inaction in action, and action in inaction, is intelligent among men."



Vidushi Soni

"Every problem is a gift—without problems, we would not grow." – Anthony Robbins

I have always believed that every brilliant business idea comes from a need to solve a problem. Business is just a means to create ease so much so that it creates profit for the entrepreneurs involved in giving life to the solution they come up with.

Growing up I didn't have a lot of money to spend on clothes so I would try to make the best of what I had. We were a group of four friends, luckily with similar physiques, who decided to share our clothes amongst ourselves so we would not get bullied for wearing the same clothes everywhere. The problem seems small but if we look closely, we can see how this single issue of not having enough clothes has become a problem for the world as a whole. The problem that we now refer to as "Fast Fashion".

Fast fashion is described as cheap, stylish, mass-produced clothes that have a huge impact on the environment. These garments appeal to shoppers because they are affordable and trendy. As they are mass-produced, mainly in third-world countries, they prompt many labor law violations and the exploitation and negligence of industrial workers. It not only endangers human rights but also the environment, and the solution? - similar to what my friends and I used to do when we were kids - THRIFT SHOPPING!

Thrift shopping is buying and selling second-hand clothes. It promotes recycling and takes a huge hit on problematic fast fashion brands.

Like any other business, I would go about it on a small scale. I would ask permission from the college and hostel authorities and even negotiate a percentage of the profit that I would pay them as fees for registration, marketing, and resource allocation once the business comes to a break-even point. I would announce that a thrift shop would open for girls' hostels where any girl would be able to sell their old clothes which would have a fixed cap- price under that category of that respective piece of clothing. The condition and demand of the piece would determine where the cost price of the piece would lie within the cap limit. Alterations, cleaning, and ironing would be outsourced. The process of selling the clothes would be done online. This would ensure smooth operation and greater growth prospects. Depending on the stock, a particular day would be announced on social media for the thrift reveal mentioning the brand, measurements, material, and selling price of the product. Along with this, I would make a deal with a wholesaler to supply more clothes in bulk for a discounted price, to ensure variety. All the inventory left over would later be sold in a sale where they would be sold at very cheap prices to avoid the issue of accumulation of non-required products.

So this small business would evolve gradually - setting up a similar branch for the boys' hostel, expanding our audience on social media thereby expanding the customer base, setting up a branch in the campus area which would be open to all college students, and much more. The scope of this idea is never-ending as the need for new clothes is never-ending. This is a healthy alternative to fast fashion that brings people together rather than isolating a class of people that are helpless for employment.



Viva

BLOSSOM CAFE

My dream venture is opening a café, a vintage style café. One corner of blossom will be occupied by a book shelf, so that customers can enjoy reading while drinking their coffee and eating their favorite pastry. we will have the finest coffee from Karnataka. Our café will have a WIFI connection so that customers can also work on their laptops while enjoying the view from our café. Our café will be based on 90s theme, the furniture, the decoration, the walls and especially the cutlery.

The café will be a safe place to relax and have some good chit chat about good old days with friends.

Sitting in our café will give nostalgic feelings to customers and they will want to come back often here at blossom. Our café will also have some board games and cards for customers to pass their time while enjoying our kullahad chai. our café aims at building good customer relations and providing good quality services.

On the occasion of festivals our café will offer good schemes such as buy one coffee and get a muffin free.

Blossom will be covered with fresh smelling flowers to provide a good ambience. It will have big windows so that sunshine is always passing through our customers. Blossom will be a place like no other where there will be peace and time will stand still.



Vishant Pathania

My Dream Venture

I would like to start a mobile health service that focuses on making health care more affordable and accessible which in turn improves patient outcomes. The company would focus on provide services like buses, vans and trailers that can operate independently from or as extensions of existing healthcare.

Mobile health services also provide other services which includes urgent care, primary care and preventive health support.

The biggest challenge in implementing this idea would be that it is still underfunded compared to traditional medical delivery modes. Additionally, it depends upon the repeated changes in the medical policies and also lack of government's commitment in funding these clinics as well as improper distribution of resources.



Yashika Gumber

My Dream Venture

I have a dream of opening my own venture. It is my dream from the day I learned "what the dream is?". It would not be easy for me to start from scratch but nothing is impossible in this world. We can do anything if we have the burning desire to achieve our set goals. For turning a dream into reality the first thing we need is determination. I have a mission to serve my customers not only with most go-to beverages and Indian food but also fill them with soulful memories and platterful of warm vibes by creating a good environment for them and by providing them with better services also, I would love to take care of their balanced meal because my ultimate goal is to provide people with better, healthy, tasty food and beverages. Yes, I am expecting to open my food business soon in near future.

I believe in 'let's try, Not cry'. The first thing we need to do is just initiate the process rest of everything would be done with time. The food business requires patience, and we need to focus more on customers. There is a need to serve them with respect and our team's behaviour should be in their favour also. The services that I would provide to my customers along with food and beverages internet service, books, and magazines shelves would be there in my café, complimentary drinks, and a live band not at first but when I started generating profit out of my business. There would be many challenges that I may have to face during the initial phase of business and that is; including customers retention, staff retention, and maintaining the quality of food and drinks but as I said earlier nothing is impossible and we can achieve anything with patience, love, and faith. These three words are important to get success in life.

Mantra to get success in life- "Have faith in yourself and your god "



Yugal Goyal

My Dream Venture

During my early years, I had always wondered what it meant to live in the world that my dad lives in. The way he was constantly dealing with people had always intrigued me and has sparked interest within me over the years. I brood over the memories of sitting in my dad's office and observing how well he managed his employees and how well he managed his employees and how he tackled all types of problems. It is very essential to have business skills in order to endure the world's fast-growing economy.

As a business fanatic, I actively participated in my college and school's BEE club (business, economics, and entrepreneurship). Other than academics and sports I also believe in devoting myself to society in small ways. I have always given all my efforts to perform well and will continue to put in even more effort at my Master's degree to accomplish my aim of becoming an entrepreneur. I seek a program that offers me a chance to understand the corporate world and helps me secure a better knowledge of how to manage a business along with its risks. I understand the corporate world in the most efficient and effective way to fulfill my dream to become an entrepreneur.

Mantra to get success in life- "Have faith in yourself and your god "

Glimpses of Chitkara University, Punjab



THE MENTOR SAYS.....



Dr. Amandeep Singh
Professor & Associate Dean
MBA-Marketing

Lead, follow or get out of the way. This phrase that I heard a long time back started making a lot of sense as I progressed in my life. In the race to get ahead amidst cutthroat competition, ethics become a scapegoat. Compromise on ethics is a common practice in the corporate world.

For the students, the understanding of ethical, unethical practices and grey areas is very critical. This understanding can barely be ensured by just reading textbooks. Sensitising the young minds at the right time is crucial. That's where Honourable Chancellor sir's life changing lessons are extremely important not only for the students but faculty and staff as well.

I had the opportunity to witness Chancellor sir's module on ethics. He has been instrumental in changing the perspective and understanding of hundreds of students. I am tvery sure the students would have thoroughly enjoyed his engaging sessions this year too. The lessons would definitely enable the students to face the tough challenges posed by the corporate world and be successful.



Aditya Bhardwaj

MEDY BUDDY

Your first choice for medicines

My dream venture is an online pharmacy that utilizes the latest advancements in artificial intelligence (AI) to provide fast and efficient medicine delivery all over India. One of the key features of our online pharmacy will be the use of AI-powered chatbots for customer service. Customers will be able to interact with our chatbot to place orders, track their deliveries, and receive information about different medicines. The chatbot will be designed to understand natural language and provide personalized assistance to customers based on their specific needs. We will also use AI for inventory management. By analyzing customer data and sales patterns, our AI-powered system will be able to predict demand for different medicines and automatically reorder stock from suppliers as needed. This will help to ensure that we always have the most popular medicines in stock and can fulfill orders quickly.

AI will also be used to optimize our delivery routes. By analyzing traffic and weather data, our AI-powered system will be able to determine the fastest and most efficient routes for our delivery team. This will help to ensure that medicines are delivered to customers as quickly as possible. We will also use AI for fraud detection. Our AI-powered system will analyze customer data to identify suspicious patterns and flag potential fraud cases for further investigation.

This will help to protect our customers from fraud and ensure the safety and security of their personal information. Overall, the use of AI will be a key aspect of our online pharmacy, helping us to provide faster, more efficient service to customers and improve the overall customer experience.



Aishwarya Puri

My Dream Venture

Everyone sees a dream which they want to turn into reality. I have dream which I want to fulfil with hard work and consistency. It starts with when I graduated in physiotherapy however, I want to pursue master in physiotherapy from USA but my life turns 360 degree and I joined MBA healthcare management in Chitkara university.

From graduation I want to expand my field in every city and I know this with the help of management skills I can fulfil this dream. My business venture is I want to open non-profit organization like Arvind eye care hospital in rural areas and lend a helping hand to disabled patients and also cerebral palsy patients.

I want to educate each and every parent about this disease with the help of artificial intelligence and also metaverse techniques. I believe in my hard work or enthusiasm and with time I will surely open my hospital.



Anju Krishnan

Business Ethics and Values

“LIFE should be better and richer and fuller for everyone , with opportunity for each according to ability or achievement.”

-James Truslow Adams

DREAM? comprehensible by a human brain. In, fact dream can be of anyone, irrespective of the country or background or class or race. Dream let us aware of what we want to achieve in life. I, too have a dream just like everybody else has. One day I saw a news where one lady was carrying critical condition baby and she walking from her village to city hospital still having a hope of getting her child back to life. The problem in her village was no hospital, ambulance as well as no transport facility. They have to walk long distance to reach near hospital. At that time, I have realized the need to set up in healthcare field.

I want to start my career with a good reputed healthcare firm where I can get much of experience and knowledge about the ground reality of health care industry. After 2 years of experience, I want to open a hospital in which people would be free or at least at a very low cost can be treated like Narayana hospital in Bangalore. Concentrate on remote area People below poverty line who are not able to access the treatment like urban area people get. As India are still lacking behind to provide facility for remote area where ambulance reach is not there. With that I will also provide bike ambulance service that will cater patient with all emergency facilities.

As they are not able to get a helping hand or a proper treatment or have enough money. And, if they seek help from government hospitals, they have to wait for long time and sometimes loss of life.



Arpit Sharma

“A Vision is not just a picture of what could be, it is an appeal to our better selves, a call to become something more”

-Rosabeth Moss Kanter

Since childhood I have a habit to read between the lines which presents me to different perspectives, giving me good and bad learnings of all time. I always had the vision of working for the welfare of society, making people lives better. Just a few years back around 2016 I got a chance to meet our Late President Sh. Pranav Mukherjee at Rashtrapati Bhavan to receive National awards. Just after graduation I joined a company name CIPLA where I worked as a QA officer. Everything was great as I was able to add value in people lives.

It was one of the best profession that one could ever have with having an empathetic vision. But my thirst was not satisfied I always use to feel that this is not enough for me I have much more to do.

Therefore, I took admission in MBA Healthcare at Chitkara University. This is the course which align with my vision, it will provide knowledge and skill of Business & Ethics of industry which will help me to build and to take a better step to my journey.



Manvi Goyal

Dream Venture

A dream doesn't become reality through magic; it takes sweat, determination and hard work. This what I believe in. Everyone has their own dream which they want to fulfil in their life. I also have a dream of opening my own dream venture of Comic Books.

As I really love to read comic books and now days publishers are not publishing the comic books so, the writer of comic books is not able to write because all they think if we are not able to make them print what's the use of writing the comic books.

Comic Books are the illustrated folios and rustic plates have been distributed as important cultural and political bias since the early points in utmost societies. Graffiti in Roman metropolises were political, but also crude and funny. Illuminated calligraphies contained holy images, but also etches that have thwarted chroniclers for centuries. Illustrating a story to make it more charming to a followership has been at the van of the mortal mind since its early actuality in grottoes. So, when we talk about the elaboration of graphic novels and comics, we're also talking about literal events, political debates, and indeed fashion.

So, the way I decided to structure this post is through a timeline elaboration. That way, not only will you be suitable to see different art styles, but also understand a little bit of the background behind each one. I hope that if people are formerly a major addict of graphic novels and comics, people will understand their environment a bit more, or if you're just now getting interested in them as a medium, that people can have a well- rounded list to explore. There are excellent coffers on the history of illustrated liar, numerous of which are online for free. And I really want to carry on with this legacy.



Nahidpreet Kaur

The day I realized what a dream is, doing something extraordinary in the field of 'Information technology' there were a lot of options in front of me but I decided to move ahead with BCA (bachelor's in computer application).

After that, I thought it was not enough. At that time I could have done MCA. butI chose an MBA in healthcare IT.

In the future, I want to work with a Multinational IT company.



Anchal Suden

Pampered Paws Shelter

“Animal protection is education to humanity”

When I was a little girl, I had a dog named shaggy. My family and I adored him a lot like he was an extension of our nuclear family. He left us seven years ago but his memories are still cherished and beloved. Since, that day, I had a warm affection for animals, especially dogs, and wanted to help them. As we all know that nowadays cases of animal abuse are increasing.

Every day countless animals are being succumbed to inhumanity, torture, and brutality. Animals are creatures who are capable of showing love and affection, taking care of their health and nutrition is the duty of every human. People kill and mutilate animals just for their satisfaction or fun. It breaks my heart when I see animals in misery and I believe in serving humanity and empathy because it can bring great changes in the world.

In the future, I want to open a shelter home named “PAMPERED PAWS” in my locality which will help street dogs. There could be many feasible ways of helping them such as:

1. Donations within the locality, people can donate blankets, dog food, litter pans, and cleaning supplies.
2. We can conduct campaigns about animal abuse with the help of friends.
3. Social media is the best platform to create awareness so, we can share some relevant information about the NGO as well.
4. We can tie up with an animal ambulance in case of emergencies.
5. Collaborating with other NGOs will ensure financial sustainability and strengthen programs and services.
6. Tying up with the local hospital will be convenient for vaccination purposes.

Animals are a window to your soul and a doorway to your spiritual destiny. If you let them into your life and allow them to teach you, you will be a better person. **-Kim Shotola**



Anshul

My Dream Venture

“Necessity is the mother of all invention” is a dictum that succinctly sums up the intention behind any forward-looking start-up.

My dream idea is to create a platform where common people can easily consult with doctors abroad. This will make it easier for even common people to get better treatment without going abroad. Even people from other countries can consult Indian doctors in same way. This will expand reach and scope of healthcare industry. This can also help in improving the quality of service. Most of cases just need regular consultations only, either it's physical or virtual.

While certain countries don't have the necessary medical facilities, others often lack good infrastructure. This ultimately leaves the patient in the lurch and becomes a reason for lower success rates no matter what the treatment. It was also

identified that there were a lot of developed nations where patients have to wait for a long time because the demand exceeds the supply by a big margin. All these concerns demand an intervention from someone who could effectively plug the gap by handholding the patient and the family. Only cases that need physical check-up can travel, that should decrease unnecessary burden on healthcare tourism.



Abhinav Goyal

Dream Venture: NFT Art Studio

My NFT Art Studio will be a digital art platform that specializes in creating and selling unique and one-of-a-kind NFT (non-fungible token) artworks. Artists will be able to use my platform to create and mint their own NFT artworks, which can then be sold directly to collectors and art enthusiasts. My platform will also feature a marketplace where artists can sell their existing NFT artworks.

NFTs have the potential to revolutionize the art world by providing a new way for digital artists to monetize their work and for collectors to own and invest in unique digital art. NFT Art Studio will provide a platform for emerging digital artists to showcase and sell their work, and it will also provide a new way for art enthusiasts to discover and collect digital art.

NFTs and blockchain technology have already been used to create and sell digital art. NFT Art Studio will be different by offering a comprehensive platform for digital artists to create, mint and sell their NFT artworks. We will also provide artists with the tools and resources they need to create high-quality and unique NFT artworks, and I will work with a team of experts to ensure the technical and legal aspects of the platform are sound.

My NFT Art Studio will be the first platform that specializes in creating and selling unique and one-of-a-kind NFT artworks. Our platform will not only provide a marketplace for artists to sell their existing NFT artworks but also a comprehensive tools and resources for artists to create and mint their own NFT artworks. Additionally, my platform will have a focus on education and community building, by providing resources and workshops for artists and collectors to learn more about NFTs and digital art.

Additionally, NFT Art Studio will feature a curation system where a team of art experts will review and select the artworks to be featured on the platform. This will ensure that only high-quality and unique artworks are featured on the platform, providing a valuable and authentic experience for collectors and art enthusiasts.

we will also integrate a social aspect in our NFT Art Studio, where artists and collectors can interact, share and discuss about the artworks, providing a community for artists and art enthusiasts to connect, share their passion and learn from one another.

Furthermore, we will also offer a certificate of authenticity for each NFT artwork sold on our platform, which will provide added assurance for collectors that they are purchasing a truly unique and one-of-a-kind piece.

In summary, my idea, NFT Art Studio, will not only provide a platform for digital artists to create, mint and sell their NFT artworks, but it will also offer a curated selection of high-quality and unique artworks, a social aspect where artists and collectors can interact, share and discuss about the artworks, and a certificate of authenticity for each NFT artwork sold on the platform, providing added assurance for collectors that they are purchasing a truly unique and one-of-a-kind piece, which will make the platform stand out from others and make it a valuable and authentic experience for artists and art enthusiasts.



Milan Singh

My Dream Venture

I Am MILAN SINGH , born and brought up in yamunanagar .

Due to infection, everyone is now afraid to leave their homes. People are keen to make phone-based arrangements and hope to deliver items directly to their homes.

This is a development of the typical retail pharmacy.

In your city or region, we would create a website for a web-based booking office. Currently, drug stores are one of the medical services industries that will endure. Franchise options like netmeds or truemeds and others are another option.

THANKYOU



Dr. Reena

The day I realized what was the purpose of my life it could not be specific to do job in healthcare industry but to achieve my dream to become a Hospital Administrator or COO and open own Rehabilitation center or NGO for children and old people. And now I am working toward to achieve my Dream. I always knew that I want to become a Doctor but I also want to become the head of the hospital that's why I start pursuing MBA Healthcare that help me reach that position. And due to which I overcome the problems in healthcare industry with my perspective and ideas.

I done my first graduation in Operation theater technology from panchkula in between the degree I feel after operation every patient need rehabilitation to go back to the normal life, so I decided to pursue Physiotherapy.

I done physiotherapy from Chitkara university rajpura side by side during my second graduation I already decided that is not enough for me to reach towards my goal. I start working in Fortis hospital Mohali as physio-intern and serve humanity serve god center (NGO). I work in saket hospital panchkula. I got placed during internship but left that job and come Chitkara University again for pursuing MBA Healthcare Management. And my parents support my decision, and again I start working towards accomplishing my dream.

“You attract what you are, not what you want.

If you want great, then be great.”

“I will not quit until I make my dreams come true.”



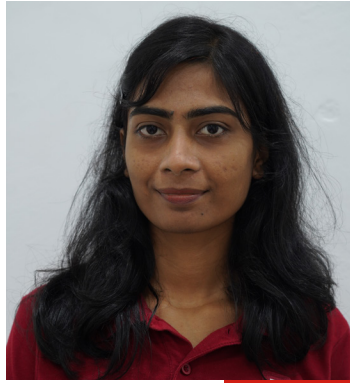
Sahil Verma

A DREAM VENTURE IN PUBLIC HEALTH SECTOR IN INDIA AND GLOBALLY

A dream venture in public health could be the development and implementation of a comprehensive telemedicine platform that connects patients in underserved communities with medical professionals for remote consultations, diagnosis, and treatment.

In terms of commerce, the venture could generate revenue through subscription fees for patients and healthcare providers, as well as through partnerships with insurance companies and pharmaceutical companies.

In terms of social relevance, the venture would address issues of access to healthcare in underserved communities and could help reduce health disparities. In terms of feasibility, the venture would require significant investment in technology development and infrastructure, as well as partnerships with healthcare providers and insurance companies. However, with the ongoing COVID-19 pandemic highlighting the need for remote healthcare options, telemedicine is becoming increasingly popular and the market is growing. In terms of originality, telemedicine is not a new concept, but a comprehensive telemedicine platform that specifically targets underserved communities and addresses issues of access to healthcare could be considered original.



Shruti Priya

Dream Venture

We should care our health or fitness because 'A healthy mind is key for a healthy body'.

As today's generation including me thinks about the fitness a lot 50% of the youth is fitness freak in today's time so I dream of having a venture related to fitness. 'Health is Wealth. If you're not healthy and fit even billions in your bank account are meaningless.'

I am an enthusiast for fitness, and through my hard work in this field, I have changed my life up to great extent. But in today's gadget-driven world, I hardly find kids playing out doors and what's more disappointing is that people think that they have to buy expensive supplements, nuts, and more, to stay fit.

I want to make staying fit and healthy affordable and easy for everyone. And I truly believe myself when I say that **"I'm passionate about fitness."**



Payal Kumari

Dream Venture

I am Payal kumari pursuing my MBA healthcare management and I have to learn many things about hospital management departments , strategic management. At present, healthcare is one of the most pressing issues. Whether it be mental health or physical health, the overall health situation of people around us are deteriorating. In the wake of the Covid 19 pandemic, there has been a rise in demand for healthcare facilities like online pharmacies. We don't have to go to the pharmacy and we will not be faced with waiting in line at the pharmacy. Buying drugs on the internet also saves money. Studies show that buying drugs online can save a third of money in total.

Another advantage offered by E-Pharmacy is privacy and confidentiality. Online Pharmacy is going to be the next big evolution that will impact billions of lives and bring a healthy behavioral change to safer and more convenient tomorrow. The growth of the Internet has given rise to various technology-driven models, to access and serve consumers in a fast-paced and efficient way.

I am planning to develop online pharmacy application.



Col Birinder Singh Kular

Homecare Services

Starting a home care business can be a rewarding and fulfilling endeavor for those who are passionate about helping others and have the desire to be their own boss. As a home care business owner, one will be able to provide in-home assistance for seniors, individuals with disabilities, and those recovering from illnesses or surgeries. These services can include companionship, meal preparation, personal care, and transportation.

One of the major reasons why one should start a home care business is the increasing demand for these services. As the population ages, the need for in-home care is expected to grow. Additionally, people are increasingly choosing to receive care in their homes rather than in assisted living facilities or nursing homes. This trend towards in-home care presents a significant opportunity for entrepreneurs.

Another benefit of starting a home care business is the flexibility it offers. As a business owner, one has the freedom to set their own schedule and determine the services one wants to offer. One can also choose to focus on a specific niche, such as dementia care or pediatric care, to differentiate oneself in the marketplace.

However, starting a home care business also presents certain challenges. One of the biggest challenges is the cost of starting and running the business. One will need to have enough capital to cover expenses such as insurance, equipment, and employee salaries. Additionally, one will need to comply with state regulations, which can be costly and time-consuming.

Another challenge is hiring and retaining quality caregivers. The home care industry has a high turnover rate, and finding and retaining qualified caregivers can be difficult. Additionally, one will need to ensure that their caregivers are trained and licensed to provide the services they offer.

To overcome these challenges, it is important to have a solid business plan in place. This should include a detailed budget and financial projections, as well as a plan for recruiting and retaining caregivers. It's also essential for one to conduct thorough research on state regulations and to comply with all relevant laws and guidelines.

In conclusion, starting a home care business can be a rewarding and fulfilling endeavor that offers significant opportunities for growth and success. While there are challenges to be faced, a well-thought-out business plan and adherence to state regulations can help mitigate these challenges. If one is passionate about helping others and has the desire to be their own boss, a home care business may be the perfect opportunity for them.



Gracee Rana

Dream Venture

My name is Gracee Rana. I am from Punjab, and I have done my B.Sc. (Medical) from PGGC Sector 11, Chandigarh. Currently, I am pursuing an MBA in Healthcare Management from Chitkara University. Being from Punjab, I want to start a startup focusing on the eradication of drug addiction. Millions of people are struggling with addiction and substance abuse daily, and there is an urgent need for new ways to combat it. I want to start a company with some sort of technology that provides a kind of therapy that can be installed in electronic devices or instilled in spectacles. What it would do, Whenever the addict is close to doing something fishy, it will do multiple things at once. It will first try to divert the person's attention away from what he or she was about to do by influencing their mind and body through emotional means, such as playing audio of their loved ones on their mobile devices at the time. And the mobile device would instantly call up the number of people added to the app, informing them of the concerned person's location and current situation. This is how it can help prevent any blunders from occurring. And how it will help the person in the long run, is that the app embedded in the spectacles will create virtual scenes from time to time, putting the person in real-life situations; this will have a psychological impact on them and help them recognise and overcome daily cravings. Moreover, the scenes will be played in front of them in the right situations, that is when the person is in a stable position and is not driving. This would be mandatory to ensure the safety of those concerned. This startup will undoubtedly benefit those in need as well as their families. Having said this, I know it would take a lot of time and be challenging to convert this imagination into reality. But nothing is impossible, and I will try to explore my potential. The idea should be big, and implementation follows. The youth, youngsters, and teenagers are India's future, and it is critical to protect and prevent them from engaging in such activities, which this initiative may do. I will be very blissful to at least do something for the youth, their families, and the bright future of India.



Grishma Bansal

Dream Venture - 'MEDCITY'

I'd start by saying that there are two thoughts which I firmly believe in and these thoughts always keep me going, firstly and rightly said by A.P.J. Abdul Kalam, "You have to dream before your dreams can come true." and "All our dreams can come true, if we have the courage to pursue them." as wonderfully said by Walt Disney.

I've always believed that the sole purpose of a person's life is to serve humanity and after completing my undergraduate studies in Business Administration, I was looking forward to admission in one of the MBA General Specialisations but when I found about MBA in Healthcare, I could feel that a new door has opened for me and I just knew this is something I want to go for. So far, exploring myself in this domain through hospital visits and listening to the thoughts of experts via seminars and webinars, I can figure out certain solutions to the needs of the healthcare sector of our country and throwing light upon the saddening fact that people are more inclined towards private healthcare facilities in juxtaposition to public healthcare facilities, an idea of setting up a MedCity in collaboration with the Government of India in the near future, clicked my entrepreneurial mind which would help in improving the public health facilities with a vision of providing easy access along with quick services to maximum types of healthcare facilities at one place and that too at affordable prices. Taking small steps is the best way to make this idea work and the framework for those steps would be to decide on an appropriate location first which is very significant. The second step would be to make arrangements of funds via seed funding, angel investing or venture capital financing. Then, just like a pencil needs to be sharpened, the same way the idea needs to be amended before bringing it into action. Last but not the least, if this project is implemented it will definitely be a boon to the public health sector of our country and seeing this happening would be a proud moment for me. Ending by saying, "Dreamers are those who are believers."



Satender Siwach

Dream Venture

"To me, life is like a bench press – if I don't push the weight, it will fall on me. This is why I have to overcome each challenge life throws at me and move forward."-Lazar Angelov

I love to solve mathematics and statistics problems. I like mathematics since my childhood. I feel energetic whenever I think about numbers. Like most of the students, I was unsure of what I wanted to become in life even after completing my graduation. After getting admitted to Healthcare Management, I came to know about Actuary from my professor. He says that an actuary should be good in maths, statistics, etc.

I researched an actuary's job, he solves real-world problems with data and statistics- someone who is passionate about decoding large sets of data, and the challenges and complex work. I want to become an actuary because I think a person can work hard and smartly when he is under pressure. It is a well-respected profession because an actuary plays a pivotal role in any organization across different disciplines.



Karanpreet Singh

A DREAM OF BECOMING SOMETHING FROM NOTHING.

“I learned that we are always stronger than we know. - Arnold Schwarzenegger”

The journey of life was not that easy and fluent, it was full of ups and downs, from being a kid who wasn't even able to walk, to the person I'm today, required a lot of effort from me but especially from some people who give themselves in making me, like my mother who doesn't care about day and night and put all her possible efforts to make me able to walk, the doctors who operated my legs to make them capable of tolerating my bodyweight and of course the legend of my life Arnold-Schwarzenegger, who just motivate me to make a change in my life. One day when I was sitting idly after school and facing all the bullying at school I decided to change my life, I started doing small things to change my life and finish the bullying thing. I started going step by step, one after one, and started learning new things, and I thought that I don't want any other person to go through what I have been through, and I want to make a difference even if the difference is small, a smile on the face of a needy person is the best reward you can get after serving an individual. Now, having an educational background with graduation in commerce, and now opting for healthcare management to fulfill my dream of serving humanity. And am looking forward to working in the field of hospital management to make a difference.

“You have to achieve the failure, to WIN you have to take it that far, but nobody wants to go that far, because it's too scary but that's what WINNING is. - Tom Platz”



Pratik

My name is Pratik Pawar after completing my MBA in healthcare (hospital) management I will work with some good corporate so that I can earn enough money and good knowledge and experience then I will start my own hospital in my home town.

Overview

Health care industry is the most emerging and renowned industry. It provides services to public and provides jobs to many people in metro cities. Health care industry is very big and people are aware of the medical facilities and hospitals. But in small cities and towns there are very less hospitals and healthcare facilities.

Objective: My main objective is to open a hospital where people get better services and quality treatment in a very nominal fee.

- In my town there is no good hospital so if I can open a hospital that would be good for the people of my town
- I will open a hospital where people get all the treatment and can see better results
- I will try to contact with the doctor's to provide their services in my hospital
- I will conduct various campaigns for the awareness of the people living in rural areas
- I will make ensure that people can access benefit of various scheme and yojanas launched by our prime minister and state government like Ayushman Bharat and other insurance policies etc

Facilities provided by my health care venture

- I planned to open multi speciality hospital so that people can get better treatment in one roof
- I will provide good doctors team so that people can get better treatment.

Opportunity

In my town there is no good hospital or health care facility so this is the good opportunity for me to provide good facilities and for the earnings it is also good.

Operation team: In my hospital I will keep a doctor team which consists of paediatric, cardiologist, ayurveda, physiotherapist, gynecologist and nursing staff and paramedical team.

Management team

In my management team I appoint general manager, assistant manager, supervisor, technical support team like computer operator, accountant etc in my hospital. For smooth working in the hospital I will try to get the best from my team.

Financial analysis

For opening this hospital the requirement for funds is very important and as per my calculations the fund which I need for this is somewhere around 5-6 crores and for this I took loan from bank and I will invest some funds from my side as well. The ratio is 70-30. 70% funds from bank and rest self investment.

So I hope that after completing my job with a good experience and knowledge soon I will look on my dream venture.

“A winner is a dreamer who never gives up.”



Col Harjinder Singh Baidwan

Dream Venture

My dream from my childhood was to become an Army Officer, to fulfil that I started preparing for UPSE written exam from my first year in college and joined the NCC also.

All of us have our own opinion about what constitutes “social status”. However, it is an undisputed fact that the status of a ‘warrior’ has stood the test of time. History and society have both held the soldier in esteem and offered him a unique status in society. By joining the Army, one becomes a member of an exclusive and elite brotherhood, which is the envy of one and all. As an Indian Army officer at 21-22, you’d be looking at a lifestyle that one cannot imagine in any other profession, so early in life.

I completed my graduation in the year 1996 and joined the Indian Military Academy in Jan 1997 and till date I’m enjoying my job, as lack of job satisfaction leads to tremendous frustration and results in job-hopping. Jobs in the civil world whether with the government or the corporate leave one with no alternate avenues if stuck with a frustrating portfolio or setup. On the contrary, the sheer variety, sense of purpose, responsibility and pride, negate any job dissatisfaction in the Army.



Amir Ali

My Dream Venture

As I am pursuing an MBA in Marketing, I have always been in love with technology and when marketing fused with technology, digital marketing evolved. I have keen interest in digital marketing and in the coming years I would like to set up a digital marketing company/agency, providing solutions others. As we know the world is moving towards digitalisation and there is and there will be huge requirements for such companies providing digital solutions and optimizations. As a company I would be providing SEO, online digital marketing services and also the online marketing solutions to our clients.

Also I am preparing myself for this by taking online training in digital marketing, and gaining more and more knowledge about the same.

But as we know it is easier to visualize than to implement, and I would face many problems while achieving this. There will be a challenge regarding the capital as for setting up a company, I will be needing a good capital amount, also hiring good employees is a challenge.

Other than that I have to see the competition in the market and also the cyber security as it is very important to have a good cyber security to prevent cyber-attacks as my company is re-lated with digital world so, it is very necessary to have better cyber security



Aashish Mathela

All our dreams can come true if we have the courage to pursue them.

- Walter Elias Disney.

Mr. Walter E. Disney, the brilliant mind behind our cherished youth, during which we were all immersed in a lovely world he created.

I want to express my opinions on the venture of my dreams, or you might say, the dream that I really want to turn into reality soon. It is about an institution and an orphanage that combines a cafe hence the name The Orphanage's Cafe.

I have admired helping others since I was a youth in childhood because it keeps some semblance of humanity alive in the lovely environment that God has given to us. Many poor people are still wandering around hungry and without shelter.

I'm not sure why, but I want to do something to help them.

In two ways, I want to help people. My first goal is to open a cafe, which will provide me with a source of money that will allow me to take care of the orphanage residents who will live in my building.

As small steps lead to bigger roads, I will undoubtedly begin with something modest.

I must have the right mindset in order to begin working toward my goals. I am pursuing MBA in finance from Chitkara University because I know that in order to begin working toward my goals, I must have the right mindset. This university is educating me in every manner possible, both inside and outside the classroom, about how to create executive summary, business descriptions, financial planning, and how to interact politely with others. I really believe in God's grace and that no matter how challenging things become, God will always be with those who make an effort to achieve their goals.

I'd like to wrap this off with a few phrases that would encompass my ideas.

When your dreams include service to others - accomplishing something that contributes to others - it also accelerates the accomplishment of that goal. People want to be part of something that contributes and makes a difference.



Abhishek Arora

A dreamer is always a planner, a plan with a motive and aim to work for better future.

In this growing world I come from very middle class family. I have a dream to make our product available worldwide. I started my career in the peak time when the industry has many competitions in the market. The FMCG (Fast moving consumer goods) it can be defined as packed goods that our consumed and sold at small intervals. I am having a very huge interest in dairy and bakery products from the very first day. My father use to work in an MNC in FMCG sector and my Grandfather use to sell grocery in a small shop in his home town. I want to continue their legacy and make sure that our customer is satisfied with our product. Doing a job was the only plan I had but to grow I had to take a risk,

My father has gained experience and he has worked in multiple companies for more than 20 years.

Don't wait for the opportunity, create it. One day we planned to launch our own product in the market and as I was having a huge interest in dairy and bakery product, so I suggested my father to put the foot in this sector, we have a little experience in this sector but we were not prepared for the cons. I started with an idea to build a strong trustworthy brand that could give the best experience or taste to the customer's ever had.

With this mind my first step was to know the product from "BAKING to MAKING" and also I want that our price is nominal and quality does not compromise.

I started researching about the product and the competitions our product have. I use to visit multiple general and provision stores to check the market. I also took help from my relatives who is having a Grocery store. I asked about the most selling product of a company and no doubt they are having a good taste but the price was not worthy.

The company was well known and has a very huge base as well. That I will say I got my first competitor. After getting my very first competitor, I had a discussion with my father. Setting a new product is not so easy, but planning plays a very important part. All I had with me was good plan and a set goal. My most important goal was Customer Satisfaction.

Risk is the price you pay for the opportunity. So I took that risk and started my own business. Today I am working good and we have very good hold in the north region.

Some people dream of success and some get up every morning to make the dream come true.



Abhishek Jha

My dream is to open a leading mobile back cover business that operates worldwide. I envision a business that stands out in the market by offering a wide range of unique and high-quality designs that appeal to a diverse customer base.

To achieve this dream, I would start by researching the current market trends and identifying gaps in the market that my business could fill. I would then work with a team of talented designers to create original and innovative back cover designs that stand out from the competition. I would also ensure that the materials used for the back covers are of the highest quality to ensure durability and protection for mobile devices.

A mobile back cover business involves creating and selling protective covers for mobile phones. These covers can range from simple, functional designs to more creative and personalized options.

In terms of commerce, the mobile phone accessory market is a large and rapidly growing industry. There is a high demand for mobile phone accessories such as back covers, as people are constantly looking for ways to personalize and protect their devices. The market for mobile phone accessories is expected to reach \$130 billion by 2025, according to a report by Grand View Research.

In terms of social relevance, a mobile back cover business can be an opportunity to showcase creativity and individuality while also providing a practical solution to protecting mobile devices.

I would also invest in a reliable logistics and supply chain management system to ensure the timely delivery of products to customers worldwide. Moreover, I would have a customer-centric approach and offer excellent customer service to build a loyal customer base.

Feasibility of the mobile back cover business, it is relatively easy to start a mobile back cover business. There are a variety of options for sourcing materials and manufacturing covers, as well as multiple channels for selling and distributing the products. Online marketplaces such as Amazon and Etsy, as well as social media platforms, can be used to reach a wide audience and sell products.

The originality of the mobile back cover business, it is a highly competitive market and there are already many businesses that offer mobile back covers. However, there is still potential for a new business to stand out by offering unique designs, high-quality materials, or other value-added features.

As for the challenges and limitations of the mobile back cover business, one is that the market is highly competitive and saturated, making it difficult to stand out and establish a brand. Additionally, the market is constantly evolving, with new technologies and designs emerging, which can make it difficult to keep up and stay relevant. Additionally, the cost of production and materials can be high, which can make it difficult to maintain profitability while keeping prices competitive.

I believe that with hard work, dedication, and a commitment to excellence, my dream of opening a leading mobile back cover business that operates worldwide can become a reality.



Adarsh Kumar

Dream Venture / Business

I have my dream business as a business coach. I hope this helps.

Nearly 2 years ago while living in Japan, I saw a show with a feature on a young man who started a successful business. He created a website where visitors could download his original 8 bit ringtones (eg not clips of popular songs) for their cell phones for free. (This was when personal cell phones in Japan were still a fairly new product.) There were also ads on his site, and he got one yen (about 1.1 cents US at the time) per referral. IIRC, he said he spent just one hour a week on his content. His advertisers got over 200 million clicks a month, giving him a monthly income of over 200 milli

What is your dream business to start up for fun?

What was your dream business?

What is your dream business, and how would you go about starting it?

One dream business is to start urban farms. The technology already exists whereby we can grow fruit, vegetables, greens, berries and much more on rooftops, walls, and other tight spaces. We can even grow these vertically in silos. If properly planned, you can use 90% less water and 90% less energy to produce the same food as conventional ag, 100% organic and with much higher nutritional value. That also means the taste is far better.

And because you can grow all this locally, you can pick the items when they are ripe, instead of pre-ripe, adding to their taste and nutritional value. What restaurant or grocer wouldn't want that! Additionally, you can add an aquaponics component and raise many types of fish (although tilapia is the easiest). Imagine — fish without any mercury or other harmful metals!

The benefits are enormous. We build these things virtually anywhere and in any climate, and they are fairly cheap to build. Energy comes from wind, solar or other renewable sources, but even conventional electricity is fine because it uses a lot less, so costs are actually not high.

We can build them in urban areas where there are food deserts or where there are poor people who need good food. We can create jobs in all those rural areas that are suffering — people growing their own produce! We greatly reduce greenhouse gas emissions from transporting lettuce from California to the east coast — or anywhere else for that matter. Nutrition intake for everyone who eats these go way up, improving our health. The saved water can be used for other purposes.



Aishani Khurania

I always see myself as a CAFÉ owner. The idea of opening a café really captivates me, being a coffee lover, it was never a tough pronouncement. I know the importance of a good coffee before jumping in your day. I always believed when I'll be having abundant money, I am going to open a café. I can really portray myself in this venture. My café would undeniably be pet approachable. People can come with their allies and relish their time also the USP I ponder with my café would be serving tailored coffee, because according to me every person has some partiality to exclusive savor and their coffee should be in harmony to that after all that's the first thing we drink habitually. With having this individual trace, that can really make them lodge in their individual crux maybe that will assist people in their day-to-day happenings. Contrasting giant brands, we are going to invest in technology and value and then going to progressively labor on the feel of the café because it all lies in the taste of coffee. My first phase would be investing in moral pantry operators as they are the spine of this business. That doesn't mean we are not going to invest in a boundless interior but then again, our core attention would be the value because after all coffee is our foremost crux. I came up with the idea because the thought of delivering positivity in the lives of individuals and if your morning jolts on an upright note that will carry a huge gush of positivity and your first meal can certainly ensure that, plus the caffeine in the coffee truly boost your productivity. But these big brands always lack something that is special trace, granting having a countless selection of coffee, there was still something absent. Several times, I have caught people saying "oh! I really like a latte, but it would be pleasant if that was as well in that coffee". So, through my coffee I want to overcome that butts and as I previously mentioned that my business USP would be made-to-order coffee according to the taste and fondness of the customers. The most adversity would be the workload as each individual would be wanting something diverse, let it be flavor, quantity and what not, but as the revenue generates, we will be able to invest in high expertise gears that will aid in our effort. The major task would be making a designation in this commerce and also countless people will reason me as a laughingstock since I approaching up with strong trial of tailored coffee but I truly identify the standing of good coffee in the lives of individuals and in what manner it can so significantly influence someone's day. The succeeding important thing would be inside I certainly don't want to drive too extravagant with the design and going to keep it minimalistic so that it radiates individuals with the coziness they hunt for while doing their work or after there work shift, somewhere they want to come to before going to work and something to come to after an extensive day at work to sense effortlessness and laidback feelings. To overcome the task of constructing a name in this industry our preliminary ploy would be word of mouth, free tasters, events and charities and whatsoever that this will necessitate to be fruitful, because on no occasion in my life I powerfully held that this is not what I aim.



Akshay

Dream, a dream is defined as a vision of what we want to see or what we will see in the future. In this big growing world, everyone has a dream that they want to come true. My dream or I can say my vision is to open a restaurant. The idea was given by my father. He always wants to open a restaurant so I decided to open up a restaurant. In this fast-growing and changing world, the first thought that comes to my mind is how to start a start-up so many challenges are waiting. Running a restaurant may seem easy on the outside, but it is one of the most difficult businesses to set up and manage. Ultimately, the whole game plan is down to whimsy like my taste buds. The food trends that are currently in vogue may become unappealing in a few months. It doesn't mean i stuff it, it means I develop it. It takes a lot of hard work and determination to build a restaurant business and overcome obstacles along the way. some of the biggest challenges affecting Indian restaurateurs today.

1. Real estate price: If I want to open a restaurant in a big city, most of the business capital will be spent on renting the building. Finances can be even tighter if my planning on becoming my own landlord and buying space for a restaurant. The challenge for restaurateurs due to high real estate costs was highlighted by the National Restaurant Association of India (NRAI) in the 2019 Indian Food Service Report. Due to the high cost of real estate, many restaurants operate outside of Lilliputian. **2. High turnover:** The hospitality industry is known for long working hours. These long hours often cause employees like servers to switch jobs every time their monthly payment increases. Restaurant owners who constantly have to hire new employees lose valuable labor time in training. An easy way to overcome this challenge is to make the needs of my restaurant staff as important as my guests. After all, it's my employees who can truly delight my customers when they reach their full potential. Restaurateurs should ask their employees what challenges they face at work and ensure they offer additional benefits on top of their salary. **3. Theft:** As a restaurant owner, I probably spend my day standing at the cash register and overseeing operations. However, if a restaurant has multiple branches, it is physically impossible to be present at all of them at the same time. Then, like many other restaurant owners in the country, they can face theft problems. Besides installing CCTV to monitor my restaurant, I may also need a POS system to protect against theft.

4. Permit requirements: country restaurants are having a very hard time getting their paperwork done before they can function. Obtaining the necessary certifications and licenses is time-consuming and expensive. Launching a restaurant may require 10-12 licenses. Getting there is no easy task.

5. The COVID-19 Pandemic: The pandemic can be seen as a temporary challenge, but its impact is sure to be long-lasting. Many restaurants have been forced to close since lockdowns began in early 2020. Those surviving today have had to come up with innovative ways to win back regular customers. At a time when people are becoming more and more cautious about eating out and ordering inside, restaurants are getting their business off the ground. We had to overhaul our marketing campaigns to get on board. This has resulted in significant revenues and expenses that have not yet been matched.

For now, the only way for restaurateurs to weather the storm is to implement strict social distancing measures to keep customers safe. Servers and delivery staff must have their temperatures checked daily, all restaurant staff must wear gloves and face masks, and all restaurant premises must be disinfected regularly.

THE MENTOR SAYS.....



Col. Bikram Ahluwalia

Professor of Practice & Senior Director
Human Capital Resource Sector

“Leadership is the capacity to translate vision into reality.”

Education was always associated with dignity and propriety. It placed one above the rest not just in terms of knowledge but also conduct and demeanor. Institutions of excellence thus worked on the holistic rather than the focused product while imparting education. This was the norm, spanning the academia both spatially and across domains.

Business studies being an applied domain involving financial dealings and break neck competition, specifically emphasized on the aspect of ethics and values, for reasons most obvious. The enunciation of ground rules had to be engrained in the subconscious mind, in the DNA of each graduate, so as to keep the business environment honorable and dignified. Dilutions and aberrations of course excepted!

This book authored by one of the icons of the academia today, Dr Ashok K Chitkara, Chancellor of Chitkara University, will serve as a gospel on business ethics and values, for business professionals, as it comes from a legendary academician who has revolutionized higher education in the course of less than two decades by creating institutions par excellence that have galvanized the educational environment in North India. It is a must read for all young business aspirants as it subtly imbibes the ethics and values that business professionals must adhere in their conduct and dealings. The book builds the value system chapter by chapter thus easing assimilation. The practical experience of Dr Ashok K Chitkara, who apart from being an acclaimed mathematician is a proficient linguist and a successful entrepreneur, makes this book ever more valuable.

I congratulate Dr Ashok K Chitkara for this outstanding value addition to business education.



Akit Dhanjal

Since I've gained my mental consciousness, I've always seen my father working hard for us, working hard day / night to get us a luxe life and finally establishing our business empire to this level. I've always dreamt of taking it to next level.

My Father started Jasbir Mechanical Works [JMW] a well-known Construction Equipment Manufacturing company. He created it from scratch and brought up to a Small Factory / Big Workshop level and I want to take it to an industry level. Our machines are also being used in all Chitkara Campuses. I have planned small steps to achieve the big goal and currently I am working on it. I am already managing my Marketing team for 2 years now and currently working on new inputs to grow the market awareness in new areas.

One of the main challenges is new Competition in the area. Our main input is to maintain top-notch Quality in our products thus we use all ISI & SAIL marked virgin materials (MS Sheets, Channels, Iron materials) which led to increase in cost but a machine which can work for a really long run. Competitors are selling at lower price as material chosen is not certified and their machines last for maximum 2 years.

Talking about expansion, we have already invested into our assets and planning even more to provide our valuable customers the best of their money. I've been discussing with my father for introducing new products (manufacture/trade) which are new to this area and has a high demand, Innovation never stops at JMW. This year we will be upgrading many things, setting up new norms for standards, I am using my knowledge gained in classrooms into JMW and mixing it with my father's experiences, I am sure we will make it happen.



Akshay Rawat

Since my childhood me and my friend were very inspired by fitness and earlier, we were very skinny but then we joined the gym and we started feeling very confident about ourselves So we realised that this is our passion and then we joined MBA to gain more knowledge about the business environment.

So, me and my friend Kanan want to start a gym that will provide good equipment's and personal assistance to each client. The biggest challenge we feel is the fact that there is a lot of competition in this industry but we will overcome it by creating a different marketing strategy. So according us to it is very important to dream big and believe in it.



Aman Sharma

Till 10+2 I didn't like reading at all, I remember I used to tell my sister to give me the gist of the novel because questions will gonna come up in board exams, I used to despise reading a lot, fast forward to April 2020, thanks to covid & lockdown, I was at home, cleaning the stack of the book there I found a book called "will you still love me" still vividly remember it. I just read the book blurb, and it got my attention, I slowly try to read the book, and to my surprise, I complete it in the next three days, it was a big achievement for me, I gradually began reading more fiction books and writing some short stories that came to me in my imagination. As I did so, I discovered that I had a strong passion for writing. At that time, I thought that if I ever had the opportunity, I would like to start an advertising agency to create creative ads for both domestic and foreign clients, which would increase their sales.

I'd like to work with and employ creative individuals who share my values so that we may advance this to new heights.

However I do agree that starting an advertising agency is not duck soup, especially if I am bootstrapped, indeed it's really a cutthroat field, and it is not easy to retain the top employee while managing burgeoning operating costs

To add to this if one ad campaign goes haywire or people didn't like it, then I believe the company starts to lose its potential clients

As far as social relevance is concerned, I believe Advertising plays a significant role in shaping public opinion and consumer behavior, and ad agencies have the power to influence the way people think and act, and let me prove it with a real-life example Stayfree India's "it's just a period" is a fantastic campaign.

They approached a taboo subject, cautiously raised awareness about periods, and attempted to alter Indian society's attitude that having a period is normal by inviting a father and his daughter to audition for a daughter's day commercial.

Feasibility depends on market demand, social relevance depends on customer demands, the company depends on client demand and this goes on and on...

With this I would like to pen down my thought with this beautiful mantra of Stephan Vogel, Ogilvy & Mather Germany's chief creative officer: "Nothing is more efficient than creative advertising. Creative advertising is more memorable, longer lasting, works with fewer media spending, and builds a fan community...faster."



Ananya Shukla

Who in this world does not have a dream? A dream to buy a car, a dream to be a scientist, a dream to do something for the society, or just a dream to live a life with contentment. Something or the other, but surely every person has a dream. It is this dream that drives us to work hard, achieve our milestones and ride towards success in our life. Success need not be becoming the wealthiest person on the earth. Achieving even our smallest dream can be a huge success for us. Since childhood, we come across various fields which often we think of as our ultimate targets. However, most of them are just fantasies and fade away with time. Still, there are some things which just stick on to our minds and these very things eventually go on to be our dreams. Our life will turn out the way we imagine it, so try to imagine the best possible outcome. Our ideas and dreams may become our reality if we give them enough credence and work toward making them so. Wish for happiness, prosperity, and wealth, and we will find it. The attraction law is said to work just as reliably as gravity. According to popular belief, our subconscious mind is capable of making any wish or dream come true. So following this, everyday I try to remind myself what my dream is and the feeling of pride and joy I will experience when I achieve it and own a event management company. My dream is to start my own event management company. This is one of the few fields in which your ideas can become a reality and where creativity is not a reason to be fired but rather promoted! You will be able to brainstorm, impress, surprise, engage, amuse, thrill, and make people happy—all while getting paid. The nature of this industry means you'll get up to a much wider range of activities, meaning no day is the same. On one day, you're checking out a new venue for your event before going off to meet a second client, then the next day you're setting up and hosting a live music festival. The variety means you won't get bogged down with the same old stuff, keeping you motivated and fulfilled. And this is what I always wanted to experience. As owning a successful event management company is not easy as it seems. I need to understand the various concepts required in marketing area. I did my first step by enrolling myself in various workshops. I hope all this will take me closer to briefly understand and execute all the required knowledge for that industry. I have also started reading blogs and articles to be up to date with the new market trends as event industry is always progressing This will help me in long way. I want to start with the idea that my company could build a strong, trustworthy network that could hold creativity and make a difference by others. I believe that I possess all the required skills to make my dream accomplish. I am firm believer of learning should never be stopped and I will continue with that always. As you dream and set goals, it is essential to put a plan in place and work according to it to move in the right direction. Preparing a plan and getting organized are the initial steps towards attaining your dream. Dream big and overcome every obstacle to achieve the same. I will work hard and put my best efforts so that someday it becomes the reality of my life.



Anu Sharma

How I land on this idea : I was brought up in a village in Kaithal, Haryana. Kaithal is the main city near us which is 30km far from my village. I saw the problem of transport there. Like there are some government and private buses but those buses over-filling the passengers and even it is not a regular service. It is time-consuming like one bus will come in 2 hours. Those students who go to college every day also have the same problem. Also working people go to their work but they will have to wait for a longer time. They have to face the same problem. Local taxis charge unfair charges. In the Local area, there is not any cab service available here. Uber and Ola's services are available in the main city only. That time an idea came to my mind why should not we start a ride-sharing app in the local area? There will be many villages in which there will be no transport facility. How we will start this business: We will develop a website for this. There is a ridesharing app that will be there. This app's content will be available in English and in the local language also. A user can go to the website or download this application. They can select their ridesharing partner. In this, we will include local taxi drivers as well.

Ridesharing Apps: A Boon for travellers: The biggest impetus driving the popularity of ridesharing apps and solutions all over the world is obviously comfort and ease.

Alternative and Better transportations: This app-based transportations services offered travellers better alternative transportation. The travellers can avail of rides in their own convenience as and when they need them. They can avail of a better transportation service without being hindered by the cost and convenience associated with regular cab services and other public transport.

Cost-Effective Solution: Getting stuck in the heavy rush-hour traffic while seeing the meter of your taxi continuously ticking on, is a common experience shared by many of us. This is where ridesharing apps one a handy and effective solutions because you not only share the cost of travel with co-riders riders, but you also get a clear price quote for the ride when booking the same.

Safe and secure Ride: Every ridesharing app strictly ensures engaging sufficiently skilled and licensed drivers after a thorough background check. Apart from this, you always can avail remote support for any en-route security issues. As far as safety and security are concerned, ridesharing apps offer sound support.

Time-Saving Solution: For an ultra-busy and overactive generation of people who value time more than ever before, ridesharing services and the like came as the most appropriate solutions. From taking your children to school to going to your workplace, just taking a cab service can be the ideal solution to reach your place on time.

Challenges and Limitations:- In local it is possible that people don't know how to use technology. Customer's behaviour can sometimes create problems. In the market also there is high competition.



Balpreet Guliani

My Dream Venture

My real estate venture, called "EcoHaven," is a sustainable and eco-friendly housing development project that aims to provide affordable housing options for low-income and middle-income families while also reducing the environmental impact of traditional housing developments.

The commerce involved in EcoHaven would include the development, construction, and sale of the homes, as well as the management and maintenance of the community. We would also look into alternative forms of funding such as crowdfunding, grants and impact investing.

The social relevance of EcoHaven is clear, as it addresses the urgent need for affordable housing and addresses the negative impact of traditional housing developments on the environment. Furthermore, the project will also provide jobs during the construction phase, and will contribute positively to the local economy. Feasibility of EcoHaven is achievable by working with local and regional government bodies, community groups, and non-profits to secure land and funding, as well as utilizing sustainable building techniques and materials.

Originality of the idea is that it takes a holistic approach to housing development by combining affordability, sustainability, and community-building.

The challenges and limitations of implementation would include securing funding and land, navigating zoning and building regulations, and ensuring the long-term financial viability of the project. Additionally, the use of sustainable techniques and materials can be more expensive, but we will be looking into cost-saving measures such as energy-efficient appliances and community-shared facilities.



Avinash Kumar

So, everyone has a “**DREAM VENTURE**” or we can say a dream business but I have a dream venture which is not only a dream but also I can say hobby or passion which is bikes. I am fond of cars. So I named my venture Motomadz as the name can explain it is related to bikes. The Idea came from a vlogging course it's a bit annoying how a can person get an idea from vlog so it's like the vlogger bought a new bikes and on the weekend he needs to make some customization changes in his car but instead of enjoying the weekend the person completely spent the whole day at that place and come back at night with full of frustration because of the crowd at that place and that is Karolbagh. Here the idea hits what if someone provides the customization and modification products at their doorstep and even the installation service at their doorstep? It helps people to make modifications in their cars at their homes without stepping out of their homes not getting into that crowd and spending the whole day ruining their weekend. It is an E-commerce business that will be done online without any intermediary. Includes products of car modifications and car accessories. Some sellers are selling bike parts like Boodmo, and Gomechanic but not car accessories. There are some but they are restricted to some particular area and also not providing installation services. But there are both sides of coins, there are also some challenges that will face in future the main one is funding, and the other one is other competitors the risk of giants to enter in this market as they have already the targeted customers.

At last, I want to say

“A dream doesn't become reality through magic; it takes sweat, determination and hard work. The future belongs to those who believe in the beauty of their dreams. All our dreams can come true, if we have the courage to pursue them. Who looks outside, dreams; who looks inside, awakes”.



Bishampreet kaur

**“Enjoy the journey and try to get better every day.
And don't lose the passion and the love for what you do.”**

Being from a businessman's family, I've seen my father work and market in the old traditional method, going to places and marketing his goods. When my brother joined his business, everything was the same but in a different way, now things were more simple and efficient because by using a laptop or consumer buying, I was very curious how with changing times everything was evolving digitally. I began researching digital marketing and my interest grew as I learned that the future of digital marketing looks promisingly bright and secure, that the online world is evolving, that nearly 77% of companies worldwide have already adopted the industry's best content marketing strategies, and that more are likely to join the list in order to carve out a place for themselves in the digital world. I've done various online and offline trainings to learn digital marketing as well as worked in two companies for the same as it has a bright future and surely everything will evolve digitally in the near future, everyone has some goals and passion, so do I I wish to Structuring my digital marketing team like My Cloud Crew is a huge priority for me. Marketing is a dynamic industry, and as it evolves, so do team structures and job roles. Hiring the best talent will necessitate understanding the best skills for each role. Running a digital marketing agency can be extremely challenging, even absolute hopeless sometimes, but everything takes time, success doesn't comes in one day, you've to give your all heart sweat tears everything to make it work, my absolute goal will be to hire the upcoming tech geeks who are interested and keen to train themselves in this online world Mygoals are to build a good team of experts and newcomers, and this location will provide trainings on e-commerce, Internet marketing, social media influencing, and other aspects of the online world. My desire is to make businesses more effective and simple by providing them with appropriate strategies. The goal of digital marketing is to promote the business, brand, build customer loyalty, and increase sales. This is accomplished through the use of measurable, targeted, and interactive digital technologies. It has increased engagement and global reach. The agency will come up with innovative and unique ideas to give our brand a distinct identity. The team will understand how to apply the most recent design trends and SEO strategies, as well as create unique content, to make your digital presence engaging enough to increase conversions.



Chirag Garg

I am a dreamer, but I am also a planner. I have a mission, and an aim, and a goal to work toward.

I dream of a world where everyone can flaunt their shoes and stroll comfortably.

I started my career as a cobbler. My grandfather taught me everything he knew about shoe repair, and I've been doing it since then. I want to continue to share his legacy and make sure that our customers are able to get the best shoes and boots for their needs. To just be a cobbler was not my dream I want to build something big.

A shoe company that focuses on leather and makes shoes that are as artistic as they are sturdy. The company would be capital intensive and would require a lot of resources to get off the ground. The artistry of the shoes is key, so we don't want to skimp on the manufacturing of them, which is what will set us apart from the competition.

We started with the idea that we could build a strong, trustworthy brand that could be relied on to deliver quality products at competitive prices.

With this in mind, our first step was to make sure we had a solid reputation for providing excellent customer service and providing products that are true to their description. We also wanted to make sure our pricing was fair and reasonable—and that we had an understanding of our competitors' strengths and weaknesses so we could stay one step ahead of them. So, here's the deal: we make our shoes out of real leather—not some synthetic stuff.

I have been very successful in this field and have worked with many famous brands and designers as well as my own designs. We have acquired a large and growing customer base, which has allowed us to grow in the number of users and improving the financials of the company.

“ Every great dream begins with a utopian. Always flash back, you have within you the strength, the tolerance, and the end to reach for the stars to change the world.”



Devansh Kakkar

Same world but everyone still perceives it differently. This is because every person is unique in his or her own way and they all have a thought process that basically creates the difference in their understanding level.

Now when it comes to perception I believe that there's a lot happening out there already. People are discovering new problems every day and working on their solutions while all this process is happening we are missing out on the development of already existing technologies. I would not say that development isn't happening but when I look closely I realise that people are missing out the integration of already existing industries. I believe only this integration can do wonder to the economy.

To achieve this dream of mine there are several steps that need to be conquered. My dream is to open a marketing company. Now you must all be wondering what's new in this, it would be a marketing company supported with artificial intelligence. So as to have a better understanding of it think about the Digital Marketing as a process and divide this process in several steps. Now once we come up with several steps our next focus would be to automate each and every step with already existing technology. Although companies are their who have automated some processes of marketing already but there is no company that automates the whole process of marketing and make it easy for the use of people. Once we come up with automate DM technology its feasibility would increase because the need of human resource would reduce and simple and repetitive tasks would be performed by the software.



Gawakshi Manocha

I am Gawakshi Manocha, a student of Chitkara Business School and I am currently pursuing MBA in Marketing.

Growing up surrounded by historical landmarks, creative arts, and Southern charm, I have always been an admirer of fashion and beauty. When I was a young child of five years, I would continually play dress-up and dream of becoming a Fashionista that assists movie stars and social elite for their red-carpet appearances. I wanted to contribute to others in seeing the beauty in themselves and the world around them. Today, I still dream of working in the fashion industry.

My dream fashion career consists of me designing a line of updated retro clothing, alongside my own recreations of these fashions. These fashions would then be purchased by customers on my ecommerce website, or sold to buyers for sale in their stores.

Business owners need a strong sense of leadership, and ownership over their product. It will be my responsibility to oversee product development, marketing, sales and more.

A successful entrepreneur, “offers innovative products and services that satisfy unmet needs in the fashion industry”. I would do the same for the business.

I chose this career because I have a strong determination to succeed and I love to see the potential, and have an eye for details. I am highly organised, and can achieve my visions.

There will undoubtedly be difficulties, but creativity has the potential to get over them. It can be challenging to stand out in a crowded market, but growth is possible with persistence and effort. I’ve already chosen my brand’s name and logo, which I won’t mention here, but

I hope to launch my brand soon and am always learning more about everything that might help me.

Thank you



Gunneet Kaur

My name is Gunneet Kaur. I did my graduation in B.COM from Delhi University. I’m recently pursuing a MBA from Chitkara University.

I chose to pursue MBA degree as I believe that it is a constantly evolving field and opens up a wealth of opportunities for growth and betterment.

I consider my strength is my attitude, and I enjoy taking up challenges and believe in accepting both success and failure in a balanced manner to move ahead.

My dream venture is Dog Day Care. A dog walking business is an excellent opportunity for someone like me who loves dogs. We could pursue the option of offering more generalized pet-sitting services for those who are on vacations, business trips and specially who are office going and wants to keep a pet.



Gurnoor Singh Sadana

My Dream Venture

So my dream venture is to build and grow my business in the hospitality sector. My father is already in the hospitality line, and I want to take this further and grow this business by adding some more segments to it and diversifying. So I want to start by opening a hotel, which will have facilities for rooms, a restaurant, banquets, cafe, etc. Then I would like to expand the business by entering the outdoor catering line. As I have a keen interest in baking, I also want to open a bakery and a restaurant.

So I think I can achieve all this gradually by taking the right steps and making investments very carefully. The hospitality industry is relied upon by people all over the world to provide experiences and services that make people happy and comfortable.

So I know there would be many challenges, like huge investments, risks involved, capturing the market, cutthroat competition, finding the right workforce, etc., as the human element is the most important in the hospitality industry. But I'm ready to face these challenges and make it work.

I would really want to work on myself and be successful in what I want to pursue.

Thankyou



Gursimar Kaur

My Dream Venture

Many of us daydream about having a business but some put action into it. My dream business is to open a Chain of Bakery Shops and a Marketing Firm. My mother always had a dream to open a bakery shop which I turned into my dream. Coming from a business family, I always dreamt of opening a business of my own one day. Seeing my dad, and how he uses to manage the business, assign work to the employees, and deal with clients always fascinated me. Unsure of what business I will open at that time, but when my mother did a bakery course while I was doing my bachelor's degree, it gained my interest. I use to help her in baking cakes and establish a business with her. During covid when I started handling the clients for our bakery items and from past internships, I realized that I was good at public dealing and selling products. Then I decided to pursue MBA because it will give me all the knowledge and professional information about the company's operations and management. I chose marketing as my course because of its versatility in today's world and in addition to that I realized while promoting bakery products that marketing is very essential for any product. If you have a good product you need to have good marketing too. So, to learn all the tools and techniques I joined Chitkara University which is helping me in understanding business ethics, all the requirements for opening a business, and above all right approach for a business. Apart from this, my dream is to open a Multinational Marketing firm. Marketing itself is such a vast field that it holds space for everyone. This will not only help me in promoting my bakery shop but also establish a base for other companies. As I am to open businesses, I would require a team that will generate employment opportunities. I have started reading magazines and listening to TED talks by many business tycoons in this field. I have given all my efforts and will continue to give more effort in my master's degree to accomplish the aim of becoming an entrepreneur.



Hardik Sharma

My dream venture is to expand my father's already existing business of gas stations. I want to modernize my already existing gas stations which are omnichannel ones i.e. they have the availability of only refuelling the vehicles and related services. There are various reasons to do so like growing demand, profitability, environment protection etc.

A regular gas station no longer meets the demands of the customers. They want clean and creative multifunctional gas station designed with full range of services that includes fuelling/charging points, repairs and convenience stores and a wide range of services. Without modern software, a business can't retain its audience. Therefore, digital modernization is the first thing we will implement. FY 2021-22, Indian gasoline consumption rose to 30.85 million metric tonnes showing a growth of 13% compared to the previous year. So, the potential of this market is very high. Fuel trading is a risky type of business in terms of environmental protection. The wrong approach to storing gasoline can lead to a disaster. Compliance is one of the reasons why we will strive to provide green services and monitor gas storage. Humanity is more and more concerned about alternative energy sources switching to electric cars, biofuels and hydrogen.

To meet the needs of wider audience, we will take care of this segment. There are various challenges and limitation present in this industry. As fossil fuels are depleting day by day, the companies have to produce crude oil and refined industrial products at the lowest cost possible and remain competitive. So, the profitability is a major concern. With the government policies limiting carbon emissions, this industry is struggling to find out ways to improve the processes which reduce the environmental impact and meet stringent standards. The funds to modernize and expand my family business will be carried by taking loan from the bank and by savings of the profit in the business.



Harshit Singla

My Dream Venture

My business idea is that I am planning to set up a plant in which I can collect plastic waste get its grading done and then melting it to form into desired shape and color and then form out furniture from it. I will first enter into furniture line and then as I excel in that I will get into more business lines like making of some toys for kids as this market is very vast, after the ban of Chinese products in india the demand for plastic toys here remains the same but the supply is affected so to take its benefit I will set up a plant which makes high quality plastic products which targets age group of 1-12 yrs.

Social relevance for this is the waste plastic that is dumped into water bodies will come into use as it causes water pollution over there and harms the aquatic ecosystem moreover plastic takes many years to decompose and recycling it is a good option to get it into use again. Feasibility of the project is that there are many people in India doing business of plastic waste. What they do is that they take out waste accumulated in water boddies and segregate it plastic waste is collected and after that my company will segregate it according to quality that we require for our products and the rest can be easily sold in the market for products which do not require good quality of plastic.

Challenges that I might face are

- **Licencing** – In India if we want to set up any plant there are a lot of permissions , licence's , and certificates required and that require a lot of time to get approved
- **Transportation**- Transportation cost of bulky products like furniture and toys will cost me to much which can decrease profit margins of my company to overcome this I am thinking to set up the plant in Gujrat as the port will be near and cost will be reduced.



Harshita Sharma

“I Knew that if I failed wouldn’t regret that, but knew the one thing might regret is not trying”

- Jeff Bezos

My Dream Venture is to start a Cosmetics business.

I did my graduation in BBA from Govt.college Daulatpur chowk and now i am pursuing my MBA in Marketing.

When I was doing my graduation,I had thought that I would start a cosmetics business. Because there is a lot of profit in the cosmetic business and in my area,people do not have much knowledge about cosmetics.and mostly I have a lot of interest in this business. if such a person does this business who has complete knowledge about it,then it will be beneficial and there will be profitable also so I want to do this business.



Himansh Sharma

My Future Business Idea: Dazy Nightclub

A business idea should be sustainable and profitable by identifying a vibrant market to ensure that it receives the proper support. My business idea revolves around opening a nightclub which also has arcade games and pool tables available where everyone enjoys the night with drinks and snacks available. Being the owner of a nightclub can feel like something straight out of a movie.

The glamour or at least the perception of it, the profits, the required capital, etc., can feel like an unattainable task. Owning nightclub is perceived as a high return investment. A Nightclub isn’t just a place for entertainment, it is also responsible for its customers’ to have fun, play games(pool and arcades games) with availability of food and all types of drinks. I plan on buying a constructed building having two floors and with nearby parking. The total cost of a kitchen can range between Rs 5 and Rs 10 lakhs. Furthermore, because we plan to open a bar, the storage of liquors worth Rs 15 to 20 lakhs may be prohibitively expensive for a startup. Customers are picky about the smallest details, so good vaults are as important as good kitchen equipment. The Rs 30 lakhs cover the cost of a good nightclub, with arcade gaming machines as well as the bar’s setup. The remaining funds can be applied once the nightclub is operational, and they must be in place within two to three months. The total cost of the licenses and gst registration could be Rs 10 lakhs. A nightclub requires an average of 25-30 employees to function properly and smoothly. This list includes the Chef, aid workers, waiters, bartenders, DJ/band and bouncers. Employees’ wages are determined by their skills and experience. A nightclub requires more initial capital, but it is also one of the most profitable and cost-effective club plan. My long-term goals will cut across the business entity. I intend to expand the business by opening up new premises in nearby cities and metropolitan cities within the next few years. Another goal is to increase generate more revenue and maintaining a good image in the market.



Himanshu Gupta

Being born and brought up in Marwari family business always catches my interest and I don't know how those family business-related talks gave shape to my interest into the dream of opening my own company. So, my dream is to start my own startup and take it to the greater heights. Like this only one day I was busy with some work and I need to attend family function and due to my hectic schedule, I missed my car wash routine and when I thought to take it to somewhere outside for a wash, I found out that my car's tire is puncture and because of that I became angry and worried that how I will attend the marriage then I thought that when everything is available on mobile app then why not this service is available in this smart world.

After that I researched about whole scenario. Then an idea emerged in my mind to make an app with which you can book an appointment for a car wash or for any other problem related to car. Just open an app, select the service you need like to wash your car or if the tire is puncture or the battery is down etc. Then our team will come at your place and will solve your problem. This will be helpful for those car owners whose car is broken or damaged on highway or any other place then the mechanic will come at that place and will provide solution to the petty problems and when there is big problem in your car then my team will tow car in the garage and will fix the car.



Jasdeep Singh

My dream venture is to work with ideas that have something to do with betterment of environment. As we have already signed Paris agreement but then there are a lot of loopholes in the government functioning due to which there remains difficulty in working of that project. The idea of electronic vehicles in India is a great start but then there have been new of vehicles catching fires lately, or the battery costing immensely high. People are today not ready to change their preferences for it. My idea is to work for a project where I can make the batteries which are of better quality standards and market worthy, which will give a quality product in the market. Most of EV manufacturers are today not able to maintain the production because of customer readiness is unsteady. Hence there is a requirement to draw more awareness which will require high speed marketing, with professional approach. That brings us to the last point and that is people who continue to violate the Vehicle swapping policy, which has a few loopholes like the certification can be procured without the authentic players in the deal. Hence, my idea is to join the tree dots, EV – Vehicle swapping – Environment And make a dream venture where I accumulate all the three into one The social relevance is so highly important that today we sign agreements to our future generation walks on this planet in a healthy way, hence whatever we do our every step should be in the care of saving earth. With this approach there is high feasibility as from a common human to government officials and policy makers all would come together if we come up with something so professional. And of so high value. For sure there are few limitations with it, and that is the requirement of professional technical skilled people, then getting our brand at par the players who are already in market. Then making sure the Semiconductors are procured locally because they play a vital role in our project but we import it from china and any global crisis like a pandemic would bring all of it to halt.

That's all I have from my plans, it surely needs improvements but we will work in betterment of our planet surely.



Himesh Devgan

“The value of an idea lies in the using of it.”

My dream is to make a revolution in the manufacturing industry wherever there is a need for an oscillating mechanism.

The idea came to me when I saw my grandfather working in a paper mill. There I saw the Mechanism that was used to oscillate the paper rolls that were being manufactured in that factory. After that I noticed that similar mechanisms are used in various industries such as Rubber industries, rolling mills and even in heavy duty vehicles. Moreover, there is a possibility that these shafts can be also used in the Robotics Industry.

With the advancement in technologies the robotics Industry is sure to be on a rise Thus, demand of Shafts and its components will be more as well.

My dream is to establish a manufacturing company that focuses on providing universal shafts that can be used according to the specifications provided by the consumer, which can be customized according to their requirement. Establishment of this firm would require a large funding to get started.

I myself started with the concept that we might create a strong, dependable brand that could be depended on to offer high-quality items at reasonable rates and provide products that are of top-notch quality.

With this in mind, our first step was to ensure that we had a strong reputation for offering good customer service and reliable products. In order to keep one step ahead of our competition, we also needed to make sure that our pricing was fair and reasonable and that we were aware of their strengths and weaknesses.

We've been very successful in this field and have been supplying many large-scale Industries and our customer base is growing day by day. Thus, increasing our number of consumers as well as in improving the financials of the company and I plan to enhance it further in the future.

“So many of our dreams at first seem impossible, then they seem improbable, and then, when we summon the will, they soon become inevitable.”



Kanan Dhingra

Since my childhood me and my friend were very inspired by fitness and earlier, we were very skinny but then we joined the gym and we started feeling very confident about ourselves So we realised that this is our passion and then we joined MBA to gain more knowledge about the business environment.

So, me and my friend Akshay want to start a gym that will provide good equipment's and personal assistance to each client. The biggest challenge we feel is the fact that there is a lot of competition in this industry but we will overcome it by creating a different marketing strategy. So according us to it is very important to dream big and believe in it.



Kanishk Chauhan

Paths To Metaverse - Kanishk Chauhan

Everyone in life has a dream and would want the dream to come true someday. It feels good for one to do what they are passionate about. People have different personalities and thus what one cares about is different from another person. Personally, I care about running my business in the future. I believe I can achieve the idea of becoming self-sufficient by engaging businesses and getting inspiration from successful people. Almost every person dreams of starting their own business. Many people get into the business because of several reasons. Some want to be happy in life, to others it is passion, to be rich, promote an idea, achieve dreams, take advantage of an opportunity, and create a unique product or financial freedom.

When I was young, the teachers had a tendency of asking us what we would like to be when we grow up. We all had dreams and ambitions. One could say I would like to be an engineer, doctor, pilot, or police officer among others. Interestingly, my dream was to be a teacher. But the problem with that is teachers earn a lot lesser than professionals in other occupations that require similar levels of education. Long hours, low pay, lack of support, and decreasing levels of respect in society are pushing talent out of the profession. "The best talent from grad school doesn't come into the teaching line, because generally pay packages are low. So I knew that if I get into the profession of teaching I might not be able to live the life I want and enjoy it. So I was looking into this problem and how can I make this dream of providing education lucrative. Recently we have seen that there are many companies that are earning lots of profits by providing education online in a virtual form. It is a good opportunity but there are many competitors and establishing my brand as superior to them would be quite difficult. So recently I was watching some tech news and there came a concept of meta verse and how it might take over the traditional internet experience. So an idea of a meta verse classroom struck my mind. I started researching about it and there was a company named Edverse that had the same goal in mind of providing education in the metaverse. So I thought it could be the future and there are not many competitors on that platform. So if the expert's prediction about meta verse is correct it might be a huge opportunity for me to make my dream of providing education come into reality and at the same time a lucrative one.

With the aim to turn this dream venture into reality, I am working committedly towards the achievement of my goals and hoping that one day all this would turn out to be successful.



Kashish Mehta

Paths To Enlighten Indian Art

Every person in the world has a dream that they hope will one day come true. My goal in life is to bring joy to everyone I can. And I believe in starting a business that will revolutionize as well as help India to grow. I traveled to several fascinating new historic locations. Once, my family and I traveled to Rajasthan. It is a stunning location to explore, full of handicrafts and beautiful palaces. There, I came across several exquisite Indian handicrafts. The State is renowned for its pottery work with magnificent mirror embroidery and royal Rajput handicraft. They are famed for the creative brilliance of their miniature paintings. Every tourist destination has such distinctive features. Such as Pahari Paintings and other distinct ancient art and architecture in Himachal Pradesh, Marble works in Agra. But because individuals there lack a platform and are unaware of the opportunities, such arts are not exported.

However, I concluded that there is no platform where they could sell such an Indian masterpiece. Additionally, they lack the Internet infrastructure necessary to grow their exports internationally, as well as to other parts of India. I encountered a similar issue in Jammu and Kashmir. With the help of Honorable Prime Minister Narendra Modi. Jammu and Kashmir are also developing by ending the conflict of interest. It is famous for Pashmina and Kalina. Due to the remote location, they do not have enough resources to sell their products outside J&K. Even I spoke with a few of the people in Rajasthan; they were all extremely gracious and their artwork was amazing. Small Indian crafts produced in tourist areas are not shipped outside, which is why their businesses are not expanding. Additionally, they are unaware of the technology. There are many obstacles to overcome because it is challenging to persuade people to do business online because of reliability. This will facilitate the direct sale of Indian art and assist in removing middlemen. By doing so, artisans will be better able to understand what customers want and adjust their products accordingly. My goal is to create a single platform where these tiny Indian artists may list all of their products online and even export their work to other regions of the nation. To make it more convenient to use the platform will feature a translator that they may use and control in their native language because they are unaware that such sites are used. Additionally, they can develop and promote Indian arts abroad.

To make this dream business a reality, I am eager to work assiduously toward the accomplishment of my objectives in the hopes that someday all will be accomplished. I am hoping that my desire to assist such people will be achieved.



Kumar Kushagra

So, everyone has **“DREAM VENTURE”** or we can say dream business but I have a dream venture which is not only a dream but also I can say hobby or passion that is cars. I really fond of cars. So I named my venture Vroom carz as the name can explain it is related to cars. The Idea came from a vlog afcourse it's a bit annoying that how can person get idea from vlog so it's like the vlogger bought a new car and on the weekend he need to make some customization changes in his car but instead of enjoying the weekend the person completely spent the whole day at that place and come back at night with full of frustration because of the crowd at that place and that is karol bagh. Here the idea hits like what if someone provide the customization and modification products at their doorstep and even the installation service at their door step. It helps the people to make modifications in their cars at their home without stepping out of their home not get into that crowd and spend the whole day ruin their weekend. It is an E-commerce business that will done online without any intermediary. Includes products of car modifications and car accessories. There are sellers that are selling car parts like Boodmo, Gomechanic but not car accessories. There are some but they are restricted to some particular area and also not providing installation services. But there are both sides of coins, there also some challenges will face in future the main one is funding, the other one is other competitors the risk of giants to enter in this market as they have already the targeted customers.

At last I want to say,

“Our dreams are often at odds with our realities, demanding freedoms and resources we may not have. But this doesn't make them impossible to achieve.”



Manpreet Kaur

My Dream Venture

Every person in this world does have a dream or an ambition that one wants to fulfil during his / her life. This very dream encourages you to do better and better and move towards your goal. Not everything you think of can be your dream. Some things are just a part of the fascination you grow up with during your childhood. However, your dream plays an important role in your life.

Every day I like to take some time aside from my responsibilities to think about my dreams and all the goals I want to achieve. My dream is to own a marketing firm. Marketing is something that has always intrigued me. But only having a dream won't help, I also need to work towards the achievement of my dream. As owning a successful marketing firm is not as easy as it seems, first I need to understand the basics of what marketing is. This was the first step towards my dream. So after completing my intermediary, I enrolled myself in a reputed college to do my Bachelor's in Business Administration with Digital Marketing as my specialization. With that, I also started researching about marketing in depth and got to know how marketing is done on various platforms that too with the help of many platforms. After completing my BBA, I got myself enrolled in the Master in Business Administration program in Marketing. I hope all this will take me closer to my dream of owning a marketing firm. I have also started reading magazines about successful businesses in this versatile field of marketing and their success stories to gain some ideas that will help me in the long. By the end of my MBA, I wish to gain the necessary knowledge about the business I am going to begin and it's functioning with the desire of intending to learn more and more as I am a firm believer that learning should never stop. I will put the best of my efforts and work hard towards achieving my dream so that one day it becomes reality and not just a fantasy that I have to live with.

THE MENTOR SAYS.....



Dr. Devesh Bathla
Associate Professor & Director
Centre for Analytics and Data Excellence

It is with great pleasure, that I write the foreword to eighth volume of book, **'You Can Also Lead'**.

Citing the Holy Bible, 'Flog a mocker, and the simple will learn prudence; rebuke the discerning, and they will gain knowledge'. Our Hon'ble Chancellor Sir, a proud teacher who has done things differently but possibly at the price of that sense of immediacy, involvement and intense personal interest which characterises this book.

This book, that celebrates its centenary, captures life's distillation in a highly condensed, connotative, and cheerful manner. For a book that is written soberly, modestly and with a strict purpose of sharing the life facts, this one has turned out unintentionally to be a story of outstanding achievement, past, present and future. There is no self-glorification here. The facts speak louder than could any paeon of praise. Through educational, cultural and athletic programming, Chitkara University has made a significant impact across the globe.

Quick tip for the readers, **'Listen to advice and accept discipline, and at the end you will be counted among the wise'**.

Happy Reading!



Mohammad Sameer Haque

Mera Dream Mera Venture

In today's world, many people dream of having their own business. Sometimes that dream never comes true because that person does not have the funds or resources to make it happen. Many of those potential entrepreneurs reach out to others in the hope to make that dream come true. I am one of those dreamers and I hope my dream of becoming a business owner comes true. A dream is something that you want very much to happen. My dream is to create a bio-plastic water bottle. The idea of coming up with this product came from a random discussion with a good friend of mine. Coming from a business family he used to know quite a lot about running a business. So once we were drinking water from a Bisleri bottle and we started discussing how plastics are damaging our environment. Then the idea of making a bioplastic bottle came to our mind. We started researching more about bio plastics-its pros and cons. After researching about the pros and cons we started exploring the raw material that can be potentially used in the creation of our bioplastic bottle. While exploring our options we came across an article about a company that was going to launch water bottles made of sugarcane. We were amazed by the fact that we could use sugarcane and turn it into a bottle that would not harm the environment like traditional plastics. So the question to ask was is this product even possible to make in India? So we started looking more into the feasibility of this product in the Indian market. The fact that India was the second largest sugarcane-producing country after Brazil answered our question that YES IT IS POSSIBLE. With our dream to create we started working on how we can make it possible. We are still working on its implementation and how we can make our dream come true. Funding, marketing and logistics etc would come later for which we have a group of 12 people who are gaining experience in different fields to make this dream come true. Our dream is to produce something that is **"THE BEST THERE IS, THE BEST THERE WAS, THE BEST THERE EVER WILL BE"**. With this thing in our mind, we are working hard to make this dream come true.



Muskan Verma

My Dream Venture

My Dream venture is to start my own skincare line. The reason I got inspired to think about any business venture or a dream venture is honestly because of this assignment and also because being your own boss is something that everybody wants. It got me thinking about what is that I want to do as an entrepreneur and then I thought why not start a skincare line if I could do that?

I've seen my parents and many other people who don't believe in skincare but later on in their life, they face many issues like dull skin, signs of aging (which I think is beautiful until you start getting them in your 30s), wrinkles and so many such issues. By starting my skincare line, I don't only want to sell my products but also educate people about them. I want people to realise the importance of taking care of themselves.

My skincare line would be inclusive of men and women both. Products recommendation for every age group starting from 20 – 50 or above. Also, to help out people to treat their specific skin problems a free visit to a dermatologist will also be provided. Through my website, people will be educated about each product so that they can decide what to buy and what not to. Also, all the products will be made available at an affordable price so that it becomes pocket friendly for everyone to take care of themselves. I believe taking care of your skin is more than just looking beautiful which might be the ulterior motive of most people, it is more like spending time with your own self having those few moments that is only devoted to you. It could actually be therapeutic after having to deal with all the stress. It can also bring out the feeling of self-love that to be honest is very difficult to find in today's world.

That is all that I have thought about this dream venture of mine. I hope that some day in the future I will actually start working on this and it will no longer be just a dream venture but something much more than that.



Navneet Kaur

My Dream Venture is to start a Banquet hall in Shahbad (Haryana).
I did my graduation in BCOM from Kurukshetra University and currently i am pursuing my MBA in Marketing

When I was in graduation I had thought that have to open a Banquet hall of my own.
I want to open the biggest Banquet hall in my area where social gatherings and business events can take place. So that my business gets profit.

There is no such Banquet in our area banquet can benefit people to enjoy the social gatherings, business events and etc. our business can get more profit.



Nilansh Kumar

My Future Business Idea: Fashion Company

A business idea should be sustainable and profitable by identifying a vibrant market to ensure that it receives the proper support. I plan on opening Clothing Manufacturer Business in future. As i have a family business and that too in clothing i had a keen interest in fashion industry. Latest Fashion not only develops the clothing line but supports it with advertising and promotion campaigns. My company plans to strengthen its partnership with retailers by developing brand awareness.

Our customers are youngsters between the ages of 15 and 35 with a disposable household income. Within this group, there are no color barriers, and customers have diverse backgrounds.

My goal is to expand from retail into online, with its own branding, to be sold by the end of the period in other retail stores as well as online.

I intend to expand design line by investing Rs. 30 lakhs and business loan. Both will be paid back in few year with generated funds from sales to our already established customer base and relationships.



Niyati

My name is Niyati, born and brought up in Sirsa, Haryana. Being a creative head I always wished to learn designing but and i plan to do so post my MBA, simultaneously with my job where I will get insights on how the business world works and to get the perfect industry exposure.

My dream venture would be a clothing line of my own, where I will make sustainable yet affordable everyday wear clothes for women.

My aunt runs a boutique of her own for past 20 years and every time I visit her workshop I get so mesmerized just by looking at how her employees work and what a great environment it is.

Also it is my greatest wish that I should be able to start my business with my own money. One thing that I have learnt from my aunt is to be determined for your goals. I also wish to take my clothing business online and make it one of the biggest among existing online businesses.



Piyush Gautam

Want Your Own House?

Owning your own house is a dream of every individual in our society. No matter what position we get on but creating comfortable situation for our loved ones is a lifetime goal for everyone. Facts show that lands rate have been growing exponentially after 2001, thus making it very difficult for people below the poverty line to fulfil their dream and own their house.

Our vision is to help people who are below poverty line to achieve this dream. This vision of ours also become one of our usp, we as a company make houses and allow people to make them homes with a minimal down payment and a monthly subscription.

Also another usp of ours are our prices, we set the prices of our houses keeping people below in poverty line in mind. Not only this we also foresee to work in another segment of construction that is luxurious homes which target middle and high class people.



Pragya Sood

"You have to dream before your dreams can come true."

- A.P.J. Abdul Kalam

I have always been fascinated with the cultural diversity in India. It is a country wherein, every 100 km the language, art and culture changes. And whenever I see the remote areas of our city or may be the village areas they are a hub of creativity. The locals are incredible artists but, this creativity is not reaching the customers. So, this was like an eureka moment for me that I want to work with these people like a family and my DREAM is to create a company named Karigiri that will act as a platform to these incredible talents and allow the artisans to actually reap the rewards of their labour and creativity. Initially, it will provide a variety of ceramic, copper, terracotta, handmade and hand painted products that are both aesthetically pleasing and durable. The categories will include mugs, copper bottles, cups and plates etc. In the future, I want Karigiri to be an omnipresent brand with goods in a range of categories like fragrance, clothing, home and living etc. My strategy will be to sell these products through the online website, retail and enter into the airport retailing as it will help the business to fetch more profits as on airports there is a lot of pressure of gifting. For this, I plan to find a co-founder with experience in airport retail. I'll introduce Karigiri to the mall outlets after I'm able to establish a solid brand position with the help of airport retailing. The Vision of Karigiri is to celebrate the diversity and creativity in India, to empower all artisans and build a global brand. It is a feasible business as it checks all the four pillars of the viability quartet i.e., Physical, Financial, Commercial and Social Viability. The biggest challenge in this business is the need to establish a very strong brand through airport retailing and digital presence in order to enter the mall stores as a well-known brand that the customers would favour for the high quality and distinctive designs. But I'm very sure that I'll be able to do this as I'm very passionate about this idea and I'll achieve my ultimate goal i.e., to build a brand that represents India's vibrant art and culture globally, provides a space to all these incredible talents to channel their creativity.

"The biggest risk of all is not taking any risk"



Priya

« planète verte »

I have got an addiction! Yes, it's true, growing up in Chandigarh made me addicted to two things- greenery and really delicious food. Any young resident of this city can agree on this. So, whenever I think of having a business these two elements refuse to leave my head. But the question is how to combine these elements into a business. Here is the answer - planète verte A Sustainable Restaurant.

The vision is to have a restaurant which not only delivers food but an unforgettable experience in terms of taste of food, drinks, ambience and zero waste.

This place is going to upcycle every possible material used in cooking to dining process. Few examples are- having the furniture or even the whole floor made of cork of wine bottles or using old furniture to recycle and convert them into brand new one modern ones, using wine glasses to make head lamps. There is myriad of ideas to convert waste materials into extraordinary products that are needed in a restaurant.

The ambience of the place will have 3 sections-

The minimalist section for our indoor comfort loving customers

The outdoor zone for our close to nature customers

A Vincent zone with the walls painted white, projected with classic paintings like The Stary Night by Vincent Van Gogh with the help of a 3-D projector so that when you sit there it feels like you are not just watching a painting but rather are a part of it. (Perfect for a date).

Now for the restaurant to be sustainable and green it is important to have a zero-waste policy- which simply means to not add any waste to our planet. It may sound simple but it's actually way complex. You know for any dish to look perfect and most presentable; chefs remove the unruly surface or leaves of the perfectly healthy ingredient vegetable. A lot of waste is generated in making any dish.

The cure to it I see is to have a compost facility where this waste can be converted into manure which will be distributed to the local farmers to increase the soil fertility without adding harmful chemicals. And these are the same farmers who will have the contract of supplying fresh veggies to the restaurant.

This facility can also have an additional space to add a small creative space with a machinery for grinding the high-quality bottle glass of wine into fine powder which will be used in making cutlery or dishes. This was just the overview of the creative ideas that will be needed to develop this concept into an experience. But the mission will always remain same- to create a concept which is not just visually aesthetic but also good for our planet.



Rabi Debnath

My Dream Venture

We have a family event management business in our locality, in small scale which is organised and managed by my father. I visualise my ventures to scale up this Event Management business to a state level.

The event industry size was valued at \$1135 billion in 2019 and expected to reach \$1552 billion by 2028. These figures show there is a huge boom in the event industry market. The initial stage of a major event evolves understanding the audience and their behaviour that excites and emotionally engages them.

Our family is already into this business for 20 years and well trained in identifying the audience types and successfully managed several events in our area. My dream is to add one banquet hall and a resort in our locality to scale up the business and also, I would like to add more decorations items like ample sitting arrangements with upgraded electronic gadgets and lightings. The decorations items which i will procure will be made in India because I support the made in India campaign. I'll get my decorations, smart gadgets and lighting items from Delhi because the market is very huge and also economical and I'll get my clothing materials from Kolkata and also would like to add more authentic Bengali cuisine in the menu because we are from Assam and people of Assam prefers Bengali Dishes. The workers I'll have are from West Bengal because as we will be working more on festivals and marriages, to my knowledge workers in Bengal's are more experienced.

I did a small survey and to my understanding the above-mentioned procurement will require ₹3Cr. For which I'll be approaching for fundings. I foresee big challenge in procurement of this funds because I do not have that much of fund to realise. In the near future I'll be trying to work on gathering funds and try to expand this procurement and to scale up this business.



Raghav Mannan

I had always wondered what it meant to live in a world that my dad lives in. The way he was constantly dealing with people had always intrigued me and has sparked interest within me over the years. I brood over the memories of sitting in my dad's office and observing how well he managed his employees and how he tackled all kind of problems. It is very essential to have business skills in order to endure with the world's fast-growing economy. My dream is to expand our family business and join my dad. Our company's name is Nimbus formulation, a pharmaceutical company mostly deals in ophthalmic products such as eye drops, eye creams, eye ointments, eye suspensions,

We have over 40 plus products and at present we are operating in Punjab, some part of Haryana, Jamu and Kashmir. Our vision is to become a pan India company and we are working vigorously towards this expansion program for that we are in process of hiring pharma professionals and we are also offering franchise for some uncovered areas so our strategy is to progress and expand by offering franchise to the competent persons and hiring competent personals. So, far this strategy is working good for us.

When I will join the business, I would like to fulfill the target of becoming pan India company. I will arrange required finance, human resource, technology, as well as other important infrastructure. We are currently only involved in marketing operations. In the future, we plan to build our own manufacturing facilities.

As far as commerce is concerned it will be a huge amount that will be required to achieve that goal. This will be a challenge to us but we will be able to solve this problem by arranging funds from the banks and other finance institution.

This is great social relevance since it will give work for needy and competent persons. Of course, we are dealing with ophthalmic pharmaceutical products, so we are helping needy patients and running awareness campaigns about the care of people's eyes. We are also providing free samples to the ophthalmologist for poor patients. Moreover, to keep enhancing our knowledge we participate in ophthalmic conferences where various ophthalmic share their experience and updates their selves with the new development in the field.

There will be so many challenges for us to achieve the set targets i.e., to arrange the required finance, to hire human resources and train them as it takes so many months and it is also difficult to find a suitable and competent person. At present competition is huge and to bring a business and profit to organization is a big task.

But we are confident enough to overcome all the problems and challenges because we are already dealing with such types of problems and challenges and we are successfully doing our business.



Rajul Tomar

So, everyone has **"DREAM VENTURE"** or we can say dream business but I have a dream venture which is not only a dream but also I can say hobby or passion that is cars. I really fond of cars. So I named my venture **Vroom carz** as the name can explain it is related to cars. The Idea came from a vlog ofcourse it's a bit annoying that how can person get idea from vlog so it's like the vlogger bought a new car and on the weekend he need to make some customization changes in his car but instead of enjoying the weekend the person completely spent the whole day at that place and come back at night with full of frustration because of the crowd at that place and that is karol bagh.

Here the idea hits like what if someone provide the customization and modification products at their doorstep and even the installation service at their door step.

It helps the people to make modifications in their cars at their home without stepping out of their home not get into that crowd and spend the whole day ruin their weekend. It is an E-commerce business that will done online without any intermediary. Includes products of car modifications and car accessories. There are sellers that are selling car parts like Boodmo, Gomechanic but not car accessories. There are some but they are restricted to some particular area and also not providing installation services. But there are both sides of coins, there also some challenges will face in future the main one is funding, the other one is other competitors the risk of giants to enter in this market as they have already the targeted customers.

At last I want to say,

"Our dreams are often at odds with our realities, demanding freedoms and resources we may not have. But this doesn't make them impossible to achieve."



Ratan Kumar Barui

I want to start a company that specializes in the design and production of sustainable, reusable utensils. The utensils would be made from durable, environmentally friendly materials such as bamboo or stainless steel and would be available for purchase in bulk for use in homes, offices, and food service establishments.

In terms of commerce, the utensils would be sold both online and through retail channels, with a focus on marketing to environmentally conscious consumers and businesses. The company would also partner with food service providers to offer bulk discounts and custom branding options.

The social relevance of this venture lies in the reduction of waste generated by disposable utensils. Every year, billions of plastic utensils are used and discarded, contributing to the global plastic pollution problem. By providing a sustainable alternative, my venture aims to make a positive impact on the environment.

In terms of feasibility, the production of reusable utensils is a well-established industry, and there is a growing demand for sustainable products. Additionally, many existing businesses in the food service industry are looking for ways to reduce their environmental impact and would be potential customers for my venture.

In terms of originality, my venture would differentiate itself through its focus on design and customization, offering a wide range of stylish and personalized options for customers. The main challenge I foresee in the implementation of this idea is competition from existing companies that already produce sustainable utensils. Additionally, there may be difficulty in convincing some customers to switch from cheaper, disposable options to more expensive, reusable ones. However, I believe that by focusing on design and custom branding, my venture can stand out in the market and overcome these challenges.

Another limitation is that, even though bamboo is an eco-friendly material, it is not very long-lasting as compared to stainless steel. And in some cases, cost of stainless steel utensils may be very high which can be a barrier for some customers to buy.

Overall, I believe that my "Utensil Company" has the potential to make a meaningful impact on the environment and provide a valuable service to customers looking for sustainable options.



Rik Chattopadhyay

A dream is something which originates within everybody and which decides people's ambitions and goals, right from the day when a child starts to grow in life, dream eventually occurs and starts to manifest their life.

The day I attended a webinar session of Dev Gadhvi – a fantastic passionpreneur who does his business in a profitable manner and also positively contributes to transform 1 billion lives in future. I was able to find my passion on becoming a chess coach and teach candidates in training their memory power on how to plan at opening strategies, middlegames including counterplay strategies till endgames that will include solving puzzles through tactics with which players will eventually master the art of playing chess in a short span of time.

I have been playing chess for the last 6-7 years with different chess engines in order to ace my thinking skills which I feel I can provide to others so they can develop themselves faster than they really would have in normal case. Also, I personally taught many of my friends after which they felt more intuitive within themselves and shared positive feedbacks of my teaching process. This created a burning desire within me to take on the journey for future and fulfill my dream.

During my intermediate I was selected for intra- school chess tournament at Jamshedpur where I secured 2nd position with silver medal which became possible with god's grace, so with this after realising my potential in best manner till now I would plan to become a passionpreneur in this field and I believe that I can turn it into a profitable business while contributing positively towards the development of others.

**“You don't have to chase money to make money...
Just follow your passion. Money will start chasing you“**



Riya Bansal

Business Ethics and Values

My name is Riya Bansal. I am born and brought up in Panchkula. I'm recently pursuing Master's in Business Administration from Chitkara University. I chose to pursue MBA degree as I believe that it is a constantly evolving field and opens up a wealth of opportunities for growth and betterment. I consider my strength is my attitude, and I enjoy taking up challenges and believe in accepting both success and failure in a balanced manner to move ahead. This is because I think success and failures are the best way to carve ourselves to reach our ultimate goals.

I am also keen about travelling and love to visit new places and discover about different cultures. I consider that traveling helps to enlarge individuals perspective towards life and helps one understand the world better.

I believe consistency is the key to success. So it was clear in my mind that I have to do something with my own family business to have better understanding of business ethics and values. I opted this course as my career and will thrive towards it consistently and passionately.



Ritika Thakur



Rohit Garg

"I Alone we can do so little; together we can do so much"

- Helen Keller

My Dream Venture is to start a Non Profit Organization for people with disabilities.

I did my graduation in B.Com Honours from DAV Univesity, Jalandhar.

During my graduation and stay in Jalandhar i visited a NGO for people with Disabilities and was shaken from inside by seeing elderly people with disabilities left alone by their family members.

Since that day i had a dream to start an NGO for such people and take care of such people to help them live a dignified life. It always bring me a great pleasure to help such people, kids and elders.

I hope in future i will be successful enough to support such people.

Hey, I am Rohit Garg, a student of Chitkara Business School, I am currently pursuing MBA in marketing, and besides this, I'm a fashion enthusiast. The day I realized what a 'DREAM' is, doing something in the field of 'FASHION' became my dream. There were a lot of options in front of me but I decided to move ahead with my ultimate passion. I want to make clothing brand for people mainly for teens like us.

Most people when hear the word clothes they automatically start thinking about big brands but as a teen it is not practical to buy them for that my brand clothes will take place which will be of best quality fabric, cool designs and cheapest from the market so that they can don't put burden on their pockets.

There are lots of clothing brand available in the market but there is not much brands for teens which provide cool and doping designs so our brand can be one such place where teens can find everything related to things that help them in looking cool as they want at one place from products ranging from shirts, t-shirts, hoodies, and also all the accessories which will be the best part.

So for starting this dream venture of mine first I need dealers and different companies which are in manufacturing of these kinds of products and hire designers which will help in making cool designs which is the most important thing place in my venture, after that, an efficient supply chain is the most important thing and for everything, I'll need a platform from where users can interact so a website is must for the execution of my brand and a mobile application will provide a more convenient and effective mode of interaction.

I can be facing some challenges as many other small brands are already in market but I know how to deal with all other brands by thinking one step ahead of them always

So my brand will not just be a store with limited units but also provide customised units and I also think that my clothing brand name will be one such name that when people will think about any fashion related products first thing that will come to their mind Is the brand name. I want my brand clothes to be wear by each and every teen as well as other people so that they can have teen vibe as well

Also, I have also decided the brand name and logo which I can't tell you now but sure will be revealed soon if this idea get executed.



Sagar Saini

My future Idea Lithium N Aluminium

A business idea should be sustainable and profitable by identifying a vibrant market to ensure that it receives the proper support. My business idea revolves around starting a manufacturing of lithium ion batteries to offer the quality, and affordable .An implementation of the concept will help me achieve my aspirations to become a successful entrepreneur. As a result, my business will operate along with international and national companies that can help me produce li-ion batteries. The paper analyzes the business I would like to start, personal connection and possible information sources to use, market prices, and the product's price elasticity of demand.

I want to start slowly then eventually grow out firstly I have to start from bottom by obtaining technology from the international company then eventually growing out as in future the Indian state will have lots of lithium due to their various deal while lithium is going scarce we will have some quite good time to earn profits. I want to start my manufacturing to meet my dreams of becoming a successful businessperson and encourage other individuals to engage in self-employment to overcome joblessness. This will help create a better society and reduce the high poverty levels as people obtain reliable income streams through their businesses. I will also be producing the aluminium hydrogen battery because it will be an alternative in case lithium go scarce.

I have a high personal connection to this type of business because I feel happy when less polluting measures are taken as in the case of batteries are mainly be used for electric vehicle in near future. This is because in the near future petroleum will also vanish Consequently, I am focused on offering the batteries at average prices to ensure that a significant fraction of the companies can acquire the batteries to boost their manufacturing. The key sources of information regarding this business that I plan to use for my SLP are journals, websites, and books. This provides crucial and trustworthy information that can help make the right decisions on starting the business to avoid a possible failure. The businesses in the market adopt varying price strategies based on the quality of products they offer and their objectives. The companies utilize online and brick-and-mortar presence to reach out to their customers.

My long-term goals will cut across the business entity. I intend to expand the business by opening up new premises in nearby cities within the next few years. Another goal is to increase market sales and generate more revenue. Besides, I should be able to maintain and increase the market share of the products and services in all the business premises under my name. The business will be a key point for providing green energy requirements opportunities to the people of our nation and of course earn profits whilst doing so



Sahil Dhanda

I want to start a supplement brand. Which will provide all dietary supplements ranging from whey protein to multivitamins. As after covid 19 people are more concerned about their health and fitness and due to hectic and busy lifestyle many people are not able to consume required nutrients and vitamins for their growth and especially athletes who requires proper nutrition in every aspect to boost up their performance. Today many of the supplements brand sold in India are way too expensive for middle class audience. I will focus that my brand would be pocket friendly so that I can target more audience. Indian dietary supplement market is dominated by foreign players such as Glanbia but they are far expensive to afford for most of the population because of heavy import taxes.

Advantages:

- Made in India
- 9% CAGR
- Made in India
- Diversified product range
- More scope after covid 19
- Easy availability of raw materials

Limitations:

- People don't easily trust dietary supplements
- Foreign players
- Highly competitive market

On the part CSR my brand will sponsor different athletes all over India who are economically poor by providing them with all the required supplements to boost up their performance.

My brand will focus on fit India hit India.



Sanchit Singla

Introduction-

India's deep commitment to aspirational Climate Goals has been widely acknowledged in the comity of nations. Our achievements have matched our ambition. India has the fastest growing Renewable Energy capacity in the world. India has also emerged as one of the most attractive destinations for investments in Renewables. As India has set its sight on becoming energy independent by 2047 and achieving Net Zero by 2070, we recognise the critical role of Green Hydrogen. India, with its vast renewable energy resources, also has the opportunity to produce Green Hydrogen for the world.

With this India also want to focus on methanol and ethanol as fuels for vehicles and generators. ethanol and methanol can be produced from agricultural waste. In future government is launching flex engines in witch mixture of petrol(15%) and methanol(85%) which will cost around 60-70 rupees per litre.

Business Idea:

So my business idea is to buy agricultural waste from the farmers and process it to make methanol and Ethanol and then sell it to government and private companies. This idea is practically possible and profitable.



Sashrika Babbar

My Dream Venture: **Greendales03**

My dream venture actually includes expanding my mom's current business to the next level.

Our company's name is Greendales03 where we sell miniature Trays, indoor and outdoor plants. We also provide facilities like terrace kitchen gardening, live walls, home plant decorations, etc.

Current Scenario: Our company is currently facing issues with it's sales. The clientage which use to come to us has now decreased to 50%.

The Issue: According to me the issue is that our audience isn't targeted properly. Advertisements are being done but they aren't useful in our case.

People are not willing to buy the miniature Trays as they require attention and time to time maintenance.

The main challenge : 1) Most of the people are not even aware about the miniature Trays and plants like succulents, bonsais, etc.

2) People find these trays to be very expensive and generally want to buy something cheaper which is more reliable and doesn't need delicate care.

My Vision: In the next few years I want to expand this business pan India. So that we can target more people who are genuine plant lovers.

I want people should consider miniature trays as a top most option while gifting.

The Plan: 1) The plan is to start with tricity and hit the corporate offices where I think displaying my products would make great difference.

2) Targeting the correct audience while running advertisement campaigns would be the second thing which I will make sure.

3) Collaborating with schools, colleges, and commercial showrooms would be another amazing idea.

4) Taking help of social media to make people aware about our product-the befits of gifting something green. This will include establishing a dedicated youtube channel to miniature plants and an Instagram page as well.

5) Taking reviews and feedback from clients who love to keep such plats but face a problem in maintaining them. The additional: Everyone like to get free stuff even if that is just a five rupee chocolate. Keeping that in mind I would want to provide free delivery to premium clients.

Free manuals and brochures which will have all guidelines as to how to maintain and take care of plants. Adding themes and customisation to trays is what we can do.

Summary: According to me my dream venture will be accomplished when all over India people will start recognition greendales03 for miniature trays and it's other services. These were all the steps I will practice to take this business venture to the next level and successfully operating it.

<https://greendales03.com/>

<https://instagram.com/greendales03?igshid=YmMyMTA2M2Y=>

*The website and Instagram page is made by myself and not any professional.



Saurabh Singh

Future Startup Idea

Currently, I am pursuing a degree course in business management. Upon graduation, I intend to open up a FMCD Distribution business. Opening the business is not an immediate objective since I also intend to gain knowledge and exposure in the wide business field. At the moment, the main weakness is the lack of knowledge about starting and running a business. Another weakness is that the business idea in mind has not been drafted or documented.

This makes it difficult to prospect issues such as capital. Raising capital for the start-up is also a weakness that I'm experiencing currently. Currently, my major strength is being able to learn how to combine the knowledge skills, and experience to make achievements. Additionally, I will be able to specialize in this form of business and to have room for flexibility. The degree course will channel ways of knowing specifics about the career path I am taking.

My objective is to enroll in a higher learning institution and study business management. This is to fulfill my ambitions to open up a Distribution business shortly. Additionally, I should be able to handle all business elements with a positive attitude and lots of enthusiasm. Assisting family members financially is also part of my objectives. On the other hand, the business objectives are mainly measurable targets needed to be achieved to term the business a successful business.

My short term goals for the business are to establish a sustainable business that will for all customers' expectations in service and product. Another goal is to strive and build a strong clientele of the business. Also, I intend to have average clients increase by 15% per year until I manage a superior performance. Moreover, my business will provide services of the highest quality with excellent customer support.

My long-term goals will cut across the business entity. I intend to expand the business by opening up new premises in nearby cities within the next five years. Another goal is to increase market sales and generate more revenue. Besides, I should be able to maintain and increase the market share of the products and services in all the business premises under my name. The business will be a key point for providing employment opportunities to the skilled qualified personnel in this field. Another long term objective is to be the leading service provider in the region.



Shantanu Kumar

My "Dream Venture" is an online marketplace for sustainable and ethical fashion. The marketplace would connect consumers with independent and small-scale fashion designers and brands who prioritize using eco-friendly and socially responsible production methods.

In terms of commerce, the marketplace would operate on a platform similar to that of other online marketplaces such as Etsy or Amazon, with designers and brands able to create their own online storefronts to sell their products. The platform would also offer features such as product reviews and ratings, a search function, and the ability for customers to filter products based on specific sustainability and ethical criteria.

In terms of social relevance, this venture would aim to address the negative environmental and social impacts of the fast fashion industry by providing consumers with a more sustainable and ethical alternative. It would also support small-scale and independent designers and brands who may not have the resources to build their own e-commerce presence.

Feasibility of this idea, the sustainable and ethical fashion market is growing rapidly, with increasing consumer demand for sustainable products. Additionally, the use of an online marketplace model would allow for scalability and reach a wide audience.

In terms of originality, the platform would differentiate itself from existing sustainable fashion marketplaces by offering a wide range of products and designers, and by providing consumers with detailed information about the sustainability and ethical practices of each brand and designer.

In terms of challenges, the main limitation in the implementation of this idea would be the need for a significant investment in building and maintaining the online platform. Additionally, there may be some challenges in verifying the sustainability and ethical claims of the designers and brands selling on the platform. However, these challenges can be overcome through the implementation of strict verification processes and by involving third-party organizations that specialize in assessing the sustainability and ethical practices of fashion brands.

Overall, my "Dream Venture" is an online marketplace for sustainable and ethical fashion that connects consumers with independent designers and brands who prioritize using eco-friendly and socially responsible production methods. It addresses the negative environmental and social impacts of the fast fashion industry and supports small-scale and independent designers and brands while being a sustainable, feasible, and an original idea.



Shivam Sharma

My Dream Venture would be an Artisan based interior designing products which will be made out of with help of Indian originated sand. This dream venture marketplace will connect all the artists who are willing to showcase their work an e commerce platform and to make their small scale business.

Talking about the commerce, this kind of marketplace will be an omni channel marketplace hence, it will operate both online and offline platforms. For the online platform we would create a website set of alorithms of similar to that of etsy . where all the artists and designers will be able to list their own handmade products and sell it online which are eco friendly too. The platform will be automated and will contain customization of the home décor products according to the style and design of each customer. It will contain additional features of product rating & reviews.

Taking social relevance into consideration, This platform will bring the opportunity to the independent artisans to make presence of their work reachable to a wider audience. Moreover, these eco friendly products will add to the society by provid- ing them sustainable products.

Third is the feasibility, the market for the organic and sustainable products is developing . Providing a marketplace will create a wider audience to reach out to more customers doorsteps.

In terms of originality , the products made on this marketplace will share a story behind each product made by artisans. The people will understand the making to each product and the story conveyed to them.

At last, The most challenging part would be to arrange for the investments and funds in order to bring this dream idea into reality. Keeping privacy data consideration into the mind, we will be creating privacy protection and purchase securities for keeping our customers data in safe hands.



Shubham Kumar

My Dream Venture

My dream venture is to open a food truck business, as these days business of food and beverages is increasing .

Best thing about food truck business is that , its investment is very low and almost no recuring expenses like of rent.

Momos are very famous in North India , but states like Maharashtra , Tamil Nadu , its not.

So my first food truck I want it to be launched in Mumbai, I have stayed there for five years , and no doubt it has got amazing street food , but as far as momos are concerned its not that famous there.

Challenges:

Brihanmumbai Municipal Corporation could posses a great challenge as far as food trucks are concerned.

Mumbai has got food like vadapav ,dabeli. So it could also posses a great challenge to change the taste of Mumbaikars

Feasibility:

Just a normal truck is required , some modification and its good to go.

No rent to be given, as far expenses are concerned it would be – Diesel,and taxes which is to be paid to Municipal Corporation.

Advantage:

Movable advantage- When there will be fair, food truck can be moved to that location to fetch more profit.

Very low investment is required if we compare with other shops.

Thank you so much sir for giving me this opportunity to express myself.

THE MENTOR SAYS.....



Dr. Babita Singla
Assistant Program Manager
Chitkara Business School

I feel extremely proud and privileged to get an opportunity to write the foreword for the book – “You can also lead”, Volume 8. Dr. Ashok K Chitkara, Honourable Chancellor, Chitkara University an innovative leader who inspires MBA students to reach higher, dream bigger, and achieve greater through his interactive module on “Business Ethics and Values”. He is contributing greatly through his endeavor in preparing future business leaders with his unique teaching style. Chancellor Sir mentors students to set concrete goals, shed their introversion, identify their own strengths and weaknesses, and contribute towards the greater good.

Learning leadership from an innovative leader Dr. Ashok K Chitkara, Hon'ble Chancellor Sir, is a proud privilege for the faculty and students of Chitkara Business School. I am sure, the book “You can also lead” Volume 8, penned by sir will prove to be a shot in the arm towards the zealous mission of Dr. Chitkara to develop business leaders for the future.



Shubham Sharma

Hey,

My name is Shubham Sharma. A BCOM graduate and currently pursuing MBA from Chitkara Business school. The day I realized what a 'DREAM' is, doing something extraordinary in the field of 'SAVING ENVIRONMENT' became my dream. There was less option in front of me and then I decided to move ahead with my passion.

I always want to serve my life for the environment and this is how I want to change my life. For saving environment I started an Animal shelter first name as 'PAWS AHEAD' in this I take care of those animals who are abandoned by their owners or street animals. But still I was not at ease because this was not my ultimate goal.

Because my ultimate goal was "to save the environment" so I have an idea to save the environment. We all once visited to mountains and we see plastics and water bottles everywhere and that thing just disturb us all but with my this idea we can save the environment and also give employment to people so the idea is that we hire peddlers and give them a work to collect the waste whatever they see on the mountains and we buy the waste in kgs like plastic bottle etc. so firstly people are getting wages and we recycle that waste into useable goods that is easy to buy and reusable so that everyone buy that good and it will help our nature to heal.



Shubhangi Malhotra

I am Shubhangi Malhotra, a student of Chitkara Business School and I am currently pursuing MBA in Marketing. I am really fond of art in general - Paintings, Fonts, Designs, Decor and all the things creatively made. I came across a youtube video a few years ago and it was "Designing a Logo in 15 minutes". I watched it and found it extremely intriguing. I wasn't aware of what illustrating is or how a logo design is made so I watched a lot of videos and content learning about the same. I started to learn basic vector art and practiced it. I found out there is so much more revolving around how to design for brands, choosing fonts for the brands, colours, layouts, creative posts and so much more.

My Dream Venture is to Launch a small business wherein I can provide for designs, illustrations and personalised brand kits along with creative content. Nowadays every thing is on social media and for a brand to have social handles is of utmost importance, My brand will help the brands to create relatable content illustrations for the page, choosing the right colours palette, maintaining the handles, Logo designs and so much more.

Along with it new designs can be offered to so many small growing businesses for their products. Say for a stationary brand new designs and colour options can be worked on for launching newer products or same can be done for clothing brands.

Offering Packaging Designs, Business Cards, Invitation Cards, Stickers etc.

I think everything needs design and colour and creatively presenting the same can be so much better.

So for my small businesses I will need illustrators and content creators initially, with the help of social media we can put out the content and try to gain customers. Once I get customers designing the perfect results for them will be the goal. Since we will just have to give out the designs there is no logistics cost, inventory cost or anything else. The Cost incurred will be the designers fee and promotional tools.

There definitely will be challenges but the power of creativity can overcome that. With so many competitors out there it's difficult to stand out but with consistency and effort growth can be achieved. I have a decided logo and name for my brand which I will not be including in here but I am constantly researching and learning more about everything that can help me launching my brand and I hope do soon.

Thank You



Simran

My Dream Venture

Once my teacher said it's important to know what you don't want to do than to know what you want to do. I took that very seriously and started doing internships in different sectors, after exploring few internship I realised that I want to be an entrepreneur.

I was amazed with the idea of that you can work for yourself, with flexible working hours and I want to start my own marketing consultancy firm.

My vision is to provide world-class marketing consultancy services to worldwide clients.



Sushank Kumar

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Feasibility of this idea, the sustainable and ethical fashion market is growing rapidly, with increasing consumer demand for sustainable products. Additionally, the use of an online marketplace model would allow for scalability and reach a wide audience.

In terms of originality, the platform would differentiate itself from existing sustainable fashion marketplaces by offering a wide range of products and designers, and by providing consumers with detailed information about the sustainability and ethical practices of each brand and designer. In terms of challenges, the main limitation in the implementation of this idea would be the need for a significant investment in building and maintaining the online platform. Additionally, there may be some challenges in verifying the sustainability and ethical claims of the designers and brands selling on the platform. However, these challenges can be overcome through the implementation of strict verification processes and by involving third-party organizations that specialize in assessing the sustainability and ethical practices of fashion brands.

Overall, my "Dream Venture" is an online marketplace for sustainable and ethical fashion that connects consumers with independent designers and brands who prioritize using eco-friendly and socially responsible production methods. It addresses the negative environmental and social impacts of the fast fashion industry and supports small-scale and independent designers and brands while being a sustainable, feasible, and an original idea.



Tushar Wadhwa

A startup idea is a concept for a new business venture that aims to solve a problem or fill a need in the market. The following is an example of a startup idea:

Title: “chocoblush bakery”

Concept: A home-based bakery that specializes in custom-made cakes and desserts for special occasions.

Problem: Many people find it difficult to find high-quality, custom-made cakes and desserts for special occasions like weddings, birthdays and other events. Bakery shops can be expensive and may not offer a wide range of flavors and designs to choose from.

Solution: Chocoblush Bakery offers a wide range of flavors and designs to choose from, with an emphasis on high-quality ingredients and custom designs. The bakery will offer online ordering and delivery, making it easy for customers to place orders and have them delivered to their door. The bakery will also offer a consultation service where customers can discuss their needs and preferences with the baker to create a truly unique and personalized cake.

Target Market: People who are in need of a custom-made cakes or desserts for special occasions such as weddings, birthdays and other events. The target market could include people of all ages, genders and backgrounds.

Business Model: Chocoblush Bakery will generate revenue by selling custom-made cakes and desserts at a markup, as well as offering consultation and delivery services for an additional fee.

Marketing and Sales: The bakery will be marketed to people in need of custom-made cakes and desserts through social media, influencer partnerships, and targeted online advertising. The company will also participate in wedding fairs and food events to increase brand awareness and drive sales.

It is important to note that the home baking business may be subject to certain regulations and laws depending on the location and the scale of the business. It is important for the business to comply with all of the necessary regulations and laws before launching the service.

Insta =@chocoblush_by_garusha



Urvashi

My Dream Venture

In today's world many people dream of having their own business. Sometimes that dream never comes true because that person does not have the funds nor resources to make it happen. Many of those potential entrepreneurs reach out to other in hope to make that dream come true. I am one of those dreamers and I hope my dream of becoming a business owner has come. This dream can only come true with the help of you as an investor. Please take the time to study my profile. I hope you will find that I am capable of owning and operating a success business.

Life is not the same for all of us; some of us like to be in our comfort zones whereas some of us want to do something daring. Depending on our interests, we also choose our profession. I want to make money and want to do something big. To do something big, one should be ready for taking risk and therefore I want to be an Entrepreneur.

My father is a small-scale business man and he sells Banarasi saris. It is our family business but I don't want to follow that old tradition. I don't want to keep my business within the four walls. I have some big ideas and want to expand it.

Simply following a family business is an easy thing but being an entrepreneur adds another level of excitement to it. I have a big plan to sell my saris in the international market. I will build an online portal and an app. This will help me to connect with people easily and will also deal with different fashion industries.

All these things are totally new, even for me and also for my family, but I want to make my parents proud and see me successful. I am not afraid of taking risks but I am also determined.

Conclusion:

It needs guts to take risks one should believe in himself and should be ready for every situation. Have patience, because it is not necessary that every time a person will be successful. Just work hard and believe in yourself, you will definitely be a successful entrepreneur one day.

People won't succeed at a time, many of the famous business persons failed for more than 40 times. So, never be depressed about your failure, just woke up with more power and keep on working hard. There will be a day when you will see the past and feel proud.



Urvashi Dhall

Having an enterprise or business of their own is what everybody desires but not everybody gets the means and encouragement to pull this off, but if somehow, we are getting this opportunity so it's like cherry on the cake for us.

I have been interested in English since the beginning and I also like to teach English and this interest takes me towards one of my dreams to own a coaching centre of my own and I want to share my thoughts on my startup idea. An English coaching startup is a business that provides tutoring and instruction to students of all ages and skill levels. One potential strategy for a English coaching startup would be to target students who are struggling English language, such as those who are falling behind in their classes or who have difficulty understanding basic concepts. My startup could offer customized instruction and support to help these students improve their skills and catch up with their peers. My startup could offer test preparation classes and practice materials to help these students improve their test scores and increase their chances of getting into the college of their choice.

As for the social contribution I would love to teach needy students, by needy students I mean those who can't afford to pay fee, it will be an honour for me to teach such kind of students and reach their potential for the best.



Varnika Narang

My Dream Venture

My Dream, for as long as I can remember has been to take care of animals. I remember when I was little my Dad would foster every Dog in the area, and put his efforts to finding them a loving forever home. I've been trying to follow his steps, to take care of the strays, who need my help.

I wish to take this dream and make it bigger, by opening a "DOG SHELTER". To make a place that has enough space for every dog, and a place that unites dogs with a loving family. My Dad is my inspiration behind this dream, and I hope I can be successful in life and make my dream come true.

"If you can imagine it, you can achieve it; if you can Dream it, you can become it."



Vatsal Kashyap

Huting Freedom

Like a wild horse, running wherever it wants to, yet towards the pastures for the soul.

Background -

Since my schooling was from a military school in a cantonment, Our barracks were close to the Military Hospital (MH) and we use to visit MH once a month for the medical check ups, that time I use to see soldiers who got wounded in operations been suffering from disability's, life was hell for them! Afterwards I started observing people with disability around me and realised how tough it is for them to perform even simple tasks, Later on in life I realised disability is in the mind.

Vision -

To provide health rehabilitation and further gainful employment of every person shouldering disability on earth, through cutting edge research and creation of appropriate enabling ecosystem , Also training the people of our country in the life saving skills like 1- Un-Armed Combat , 2- Multi- Terrain Survival , 3- Emergency Med Response to improvise the capability of people to help themselves and others yet evolve being more effective and efficient.

Mindset-

In my case it's an instinct. Every human being has it. It operates from a mind space where faith, self-realization, skill, brotherhood, ability and freedom, are, all rolled into love as the driving factors of focused thought and effective action. Over time, it develops into a razor-sharp 'Survive, Stabilize and Thrive' mindset by enduring life's extreme challenges, repeatedly, by chance or by choice. Eventually realising that you can conquer anything, People who live on the cutting edges of humanity operate from this mindset. In this case , people with disabilities, skilled people and visionaries from across the world who will come together to make this project a powerful reality.



Vipin

My Dream Venture - **Herbal insecticides**

- My herbal insecticide venture envisions creating a sustainable and environmentally-friendly alternative to synthetic chemical insecticides. We will do this by sourcing and producing herbal-based insecticides made from natural ingredients such as neem, peppermint, and other plants known for their insect-repelling properties.
- We will begin by conducting thorough market research to identify the most common types of insects that are causing problems for farmers and home gardeners in our target market. We will then use this information to develop a range of effective and safe herbal insecticides specifically tailored to combat these insects.
- Our products will be manufactured in a facility that adheres to strict quality control standards, ensuring that our customers receive consistent and high-quality products every time.
- We will also make sure that the herbal insecticides are available in convenient packaging options, such as ready-to-use sprays, granules, and concentrates, to make it easy for customers to apply the product as needed.
- We will market our herbal insecticides through a combination of traditional and digital channels, reaching out to farmers, home gardeners, and other potential customers through events, print and online advertising, social media, and other marketing efforts.
- We also plan to collaborate with research institutions and universities to conduct continuous research and development to improve our product and to provide a training program for farmers to use the herbal insecticides efficiently.
- Our ultimate goal is to provide a sustainable and effective solution to the problem of insect infestation, while at the same time reducing the negative impact of synthetic chemical insecticides on the environment and human health.



Visha Singla

Visionary Dream

I was the person with no vision but when the question in +1 came to choose stream, I after searching about all streams choose commerce stream just for money. I even not heard about any company before it, but in +2 class when my teacher taught us about Cremica sauce, Domino's pizza, Reliance jio, then I thought why only these Companies and on that day, I decided, there will be my company too which will be known for its products and services. Vision is very clear to make all rounded product company in which electrical appliances, home appliances, Toiletries and all food items will make and sell.

Now, for achieving my dream I am understanding marketing strategies by doing MBA in marketing from chitkara university where I am getting how to make and sell product, how to arrange finance and how I can achieve my dream.

As I am from marketing stream , **I am working on punch line "YOU CAN`T SELL ANHYTHING , IF YOU CAN`T TELL ANYTHING."**



Yuvraj

My dream venture is to own a car garage in which i will modify car and retune the engine for performance and suspension basically all the mods of car so that it can give you the best performance this venture is targeted towards the car guys who love to upgrade their vehicles performance without hindering the reliability of the vehicle it is my dream to open a garage from my childhood because I am very fond of cars and because there are not many good garages platform where you can modify your cars so I would like to open the garage in tier 4 city but I think there there will be few challenges and some edge in opening this garage

Challenges

Our government is very strict towards car modification so if we say we want to change the color of car we need to change it on the rc of the car itself which may be a very hectic procedure so its on the very big challanges because the government don't support the additional modification on cars and recommends to keep the car stock at the factory settings

Advantages

The advantages is that the car enthusiasts like to modify the vehicle without damaging the various essential parts of engine and there are not good platform out there to get the work done

Feasibility

Its physical world because I think that for instance you are spending 10 lakh RS on a car but you want to experience the power of a car matching to the level of 15 rupees car we can do it in much less cost and also we can install luxury fetures.



Ranbir Singh Malhotra

"The Lasting Legacy "

Everysince I was a child, I've been taught and have learnt the meaning and significance of hardwork and persistance, "ambition is the path to success. Persistance is the vehicle you drive in.", is a quote by Bill Bradey that I've always admired and kept in my mind. My grandfather started a business by the name of EMCO Switchgears Pvt. Ltd., a control panel manufacturing company, in the year 1968 and since then the company has grown to a lager scale and has flourished the market with control panels in the buildings and factories of major companies.

My father and my uncle have taken over since the retirement of my grandfather and have got the company to global scale which wasn't seemed possible before. I, for one, feel that the legacy and all the blood, sweat and tears gone into the building that legacy has to be continued and has to be worked upon for getting business to a place where we're the biggest company t manufacture and provide the control panels, motors, turbines made with the utmost perfection and quality to better lives of people with what the future holds.



Atul Kundal

Dream Venture – A Healthier and Better india

A dream is something that gives you a vision that helps you to explore your inner potential.

If you have to achieve something big in your life, the first step in that process would be to dream about that thing. Being a medical student, I wanted to become a doctor but that can't be fulfilled because I was not able to get a government seat. After that failure, I did not lose hope and got admission in PGIMER Chandigarh and which I think was the turning point of my life. During my under graduation, I studied anatomy from various books but I was finding it difficult to learn just from the books. Later I joined a few courses from the University of Glasgow through Coursera. By going through that course I figured out that there is a huge gap in medical education in countries like India and UK. For instance, when I was doing the course I learned how countries like the UK are using artificial intelligence, virtual reality, and Augmented reality in the medical field which was not the case in India. So from that time, I had a vision that I wanted to replicate that same thing in Indian Medical Education to help the medical students and doctors who are pursuing any medical course so that we can study not only from the books but also from a simulated environment which exactly replicates the operation theatre or anything related to the medical field. So to make India the number one country in the healthcare sector I think we need some technological advancements so that it just not only benefits the doctors or the students but also the patients. For example, if a patient wants to have a simulated experience of how his procedure will go on so he can have this opportunity to experience that procedure before his surgery which can help him or her to reduce the anxiety that any patient can have before surgery. Doing MBA, I think it will provide me the opportunity to connect with industry experts who can guide me on this journey. To make India number one in Healthcare sector, start-up, is focused on solving the health care problems that the country is facing. This start-up has a vision to create a world of affordable healthcare in the Indian context and it also aims to provide excellent medical care to all the people in India, be it a patient, a medical student, a doctor or a paramedic.

‘Health is the most important asset we have’



Bharat Jindal

Dream Venture

During my early years I had always wondered what it meant to be live in world that my dad lives in. The way he was constantly dealing with people had always intrigued me and has parked interest within me over the years. I brood over the memories of sitting in my dad's office and observing how well he manage his employees and how he tackled all kind of problems. It is very essential to have business skills in order to until with the world fast growing economy.

After handling my father's business for couple of weeks it helps me in learning about marketing strategies, operation planning and refined various skill about management skills and communication skills.

To polish my skills as an entrepreneur I often lend hand at my father's work. In this span of time, I gained a knowledgeable understanding of how challenging the business environment can be because of the changes that occur. However, this did not frighten me, it instead ignited a sudden curiosity to learn more about this dynamic environment.

Something that I`ve often wondered about with some people is why they decided to start their own business. And I saw almost every business owner living a great life, then I can find out my answer that working for others just make themselves rich-business owner grows richer and richer while the employees are just living a normal standard of life. So, I decided that one day I would become a business owner either. From that time the idea starting the own business popped into my head. So, what business would I like to start? What will I do in order to reach that goal? And why do I want to start up my own business?

So, I thought that I will do the business of manufacturing with help of peas such as making frozen peas with own brand name.

I can supply the raw material by the peas store department to the manufacturing department. So, it will be easier than buying from others. If I can produce them with a good quality thus, I will be able to control the local market, so do the world wide one. I have made up my mind to be dedicated and committed to my work.

In order to make it happen, I`m starting by my good education which will continue to put more effort at my master degree to complete my aim of becoming an entrepreneur. I see the program that offers me a chance to understand the corporate world and help me secure a better knowledge of how to manage a business along with its risk.



Aastha Bhargava

My Dream Venture

Starting a dream business not only requires a lot of hard work and money but it also requires all your attention to help the business achieve all the desired goals

Even I had a dream of opening a restaurant chain which would be unique from each other, so for the initial I opened a restaurant in my home town with an investment of 20 lakhs, 5years ago. The restaurant is now doing well and is also making profits

The aim and target of opening the restaurant chain was to not only attract the youth and younger generation of the society but to also the working-class people aged from 30-50 where they could come and have a work environment and also enjoy tasty food and beverages while at work. We also aim to attract the aged people to come and meetup their friends and loved ones at our café and enjoy the taste of belongingness and trust that we have been trying to achieve in the last few years. Along with huge customer acquisition comes a great responsibility to serve the customers up to their expectations from us and to serve the best quality food to them.

We at the food chain business not only take care of our customers but also focus on our employees. A restaurant business often requires a long duration of work with complete dedication and hard work not only in the kitchen but also at the front desk job, either at the reception or at the table serving part, we ensure limited yet enough duration of work shifts that not only ensures smooth flow of the work but also ensures proper rest to the employees. This also helps in reducing the employee turnover of the organisation as the employee is satisfied with the work environment and culture.

We also have a policy of no food wastage, the food leftover on the table is either given away as parcels or it is properly converted into manure and then used in the gardening. We also provide happy meals at the old age home, orphanage and blind school free of cost, which leaves us with a smile on our faces as we as a organisation is happy to help others.

Within the next years we plan to open more such restaurants in pan India with an aim to serve the best quality of food and service to the customers and to extend our helping hand to the needy people of the society and also contributing our best for the economy and society.



Aishani Kharbanda

My Dream Business

My dream business venture would be relevant to my passion and hobbies. I would want to pursue my love for creating artwork and pieces of drawings and sell them through the channel of my self owned business.

My business venture would entail a small group of people working together to create the products for sale. For this I would hire some artists who would be willing to create the products with me.

The main aim of my business would be to deliver top quality products demanded by the customers.

I will follow a well curated branding strategy to market my products. I'll start by creating a name for the brand. Working on the logo and brand name is the first step. Creating a website to gain customers attention and understand the buying pattern. Another essential task is to manage legal matters related to the company. Taxes and patents need to be taken care of.

Post performing these steps shipping and packaging system will be figured out by the team. The delivery partners at the best price to increase profits will be worked upon. The digital platforms and gateways that will be used to receive payments from the customers will be set. The pricing strategy will be decided based upon the cost incurred from manufacturing and materials bought from vendors and equipments used.

The final and ever constant step shall be marketing and promoting our brand on different e-commerce platforms. Proper and efficient use of digital platforms and social media sites will help with this. Email marketing and content creation through videos and reels will be used to achieve this target.

This is the idea that shall help me build the venture of my dreams.



Akhil Sharma

Paravar

Where people trying to fit in,
Stand out with ethnic wear

Where world is moving towards the western norms and cultures, leaving behind the beautiful heritage of India. Tree without its root cannot survive, similarly a person without knowing where his roots lie cannot survive this daunting world. I was always passionate about the Culture and Traditions of India, to remember and embrace this I would like to start my venture to collect handloom artisan work, painting, brass work from different regions and sell through e-commerce platform. Each product will hold its meaning and its origin, we will not only sell the product but will also entail the saga of making it and history behind each product.

With the name 'Paravar', we will be original to our name and try protecting the original Indian arts, ornaments and clothing. Preserving the heritage and encouraging the artforms, handlooms on verge of extinction. It will not only preserve but create employment for artisan and will be paid well for the hard work they put in. Challenge is to accumulate the art pieces and artisan as they are very low in number and remerging these artforms to suite the modern-day requirement without losing the touch of originality.

We produce traditional textiles and handicrafts in cutting-edge style. Paravar fairly pays its artisan partners for their skill and effort long before the product is sold to consumers. Handwoven silk like Jamdani, Mulmul, Wool patterns from upper Himalyan region and organic cotton are used to make authentic clothes line in our business.

Some of the floral and animal motifs are interwoven with interesting anecdotes and old traditions. The revival of the Silk Road can be seen in some of the hand-painted works inspired by ancient artists. We create a wide range of costumes, including both Indian and Western costumes. Materials are further enriched by handi-craft, painting, block printing, hand screen printing, or other traditional crafts and techniques.

Celebrating Cultures, Traditions
That is what makes us Unique



Amanpreet Kaur

**Money may satisfy you temporarily, not permanently
“SAHARA”**

I Amanpreet Kaur aspire to own my NGO and provide consultancy services. Your dreams follow you from your childhood and your passion can be seen in your actions. Personally, I want to earn money as I can. As a long term goal, I want to open my own NGO so that I can provide aid to everyone who needs. Helping others give me that happiness that nothing can buy.

To make my dream happen, I supposed to pass many hurdles and I am ready for that and also learning from my every experience of life. It is difficult for me to work independently because of my rural background. With my little steps, one day hopefully I will make a big achievement. Whenever I thought of this dream, I always planned to start it from my own hometown.

Every day, I saw so many poor child wandering to get alms from villagers. Also because of guidance and opportunities, many dreams of youngsters are just like nightmares. The NGO, I want to open will also consult youngsters to make path towards their dreams and also provide employment opportunities to helpless people.

To give wings to my dream, firstly I will earn money to make myself somewhat financial independent and get exposure of the world. I am planning to provide my services through organizing workshops and delivering lectures. At this level, I fulfill my need by helping my classmates and person who need my help. With this positive attitude and giving nature, I spread happiness and want to see every face smiling.

MISSION: No one feel helpless.

VISSION: With happy faces, everyone is surviving with satisfaction.



Amisha Aggarwal

My interest in cooking and baking has always been a constant in my life. From a young age, I have been fascinated by the process of creating delicious meals. As I grew older, my interest in cooking and baking continued to grow. I began to experiment more with different ingredients and techniques. Turning my interest in cooking and baking into a business venture is an exciting prospect. There are many different ways to do this and but my dream is to open a bakery of my own.

The Business Plan and why I think that it can be a tremendously profitable venture.

To commence with I want to provide a wide range of bakery products and services, including breads, pastries, cakes, and desserts. Furthermore, I will be offering catering services for events such as weddings, birthdays and corporate events.

To start a bakery, my first step would be to create a business plan that outlines the bakery's goals, target market, and financial projections. It's also important to research the local market and competition to identify any potential challenges or opportunities.

My next step would be, to find the perfect location for the bakery. This should be a high-traffic area with good visibility and easy access for customers.

After the location is under my possession, my next step of action will be to purchase equipment and supplies. This includes ovens, mixers, baking pans, utensils, and ingredients. The bakery will also need to comply with health and safety regulations.

Once the bakery is set up and ready to go, it's important to create a strong brand and marketing strategy to attract customers. This can include creating a website, social media presence, and offering promotions and discounts to new customers.

The commerce side of the venture, there are several aspects of commerce involved in opening a bakery venture. Some of the key considerations include:

- Financing: Securing funding for the bakery is crucial in order to purchase equipment, supplies, and rent or purchase a location. This can be done through personal savings, loans from family and friends, or by applying for a small business loan.
- Supplier Management: I will be establishing relationships with suppliers of ingredients, equipment and other supplies. This includes identifying reliable suppliers, negotiating prices, and managing inventory to ensure that the bakery has the necessary supplies to meet demand.

- Product Development and Pricing: I will design and develop a menu of products that appeals to their target market and pricing the products accordingly to ensure profitability.

•Sales and Marketing: A bakery must be able to generate sales in order to be successful. This includes developing a marketing strategy, creating a website and social media presence, and promoting the bakery to potential customers.

• Product Development and Pricing: I will design and develop a menu of products that appeals to their target market and pricing the products accordingly to ensure profitability.

From a social relevance perspective, a bakery can provide a community with access to fresh, locally-sourced baked goods and create jobs within the area. Additionally, a bakery can also promote healthy eating by providing whole-grain breads and using natural sweeteners, it can also cater to dietary restrictions and allergies by providing gluten-free, vegan, or other specialty options.

In terms of feasibility, opening a bakery can be a viable venture for those who have experience in the baking industry, a passion for baking, and a solid business plan. However, it is important to consider the local market and competition, as well as the costs associated with opening and running a bakery, such as purchasing equipment and ingredients, securing a location, and complying with health and safety regulations.

Possible challenges and limitations I foresee in the implementation of my idea

• Start-up costs: Opening a bakery can be costly, requiring significant investments in equipment, supplies, and a location. This can make it difficult to secure funding and generate profits in the early stages of the business.

• Seasonal fluctuations: Bakery sales may fluctuate depending on the season, with slower sales during the summer or holidays. I have to plan for these fluctuations and adjust my inventory and staffing accordingly.

• Limited scalability: Running a bakery can be a labor-intensive and time-consuming process, which may make it difficult to expand the business. But I am confident that I'll be able to balance quality and quantity to meet demand.

•Marketing and Branding: Developing a marketing and branding strategy that resonates with customers can be challenging. I will make sure that I create a strong brand and promote my products effectively to attract customers.

In conclusion, I believe strongly believe that opening a baking venture can be a profitable business opportunity because of the high demand for baked goods and the potential for specialization and creativity. By focusing on a specific niche or offering unique and high-quality products, a bakery can attract a dedicated customer base and stand out in a competitive market. Additionally, offering additional services such as classes or events can also increase revenue and help establish the business as a destination spot. With proper planning, research, and execution, opening a baking venture can be a successful and profitable endeavor.



Aniket Sharma

My Dream Venture would be an **"Asset Management Company"**, It would be a forward-thinking Organization that prioritizes its client's Financial well-being above all else. My Company would employ a diverse range of Investment Strategies and Asset classes and would be dedicated to providing its clients with the best possible returns on their Investments.

The Company would have a diverse team of Investment professionals with a range of experiences and backgrounds. This would not only bring fresh perspectives to Investment decision-making, but it would also reflect the diverse group of clients the company would serve.

One of the key features of my dream Asset Management Company would be its commitment to using cutting-edge technology to drive investment decisions. This would include utilizing Artificial Intelligence, Machine Learning and big data analytics to identify and evaluate investment opportunities, as well as to monitor and adjust portfolios in real-time. By leveraging these advanced technologies, the company would be able to stay ahead of market trends and make more informed investment decisions. The Company's Investment strategy would focus on long-term growth than short-term gains. This approach would align with the Company's values of sustainability and would ultimately lead to better returns for clients in the long run. In addition to traditional investments in stocks and bonds, my company would also invest in impactful projects that have a positive social and environmental impact. These could include renewable energy, affordable housing and community development projects. This approach would not only generate positive returns for clients, but it would also make a meaningful impact on society. The company would also prioritize transparency and open communication with clients. Regular updates on investment performance and detailed reports on the social and environmental impact of investments would be provided to clients. This would allow clients to see the positive impact their investments are having and would also build trust between the company and its clients. In addition to these features, my company would also be committed to sustainability and social responsibility. This would include investing in companies that are committed to environment, social and governance (ESG) principles, as well as divesting from companies that engage in unethical or unsustainable practices. The company would also actively seek out investment opportunities in sectors that are aligned sustainable development goals, such as renewable energy, medical sciences and agriculture. Another important aspect of my company would be its focus on client education and engagement. This would include providing clients with regular updates on their investments, as well as offering them access to a wide range of educational resources, such as webinars, seminars and e-books. The company would also have a team of dedicated financial advisors understand their investment goals and risk tolerance, and who would provide personalized investment recommendations.

In conclusion, My Asset Management Company would be a forward-thinking, innovative organization that leverages cutting-edge technology, prioritizes client education and engagement and commits to sustainable and responsible investment practices. By doing so, it would be able to provide its clients with the best possible returns on their investments while also aligning with their values and goals.



Anisha

My Dream Venture

Dreams do come true, it's all about hard work and determination.

Many people have a dream to be an entrepreneur at one or another stage of life and I am one of them. I want to open my Venture with the idea of making people aware of the importance of "Financial Planning."

My company name would be "Financially Healthy "

It will be like an educational platform where we will be providing all the knowledge related to finance and how to allocate the finance properly.

Financial Planning is not only related to a business but is also related to the proper allocation or use of personal finance. Our main focus is on the guidance of proper allocation of Personal finance of an individual.

In this world, everyone is busy making money but they do not have proper knowledge as to where to invest and use their money.

I want to create financial awareness and with that purpose only I want to start an educational platform where people will be guided about how to allocate their hard-earned money.

In my opinion, if people are properly guided in their early stages of life about the importance of financial planning, it will be great.

In my company, I will be having a team of people who are passionate about educating and most importantly are ready to make India financially literate. People with the best knowledge and experience will be there in our team.

We will be educating all the people starting from the age group of 20 years. We will conduct online sessions, webinars and offline sessions for them in colleges and universities. Some awareness or knowledge will also be provided through social media such as Instagram, YouTube etc. We will guide them as to how much money they should use, and save, and how much they should invest for the future.

People who will be more interested to get in-depth knowledge of Financial Planning can also subscribe by paying subscription money and can be a part of our lifelong sessions and webinars. Proper guidance and counselling would also be provided at every stage.



Anmol Gupta

Dream Venture: DUDS Cloth Merchandise

Since forever, I want to start my own clothing manufacturing House. The fashion industry is constantly evolving, and there are always new trends and styles to keep up with.

However, with the right planning and execution I believe everyone can establish his or her own dream venture.

So, at "DUDS" we are going to make hoodies and oversized t-shirts with cool and different designs for the youth who are basically known as the Gen Z.

First, it's important to identify your target market and what kind of clothing you want to sell. Are you targeting a specific age group, gender, or lifestyle? Are you focused on a particular niche, such as sustainable or plus-size clothing? Once you have a clear idea of your target market, you can begin to develop a product line that caters to their needs and preferences. So, as I discussed above our target audience is the youth born between the 1990's and 2010 (basically Gen Z).

Marketing and branding are also crucial for a successful clothing business. You'll need to create a strong brand identity that resonates with your target market, and develop a marketing strategy that effectively promotes your products. This can include social media campaigns, influencer partnerships, and collaborations with other brands or retailers. We are going to contact social media influencers as our mode of advertising because I believe this mode is very cost-efficient way.

In terms of the sales and distribution, you can start with the online sales through e-commerce platform and also can participate in the local trade fairs, exhibitions and other events to showcase your products. Building relationships with retailers and other key players in the industry can also help to get your products in front of more customers. Not initially, but definitely at some point of time we are going to sale our product on our own website plus through ecommerce websites like amazon, flip kart, meesho, etc.

Starting a clothing business can be a challenging and exciting venture, but with the right planning and execution, it can be successful and fulfilling. With a solid product, a clear target market, and a strong brand and marketing strategy, you can turn your dream into a reality that's what I believe.



Anmol Jain

“If you can dream it, you can do it”

I was born and brought up in a business family, and I am currently getting my MBA. I have also been running my father's firm for the past 7 years. I consequently have a keen interest in business and possess the necessary entrepreneurial skills to run my own business.

I have a dream to see a complex built with a food court, a place where people can play games, have DJ parties, and engage in other enjoyable activities. So that everyone can enjoy all the enjoyable things at one place.

My aim is to serve the customers with not only exciting gaming world but also unmatched experience in terms of gaming world along with mouth-watering food. I dream to make this complex the best in my region by applying all of my managerial and business talents which I have gained throughout my life.

As, people's lives these days are hectic, therefore I want them to feel free for at least an hour. Everybody will be able to visit my complex and enjoy their lives because it will be reasonably priced. In addition to this, I also have an ambition of giving employment opportunities to individuals, especially those who are poor. So that they can also live a better life.

In a nutshell, my complex will spread happiness and will add happy times in people's lives amid the hue and cry of life.



Anubhav Gupta

Dream Venture

Working in the reputable investment banking sector, where companies assist people or organisations in raising funds and offer financial consulting services to them, would be my ideal endeavour. Commercial banking, which is what most people think of when they hear the word bank, differs from investment banking in that the former manages deposit accounts for businesses and individuals while the latter expedites the buying and selling of bonds, stocks, and other investments. Helping businesses and governments issue securities, assisting investors in buying securities, managing financial assets, trading securities, and offering financial advice are the major activities of investment banking.

In this kind of business, I'll get to meet new individuals and learn about fresh start-ups and concepts. I want my business to be beneficial to society and environment. There should be a decent work-life balance. I can work all day if the work is vital, but I cannot sit in the optimum posture in the workplace if there is no work.

On a typical weekday, I work from 10:00 am to 2:00 am. The unpredictable nature of the work is the issue for the majority of investment bankers, not the hours. You appear to lose control of your life and are always required to take calls, regardless of the time or day of the week. Because they don't want to have to cancel last-minute plans due to work, most bankers find it easier to not plan too far in advance. Investment bankers must also be eager to accept a sizable degree of risk.

THE MENTOR SAYS.....



Dr Harinder Pal Singh Lamba
HOD, MBA Sales & Marketing
(Pharmaceutical Management)

True leaders are visionary and exemplary in their activities to achieve distinctiveness.

Mr. Rattan tata is one such business leader and a man most of us would never think ill of. The leader who cares for people. He is known as a man of a big heart. He has 5 golden rules and tips for leaders. (m.timesofIndia.com)

Be there for your employees

He shared in an interview with a media house that "as a business leader, you have to face your shareholders, and then there are the people who have to deliver the goods and work for you, you need to be there for them as well."

Laying off is never a solution

Mr. Rattan tata asked leaders if "laying off people was going to solve the problem. It won't. "Companies need to react in the right way for the people who serve & work with them".

Unity will always be a strength

He said: "We can all unite and we need to unite to find solutions and put an end to this crisis".

Keep yourself updated and relevant

He shared "I have always enjoyed the company of spirited and enthusiastic youth of the country. Their energy is infectious and they make me feel I haven't aged at all".

Empathy

Having an empathetic relationship with your employees is crucial for the enhancement of productivity and profits. People quit jobs largely due to tough bosses and an unhealthy environment. So why push them to that point?

We at Chitkara are proud to have our honorable chancellor Dr. Ashok Chitkara, a visionary leader, a man with a golden heart, and compassionate towards his team. He is passionate about transforming young MBA aspirants to be good business leaders with an innovative outlook and successfully exercising ethics and values.

His module 'BUSINESS ETHICS & VALUES' has transformed many young MBA students and would continue to inspire many in the future. It is a great opportunity for students and faculty members to be part of this inspirational, knowledge-driven transformation module to learn and grow.

I express my gratitude and wish great success to this wonderful program at Chitkara University, campus.



Arjit Prabhakar

Meglav Trams

The Meglav trams structure is derieved from Kolkata's Trams and Japanese Magnetic Train. The vision is to build an infrastructure and run magnetic trams inside the Indian territories as well as connecting the boundaries of different countries via the route that can offer the services for civilians mobility as well as goods transport.

How it Works?

It utilizes 2 sets of electromagnets, one set to repel and push the tram up off the track and another set to move the elevated train ahead, taking advantage of the lack of friction. It can rise approx. 10cms off the track.

For Long distances- It will be high speed, intercity maglev systems that speeds over 400km/h

For Short distance- It will be Low Speed, urban maglev systems that speeds 80-200km/h

How it will help and what it will deliever-

1. Can help in mobility of Indian Soldiers troops easily and efficiently towards Border in case of emergency
2. Can counter China's one belt one road initiative when spread among various Asian countries
3. Can also help in the Idea of Futuristic Underwater Train initiative in order to help out the time effective transportation via water ways and sea routes
4. Easy and time saving transportation of civilians of huge countries like someone has to travel from Kashmir to Kanyakumari , In Russia, someone has to move from Moscow to Vladivostak

What help can be expected to raise funds-

Inorder to manufacture the Trams, a huge amount from private players we expect to invest while the government need to develop the infrastructure for accessibility of Maglev Trans



Arshnoor Gaba

Zuppy - A paradise for Family, Food, and Fun

I am Arshnoor Gaba, currently pursuing Masters of Business Administration (MBA) from Chitkara University. In today's era, the gaming industry is growing bigger and bigger and has a huge earning potential. My Dream is to create a venture making an amalgamation of gaming with food thereby creating a Video Games Restaurant called "Zuppy".

Video games are of various kinds. We see adventure games, sports, puzzles, and more, pulling our attention through bright graphics and addictive gameplay. In the early days of the video game age, there was a plethora of simple, inventive games meant to be played with the joysticks and buttons of fancy coin cabinets. These games featured primitive graphics, small sounds, and challenging gameplay.

This restaurant is going to be the second-to-none with one of its kind Services wherein every suite has gaming consoles and a bunch of different games, slot machines, and a bunch of attractions from the gaming world. In the lobby of such a Restaurant stand computers and consoles with the most iconic arcade games of all time. The halls will be filled with duels of excited players who play games on large screens.

This 300-seat restaurant and bar would combine food and drink with ubiquitous interactive media. Touch-screen monitors, installed at every table, booth and barstool, will allow diners to place food orders and play some 70 different video and trivia games. The monitors at the tables will be two-sided, so that two people, or two couples, will be able to play video games against each other. The restaurant will be divided into two sections, one with more casual gaming at the tables and another where games can be organized for large groups, as in bingo halls.

In addition to the unique experience of video games, customers will be served excellent food to satisfy their taste buds. The restaurant offers both buffet and regular menus.

My goal is not only to provide our customers with an exciting gaming world but also an unparalleled experience and delicious food in the gaming world. Serving the needs of a wide range of age groups, from children to adults to the elderly.

Dining out in games is the perfect way to recharge and yes, even celebrate!

Earnings:

Weekend income will be higher because many young people are generally less busy with their studies and work on weekends.

In the implementation of this Dream Venture Idea, Fundraising will be a major challenge as it involves a huge initial investment in terms of capital expenditure. Moreover, a website with a unique User Interface and User experience will be required which aligns with the theme of the hotel for bookings.



Ayush Bhalla

“To build a successful business, you must start small and dream big.”

My name is Ayush Bhalla, student of Chitkara University is given a chance to portray my dream venture. It would be starting a financial planning company who would work by building and promoting financial education to senior market of the society.

This is the huge market to cater as a person who not so knowledgeable about finance but is earning from a long time blocks his higher returns which he could earn if he had invested them into right streams. The company would attribute to category of personal finance which are income, spending, saving, investing and protection.

The company would be boot strap start-up who would first promote the business and try to acquire the customers from word of mouth. When the minimum number of expected customers will be acquired they would be clearly addressed the solution for their financial planning. The company would hire a small team of research analysts who would try to gather the maximum amount of information that is common among all the customers.

When the company will gain some reputation in terms of customers and wealth, then it would launch its online website and other e-service platforms so that bigger area of customers and a large market could be catered. Company is totally a boot strapped but when it would increase in size, then it would need some investments from outside sources. And then would continue its business further.

Being a student of Chitkara University, I believe that the institute would give me opportunity to achieve my goal by providing me guidance to start my dream venture.



Bhavik Khajuria

The Nature Lodge

The Nature Lodge is located in the center of city Leh and is 10 min distant from Airport. The Nature Lodge will offers customers 24 two-bedroom units with underground parking, fully-equipped kitchens, laundry facilities and stone fire-places. Nature Lodge also will offer a common-area outdoor hot tub during summer as well as a on-site store and on-site front desk service.

Each year, over 140,000 Tourist and nature lovers visit the Leh-Ladakh. On average, visitors spend a lot for lodging, food, and adventurous activities in and around Leh-Ladakh. There are more than 50 places to visit. Mountain trekking and biking is the best adventurous activities which are liked by the Visitors most. The Nature lodge will operate during the months of March to October as weather Condition is good. The lodge will be closed during the months of November to February.

The objectives of the Nature Lodge for the first Few years include:

- Increase customer's expectations for luxury accommodations.
- Maintain 95% occupancy rate during the peak periods.
- Having highly motivated, experienced and effective staff.

The mission of Nature Lodge is to become the number one lodge of choice with visitors.



Chirag Anand

Dream is an inspiring picture of the future which comes in our mind. It gives us motivation to go on and face every situation which comes on our way to make our imaginations turn into reality. So my dream is to do a business of gold ornaments after getting the proper knowledge and have sufficient resources to run this business. It is a idea which requires one's own ability to be creative and how he/she can stand out from the crowd and make different styles ornaments.

It would give me abundance of exposure and help me to become courageous enough to enlighten lives of many, specially females, Different styles of gold ornaments shows people of various types of culture. It shows the cultural style of the countries and highlights the beauty and tradition of India. I would love to serve my nation by giving them variety of ornaments in diffrent styles in the upcoming years. I know it is not an easy task but with full dedication and hard work I will try my best to make my dream come true one day.



Chirag Kankarwal

'Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.'

-Jack Welch

When I was pursuing my bachelor's degree, I always try to solve the problems of class on behalf of all students and also try to give them the proper difference between right and wrong direction.

I took the whole class with me, which shows my leadership qualities. So, in the coming time whatever I do job or business, I want to be a great leader who helps other people complete their personal and organizational goals with great efficiency. If you want to grow with your organization, you must go with your team that needs leadership qualities.



Dhruvash Pathania

Pets N' Paws:-

A startup venture which will create an impact in the lives of domestic animals whose owners leave them behind and don't take care of them and are busy with their own lives.

The first step from where the whole work starts is attending customers' call and after we will arrange the Pets Groomer near your place in our mobile Vans. To take care of your pets, we will have our tools with us for cutting hair and bathing products suitable for your pets and we will confirm first if our product is suitable for your pets otherwise we will also have herbal products. We will also take care of your pets eye's while grooming with our well-trained Groomers. We will also be involved in pet hair shedding & deep cleaning your pet's hairs and tick less bathing.

Vision:-

Professional veterinary practice that combines excellent healthcare delivered in a consistent, innovative, enjoyable, caring and pet-friendly way to create a value-for-money yet profitable and unforgettable service experience.

Mission:-

To provide innovative, high-quality, consistent, value-for-money, pet friendly health care that will make your pet want to come back again and again.

Services Provided:-

1. Full body bath
2. Fungal Treatment and infection Treatment
3. Nail Cutting & Grinding
4. Cleaning Paws by wax
5. Herbal perfume spray
6. Fun play



Hemant Lamba

Lamba's Kitchen

A Dream Venture which I want to fulfil in the future is to open a restaurant chain in which the main focus will be on the quality & services provided. As in today's world we see people like to spend more on eating food outside, providing a good quality & service will help to rise further. In this restaurant there will be one floor and one terrace. On terrace there will be a DJ, live music etc. The total sitting capacity in the restaurant will be near about 80-100 people. Will be providing Dine-in/ Takeaway/ Home-delivery options. The focus will also be on the customer satisfaction.

The enjoyable service is something that this restaurant cares about. This restaurant will offer you a great choice of dishes for low prices. Our industrial themed interior, comfortable seating, spacious ambience, good quality food and superlative service and making it a place to go to a place for any age group. This restaurant will give you a vibe that you don't want to forget it ever. With the options of Indoor and outdoor sittings you will have an unforgettable experience. With our mesmerizing drinks, you will want to re-live the moments again and again.

Visions is to expand successfully throughout the country and the world with the love that we will get from our customers. There will be both buffet and non-buffet system of vegetarian and non-vegetarian both. Highly skilled chefs will be hired. There will also be a bar in the restaurant. Mainly restaurant will fame for its buffet style eating.

A person who will celebrate his/her birthday/anniversary, we will provide a complimentary cake, dessert and one drink free.

For students there will be 5% - 10% discount (Applicable only when they show their current year ID- cards)

On Festival days, we will also run food festivals at our restaurant, thereby offering our customers a wide range of multicuisine and offers.

Will also be focusing on employees by maintaining a superior quality work environment. So, in this way I want to start my dream venture.



Himashu Sharma

Dream Venture

Growing up in the world of business, where Entrepreneurship is something prodigious than just earning profit, I have developed a great heed for doing something adequate and riveting, not just for being an Entrepreneur, but for making a sense out of my work so that it can add value to the society. Doing MBA was not just for the sake of higher qualification rather, there were some weighty reasons and profound thinking behind it. The idea is to employ my learning in my dream venture. As we grow up, we start to observe things around us and start to develop a kind of interest in some of them. Few of which imparts an intense sequel in our mind and heart. Even I developed such kind of interest in different cultures. As I started working on my eagerness of knowing about different cultures, a thought stuck to my mind about how a culture can impact someone's life and to what extent it has a role in one's life. And of course, every individual's life is directly or indirectly influenced by its culture as culture is comfort zone of any individual.

I hale from Himachal Pradesh. And everyone knows that it's an exact definition of beauty, peace and of course a tourist spot. And being a culture enthusiast, my aspiration is to spread this culture all over India, so that everyone can overhear the beautification and uniqueness of our culture as well as our food.

The objective is to initiate "THE WOODEN RESORT" in the valley of Himachal where every single thing will portray a picture of our culture. The whole environment will give a home stay like feel in Himachal. There will be Pahari food and beverages along with services in Pahari elegance. There will be facilities of hearth. Wooden work will be the ground for this venture. Only Mud utensils and bronze utensils will be used. Himachal's music (NATI) will enlighten everyone's day for sure. Apart from basic artefact many more things defining our culture will be included.

This idea will not only attract tourists but will be a great source of attraction to local people too. Knowing the importance and likeness of their culture in the world, they themselves will respect their culture and will spread this learning to future generation as well. The idea may be difficult to execute but is never impossible. With the hope of same, I'm growing and learning so that one day I can add value and wisdom to society.

"Keep trying new things, because what's coming is always better"



Hitanshu Bhatia

To achieve the goal, one has to put himself into the shoe and visualize the dream. To make those dreams come true person has to forget the failures that happened in the past. Many efforts are made to achieve the path of the dream venture. A lot of positive images are created in the vision of what exactly one desires. When we visualize the future, it is seen in real life and this helps us to keep motivated and work on it.

When we start seeing the outcome in reality and things are put in the same place as we have visualized, there's a ray of hope in what we desire. There are many small things with which we have to start and put into the right places to achieve them. My dream venture is to develop an app "Fighter Wheel" which helps disabled people to move forward to move in life. There are many necessary things which are kept in mind before bringing things into reality as the capital required to start a business, the place to set up the plant, employees, customer retention and many more. To accomplish my dream venture I need to put myself in the situation and feel the need as I am the only protagonist. Putting all the hard work and wholly myself will maximize the chance to achieve the biggest dream. An app should be installed in such a way, which helps disabled people who cannot move from one place to another, such as in who can't walk by themselves. There are many people in India, who needs these kinds of the facility which we are lacking behind in. This app will help to let move people from one place stress-free. In starting, though there we may face many hurdles but once we visualize the structure properly we can achieve. To start a venture minimum amount of capital is invested and a certain amount of loan will be taken from the banks. Many banks help entrepreneur to start their startup at very low-interest rates. Employees are needed with knowledge of tech and finance. Our main purpose would be to hire those employees who are willingly wants to work towards the welfare of society. Money should not be the only aim, employees should passionately contribute some part in the happiness of disabled people. Firstly, to develop an app some basic strategies needs to be fulfilled, deciding the operating system, iOS or Android, then knowing the target audience, the concept of ideation, knowing what's out there, planning the app strategy, designing & security. Educated and knowledgeable employees are needed as mobile developers, backend developers, designers, tech project managers, marketing managers and many more. In the initial stage, I would contact many hospitals, NGOs, welfare societies, etc. and like to spread awareness of this app and collect the data of the people, showing a physical demo would attract people and this will raise awareness among them. For example: suppose a disabled person who can't walk, and have to go somewhere, with the help of this app that person can travel by registering in the app and uploading the certificate authorised by the hospital, therefore a ride can be booked with bare minimum charges which are not profit-oriented. In the time of digitalization, with the help of social media we can even spread awareness, take data from societies, and approach through word of mouth, advertisements, and newspapers, will attract many people, and this will grow with time and pace. Our main motive is socially oriented and not profit motive. We would contribute to our fullest and bring smiles to the face of the people. Initial stages, it would be difficult to bring in too many vehicles so, to accommodate hiring second-hand vehicles, taking into the best quality of equipment like wheelchairs, sticks and many more. I would also bring mentally or physically disabled patients to meditate, do necessary workouts, and exercise which will help their body to recover. Starting with a small amount of capital, employees, vehicles and many more in this industry will expand this venture through networking and bring happiness to the face of the people.



Kajal

As beautifully quoted by Langston Hughes, **“Hold fast to dreams, for if dreams die, life is abroken-winged bird, that cannot fly.”** This statement is a true representation of the reality, which is, life is nothing without dreams. A person is not alive if that person does not or can not dream. Dreams are the guiding light of our lives, without them we are lost.

One such dream of mine is driven by the passion that I have for Dancing. I have always loved dancing and my love for it has only increased with time. Being a management student, if I would ever try my hands at opening a venture of my own in the future, I believe it would be a ‘Dance Academy’, where people could dance their hearts out like no one’s watching and like there’s no tomorrow. Just learning and enjoying the beauty of movement, in tandem with the rhythm of the life.

Idea and its Demand: Thinking of what could be a potential plan for the venture, dancing is something that people of all the ages enjoy. Dance is a great way to keep oneself fit not only physically but also mentally as it is a great stress reliever and mood booster. Keeping in mind that not everyone comes from a well off background, I would try my best to provide services at an affordable price range so that more and more people would be able to benefit from it. Also the interest of the young generation in performing arts and exploring the unconventional career areas is increasing nowadays. Considering these factors, it is reasonable to say that there is a fair demand in the market for dance academies, especially in metropolitan cities.

Target segment and location: Starting with the children and the youth as demand is higher in this age group, I would gradually increase the scope for the people of the higher age group depending upon the growth of the venture. Talking about the location of the academy, the best possible location for it can be somewhere where there are some institutes where people are engaged day in and out like offices, schools, or coaching institutes etc.

Marketing Strategy: To attract potential customers in the initial stages, for free or at nominal rates workshops can be organised, performance shows can be done in public places and random dances in the form of flash mobs can be organised where people can come forward and showcase their talent if they feel like it. Online engagements is another great way for engaging people, for that creating pages on social media platforms like Facebook, Instagram and creating a YouTube channel on which performance videos or short tutorials can be posted.

Challenges and Problems: The initial stage of a venture is always full of difficulties as it is just starting. From laying out the plan to gathering resources, from managing and executing the plan to convert it into a reality to gaining the trust of the larger audience, everything is challenging. So to name a few finding the right people for the organisation, raising funds, getting the right location for the venture, and being successful in drawing the attention of people and making them demand our services, all these factors are something which challenge the ventures in the beginning. But one should not let these challenges break their spirit. At the end, I would say if I ever plan on opening my own venture, with the support of my family, friends and mentors, it would be converting this dream of mine into reality.



Kanika Gupta

My Dream Venture

As we all know the statement in our life that dreams with open eyes have a high chance of becoming into reality but with the constant patience and efforts that are willing towards them on a daily basis and grab more and more different opportunities of learning. My dream venture is one of the dreams that I watch with open eyes and surely will be able to fulfil with God’s grace. The venture I am planning is the biggest shopping mall and to open in its branches everywhere so that will bind mostly all types of industries engaged in providing services. The shopping mall will contain all variety of clothes related to men and women with reasonable prices so that every person can afford and they need not go to far places to buy and waste their time with variety and travelling. I have laid down steps which are the stepping stones towards such a dream. Today friends are more important or we can also call friends our contacts, for opening such a gigantic organisation, I know that I will need support from other people, alone I can’t do everything. So, when I got admission to Chitkara University my 1st step was to make friends as much as I can in all the streams because, in an organization, we require all types of people such as a Human resource department, finance department, supply chain department etc. I have shared this idea with many of my friends and they are ready but for now, our next step is to get a job in a reputed organization so that we can make some more contacts as well as arrange finance for future processes. I know that good things take time and patience and consistency are all that we require to achieve my dream, but I am glad to be part of Chitkara University that has provided me various opportunities and helping me fulfil my dream so that the dream doesn’t remain a dream it turns into reality.

And I have given my all efforts to perform well and continue to put until I get successful besides the hurdles.



Kanika Gupta

“Visualize Your Dreams”

In today's era, we see people wearing spectacles whether they have vision problems or not. Wearing different types of spectacles is like a trend. I observed that people like children, celebrities, etc. wear different types of spectacles in different styles, colors, etc on different occasions. I see this as a good opportunity.

As there is very tough competition in the market, so I will try to find the loophole and overcome this problem in the best possible way. What I observed from my surroundings is that about 80% of the spectacles worn change their worth in 6 months which might give a good sale.

To start my spectacles shop, I have to build good and trustworthy connections with local sellers to bring my good brand name to the consumers in the market. To start my business, I will first set up my manufacturing unit within my city and through local shopkeepers and e-commerce I will advertise my product can reach the customer easily.

I want to manufacturer the spectacles in that way such that it contains as many as features or characteristics. It does not involve too much cost i.e.;it can be affordable so that it can be reached to the middle family persons also.

As soon as my product becomes popular, I will expand my business even to the whole of India and then I will try to sell my product in the global market.



Kritika Soni

My Dream Venture

After working for 7-8 years or so my plan is to eventually run my own clothing brand. Since my childhood me and my sister have been really fond of clothes. Our love for clothes has been so much so that half of our pocket money is spent in buying them. But globally, the fashion industry is the second most polluting industry after the oil and gas sector.

The modern linear system of manufacturing and the promotion of fast, disposable fashion puts pressure on non-renewable and threatened resources, especially water, and produces huge quantities of waste, most of which goes to landfill or for incineration. The industry's methods and materials can also be highly polluting. Therefore I want establish a conscious brand which will not only be self aware but will also work towards reducing the caused pollution.

Second-hand clothing is gaining popularity. You now have the opportunity to create a great look from used clothes all around the world. Buying old clothes is amazing for one's budget and the planet. You prevent the consumption of more resources because there is no need to produce another garment. Clothing rental is an emerging and fast-growing industry. Especially during pregnancy or for parties, renting is the better option. Some fashion rental companies offer a subscription for customers wanting to renew their wardrobe more regularly. Choosing a natural organic materials. Using natural fabrics with organic certifications. Fabrics made from natural and organic fibers have the least social and environmental impact. Synthetic fibers such as recycled polyester or nylon require less water than cotton but have a higher carbon footprint.

While building a brand I would want to include all these solutions to one single entity and construct a solid and a conscious name in the market. It's a challenge but it's worth fighting to defend our planet, animals and humans. As an entrepreneur one has to raise awareness of unsolved issues and unseen problems. Every step counts to make a difference on a global level.



Lakshi Seth

My Dream Venture

My name is Lakshi Seth and I am a student of Chitkara Business School, pursuing an MBA in Banking and Finance with a super specialization in Investment Banking, Corporate Finance & Wealth Management.

Ever since I was a child, I used to have an exceptional taste in flavours and since then I've tried to keep my passion alive along with my career.

A 'Dream' for me would be to be a part of the food industry and make a change in it. Throughout my life, I have seen many cafes and restaurants in my city but till yet I have not found a single cafe which provides flavours from across the country. India is rich in spices and has a variety of food concerning different states and cultures. I want to establish a café where under one roof people can get the taste of from dishes across the world. I want that authenticity to be served on each plate and to create a place where people can go through every culture of India. I believe with the growing westernization people, especially youth, are forgetting our roots and are less familiar with Indian food and Indian culture.

With the expanding food and beverage industry it is hard to survive in the café business if your ideas are not innovative and if you are not familiar with your competitors, considering that I have come up with this idea after exploring so many places around me. There are some limitations which are seen in future by looking at the changing preference of the youth but I want to bring a change in the food industry i.e., I would like to take this risk in future.



Lovepreet Kaur

“Visualize Your Dream Venture”

My dream venture is to start a service based business that focuses on helping people achieving their goals. The key focus of this business would be to provide advice, guidance and support to individuals who may be having trouble reaching their goals. The business would also provide services such as goal-setting workshops, personal coaching and mentor programs.

The main goal of the venture would be to help people unlock their potential and to reach their goals.

My vision is to create an environment where people feel safe and empowered to reach their dreams. The business would offer wide range of services and programs to cater individual needs of the clients.

The first service that my venture would offer would be goal setting workshops. These workshops would involve teaching clients how to set realistic goals and create action plans to reach them. The aim would be to give clients the tools they need to achieve their goals

The second service that would be offered is personal coaching. This would involve developing a personalized coaching plan for clients to help them reach their goals. Coaches would help clients develop new skills and habits to reach their goals.

The third service that my venture would offer is mentoring programs. Mentors would provide guidance and support to clients as they strive to reach their goals. Mentors would help clients identify areas of improvement and would provide advice and feedback to help them reach their goals.

The fourth service that would be offered is group coaching. This would involve working with a group of clients to help them reach their goals. Group coaching is a great way to provide support and accountability to clients as they work towards their goals.

The fifth service that would be offered is online coaching. This would involve working with clients to help them reach their goals via online methods such as Skype or other video conferencing tools. This would be a great way to provide clients with the assistance they need without having to travel or take time off from their day-to-day lives.

Finally, my venture would also offer a range of products such as books, courses, and other materials to help clients reach their goals. These products would provide additional resources and tools for clients to use to reach their goals.

My venture would be focused on helping people reach their goals, no matter how big or small they may be. My goal would be to provide clients with the advice, guidance and support they need to accomplish their dreams. I believe that everyone has the potential to reach their goals and I want to help them get there.



Col Mahesh Arjyal

Financial Consultancy Firm For the Defence Manufacturing Sector in India

1. India is amongst top three largest military forces in the world. Amidst perpetual border disputes with neighbouring countries like Pakistan and China, the Armed forces have been constantly fighting a proxy war sponsored by our unwelcoming neighbours and dealing with the border skirmish throughout. Due to such unavoidable strategic and external concerns, capital expenditure towards modernizing the Defence Forces have been ballooning every year. Concurrently Govt of India identifies Defence and Aerospace sector as focus area towards Make In India or Atmanirbhar Bharat.

2. In the recent times, India has constantly developed robust defence production capabilities. Firstly, Govt of India has put to more than 700 items in negative import list (Now renamed to positive indigenisation list) for defence imports, secondly India is looking forward to meet the demands of developing South East Asian countries by giving impetus to Indian Defence manufacturing sector and facilitating export of defence equipment. Subsequently, India exported defence equipment and technology worth Rs. 13,000 crore (\$ 1.63 billion) in 2021-22. The MoD aims to carry out exports of Rs.35,000 crore (\$5 billion) till 2024. While the significant progress accomplished over the last five years is commendable, India's share of the global arms exports is still only 0.17 per cent.

3. Over the last couple of years, the private sector has been at the forefront of defence exports and a major portion is attributable to the discharge of offset obligations held by foreign OEMs in order to leverage capital acquisitions to develop Indian defence industry. Further, India's capital expenditure for defence procurement is expected to be around Rs. 15,00,000-18,00,000 crore (\$200-250 billion) over the next 10 years and 'Make in India' has been the government cornerstone to promote indigenous defence production in the country. Given the increasing focus on self-reliance, the Ministry of Defence (MoD), has set a target of doubling the defence production to Rs. 180,000 crore (\$ 25 billion) by 2025.

4. Apropos, keeping in mind the future prospects in the defence sector along with my vast experience in the Indian Army, it is my dream to start a Financial Consultancy Firm in Defence Manufacturing Sector post retirement. In which I will focus and assist the start-ups to raise funds to grow their business and also guide them in the real time needs of the forces based on current inputs to build new technology and equipment.



Mahima Guglani

Women belong in the kitchen, men belong in the kitchen, everyone belongs in the kitchen.

Kitchen has food.

Food is something that brings people and emotions together. I, being a foodie want to open my own café named "Veggies On Fire" in Gurgaon. The menu will be designed in such a way that satisfies the taste buds but are super healthy as well. The USP of my café will be Supertasty yet healthy food and the ambience would be homely and peaceful. I have thought of collaborating with women who are willing to make homefood and would go for tiffin service as well.

In Gurgaon, many people have settled there for jobs and they too deserve healthy and homemade food. My café will serve the people the best food and would exceed people's expectations in terms of food and ambience. My motive is not to meet the expectations of my customers but to exceed them and provide them with the best possible experience at reasonable rates.

My aim is to bring women together and spread the magic of their hands in Gurgaon. It will be a café run by only women and I wish to spread the message that women can not only make good food but can be good managers as well. In a nutshell, my café will spread happiness and add happy times in people's lives amidst the hue and cry of life.

Also, if you are someone who would come to my café and spend some time sitting and sketching, be sure of someone joining you with a happy face for **"Art is the only way of running away without leaving home."**



Mallika

My Dream Venture

“In order to succeed, your desire for success should be greater than your fear of Failure”

- Billy Cosby

Success begins in creating an effective plan to reach goals. Vision and goals give us purpose and guidance. The first step to achieve your goals is to devise the best plan of actions. I visualize my dream venture as producing Beauty products by using natural ingredients (Chemical free products), which are not harmful to the skin. Some products are there in the market which claim the same, but they are quite expensive.

I want to make a product that is chemical-free and easily accessible to all and product should be purpose driven also. Products should be made by using natural ingredients. Venture main aim should be customer satisfaction. I want to my products should be sell globally. Entrepreneurs work hard to turn their visions into reality, but of course there will always be challenges along the way. Here challenge comes as the availability of these products are scarce and for survival also needs a lot of funds. The solution to this problem is to have several vendors so that if one vendor is unable to provide goods on time then we can take product from others.

Part of Revenue should be used for education of those who are not having enough means to do studies but they are willing to study, this will not done as CSR activities (Obligation).



Mansi

PETS N' PAWS

A Venture refers to a business model which aims to solve a particular problem of the society. Starting a venture needs a feasible well planned business model idea and great amount of knowledge and resources to implement it. Numerous parameters are to be taken into consideration whilst starting a business. Domestic ventures are a great way to become self-reliant while improving the GDP of the nation.

If I were to start a venture, I would start a Pet Grooming Set Up. In this modern era, where people are more respectful and loving to animals, these people are not able to adopt animals due to their work commitments. They fear the responsibility which will arise if they adopt any pet and also there is need of someone who could take care of their pets while they are at work. So 'Pets N' Paws' will cater to this problem and encourage people who love animals to adopt them without any undue concern about the pets' safety while they are gone.

Basically, the business model would be to become a 'One stop solution' to the pet owners. Under this venture plan, vans would be deployed to various high-end parks so that working pet parents who don't have any caretaker of their pets at home would drop their pets to these vans. The staff would take care of the pets throughout day and at evening those pet parents would pick them up. It would be like a creche for pets in touch with the nature.

Pets N Paws will be open to all kind of pets including dogs, cats, birds, and even hamsters. The pets would be provided with meals, playing dates, toys and special care will be taken for their cleaning and grooming. Weekly trimming of hairs and claws will also be done. The pets will be provided with a fun, caring and loving environment by the staff of Pets N Paws. The pets will also be taken to doctors for their regular checkup.

There would be an option for taking one month/ three months subscription for dropping off the pets to our vans. The benefit of taking subscription will be that all the facilities would be provided at discounted rates.

Taking about the capital requisition, funds are majorly required for acquisition of vans, pets' accessories and website development for making an online presence. Working capital will be required for maintaining a smooth flow of pets' accessories like shampoos, trimmers, pet food and other daily usable equipment. While appointing the staff special consideration will be on the fact if the prospective employees are genuinely pet friendly and caring.

Thus, this resembles my dream venture where animals are loved and taken care of. This could be the starting of a world which would be less cruel to animals and will focus on simultaneous existence of creatures of the almighty.



Mandavi

THE TWIRLING FEET

I've always been fond of dancing since childhood and that brings me to a conclusion that if I would ever have a venture of my own, it would definitely be a Dance Academy.

I visualize to convert my passion into my profession. It has come from personal interests. What's more good than following your passion and simultaneously earning your livelihood out of it?

As I like to interact with people, through this Dance Academy, I would be meeting a lot of people from different backgrounds and localities and side by side I'll get a chance to associate and work with people of all age groups.

This Dance Academy will be open for all genders and age groups as well as for couples. This Academy will operate both ways, i.e, online as well as offline mode. People can join classes by registering themselves through the website or can book personal sessions based on their requirements. Regular batches will operate on weekdays and special batches (both online and offline) will be arranged on weekends for people learning dance for special occasions or family functions.

I wish to expand this Dance Academy overseas and internationally, through online sessions, not just restricting it to a single locality. As I love to meet new people and explore new places, I myself can travel to client's place to teach them. This will work both ways, i.e, it'll help in reaching new customers and expand the business as well as serve my personal interests of exploring places.

I wish to engage my Academy in social events as well, by performing NukarNataks along with my team on social issues or preparing a dance performance for social causes on a zero cost basis or a negligible cost. This way I can contribute my little bits towards the society.

So, that's how I visualize my dream venture to be. A passion turned into profession that earns me a living as well as keeps me happy everyday.



Mrinaal Vashisht

ANTIDOTE - Find Yourself

Starting a clothing business can be a dream venture for many entrepreneurs. The fashion industry is constantly evolving, and there are always new trends and styles to keep up with. However, with the right planning and execution, a successful clothing business can be built.

With the name "Antidote" and tag line "Find yourself" I will put forward my merchandise which is blending two different segments together. Antidote refers to giving new lifeline to fashion with the products and creating our stand in the industry. With the clothing to which people can relate so that they can easily find themselves with the designs which is a blend of modern and ethnicity. To land up my venture in a manner:

First, I'll identify the target market with the clothing that I will put on for sale. As I'm targeting Gen Z. I'm more focused on a particular niche, such as sustainable clothing. With the clear idea of the target market, I will begin to develop a product line that caters to their needs and preferences. My major products are reflector work clothing and Thread work Clothing with a blend of Modern designs.

I'll be producing my own clothing through machines and household women who are skilled with needlework if not they'll be provided the necessary training. I'll be sourcing materials locally from Ludhiana which is a large textile hub. These decisions will impact our costs and the turnaround time for getting our products to market.

Marketing and branding are also crucial for a successful clothing business. I'll create a strong brand identity that resonates with our target market with blogger marketing strategy that effectively promotes our products. This includes social media campaigns, influencer partnerships, and collaborations with other retailers.

In terms of the sales and distribution, I'll start with the online sales through e-commerce platform and also participate in the local trade fairs, exhibitions and other events to showcase our products. Building relationships with retailers and other key players in the industry will help us to get the products in front of more customers.

Finally, it's important to be aware of the legal and financial considerations that come with starting a clothing business. I'll register my business and obtain any necessary licenses and permits, and will stay on top of accounting and taxes.

Starting a clothing business can be a challenging and exciting venture, but with the right planning and execution, it can be successful and fulfilling. With a solid product, a clear target market, and a strong brand and marketing strategy, one can turn dream into a reality.



Mitali Gupta

The Dress Code

My dream venture name is "The Dress Code"- A fashion and lifestyle company. Our business designs unique clothing and sells apparel merchandise. My dream will be to open an Indian Company that is engaged in the designing, developing, manufacturing, worldwide marketing and sales of apparel and accessories related to it. Our motto is to provide unique and customized apparels. Our company is constantly looking to bring a fresh, current, and accessible perspective to personal style.

Our company provides women's clothing and has a separate section for plus sizes. Our apparel and accessories are designed to be cost-efficient and comfortable. Our company focuses mainly on the young generation. We provide various products these are as follows:

1. Western Wear
2. Formal Wear
3. Traditional Wear
4. Winter Wear
5. Sports Wear
6. Belts
7. Wallets and many more.

Fashion is changing daily, so I want to open a company that provides unique and all clothes under one roof. Our company will provide products both offline and online. We provide special products in our offline stores and some online only. I wish my company will be the fastest-growing brand in the industry. The 10% of the profit earned by our company will be donated for the help of children's education and the help of old age people.



Muskan Aggarwal

Learno

OVERVIEW

Nowadays a having good leader is the main problem where in this hectic schedule people need a person to lead them in their life. There are a lot of courses in the market of which people are unaware of and those courses are taught at very high prices which are still dream for many people. It may help people in their careers but no one is their to teach that courses. There are rating system to the tutors where learners rate their tutors, it will help the students to get the perfect tutor. That's why me and my partner are here with new app- LEARNO.

SERVICES

- In this app, there are a lot of tutors who part time teach the people different courses at reasonable price. Whose tutors are specialized in their field or subject.
- Students may subscribe the tutors course plus they may send the financial aid to the tutor but it will only be tutors choice whether to give then financial aid or not.
- On the behalf of our company, there will be the scholarship test for students to get extra benefit for the scholars.
- Also, There are consultancy service by LEARNO Where people consult our experts for proper career guidance.
- Students may get the trail classes so that they think and decide revisely.

STRENGTHS

- Practice and revise
- Learn anytime, anywhere
- Affordable fees

VISION

Our vision is to provide education to every student who want to study but have financial problem. Students may get senior education and competitive exam preparation.

THE MENTOR SAYS.....



Dr. Navreet Kaur
Professor
Chitkara Business School

“To be nobody-but-yourself — in a world which is doing its best, night and day, to make you everybody else — means to fight the hardest battle which any human being can fight and never stop fighting.”

— E.E. Cummings

Self, it is said, is power – a reservoir of energy – and it is by ‘looking within’ that one is able to unearth, to a great extent, the mysteries of one’s self. The desire to know oneself is an ongoing process that begins with the question – “Who am I?” The realization of one’s worth and uniqueness is the foundation of ‘self esteem’: a set of positive perceptions about oneself which make magic happen as we wade through the sea of life. Self doubt is the biggest of curses of existence; doubting one’s power is giving power to doubt. It is seen that modern day students, in their attempt to achieve the goals of life and fight the challenges of a digitalized, complex and turbulent world lose sight of “who they are” thus failing to practice self compassion and self control. It is essential that they must introspect and know their strengths and limitations. The answers will result in self-acceptance and give them a sense of direction which will transform them from a state of ‘being’ to ‘becoming’.

Revered Chancellor Sir’s teachings will not only give the students academic insights but also teach them the power of authenticity – a contagious character trait beautifully manifested in Sir’s larger than life persona. We, at Chitkara Business School, as always, are looking forward to be a part of Dr Ashok Chitkara’s enriching and thought-provoking sessions.



Nikita Devi

Clothing Brand "CHERRY"

My Dream Venture is to launch a ready-made clothing brand for men & women that concentrates on providing stylish, high-quality, and reasonable clothing for women and men of all sizes and styles. The brand would be named "CHERRY" and would give prominence to a wide variety of clothing options, including dresses, jackets, jeans, t-shirts, hoodies, sweatshirts, shirts, sweaters, blouses, pants, skirts, and many more.

Look Good, Feel Good is something we believe in. One of its key capabilities of Cherry would be its consciousness of inclusivity. The Cherry would provide a wide range of sizes, from small to plus size, a clothing brand that is designed to flatter and intensify the features of all body types. Additionally, the brand would offer a spread of styles, modern and on-fashion objects, so that every man & woman can discover something that he/she feels confident and stunning in. Another important thing about Cherry might be its commitment to the best. All of the apparel in the brand would be made from high-quality fabric and materials and designed to stand up to regular wear and tear. Additionally, the brand would function with a huge range of accessories, consisting of earrings, purses, and footwear, that supplement and help any look. For an instance, one of the maximum popular objects in the store would be a set of flexible and fashionable wrap clothes. This attire would be crafted from a notable, stretchy, and breathable material that drapes fantastically on the body. They could be available in various shades and prints, and it'd be smooth to dress up or down relying upon the event. They could be best for the entirety from a casual day trip to an elaborate dinner party. For men, the popular object in the store would be shirts and hoodies. In addition to offering, fashionable apparel, Cherry would also be committed to providing notable customer service. The store would have a knowledgeable and friendly body of workers that would be happy to help clients and find the appropriate outfit or solution or any questions they'll have. Additionally, the brand would also have a website wherein clients should browse the selection and make purchases online. Also, 1% of the profits of the Cherry would be used for solving environmental issues by collaborating with different NGOs as our social responsibility. There are different national and international brands that are our competitors in the market but what makes us different is our quality and variety with affordable pricing. So that everyone can afford good styling in reasonable pricing. Overall, my Dream Venture would be a ready-to-wear garb brand for men & women that focuses on supplying super fashionable and affordable apparel for men & women of all sizes and styles. Cherry would be a place in which every person can sense assured and delightful, no matter what their body type is. With its commitment to inclusivity, quality, affordability, and notable customer support, Cherry would quickly emerge as a go-to vacation spot for ladies looking to update their cloth wardrobe.



Parteek Bansal

STELLER ENERGY

Overview

Our vision is to provide quality, cost-effective sustainable energy solutions across markets, and aid in reducing carbon foot-print paving way for sustainable energy thereby improving quality of life. We are one of the major players in the solar energy industry in India focused on PV module manufacturing, with an aggregate installed capacity of 2 GW as of March 31, 2021. As of August 31, 2021, on the basis of our aggregate installed capacity, we had a market share of 24% out of total enlisted capacity as per the Approved List of Models and Manufacturers (ALMM) for solar PV module manufacturing in India.

Our PV modules are currently manufactured using both multicrystalline and monocrystalline cell technology. Our portfolio of solar energy products consists of the following PV modules:

- (i) Multicrystalline modules; and
- (ii) Monocrystalline modules, comprising Merlin flexible modules and monocrystalline passivated emitter and rear cell (Mono PERC) modules, which includes bifacial modules (Mono PERC) (framed and unframed), building integrated photo voltaic (BIPV) modules (Mono PERC).

Strengths

Our key competitive strengths include the following: (i) Leading solar PV module manufacturer in India well positioned to capture strong industry tailwinds and growth prospects for solar energy; (ii) Marquee customer base in India and globally; (iii) Deep penetration into the rooftop segment through our pan-India franchisee network; (iv) Consistent track record of financial performance leading to strong balance sheet position; (v) High quality manufacturing with stringent quality control and global accreditations; and (vi) Experienced senior management team with a committed employee base. Leading solar PV module manufacturer in India well positioned to capture strong industry tailwinds and growth prospects for solar energy. We are one of the major players in the solar energy industry in India focused on PV module manufacturing, with an aggregate installed capacity of 2 GW as of March 31, 2021. As of August 31, 2021, on the basis of our aggregate installed capacity, we had a market share of 24% out of total enlisted capacity as per the Approved List of Models and Manufacturers (ALMM) for solar PV module manufacturing in India. We are in the process of further enhancing our manufacturing capabilities, by expanding our existing capacity by an additional 3 GW module manufacturing capacity that is expected to be operational by the end of Fiscal 2022.

Power Demand In India

Power demand-supply scenario in India Rapid rise in demand coupled with rising supply narrowed power deficit Power demand growth was 1.3% on-year in Fiscal 2020 due to a slowing economy, with an extended monsoon till October 2019 further dampening demand. Demand showed a slight recovery in January 2020 and February 2020 with the onset of summer, but the pandemic brought economic activity to a halt in March 2020, thereby pushing power demand growth into negative territory.

Solar Contribution To Energy Demand Supply

Solar energy accounted for 28.50% of the renewable energy basket (including large hydro) as of March 2021. Growth in the solar power sector over the last seven years has been robust, with as much as approximately 36 GW capacity being added in the segment over Fiscal 2015-2021 at a CAGR of staggering 48.46%, although on a low base.

Renewable energy capacity additions have seen strong growth over the past five years, increasing to approximately 140 GW in Fiscal 2021 from approximately 31.6 GW in Fiscal 2014. The inclusion of large hydro power stations under the purview of renewable energy has added another 46 GW to renewable energy generation.

Ongoing capacity additions in the renewable sector

Solar capacity additions fell 15.35% to 5,458 MW in fiscal 2021 from 6,447 MW in Fiscal 2020, mainly due to continued localised restrictions, extension of timelines and a rise in solar module pricing stemming from shortage of upstream components. This was coupled with pandemic-led restrictions, which halted on-ground project execution due to labour unavailability and supply chain constraints in the first half of Fiscal 2021.

On the other hand, wind capacity additions slowed to approximately 25% on-year in Fiscal 2021, due to supply chain disruption and workforce unavailability amidst restrictions. With close to no capacity addition in April 2020, only 136 MW and 294 MW of wind capacity was added in the first two quarters of Fiscal 2021, respectively, compared with 742.5 MW and 562 MW added in the corresponding period of last year. Overall, approximately 1553 MW wind capacity was added in Fiscal 2021, as against approximately 2,068 MW added in Fiscal 2020. Thus, renewable capacity addition in Fiscal 2021 stood at 7,916 MW (including 510 MW of large hydro capacity addition), approximately 20% lower on-year.



Prachi Rana

“Visualize Your Dream Venture”

I have heard it said that dreams may become a reality, and I, too have one. My dream is to build a venture that creates a platform for people to express their creative ideas and also to provide them the way to accomplish the projects in a collaborative and supporting environment that motivate the workforce to outperform themselves constantly.

I'll be conferring range of tools and resources for people to create content, connect with others through collaboration system that uses technology and software to enable humans to

communicate and share documents in a digital space.

My platform will be tailored to the needs of creative entrepreneurs and makers, allowing them to take their projects from concepts to reality. My venture would develop a strategy for monitoring progress against their business model through which I will be able to analyse the deviations in their plans and will guide them to take the right track.

I'll be offering resources such as mentoring, marketing, and design services, as well as access to a network of industry professionals by making their involvement in networking events or conferences etc. which will help people in learning new experiences and get inspired. The meet up with industry professionals indulges many prominent qualities in an entrepreneur that enhances their learnings for business.

I'll be also providing educational workshops and presentations to help people develop their skills and ideas. Our platform will be accessible to everyone, regardless of skill level or experience, so that everyone can contribute to the creative community. I desire to create an environment where people can come together and share their ideas, find inspiration, new learnings, experiences and innovations with which they become able to convert their dream into a reality. My mission is to assist people develop their ideas and bring them to life.



Col Parvin Kumar Singh

1. I am a serving officer in Indian Army and already living my dream in serving in one of the finest organisation of the country for last 23 years. Currently I am pursuing my Masters of Business Administration in Finance & Banking with super specialisation in Investment Banking, Corporate Finance and Wealth Management. Despite following my first love Army I would still like to venture out in the world of entrepreneurs.
2. I am married for last 18 years and my kids are 15 years and 10 years old. I draw my idea for my dream venture from watching my wife for last 10 years how much efforts she has to put in to provide healthy tiffin to my kids that too with variations in menu. So let's understand what is the idea behind my small venture Mom's Tiffin.
3. What am I going to solve? I am going to provide an option to all mothers who start their day everyday worrying about the tiffin of their loved ones. Though it's a very difficult task to convince a mother to rely on somebody else for the tiffin and compromise on health of their little one but I am sure opportunity lies in the busy life schedule, working parents and the willingness to pay for a service which is making your life easy by solving a problem.
4. So let's understand how I intend to go about it in making my idea into reality. Starting with understanding the demand, worries/concerns, expectations and food preferences through survey using various social media platforms and interacting with parents. Understanding any existing business and their model.
5. Business Plan.
 - (a) Phase 1 – Target audience school children of schools located in the close vicinity in Panchkula.
 - (b) Phase 2 – College students, hostellers, working professionals and senior citizens in and around Tricity.
6. Operation. Initially it will operate from a small kitchen located at sector 16 Panchkula. Later based on the demand expansion will be planned. In the initial stage of the business request for the booking will be through the tele call, WhatsApp and the website. Later on it will be app based. Two mode of delivery will be provided. Delivered at the residence before leaving for school or at school before lunch time in collaboration with the parents and school management.
7. Our USP. Food will be nutritious and tasty. Prepared from the freshest of ingredients with a great thrust on nutrition. There will be no use of refined sugar, saturated fats or artificial flavours. Vegetables, millets and nuts will be integrated into the meals in innovative ways to provide children a healthy and balanced diet. Parents feedback and preference will be incorporated.
8. Challenges. Children are the toughest customers when it comes to food. There is the complexity of ensuring their nutritional needs. Designing menu, recipes, food safety standards and hygiene will be arduous task. Most meals need to be designed as per the age and calorie requirement of a child. Over and above the trick will be to mask the healthy ingredients in interesting ways.



Rajat Chopra

Dream Venture

My Dream Venture is based on the health side where people not only meet for work but along with work on their health and mind to ensure overall personality as well as organizational growth the working hours remain the same as other organizations do along with that we have 2 hours for playing every day at the day end morning also starts with yoga.

After the work is divided in such a way that no one feels the burden of work and everyone do the job with enjoy full manner work environment will be clean without any politics and everyone care and help each other



Saksham Kalra

‘Together We Grow’

Agriculture has always been, and will always be the backbone of all economies and mankind. It is one of the rare sectors which has never gone through a severe recession. Why? The answer is very simple - No matter what happens, Every person on God’s Green Earth needs Food for Survival. No amount of digital transformation can ever threaten the existence of this industry, as there is only one successful way of producing food - Growing it! Period!

I’m in no way saying agriculture will not embrace and leverage the technology advancements to improve & upgrade, I just want to highlight the fact that no new technology can ever replace the core idea of growing crops & food. As long as Humans exist, these crops will always be valuable, maybe even more than anything else.

The idea of my Dream Venture ‘TOGETHER WE GROW’ is the brainchild of this very realization. To me, it was a gold mine of value with a never-ending supply. At this company, we not just want to help farmers to increase their productivity, and quality or save costs, but we also want to make them shift to a more environment-friendly and sustainable way of growing crops - that too without hurting their pockets. No matter how hard it might be to implement, we have to accept that this change is inescapable. It is my firm belief that technology will be the key component to bringing this shift about, and that is one of the key strengths of our enterprise. Additionally, we will develop and cultivate long-term relationships with farmers based on trust by educating them about the need for sustainability and providing them with accurate actionable insights.

The path which we are following would be no piece of cake! The biggest challenge would be to make a psychological shift in the approach of farmers toward sustainability as accepting change is never an easy process. The idea to make this shift possible is by being able to share this Vision at the grassroots level so that it can take the form of reality. The second on the list would be making them familiar with technology as a major chunk of the Indian farmer is not well versed in the tech. The journey might not be easy but the vision is very clear “Make every farmer shift to sustainable agriculture while constantly working to add value to our partners”. We are willing to work very hard to achieve this by constantly re-iterating our plans according to changing market dynamics and hope by the Almighty’s grace we’ll achieve this goal one day.



Sakshi

Dream Venture : ‘The Abode of Paradise’

The dream of having a holiday hotel Venture in Bali has always been my dream venture. As born and broughtup in lapse Himalayan, living in a tropical place has always been an ambition. I would love to name it as The abode of paradise.

The first thing that strikes me as I think about this dream is the location. Bali has always been a place of charm and beauty. Therefore, picking the perfect spot for my dream venture hotel has to be strategically done. We must make sure the views are breathtaking and that it is surrounded by natural beauty so that the guests can feel refreshed and revitalized.

The accommodation must also be well-chosenand caredfor. The Dream Hotel Venture in Bali offers a range of accommodation options to suit every taste and budget. Whether you’re looking for a luxurious suite or a cozy villa, there’s something to suit everyone.

For couples, the hotel offers spacious suites that are perfect for a romantic getaway. These suites come with a king-size bed, air conditioning, flat-screen TVs, and complimentary Wi-Fi. They also have a private balcony, offering beautiful views of the surrounding area. For families, the hotel offers family-friendly rooms that are equipped with all the amenities you need for a comfortable stay. These rooms come with two queen-size beds, air conditioning, flat-screen TVs, and complimentary Wi-Fi. They also have a private balcony, offering stunning views of the surrounding area. For those looking for something a bit more luxurious, the hotel also offers villas. These villas come with two king-size beds, air conditioning, flat-screen TVs, and complimentary Wi-Fi. They also have a private terrace, offering beautiful views of the surrounding area.

Moreover, the guests will have plenty of activities to do in their spare time. From adventuring outside to the many beaches nearby or walking around the traditional villages to truly enlighten their souls or trying out the many sports that can be done, we will offer them something for everyone. The hotel has a spa that offers a variety of treatments, from massages to facials, to help you relax and unwind. The fitness center is equipped with the latest exercise equipment, allowing you to stay in shape during your stay. The swimming pool is the perfect place to cool off during the hot days, and the restaurant offers a range of international and local dishes to suit every taste.

The hotel also offers a range of activities for guests to enjoy, including yoga classes, cooking classes, and cultural tours. There are also plenty of outdoor activities, such as snorkeling and surfing, for those looking for a more active vacation We cannot forget the food of course. We want our guests to have a wide range of food ranging from Continental to traditional food choices. We will offer them the chance to eat the most delicious dishes while they enjoy the views. For our distinguished guests, we will make sure to plan the best meals with private chefs. But, most importantly, we want our guests to feel safe and taken care of. To achieve that, we will make sure to train our staff members to the highest standards and equip them with the latest technologies and instruments to provide them with the best services for the comfort and safety of our guests.

This is how I imagine my Dream venture to be .



Sarthak Singh

My dream venture is a food startup focusing on plant-based meat food. So let me introduce you all foodies to the new world of eatery "ETHVEG". This is a one a kind of strait, platform where vegan food producers can come across a single platform and would be easily sell the products by registering on the site, and simultaneously people can purchase from the site itself.

There are four types of vegan categories broadly -:

1. Ethical vegans- They are those types of vegans who are strictly against animal cruelty. For them, there is no difference between a goat, pig, chicken, etc.
2. Environmental Vegan- They are those who believe in contributing to the environment by adopting a vegan lifestyle i.e. by reducing greenhouse emissions, minimizing deforestation, etc.
3. Health Vegan- They are those people who are adopting this lifestyle for personal health benefits. According to study consumption of red meat increase cardiovascular diseases, and continuously increase the lactose intolerance population.
4. Religious Vegan- They are those people who adopt a vegan lifestyle due to their spiritual beliefs.

The global vegan market stood at USD 23.31bn in 2020. It is expected to grow from USD 26.16bn in 2021 to USD 61.35 billion by 2028 at an annual growth rate of 12.95%. Key restraining factors in this type of sector are:

- Cost- Generally vegan foods are not so cheap
- Nutritional Deficit- one of the key arguments in solely the adoption of vegan food is the lack of nutrition it may have.

But these constraints can easily be solved once the market size grows and subsequently company will achieve economies of scale with an increase in the adoption rate.



Sachin Singh

Dream Venture

"All the Dreams can Come true if we dare to pursue them."

I have always been inclined towards doing different things and taking up challenges. I see and observe things around me, analyze them, and find solutions to problems.

In such a problem, I came across that whenever we got any assignment or projects regarding our subject whether it was from School & College, we mostly prefer to search online for that content but we were not able to get enough material or a better understanding of the topic. As a college student also find it difficult to find case studies regarding our assigned topic.

As a management student with Finance background, we are Living in a Digital Era we need case studies of various Companies whom we will able to find out the business model, company Vision but as a Layman person other than a Commerce background didn't want that complex information for their money to be invested in future.

As a management student, I want to Create a website where all the Information related to the topic you want to find out in the form of case studies or articles or Research papers at vary affordable rates and live updates with easy interface.

Hope one day with the support of Family. Friends and loved ones will be able to make it through by implementing the same by giving it a shot to it.

"The only limit to the height of your achievements is the reach of your dreams and the willingness to work hard for them."

- Michelle Obama



Teena

I'm Teena Student of Chitkara Business School, Currently pursuing an MBA besides this I have always wanted to open my restaurant I love food and I love the idea of being able to create something from scratch and serve it to people. I have always been fascinated by the restaurant industry, they hold a certain allure to me. They are full of life, energy, and excitement. They are full of possibilities.

They can be a small independent business or they can be part of a large chain. They serve simple dishes or they can offer more elaborate cuisine. They can be family owned or they can be run by multi-millionaire entrepreneurs. There is something for everyone in the restaurant industry.

There are many reasons why I believe my dream venture is the restaurant industry. First, they offer a great opportunity for creativity and innovation. There is no limit to what you can do in this industry and this is what draws me in. It is like being able to play with fire- there is no telling what kind of creation you can create if you let your imagination run wild!

The second restaurant is a highly visible business. They play an important role in our society, and they can be very influential in how people view the world. Whether you are a customer dining in a restaurant or a restaurateur running your establishment, your success or failure is likely to have a major impact on the industry as a whole.

Last but not least restaurants are hugely profitable businesses. They can generate high returns on investment for the right entrepreneur and that is something I find extremely appealing. If you have the right skills and drive to succeed, there is no limit to what you can achieve in this business sector.

Who I'm targeting with my Dream Venture?

I have always loved culinary arts and I am passionate about creating a restaurant that offers amazing food and exceptional services. It would be open to the public and would serve as a place for people to come and enjoy great food, and wonderful company at affordable prices.

What are the different components of my Dream Venture?

Every business has different components that need to be in place for it to be successful. In my Dream Venture, the different components are:

- 1 Excellent Food
- 2 Friendly atmosphere
- 3 Low price point
- 4 Unique decor
- 5 Large seating capacity



Shaffu Garg

**“Dreams are extremely important.
You can't do it unless you imagine it.”**

Since, I was born and brought up in a business family, I developed a strong interest to set up my own business. I desire of being a business lady in the future.

I therefore aim to build a prosperous firm in the fashion industry using my entrepreneurial abilities and passion. I dream of providing better employment opportunities to women and spreading the magic of fashion and dreams.

In order to address the issue of some women being unable to find dresses that fit them and also body shaming, I want to create a women's clothing line that is size inclusive yet would be available in wide variety so that one doesn't regret one's individuality due to narrow societal beliefs or such little unavailability. Every person has the right to feel happy and wanted.

These dresses will also help women feel confident and attractive. Through offline and online app marketing, I intend to develop this brand. Along with this, I want to create an application for my company that will allow ladies to stand in front of a camera and choose which dress will look best on them. This will be customised according to the customer requirements and would give them a better understanding of their look.

Apparels are common to find but my aim is to make them available to everyone so that no one feels unwanted.

**“Fashion is about dreaming and making
other people dream”**



Uddesh Singh

Business is completely impracticable, but none the less, here's my fantasy "Dream Venture"

India is People rich country, we are on a higher side of the population scale. Which eventually have both its Pro's and Con's.

But we can always be at a good position we have a good idea of utilizing our big number of population.

I'd like to see a company that got involved in maximizing social intelligence and social capital. Numerous people are under- employed, progressed out of the work force, retired and bored out of their minds.

I'd like to take these people and find a way to help them contribute to working the problems we face. Perhaps it's by offering low cost consulting to entrepreneurs, setting up day-care centres where grand-child-less people could give love to kiddies who desperately need it, working on working social issues, rebuilding metropolises, rehabbing homes, fixing structure. The list is endless. The force of gift is there and growing as baby- boomers retire or are progressed out.

Even people who are retired, Can prove to be the biggest asset for my dream venture because they can serve in quite a various manners to the company because of the expertise and exposer they can bring to the table, not just helping our firm but more other firms seeking advices from a better and more learned people.

So that we would be able to create an impact in the society with just one idea and maintain an equilibrium in the ecosystem.

Would we make a big profit? Who cares! The profit we'd make would be in the reconditioning of people, strengthening of our society and delivering people from tedium and despair



Urvashi Dogra

Write-up on how you visualize your company to be?

Trying to to something extraordinary has always been a driving force. Fashion is something which has always been a keen area of interest. To do something in this field and to start my own venture was something which, I have always dreamt off.

Vision

Vision of the company is to make use of technology which will give customers a whole new experience. Another motive is to use technology in such a way that where customers can check from home whether the kind of dress they want to buy is available in store or not and whether that dress fits them or not. So this will make their life more easier and convenient.

Journey

I would love to headstart my journey while opening my small outlet in my hometown that is Shimla. But before opening an outlet I wish to have strong online presence, so that the company can inflate to become a brand. To grow online, use of various social media platforms will be very beneficial. Designs will be a fusion of Indian and western culture. Customers will also be given an option to have customise clothes. This will give customers a whole new experience and an opportunity to design their own dress. By doing this company is hoping to build a strong online presence.

Initial investment will be through bootstrap and once company has gained strong online presence and start earning profit, plan will be made to open physical stores. First physical store is to open in Shimla. Reason to open in Shimla is because there are no stores which make use of such technology. This will give us first mover advantage.

Furthermore, it has been seen that youth in Shimla is interested in fashion. This will provide employment opportunities to those youth who don't wish to migrate but still want to work in a fashion industry. Target customers will be of all age groups as well as middle and high income groups. Company will be known for providing good quality products at a reasonable price. Further it will also be known for the services it render.

My aim is that my company is not only known to be the best fashion company but also known for the changes that it will bring in the society. So the company will also provide skills to people who wish to open their own venture.



Vishnu Priya

Solar Panel “Sunvibe Solar”

My dream challenge corporation name is Sunvibe Solar which specializes in home strength management structures. Our principal consciousness is to provide homeowners with a complete solution for generating and handling their own power through the usage of solar panels and the smart era.

Our solar panels are designed to be rather efficient and easy to install, making them a high-quality choice for homeowners who want to take control of their electricity usage and decrease their dependence on traditional software groups. Our smart technology is incorporated into each panel, allowing house owners to display and optimize their electricity usage in actual time, through a user-pleasant app.

Our electricity control gadget is designed to be absolutely customizable, with alternatives for battery storage, load loss, and demand response to ensure that our client's electricity wishes are met. Additionally, we provide quite a number of financing options to make it smooth for homeowners to have the funds for and install our solar panels and electrical control systems.

We consider that our organization can make a real distinction within the globe by way of assisting house owners to lessen their electricity expenses and their carbon footprint. We are dedicated to presenting our customers with a nice feasible provider and guide, and to continually enhancing our products and services to stay ahead of the trendy traits and technology.

In terms of the Business model, we plan to promote and install the solar panels and strength control structures directly to house owners, in addition to partnering with builders and developers to encompass our structures in new production tasks. We also plan to provide preservation and tracking offerings to make certain that our clients' structures are walking at foremost performance.

Overall, our dream venture is a company that is dedicated to helping homeowners take control of their energy usage and reduce their dependence on traditional utility companies, while also being environmentally conscious. By providing a comprehensive solution for generating and managing their own electricity, we believe we can make a real difference in the world and be a successful business.



Vrinda Mittal

Visualize a ‘Dream Venture’

There is a new wave of entrepreneurs emerging every day in the modern world of the 21st century. Even an individual starts dreaming about establishing a new venture that is full of uncertainties from his childhood. Since my childhood, I have always thought about starting my own business, waiting for the right time and opportunity. The most important aspect before starting a new venture is to gain experience and learn to deal with the uncertainties to handle the situation.

Growing up, I witnessed my parents' involvement in business activities and multiple entrepreneurial ventures. Over the years, this trait was ingrained in me; and soon dinner table conversations revolved around business news and my parent's bridal apparel ventures, which ultimately helped to develop a keen interest in the same field. I have been provided with an opportunity to work at my father's business and understand the fashion industry, consumer behaviour and needs. I have always dreamt about establishing a big designer brand like that of Manish Malhotra, Sabyasachi that not only caters to the needs of the rich section of society but also the middle-class division. Working towards the same, I prepared an analysis report on understanding the trends in the fashion industry and consumers' pocket size and got to know that the largest market for this industry constitutes the middle-class division.

The Plan of Action for starting my dream business involves doing market research for example: Discount wedding dresses will not be in great demand in a highly affluent area, like in contrast, if your area already has plenty of wedding dress boutiques, try specializing in a niche - such as offering gowns made from green materials or imported from Europe. The next step involves choosing the right location where I can tap my target audience and convince them to purchase the bridal apparel from my store. My main focus should be providing a wide variety of options to consumers in a minimal price range. The very important stage in this process involves maintaining good and close contact with the suppliers. To prepare the bridal apparel on order and customize them, I need to keep in close contact with the suppliers. In addition to this, can prepare a separate department to provide after-sales services. Digitalization has leapt over the years becoming a major source of revenue for most companies. Introducing the concept of digitalization in terms of online shopping and marketing can help in increasing brand awareness and sales.

One of the most important things is employee retention in the industry. Maintaining good relations with employees will motivate them to work harder thinking of their own business so, that I can trust them during my absence. With the dynamic changes in the taste and preferences of the consumer, and competitors in the industry, employees should stay up to date with what requirements the customer is looking for and it needs to be fulfilled to run the business smoothly.



Yatish

My Dream Venture

My dream venture would be an enterprise focused on creating connections between individuals and organizations. It would serve to reduce the gap between those who need help and those who have the means to provide for them.

The idea is to make long-term relationships with customers by fulfilling their every demand on just one page and one command. The venture would start as a web platform, allowing people to easily search for and connect with organizations or individuals that provide the services they need. This would allow individuals to give back to their communities and make a real difference in the lives of others. The venture would be a for-nonprofit organization, but it would also give back to the communities it serves.

It also includes social webinars and free health check-up camps which allow needy people or people who don't have any other source to ask for help.

The venture will totally work online so everyone doesn't have to spare time for us they can participate whenever they feel free also whoever needs help can ask any time without hesitating.



Himanshi Garg

Fashionista

My dream venture is related to women's handbags. A luxury brand that blends graceful, contemporary design with morally and environmentally responsible manufacturing practices is my ideal aim in the women's handbag industry. In my business, the latest technology would be used so that the cost of manufacturing the product should be minimised. The brand name of the business is "FASHIONISTA," and its handbags are created from eco-friendly materials including recycled polyester, organic cotton, and faux leather. One of the main characteristics of "FASHIONISTA" would be its dedication to moral and ethical manufacturing. To ensure that our employees are paid a decent wage and have access to secure working conditions, all of our handbags will be produced in fair trade factories. Additionally, we would employ environmentally responsible production practises and materials, such as using leather that has been vegetable tanned and generating the least amount of trash possible.

"FASHIONISTA" handbags would have a sleek, contemporary, and functional design. The company would provide a variety of styles, from traditional totes to fashionable crossbody bags, all with a minimalist design. To make sure every bag is of the highest calibre, we would pay close attention to details like hardware and lining.

To serve a wide variety of customers, "FASHIONISTA" would place a priority on inclusivity by providing a variety of sizes and styles. Additionally, to help showcase our handbags in a way that is relatable to a broad range of customers, we would closely collaborate with influencers and bloggers from various social backgrounds. The "Tote" is one example of a handbag offered by "FASHIONISTA". This classic tote is made of organic cotton and vegan leather and has a minimalistic design with clean lines, a spacious interior, and a detachable shoulder strap. The Tote is available in several colours and can be dressed up or down, making it the ideal everyday bag.

The "Clutch," a sleek, modern clutch made from recycled polyester and vegan leather, is another example. The Clutch has a simple design & look with and a solid chain strap which can be easily removed. The Clutch designed specially for a night out parties, and variety of colours available in this.

"FASHIONISTA" would offer a line of sustainable accessories, such as wallets and keychains, in addition to handbags made from eco-friendly materials. We would also release limited-edition collections in collaboration with emerging designers regularly.

Overall, my ideal "FASHIONISTA" venture is a luxury handbag brand that values both style and sustainability. We would provide customers with a guilt-free way to access luxury fashion by offering high-quality handbags made from eco-friendly materials and produced in fair trade factories. Furthermore, our commitment to inclusivity and collaboration will assist us in reaching a diverse range of customers.



Aryan Batra

Neon - Live to Give

Hey, I am Aryan Batra, a student at Chitkara Business School currently pursuing an MBA course, and want to share my dream venture NEON(Next Evolution Of Foreverness) which will provide NEON number plates for the automobile industry to reduce road accidents due to lack of light and people might not be able to see the vehicle. This product is a neon sticker placed on the number plates of vehicles and will glow at night so that people might be able to see the vehicle coming.

My dream is to reduce road accidents at night just because people cannot see vehicles at night. Currently, as of 2021, reports 1.5 lakh people died in road accidents and more than 50% of these died during the night if this gets mandatory it will create a huge business as 17.5 million vehicles are sold in India in 2022 and if I charge rupee 10 from the government for one number plate as a royalty I will be able to earn huge and in long term, this can be done globally.



Ifsha

My Dream Venture

Many parameters are to be kept in mind whilst starting a business. It requires very deep knowledge one's area of business and appropriate skills too. With the wave of startups going on in India currently, I too have some ideas in my mind for my Dream Venture.

After researching for higher education prospects, I came to a conclusion that my hometown has high quality basic education and private mentors available too. Although my hometown isn't much developed yet but there is a huge lot of potential students who are sometimes misguided in their field and they end up being in a wrong field or sometimes, due to lack of access to better facilities, they settle for something much lesser than their actual caliber.

My dream venture is to establish an institute where students are provided with high class coaching, high quality study material and proper guidance for various competitive exams like CAT, SSC CGL etc. Along with this, they will also be provided sessions for improving their communication skills, enhancing their mental ability, logical reasoning in general areas. Talking about the competitors, there are no such significant competitors in this field yet but coachings are in huge demand by a large scale of students who are pursuing their bachelors and also want to enhance their knowledge and skills along with regular studies.

Talking about the capital required, it would require a coaching centre preferably in the middle of the town. Secondly, before commencing the coachings, it is also necessary to do some market research regarding in which areas coaching is in great demand. After assessing the areas of demand, most appropriate mentors need to be hired through a thorough interview. Advertisement could be done by distribution of pamphlets, over the phone (by collaborating with tutors of senior grades who have students of senior grades studying with them), etc. If we are targeting 3000 students in advertisement, approximately 10% will be converted leads and this number can be increased by giving them offers. Although 300 students is a great number to start with. Coaching fee structure would be designed with an initial 15% profit margin so as to boost the revenue. It will be revised over time. In this business word of mouth technique will be most useful for which there has to be great quality mentoring.



Neha Prashar

Healthy Point

“A quick door service with a bowl of happiness you want”

I always wondered that if I ever wish to eat pizza, burger or any other junk food, it is easily available but if I want to eat something healthy then I always have to ask my mother to make something healthy for me at home. There are options available in the market but very few and that too not much diversified. From the perspective of the young generation also, today everyone is occupied in their lives and they don't have much time to cook something healthy for themselves. So, to overcome this issue I have always thought of having a business like this in which we'll be providing various types of salads. People will be having an option to add any item to the Main Course Salad, The Desert Salad, Non-Veg Salad, Appetizer Salad, Side Salad etc. This business will be specialized in providing healthy food to people. Many gym freaks will also be benefitted from this kind of business. If we want to stay healthy then we should always eat healthy and today's generation is too much diet conscious. Initially we will be starting from a small menu but later on will be adding on more such healthy food items and especially a menu for gym freaks who are diet conscious. Long term goal is to expand our branches all over India and to be one of the top businesses in this field which provides people a bowl of happiness that they want. Initially, will be dealing only in a variety of delicious salads which may be a limitation but to overcome it we will be tempting them with several other combos which will definitely melt them and force them to try. We will be giving an option to our customers also to give suggestions for what else items they wish to add on in the menu. We will also provide door services to our customer's so that they can order any item from the menu while sitting at their places. Healthy Point will be having its own app where you can place your orders and we promise you to deliver it to you within the mentioned time. Today, everyone is working and no one is free enough to prepare such kind of items easily. So, I think this kind of business will flourish well in future.

“It is the health that is real wealth, not pieces of gold and silver.”



Aashima Sang

My Dream Venture

“Happiness is small cosy café” and visiting new café trying new cuisines is always every young one's desire. It all started with the calming effect I got when I was on a holiday to hill station sitting in car munching snacks while enjoying the sight. Great food with great view is something everyone enjoys and for me it was therapeutic. Imagine having your favourite meal by your side with a beautiful view Infront and some great music how settle it sounds and thinking such beautiful visualisation the birth of this dream came out which is to have a small cosy café with some great food and beautiful view in front of café. The thing which I found missing in café of hill station is they are simple looking and like one wants to have outer beauty it is necessary that one should have inner beauty also linking it with my dream venture I believe inner beauty of café should be there. After my graduation all I have in my mind was to have my own small café on hill station which will relax the visitors after the restless drive. The café will have soothing music along with mouth-watering food the question which arise is how to advertise? the idea is the environment is soothing which gives cheery on cake that relaxes the travellers and the eye-catching interior will be place to get click good amount of pictures and people will post them to their feed which will directly indirectly advertise the café that will save the cost of advertising. The twist would be instead of expensive cutlery the touch of authentic tradition will be made respective to the cuisine ordered for give example –customer ordered Chinese dish then the cutlery related to there tradition will be served which will attract the customer to try new stuff and at same time will get to know about other tradition which will bring exchange of cultures to their table. I believe it would be great if all traditions are brought at a same place to enjoy multiple traditions at same time

Now having all the imagination of my “DREAM VENTURE” the hurdle came is funding, Location. This venture I want to built on my hard work so for that its necessary my pockets are full to spend as per my thought obviously I will not finish all at once it would be done slowly if I see growth and that rush at my café ill renovate it accordingly , and most important I need someone who could guide me throughout the journey there will be ups and downs in business and business is not a bed of rose there are thorns at every step so my biggest challenge would be to put funds on my ideas and to choose right location.



Agamjot Kaur

Doctor Cloud

I've always been fascinated by how the human mind works. I discovered my love and passion for it and spent three years studying psychology. Now I hope to make an impact in this sector.

I aspire to start a venture for mental well being. It takes a holistic approach towards the people dealing with mental illnesses. The significant objective is to construct a site where mental health care is easily approachable. The dream is to make mental healthcare accessible for all age groups {children to youth to adults} and to improve the quality of life.

VISION AND MISSION

The venture hopes to improve the lives of those people who are dealing with mental illness, by providing them with emotional, psychological and physical support. One-size-fits-all solution does not work with wide range of mental states; so we need different solutions to deal with different problems. The services offered can be divided into 2 segments: Preventive Care and Assistive Care. Preventive care covers people with mild mental health symptoms, that is, they can be helped and prevented from getting worse. The later covers people with significant functional impairment and people who suffer from severe and persistent functional impairment [clinical disorder].

FOR PREVENTIVE CARE:-

Mental wellness applications can be used like meditation apps, journaling, habit trackers. Fitness watches, nutrition tracking, and tracking of sleep are also vital for overall well being. Working on physical health is equally important, therefore; diet chats will be made available along with exercises [like yoga, running, etc] that will help keep mind and body be in tandem.

FOR ASSISTIVE CARE:-

Tele health services provide software that allows patients to interact with counselors digitally. The goal is to make mental healthcare accessible 24/7 and to provide unlimited access to in house counselors.

WORKING:-

At first, the person is required to fill the entry form through online mode, where necessary questions regarding the mental health of the person will be asked. On the basis of which an analysis will be made and a personal counselor will be allotted. The personal counselor will make further analysis and guide the person going forward with it. The patients would have freedom to connect via app or Web login to the portal and have initial screening with the AI. The AI Chat Bot will help patients identify which doctors are required and provide them the list of doctors according to their requirement and area among those doctors. Patients can see the rating, fee and other details and have the choice to select one according to the times slots available as well. From the screening forms they will either have audio only or video appointment set up with the doctor. Once selected they'll get a confirmation URL or call back according to the choice which they have selected. On the appointment time, the doctor would be available and so will be the patient. The connection would be made centrally through Call Centre with automated calls or video conferences.

CHALLENGES:-

There is a shortage of psychology professionals in India and finding the right people for the job can be a hurdle.



Amisha

My Dream Venture

Fresh fragrance boosts your confidence, reflects your personality, and leaves a lasting impression on others.

My "DREAM VENTURE" is to create my perfume line. Nowadays, the perfume industry has expanded into a multi-million-dollar business. Smelling good is a prime concern in our society. The market size of this product is very high. People always love to try out new perfumes every time they go to the market.

- Brand name of my perfume- GenZ Scent
- Target Market- Generation Z and Millennials
- Budget Required- 5 Lacs approx.

This perfume will be for the young market. There will be different flavors or fragrances under Gen Z Scents like Chocolatey, Fruity, Rose, Woody, Jasmine Gen Z Scents, etc. There will be different fragrances for men and women and different fragrances for college use, office use, party use, etc.

Gen Z Scent will be environmentally friendly and will be made with natural ingredients so that there will be more customer demand and satisfaction.

The challenge that can arise in this start-up is that there are a lot of competitors for this product. But by creating a different, unique, and eco-friendly fragrance after collecting data, the demand can be created and this challenge can be overcome.

**“Do not limit yourself. You can go as far as your mind lets you.
What you believe, remember, you can achieve.”**

THE MENTOR SAYS.....



Dr Narinder Garcha

Dean

Chitkara College of Sales & Marketing

Powered By Passion

Passion burns even in the absence of oxygen. A Leader should only know when to initialize and catalyze. All of us strive hard on daily basis to bring about a meaningful change at our workplace sometimes without realizing the fact that what we do actually contributes towards realization of the vision of the organization therefore we should try to align our personal vision with that of the organization if we are seeking phenomenal results. Vision is the desired state that we all work for as it gives us the direction and the much needed passion to deliver results. Vision works as a lighthouse which always helps us to move in the right direction and even make course correction if we go astray from the pre decided path. But all of us need to appreciate the fact that only strong vision will lead to strong desire and passion to accomplish both personal & professional objectives therefore it is the art of a Leader who first defines the Vision and thereafter aligns the human capital for creating impact that is led by passion rather than compulsion. In this dynamic environment all of us are leaders in our own way and we should never miss out any opportunity of interpreting and connecting with the Vision as this connection will ensure growth which is more reliable and sustainable.

I believe this module on 'BUSINESS ETHICS & VALUES' by Honorable Chancellor Dr. Ashok K Chitkara Sir will act as a guiding force for the Leaders and help them in realizing their true potential while keeping Ethics & Values in sharp focus.



Amisha Joshi

Medspace

Medspace will be a social networking site designed specifically for the medicine community. The goal of the site will be enabled to register members to establish and document networks of people they know and trust professionally.

It is also a resource for the medical staff to find jobs, research for hospital and get news about the medical industry and their connections.

Medspace gathers data across all medspace profiles to provide policymakers, hospitals, doctors, nurses and other medical staff as well as educators with data driven insight into patterns that help align workforce supply with demand world-wide.



Anureet Kaur

Health Counselling: Dream Venture

The dream business venture is a virtual health counselling service that offers personalized and accessible mental and physical health support. The commerce involved would include providing individuals with personalized health plans, virtual counselling sessions, and access to a network of health professionals. This venture would target individuals looking for a convenient and private way to improve their overall well-being.

The service would use a combination of technology and human expertise to create personalized health plans for clients, which would include recommendations for nutrition, exercise, and self-care, as well as virtual counselling sessions with licensed health professionals. The service would also provide clients with access to a network of health professionals, such as dietitians, personal trainers, and therapists, who can provide additional support and guidance.

In terms of feasibility, the idea is highly feasible as there is a growing demand for accessible and convenient health services, especially with the advancement of technology and the shift towards telehealth. Additionally, there is a growing awareness of the importance of mental and physical health, and the need for personalized and holistic health support.

Originality of the idea springs from the combination of technology, personalization, and the integration of various health professionals to provide an all-around health service, which is not common in the industry.

Challenges and limitations that may be encountered in the implementation of the idea include:

- Ensuring the privacy and security of client information
- Finding and retaining qualified health professionals
- Building trust with clients and potential clients
- Ensuring the virtual counselling and personalization aspects of the service are effective
- Ensuring the service is affordable and accessible to a wide range of clients

To overcome these challenges, the venture could focus on implementing strict privacy and security protocols and building a reputation for professionalism and reliability. The venture could also invest in finding and training qualified health professionals and in developing effective virtual counselling and personalization methods. Additionally, the service could offer a range of pricing options to make it accessible to a wider range of clients.



Apurva Badwe

AGRICULTURE BUSINESS

There are many reasons why agriculture deeply supports the Indian economy. Still, the most prominent among them is because food is a necessity, and agriculture or farming is a way of producing food. The agriculture sector greatly supports the economy not only in India but also the world over.

PURPOSE

It is observed that fertilizers are sprinkled with any technique, today they are effective only 20% and 80% of fertilizers don't reach the crop.

So, the idea is I will buy a drone to sprinkle fertilizers in the Indian agriculture field.

With a help of a drone, it is proved that 80% of fertilizers reach crops and 20% goes waste. This means a huge increase in the yield for the farmer.

Assumptions			
Crops	2 times a year		
Business Peak	4 months		
Competition	Manual Labour in the agriculture field/ no competition		
ROI	12 months		
Benefits			
60 % less fertilizer	Increase in the yield	Speed and accuracy	
Project Costing - Rough			
Details	Remarks	Cost (INR)	
Cost of the drone	To showcase we have considered only one drone	10,00,000	A
Interest on the principal amount	@10% pa	1,00,000	B
Manpower Cost	1 employee @25,000 pm X5 months	1,25,000	C
Miscellaneous		25,000	D
Total Cost		12,50,000	E
Profit	60% of total Cost	7,50,000	F
Cost of Project		20,00,000	G
ROI			
Details	Remarks	Cost (INR)	
Sales		20,00,000	As per G
Per month sales target	Assuming business of 4 months	5,00,000	G/4 months (H)
Sales per day		16,667	H/30 (I)
Offer to customer	Offer will be on per hours basis. Considering 8 hours of day	2,083	I/8 hours



Arpit Asthana

Dream Venture

The Day I dreamt of becoming a Hotelier, I thought of getting an experience in the Hotel and Hospitality Industry. So I Researched about the courses offered by various colleges in India and finally I entered the State Institute Of Hotel Management by Clearing the JEE conducted by NCHMCT. I was fortunate enough to get through knowledge about the Hotel Industry and I also undergone 6 Months internship with the famous Group of Hotels, Pride Hotel and Convention Centre. I realized how much difficult is for a Hotelier to Run such a big property. There are many verticals in the Hotel Business like how much struggle you have to do to come under 5 star or 7 Star Rating, no matter what you should have enough Resources to make your identity. Along with this I experienced how difficult is it to sustain in this industry with best of the Skilled set of people you have. This triggered my mind and from there I decided that I want to open a chain of hotels and I aspire to become one of the best Hoteliers in the world.

But There are some certain challenges which the hoteliers have to face. The hotel sector is among the fastest-growing industries in the world. But despite their success, hoteliers still need to step up their game to stay ahead of their competitors. Whether you need to apply for hotel financing, implement new marketing decisions, or adopt the latest innovations, it's your responsibility to make sure that your hotel is making money. Seasonality of demand and sustainability are one of the major challenges faced by the hoteliers but I think these challenges can be dealt, the most important is the Customer Satisfaction which should be at the top most priority as we all know Customer is the king of market. My aim is to bring my brand at Global level keeping in mind all the people's strategy and satisfying my customers.

"Success is not final; failure is not fatal; it is the courage to continue that counts."
"Be the one and the only"



Baldeep Kaur

Start Up Idea - Freund

The concept of this start up is an online platform where individuals can make new friends in a safe and confidential manner. Users would create profiles and have option to remain anonymous until they feel comfortable revealing their identity to a particular friend or group of friends.

The platform would have user friendly interface, making it easy for individuals to sign up, creating a profile and start browsing friends. It would also have features such as matching algorithm that suggests potential friends based on shared interests and hobbies, would help like- minded individuals to connect. It would also use the tools for communication and scheduling meetups in-person and virtually. User can also search for friends based on particular criteria, such as age or location.

One key feature of the platform would be the option for anonymity. User would have the ability to keep their personal information and identification confidential until they feel comfortable revealing it to a particular friend or group of friends. This feature would provide the sense of security and safety for users, as they would not have to disclose sensitive information until they are ready.

To ensure the safety and well-being of its users, the platform would have strict guidelines in place to prevent harassment and bullying. There would be a team of moderators monitoring the content and activity on the platform and any violation of guidelines would result in immediate action.

Overall, this start-up would be a valuable resource for individuals who are looking to make new friends but may be hesitant to do so in traditional ways. It could also be appealing to people who have recently moved to a new city or those who are looking to rebuild their social network. By providing safe and confidential space for individuals to connect, the platform could help to reduce social isolation and improve overall well-being.

“You cannot choose your friends, but you can choose to vibe with the right ones”



Bhavika

Being in a blur has allowed me to analyze the problem,
And hear that whimper that's all over the world,
Want to make a portrait by untangle the misery....

As a keen learner and inquisitive person, I always want to explore the world and make something different and useful. Something which impacts the people, organization, and economy at a large level.

When I started learning an MBA (HR), I felt amazed by the new human resources concepts. I always think of making some system that helps improve the organization's productivity and revenue.

As we all know, today's era is a digital era. Every organization is moving towards technological advancement, artificial intelligence, and digitalization. I aspire to launch software for the organization. The software will be in alignment with every function and activity of employees. The software will be integrated and aligned with all human resource management operations. The processes like recruitment, performance management, compensation and benefits, motivation, training, and development are interlinked with each other. The software can be customizable in accordance with the vision and mission of the organization. My aim in interlinking all the functions and activities of employees is to find the strengths and weaknesses of the employee. Then, providing the work to an employee based on their strength. When the employee is working on work of his strength, they will be highly motivated and passionate about the work. It helps in team building based on employees' strengths, weaknesses, and organizational behavior. This software also helps to analyze the working behavior of the organization. The software will also helps to know about the disengaging behavior of an employee. The software will help to make the retention policy for that employee or work for succession planning. This will help in improving the personal growth of employees and the productivity of the organization.

The overview of software working likely recruits the candidate based on competencies, skill, and strength. While working, A. I found updates from the employee about the performance of work. After some time, A. I-based software provides insights into the strengths and weaknesses of an employee based on performance. Then, based on performance, the software recommends the best learning course for the employee. In addition to motivating the employee, the software sends timely notification of incentives. The Mission of Venture is “Working on strengths and achieving the challenging possibilities.” The Vision is to provide “the best possibilities to engage, motivate and retain the employee by providing positive employee experience.”

It will require two software engineers with proficiency in making the best apps. The time involved in making the app is around 3 months. The challenges can create a demand in the market and influence people to use the product. The other challenge can be the existing status quo of the organization and resistance to change. The next hurdle can be finding the best persons to develop the software according to the organization's goals, Vision, mission, needs, demands, and wants.

The Social Relevance of the venture is to attain the mission of Digital India. It helps in improving the productivity of the organization, which helps in enhancing the economic growth of the country. It helps maintain a highly motivated workforce where individual goals align with organizational goals. This helps in maintaining a performance-driven culture.



Bhavya

As a girl, I am observing since childhood that females are dependent on their family. I have done a lot of research and one idea came up in my mind to establish a business only for female section. Because female feels very limited while thinking of her career life. As we know that the problems like depression are arises with educated girls who don't get the chance in their life to do a job after their marriage because uneducated girls made her mind to be a housewife since childhood. So for the female's, I want to start a business which encourage the females of whole world. A business which will expand the opportunity for women's to have more freedom and mental happiness.

I assure that it will be a huge opportunity which will initiate first step in our world towards women's because she has an ability to do multi tasks at a time either personal or professional. Also a women have some special skills such as patience, emotional intelligence and just one thing to motivate her is needed to change the world. Also, a business women can give a financial support to her family and shall be a strong tower in any difficult phase. Work life balance is possible surely. So that I choose to establish that kind of business in the world which can change the thinking of our society and can create a new picture of our country.



Bhawana Dagar

My name is Bhawana Dagar. I am currently pursuing MBA in HR. The dream venture I want to have is for dogs. Though that is not my whole future plan as I also need to think for something else to fulfill my self actualization need but I personally love dogs and want to show my interest for the same. People will never stop spoiling their pets so there must be a profit for someone who is investing in pets business and the people who love dogs will also get time to show their love and affection for them.

I have few ideas to start with: I will have a dog sitting service where we can keep the dogs that cannot live with their owners for days as the owners might have some reasons to leave them alone for few days. They may be working or other reasons. So we can have trainers to provide sitting and have proper care of the dogs. Plus the dogs will be taught some few things that are taught during their training. Fun activities will also be provided for the dogs to keep them busy and entertained. Other thing we can do is the dogs grooming. We can do the grooming for the pet dogs as well as the stray dogs. There are few dogs that are abandoned and they are not accepted or owned by people so we can bring them to our place and groom them. Plus we can provide shelter to the rescued or the abandoned dogs. Now apart from that we can also have some pets' products that will be unique from the old pets' products that can be sold. For that, we can have the products into two categories- for luxury products and middle class products. These can be sold on the stores as well as on our website through online marketing.

**Bhawna****Let your dreams become reality**

I am sure that all of us know the meaning of the word DREAM. Dream is something that everyone sees.

When I took admission in BBA, that time I didn't know what to do in my life. The only thing I knew was that I love the subject business studies and I want to pursue my graduation in this subject only. Then I took admission in BBA in HR. That time I thought to become an entrepreneur.

I worked as HR Manager for two years in a small scale company handling 60 employees. I joined the company as Fresher and learn all the skills and working of HR and Business coordinator too. After working there for 1.5 years, I felt that NO, this not my dream from whom I had seen and I will not able to able to fulfill my dream. After that I took the first step towards my dream by taking admission in Chitkara University. Because I knew that this the university that will help me to meet my DREAM INTO REALITY.

Now my second step will be to take my placement and get years of experience from there. And after that I have to open my company, make an entrepreneur and provide employment to the future generation.

I am working on it by EXPLORING MY POTENTIAL and by the grace of GOD, soon I will convert my DREAM INTO REALITY.

"DREAM IT, THEN MAKE IT HAPPEN"

**Chetna Maheshwari**

We all have dreamed about being our own boss in some way or another. starting a business is something that you really want to do, there is no better time to start than now. And I don't mean that like" there is no other time better than Now", I'm talking about the year 2021.

My dream venture is to set up a wedding store of clothing where we have all the items related to wedding clothing for my father because their dream is my dream because they suffer a lot in our business in covid times . I want to set up venture which can work both virtual as well as physical. In any condition our business cannot suffer.

In our store we have all the necessary items related to wedding clothing, accessories at one roof.

Pandemic time was very bad for business because there is no interaction with customers , producers or dealers. Business are in depression many industries are shut down.

I want to develop our business with technologically advance because in any situation our business don't stop . I can take the help of many social networking sites for being up to date .

Here I am taking the example of , Sabyasachi Mukherjee although he is the Indian fashion designer but the way he is doing promotion for their business any actors and actresses are wearing wedding clothes designed or prepared by him. How ne makes their name in the industry?

This inspires me a lot and now a days with the hard work smart work is more important. We can run a business with hard work but to function smoothly we have to do smart work. With both of this no one can stop you. My father always said that" opportunity comes to those who will have to do it".



Deepanjali Singh

Startup business idea of Gamification in learning and development

The concept of gamification is based on, and links with, a range of theories including those of behavioral economics, human psychology, learning and development, motivation, fun, performance, communication, team-working, problem-solving, risk-taking, decision-making, job design, trust, and flow. Designed well, gamification of real-world objectives can connect with untapped player potential to increase performance and engage employees in ways that can create an exponential win: win for employees and organizations.

It is a trend nowadays for organizations as well as e-tech. There are so many software & tools available in the market that provides gamification but it is available department wise I want to launch gamification for the full organization and wants to add different variation in the gamification tool.

Limitation: Gamification of training, including the use of points, badges, leaderboards, challenges, narrative, and immersion, can be used to positively affect learning outcomes.

Challenges: The challenge to positive learning outcomes. By challenging trainees to learn, they may exert effort during their learning. By engaging trainees with fantasy, they may become more interested in the content, in turn increasing their effort.

Social Relevance: Every company, organization, or business wants its employees to reach their fullest- potential. A productive, engaged, and motivated workforce heavily influences an organization's ability to grow and succeed. The main goal for most companies is to drive business performance.

These four areas illuminate gamification's unique ability to supercharge your company and significantly impact business results:

1)Engagement, 2) Learning, and Onboarding, 3) Adaptation to Change 4) Alignment with Organizational Goals

Benefits of Gamification in L&D Programs: Gamification is an effective way to engage learners. It is also an excellent tool for developing and enhancing new skills. Gamification can transform your current programs without developing entirely new materials – you can use gamification to refresh materials and re-engage your employees for retraining and review.



Dimple Goyal

MEMENTO

Having an online album website has been a dream of mine for a very long time. One day I was finding some photographs of me and my close friends in a mobile gallery, but I wasn't able to find it anywhere. It's been 3 years since we had captured those photographs and now that pictures are no longer on my phone. I felt so bad about it. Because those pictures were so special to me. Pictures are like memories. It reminds us how we grew up and our good times. So I was hoping I should have printed it out and kept it in a photo album then suddenly I realized I am not the only one who faces this problem. There are lots of people in this world who face the same issue, because everyone has friends and family with them and they have created beautiful memories. And nobody would love to lose them at any cost. nowadays people click so many photographs but forget to create photo albums that they used to do before because of lack of time and the busy lifestyle we follow.

So the idea of a memento came to light.

Why not the process be automated? The idea of delivering photographs to a person's home through our website.

It works like if a person click their pictures and those pictures are precious to them they can keep them in their favorites list or can pinned them, so then our application based software that keeps 100% privacy of their photos will track that favorite list or that pinned photographs from their gallery and will upload onto our app and then process begin of a backend team, photos will automatically printed out and will safely deliver to the doorstep of a customer at a very reasonable price.



Gauri Kaushik

I am Gauri kaushik of Chitkara Business School (MBA in HR) . I Want to create an startup focused on custom clothing as How a person dresses says a lot about who they are. If you buy clothing that is produced at a mass level all the time, then you are prone to looking just like everybody else.

Custom made clothing brings out your individuality and allows you to express your creativity in a way that ready-to-wear clothes simply can't. That means whenever someone compliments what you're wearing, you can proudly own the fact that you were a collaborator on the piece.

The challenges that can come are that:

- 1) High production cost
- 2) Time taking process
- 3) Requires skilled workers

But these challenges are the challenges that we can overcome by right Strategy and planning . So by focusing on the goals we can achieve our goals and the problems will be solved.

As it is said " success usually comes to those who are too busy to be looking for it"



Harshika

ENTREPRENEUR IDEA

The ladder of success is best climbed by stepping on therungs of opportunity." It means we should pay attention on the opportunities that appear on our paths to success. I am Harshika Pursuing MBA in HR so I want to start entrepreneur an employee training business.

Companies use different methods and programs to train and develop employees, hoping to boost their performance. A training program also helps build an employee's confidence by providing a better understanding of the industry and the responsibilities of his role.To attain this goal, companies hire trainers from private practice.Starting an employee training and development program can be a great business opportunity for experts and professionals in different sectors like safety, security, cyber security training, etc. To start the employee training business, choose a niche, and develop the training curriculum and a training approach. Popular training methods include computer-based training and on-site and off-site lectures. The challenges of training of employees. Dealing with Change, Delivering Consistent Training, Different learning habits, Hectic employee schedules, Lack of engagement.



Harshita Gupta

STARTUP - VISUALISE YOUR DREAM

Dream is something that we wanted to happen & so do I have to help people cure from diseases. There was a day we got an assignment & I was thinking what can be my dream project that I want to pursue I landed up to something related to "health". There's a saying by Buddha health is the greatest gift contentment the greatest wealth faithfulness the best relationship. Seeing a lot of health issues nowadays coming up especially after the hit of pandemic made me focus more on health. So, the idea of "BAMBOZZ" took place. "BAMBOZZ" is a water bottle made up with bamboo. As bamboo is good source & is beneficial for the health. It adds value to the health by detoxifying the body and boost natural immunity. I'm still searching more about this project & also in all other various aspects that are necessary here. I have my peer group with whom I have made this project & all of us want to work on this soon. This project is one of the biggest dreams that I want to work on to help those people who face a lot of health issues. This project will be the biggest success of my life by serving something to the society.

"Every dream has some destination to reach on & every success has its own destined time"



Ishika Bera

Write up for the dream company

My dream company is an organization that values its employees, nurtures entrepreneurs, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities. Company where a healthy work environment dominates. When employees are free to be innovative, the company portfolio will be much more than just product improvements, and will include better business models, customer service improvements, as well as continuous process improvements. In my dream company management team will consider needs and interests in all connected with organization, not only those who have directly financial relations with company profit. Namely: employees, suppliers, customers, competitors, government agencies, clams, public entities and others. In my ideal company, all decisions made by owners are reasonable business decision. This decisions work for the good of everyone in the company and respond positively to those following: they are the only ones alternatively, are fair to all concerned, will create goodwill in the organization. Ideal company is one which gives its employees the opportunity to develop creative approaches in order to increase the profitability of the business while working towards the prosperity of society. Not only does an employee expect monetary rewards from an organization but also recognition for their hard work. Also, I dream to work in such an organization where the organization takes into consideration their work and reward them for it. My ideal company has to have a very comprehensive compensation package. I believe that those individuals that produce extra – ordinary results and are terrific ambassadors of company culture should be rewarded accordingly. These individuals are the most valuable assets of the company.

The employees are the heart of every company in my opinion and my dream company must be a place where they are perceived as the greatest asset by the owners. It is also a place where a healthy work environment dominates and where employees are encouraged to continue to self-improve. The owners of my dream company can expect loyalty from their employees and continues efforts to exceed their expectations.

In my dream company management will consider needs and interests of all connected in some way with the organization, not only those who have directly financial relations with the company's profit. Managers will be good role models for their subordinates and good leaders. In my dream company managers actively ... middle of papers with proper etiquette and communication. This can lead to very tense working atmosphere in the company and lower productivity. However, in my dream company these relations will be supportive and oriented to communal help in order to overcome the differences people at different stages of their lives might have. I want to work in a company in which management takes actions orientated at answering the expectations of each group and improving comprehension between the different generations and the conjoint aid in solving problems caused by the distinctions in the generations. To sum it up, my dream company is quite idealistic. It is a socially responsible organization with corporate culture based on mutual understanding and support. The managers of this company appreciate their employees and encourage their further growth in both their professional and private goals.



Ishika Raheja

DREAM VENTURE

Today's life has become so fast and competitive that one has to take great care of time and there mental health ,loss of mental and physical health can cost you more than anything else as mental health is important for us at every stage of life ,from childhood and adolescence through adulthood and even until we get old .Mental health is a state of an individual who is functioning at a satisfactory level of emotional and behavioral adjustment.It also affects how we think ,act and feel .Examples of mental illness include depression, anxiety disorders, schizophrenia, eating disorders and addictive behaviors.

We people don't like to talk about this in India.India is facing a serious mental health crisis, with an estimated 56 million people suffering from depression and 38 million from anxiety disorders, according to a report by the World Health Organisation. Mental distress is believed to be a key reason why all student's ,middle age group and middle age people from 18-45 faces a lot of problems.The people are ashamed to talk about there problem to psychiatrist and each other and they are even not given the space and time to be comfortable .

For that I am thinking to open Mental Wellness Center .This clinic would be inclusive therapy clinic dealing and planning intervention for those who face trouble in life.We would provide customise solutions ,therapies and sessions to children and people of all age groups and the people can likely to enroll themselves in activities which they thought will be best suited for them .

There would be different program designed by for the person according to their needs and other than talking with the psychiatrist there would be workshops and outdoor ,indoor activities .An environment would be presented to them where they could discuss their problems and issues concerning them.

Don't Be Shy About Mental Health .



Ishneet Kaur

DREAM VENTURE- OPENING CAFE

Opening a cafe can be a challenging but rewarding venture. Some key steps to consider when starting a cafe include:

Developing a concept: Determine what kind of atmosphere and menu you want to create, and how you want your cafe to stand out from others in the area.

Finding the right location: Look for a space that is easily accessible and visible to potential customers, and that has the necessary equipment and infrastructure to support your business.

Building a team: Hire experienced staff, including baristas, servers, and kitchen staff who can help you run the business efficiently.

Creating a menu: Develop a menu that showcases your unique concept and appeals to your target market, whether that be specialty coffee drinks, artisanal sandwiches, or a particular cuisine.

Developing a marketing plan: This should include advertising, promotions, and social media campaigns to attract customers and build a loyal following.

Developing a solid business plan: This should include a detailed breakdown of your projected costs, revenue, and profit margins, as well as a clear description of your target market and competitive landscape.

Securing financing: Depending on the size and scope of your business, you may need to secure funding from investors or a bank loan.

Starting a cafe requires a lot of hard work and dedication, but with a well-thought-out plan, a good team, and an understanding of the industry, it can be a very rewarding experience.



Jhanvi Dhillon

“ Makeup is no different from clothes and accessories – it’s embellishments for your face. And it also gives you creative freedom. You get to have that moment in front of the mirror every morning and give yourself self-love. You’re making yourself up beautiful, which is essentially self-love.”

Since childhood, I have always been insecure about my looks it was hard for me to believe that I am beautiful when the world makes me feel different & not in a good way. I doubt my own beauty & generally my worth, which is just not fair. There was a turning point came in my life when I started wearing makeup. The transformative power of makeup has always amazed me & how it could make me feel special & also change the perspective of people towards me. I regained my confidence and joy because of the beauty brand. From that moment I was dreaming of building a beauty brand that represented and catered to all women of color. An inclusive makeup brand that champions diversity and individuality. I want to play a small part in making the world a better place, a place where women who look like me understand that they are truly beautiful & have the courage to explore that from the outside in. Everyone deserves should be able to go into a beauty hall & feel inspired, included & beautiful. So, I want to create a space for the people who feel like they were been overlooked.



Kashish Abaan

CAFE BUSINESS PLAN - BEANS & BITES

During covid 19 when all of us were asked to stay home, during that time I tried my hands on many new things. Cravings for good food were with everyone so everyone started making different things at home even though I was one of them. I love to cook but Covid 19 gave me time when I tried many new things so that was the time when I was making one after the other dish every day. Made many things with full dedication and serving them was the part that I always did with so much effort. I was so fond of serving the dishes in the way restaurants serve like designing the food, designer cutlery, and crockery. And everyone praised my food and my efforts in the presentation and many of them were like why don't you open your small café in the town it will run well. So with all this, I wanted to have my café where I want like this. So below is the dream business plan for my dream venture.

MISSION STATEMENT: The beans and bites will be committed to its product quality and employee satisfaction which is the recipe for market success.

KEYS TO SUCCESS: To stand out from the competition below are the keys to success:

1. Providing exemplary products at a market price that will make customers want to return again and again.
2. Hiring quality barista

BUSINESS OBJECTIVE: The primary objective for the business is to earn 4 to 5 % of the revenue

INTERIOR: To have a catchy and attractive interior with relaxing surroundings that the customers love.

PRODUCTS/ SERVICES: The primary product as the name suggests will be coffee with roasted beans with varieties such as mocha, white mocha brewed coffee, etc. complementing the coffee there can be smoothies and shakes like strawberry and mango. Rounding out the simple menu there can be many starters including Chinese, Italian, and north Indian. There can also be muffins, bread cookies, scones, and rolls.

“you are never too old to set another goal or to dream a new dream”



Manan Kathuria

“Chase the vision, not the money; the money will end up following you.”
- Tonny Hsieh, Zappos CEO

I have a dream. The dream is to see people from all economic strata having a level-playing field with respect to civil service exams unhindered by the constraints of money and space.

According to India Today, India's Ed Tech industry is poised to reach \$30 billion in the next 10 years. So, it is a great business opportunity with a huge potential for social impact as there will be around 37 million paid ed tech users in India by 2025, according to FORBES. Also, since the venture would involve almost no paper-based activities, we would contribute our bit to the ENVIRONMENT.

It will require very less capital as compared to the traditional online coaching. Since I have worked with 3 start-ups in this field (including India's largest online learning platform), I believe I have the required skills and experience for teaching General Studies. It'll require one full-time technologically-savvy person and one full-time optional subject teacher for the venture to flourish. Additionally, we shall be inviting experts for delivering meaningful and succinct sessions on various important topics.

Our motto shall be—“Preparation support for everyone.” The name of the venture shall be *ekaksha* which is made of two words, *e* stands for electronic and *kaksha* means class. Since I believe in Guru Shishya Parampara, the courses would necessarily entail personal doubt solving for a very minimal fee. Minimal fees will be levied for two reasons—1) to discourage frivolous and non-serious doubts and 2) for the initiative to continue. Personal doubt redressal will be our USP along with Mains answer writing practice. Test series for both prelims and mains will be our main source of revenue. The classes will be in Hinglish so as to reach out to maximum aspirants. Also, most of the videos will be free on YouTube so that even those who cannot pay minimal fees for some reason may not lag behind.

The only limitation which I feel is that of funding. As I had already started this, failed and learnt important lessons, I would like sincere fund-raising. Also, I would love to contribute towards other environment-saving activities in addition to going almost paperless.

I will nurture my start-up as a peasant nurtures his/her crops. I would consider my start-up as successful if many aspirants from small towns and villages of India make it to the corridors of power and responsibility. What I could not achieve, I want to live that dream through the success of lacs of aspirants.



Kanika

A dream is an imaginary series of events that you experience in your mind while you are asleep. If you realize that something is true, you became aware of that fact or understand it. From elementary school to my first year at college, I struggled to establish a dream for myself. Trying to figure out what career I wanted to pursue as a successful adult always filled me with anxiety. Then I stopped asking “what do I want to do?” and started asking “Whom do I want to be?”. That's when my dream took shape.

There were a lot of options in front of me but I have aspirations of becoming a Special Education Teacher. Becoming a Special Education Teacher and helping students who have a need for extra help and students who are having troubles with everyday life are things that I dream of doing. I was in their shoes once and know how difficult it is to deal with everyday life and how nice it was to have a teacher to talk to.

Becoming a Special Education Teacher is my ultimate goal and, when difficult times arise, I have to remind myself of the children out there who have it potentially worse than I do. When I remember this, I also think back to all of the support that I had from my parents, family members, and teachers. I also know that there are lots of children who don't have this type of support and, if I can be there for them, that would make my career choice all the more worth it.

My Special Education degree is something more than just a degree for me. It is a degree that allows me to help children improve their education. I realize that children are our future and that their minds are terrible things to waste. So, instead of wasting their minds, why not put our best foot forward to educate them? My dream is to help kids realize their full potential, and promote education and a brighter future for every child.



Megha

My Dream Venture

Baking makes me happy and also helps me to express myself that helps me to relieve stress. Its not just about baking or trying new recipe it's about pouring a little bit of creatvity and love into it.

I learnt baking since my school days I started it as my hobby and if given a chance I would like to open my own Bakery naming it as "A CAKE SHOP". I want to add smile to everybody face, seeing them enjoying and celebrating just makes my day, which would give me satisfaction. And i would also employee people who are in need and have a zeal to do something in there life.

" Baking is done out of love, To share with family and friends, To see them smile."

- ANNA OLSON



Muskaan Bhagra

INSTANT

Business and management has always been an intriguing career option for me and what better than implementing my own entrepreneur venture "INSTANT" as a service providing startup finding and connecting service providers to consumers dealing with day to day service based issues. A majority of the employers surveyed (58 per cent) estimate that gig workforce will grow to 90-110 lakh, or even exceed this number by 2025.

I Muskaan Bhagra with my entrepreneur venture intend on connecting all those gig workers to people willing to pay reasonable prices for services ,be it even the most scaled down customer need, with my app it will be fulfilled connecting service providers to customers through a negotiating window which will enable both parties to negotiate prices for the following services. Social relevance of this is to empower millions of service professionals by delivering services in a way that has never been experienced before. With that being said no venture is complete without certain challenges with this venture I'll be having my fair share of it as well including matching supply and demand, ensuring quality of services, user retention. And most important of it all , people underestimate capabilities of women founders and co founders in startup space ,My answer for this is "money has no gender".



Niti Singh

My Dream Venture

Something that I've often wondered about with some people is why they decided to start their own business. And I saw almost every business owner living a great life, then I can find out my answer that working for others just make themselves rich-business owner grows richer and richer while the employees are just living a normal standard of life. So, I decided that one day I would become a business owner either. From that time the idea starting the own business popped into my head. So, what business would I like to start? What will I do in order to reach that goal? And why do I want to start up my own business? In a matter of fact, the standard of living, so do the quality of life in Cambodia is getting higher from day by day. After hard-working, on holiday more people need to go to the joyful place that can distract them from their stress; natural resort is an appropriate place for them to go. I want to build a luxurious resort which surrounded by the beauty of a giant grape garden. When we look outside, it is just a traditional one, yet everything will be opposite when we got into the garden. The shape and other everything in it will be designed with the beauty of grape, but also keep the modern style. Moreover, my business idea is not only play the role as a resort, but grapes are also the raw materials to manufacture many things such as wine, grape juice and so on. I want to build factory for manufacturing this grape. I can supply of raw material by the grape store department to the manufacturing department. So, it will be easier than buying from others. If I can produce them with a good quality thus I will be able to control the local market, so do the world wide one. In order to make it happen, I'm starting by my good education-- I have made up my mind to be dedicated and committed to my academic work while doing my Post graduation, as well as every other possible field which will help me in growing and gaining knowledge about my field.



Ojasvi Malhotra

PRE-ASSIGNMENT: BUSINESS ETHICS AND VALUES

As a person who is always passionate about her work and life, I want to make a life that is inspiring, happy and full of blessings. And so, my passion is to help people live a happy life. Which includes their career growth, mental well-being as well as physical fitness.

Life has been so stressful and demanding from past few years that people have forgot the meaning of living. Most of the people are just after securing money and have a great job sometimes 2 jobs as well. I want to help people remember that life is much more than this materialistic happiness. It's about being happy in your career as well as personal life. Because at end of our lives all we will remember is the time we spent with our loved one, learnings we gained and experiencing new things.

My dream is to reach out to as many people as possible through my lovely website that I would develop. Which initially would have career coaching/career growth facility but eventually as I will start growing, I will be adding other options like life coach, counselling sessions, and motivational journey.

In this world of unlimited expectations and stress I want to remind people that there are immense opportunities for everyone and help them reach their desired goals. So, I wish to provide a service where I can help them understand their real needs from their job. Make a career plan for them aligning their skills and goals. I will help them choose something that motivates them to get up every morning with a will to work and when they come back home, they are actually happy and satisfied.

Being a Food-technologist I am also aware about the importance of healthy eating habits and how it is linked with career growth and happy life. So, later I will also add that as an option in my website. Mental Health + Physical Health!

So, it will start online through a very attractive website that I will design. That will be easy to use and will contain all the required information. I will take help of my family, friends, people I know from industry to reach out to people with different backgrounds. My idea is to provide help to the people who struggle with their careers and people who are distracted and are lost from their path. I want to make this planet a better place for us to live. Less depressed people, and more happy people. My company's social responsibility would be help with free education. As I strongly believe that education is every person's right.

Challenges that I might act as a hurdle to my idea would be to find people to work with who have the same value as this project would require. Because people and their ideas are what makes a business flourish.

THE MENTOR SAYS.....



Dr Keerti Bhusan Pradhan
Professor-Hospital Management
Public Health & Digital Health Strategy
Chitkara Business School

"You Can Lead by our esteemed Chancellor Dr. Ashok Chitkara" is an obligatory reading for those with an entrepreneurial and innovative energy, as it is edited and directed by a visionary who has embarked the path of blossoming many revolutionary ventures in academia in spite of many challenges of life . Not one, but numerous of his dreams and aspirations have come true as a result of his efforts. This book contains unending dreams, unblemished by **"if and however"** considerations and filled with exuberance.

I firmly believe that one day, all of the aspirations in this anthology will come true! Ashok Sir's passion and devotion embolden numerous students to pursue their aspirations. Those who need a push to take the first step to achieve their dreams should go through this book for inspiration.

Hope for Midas touch to all the Budding Entrepreneurs, Innovators and Out of Box thinkers!

"Life is Finite While Knowledge is Infinite"
"We all have such a finite time to leave the world
better than we found it."

- Dave Kellett



Pranjal

A dream venture Since I am a short, structured girl with a pear-shaped body, I know how it feels when I can't find the right size jeans for me or t-shirts that fit. Because of this, I have had this idea for a business in the back of my mind for a very long time. However, after doing some research, I realised that there are many more people, especially girls, who are experiencing the same problem. Will those jeans still fit me properly after being altered, or not, is the major question. The shape of the product changes as a result of modifications and trimming. Not just with bottoms but also with tops and shirts. My desire to launch my own clothing line for girls with varied body types, waist sizes, and heights stems from a long-standing desire to help other women feel confident.

My goal is to offer stylish, high-quality clothing that is comfortable and makes you feel good at any age and on any type of body.

Our mission is to make a difference through our branding, to keep on top of market changes, fashion trends, and new technologies, and to improve product quality and presence globally.

Vision is - To make a difference through our branding to stay ahead of fashion trends, market changes and the latest technology to enhance the quality of product & to spread its presence to global market.

However, as we all know that starting a business is not always easy, it also has its share of challenges. For example, since we are all aware of how quickly fashion trends change, how they influence consumers' purchasing decisions, and how quickly one product becomes old or obsolete.

One variation cannot satisfy everyone because tastes and preferences vary, necessitating the need for many product designs.

What makes our product unique from others in terms of pricing, quality, and everything else.

How will our business affect the environment? This is crucial right now because if we utilise resources from the environment, we have a responsibility to give something back.

Only one variety can't be enough for every one because taste is different, choices are different, so product design should also be different.

How our product will differ from others in terms of price, quality, everything.

Consumers today are becoming more sophisticated, diversified, and discerning as a result of increased awareness and easy access to information about the products and designs. Consumer preference for traditional patterns is fading in favour of designer apparel.

Every industry is helping us become used to automation thanks to modern technology. Numerous advancements have already been made in the apparel business that increase output while requiring fewer labour. Labor is being replaced by modern technology, which means that the machine is taking the place of the person. Although not all elements of the textile and clothing industry can be automated, some of these areas can, which will improve both the overall efficiency of the operations and the efficiency of the resources used.



Ranju

"Every great dream begins with a dreamer, always remember, you have within you the strength, the patience and the passion to reach for the stars to change the world"

I am RANJU, Student of CHITKARA BUSINESS SCHOOL (MBA IN HR)

NOW a day's hair, makeup & beauty salon is one of the fastest growing businesses in the world. cosmetic industry is the one of the most profitable and it has ample opportunities internationally as well as in India. As per a survey conducted by the cosmetic industry, it has experienced a growth of almost 60% in the last 5 years.

HERE, are few steps that I can put efforts on to grow my saloon business:-

- Attract more clients through social media
- By offering new products and services
- By asking clients what they actually want/need and serve them with our very best
- By investing in staff because an experienced staff can only provide best service

Challenges that can come are -

- Hiring staff
- Staff Training
- Customer loyalty
- Keeping up with trend
- Salon maintenance

"You may have ten brilliant ideas to take your business to the next level, but it's easy to get distracted. Just make sure your business plan is focused so you know where your priorities lie".



Ridhi

BUSINESS PLAN – EXPRESSION

“EXPRESS YOUR FEELINGS BEYOND YOUR DREAM”

SUMMARY:

- My mission is to provide a friendly , comfortable atmosphere where the customers can receive quality food , drinks and services at a reasonable price.
- My café will offer a variety of choices to the customers – Cappuccinos, lattes, espressos, smoothies, soft drinks etc.
- Café will also serve deli-style breakfast sandwiches with the fresh ingredients, muffins, cinnamon rolls, coffee cakes and other tasty treats.

OBJECTIVE:

- Increasing sales by 30% in a year.
- Retain customer satisfaction
- To provide eco friendly environment
- To provide different types of innovative products as per customer's treats and preferences.

SWOT ANALYSIS:

- Strengths- Reasonable prices, wide variety of coffee and drinks, a lot of home made treats.
- Weaknesses- Startup costs, Existing competitors, Difficult to maintain.
- Opportunity – Introduce online/telephone order system, developing new products and services in future.
- Threats- Government rules and regulations.

KEY TO SUCCESS:

- Convenience
- Customer Attention
- Pricing Policy

MARKETING STRATEGY:

- Vision- To make well known coffee shop of the city
- Mission- To save the world from mediocre coffee.
- Purpose- To deliver an unbeatable coffee experience.
- Punchline- “Express your feelings beyond your dream.”
- Target Market- Middle class , students, professionals, and youngsters who like refreshment in their busy schedule.
- Advertisement- In local news paper and store front display.

MARKET NEED:

- Convenience- The area of coffee shop is convenient for valuable customer because it is near to new court and college area.
- Customer service- Servicing the customer with superior attention is what the employee are trained to provide.
- Competitive Pricing- The price of coffee is bit more than a traditional competitor like Nescafe but far less than coffee culture and café coffee day.

MARKETING MIX:

- Pricing
- Distribution
- Promotion
- Customer services

FINANCIAL PROJECTION:

- Break Even Point

$$\begin{aligned} \text{B.E.P} &= \text{Total F.C} / \text{Contribution} * \text{Sales} \\ &= 900000 / 1500000 * 2400000 \\ &= \text{Rs } 1440000 \text{ p.a} \end{aligned}$$

FORECASTED SALES FOR FIVE YEARS:

YEAR	AMOUNT(Rs.)
2017-18	3400000
2018-19	4200000
2019-20	5000000
2020-21	5700000
2021-22	6000000

IMPLEMENTATION CONTROL:

The purpose of expression marketing plan is to serve as guide for the business.

The following area will be monitoring to gauge performance:

- Revenue: monthly and annual
- Expenses: monthly and annual
- Customer satisfaction



Ruchika Khurana

My Dream Venture

As a fresher, my dream venture is to become the **HUMAN RESOURCES MANAGER** of a company. From the very start of my career, I have been fascinated with the idea of being in a position where I can help shape the future of a business. As a student, I have learnt about the importance of having an effective HR team for an organization's success and growth. The prospect of leading such an important team has always excited me and made me strive to achieve more in my life.

In today's competitive market, having the right team of professionals is essential for any business's success and growth. As the **HUMAN RESOURCES MANAGER**, I would be responsible for managing talent acquisition, employee relations, training and development, and diversity initiatives. In addition to that, I would also be responsible for ensuring that employees are treated fairly, policies are regularly reviewed and updated, and organizational goals are met.

I believe that with my knowledge and understanding of human resources management, my leadership skills, hard work and dedication—I could make a huge difference in an organization as a **HUMAN RESOURCES MANAGER**. My goal as a fresher is to start small and work my way up the ladder to achieve this dream venture. I am confident that if given the opportunity



Sahil Kumar

My Dream Venture

Being a boy born and raised in Himachal Pradesh, I am very fond of nature. I love the scenery, mountains, rivers, wildlife, and much more about it. Just like me, there are many people who don't belong to Himachal but love it a lot. So, they come and visit different places in Himachal during their vacations.

So, from there, I got the idea of opening my own resorts in Himachal. Now it has become my dream to open my resorts starting from Himachal to all over India.

I will provide my customers a luxurious, stress-free and an exotic stay with delicious food and a safe, secure & loveable environment so that they can enjoy their vacations with fun and joy.

The challenges that I might face are : high cost of creating infrastructure, knowing what exactly what the customers want, and hiring good staff for smooth functioning and management. So, I am going to focus on my goals and achieve all the necessary skills and capital needed to fulfil my dream.

“Yesterday's dreams are often tomorrow's realities.”



Sakshi

My Dream Venture

Not everyone is fortunate enough to choose a career line of his/her choice and get success in it. I think this problem is faced by most of the students nowadays where they are unable to express themselves or they do not have right guidance to choose their careers. I myself have seen students suffering from the stress that they do not want to study and leads to suicides or depression. According to the NCRB reports 28 cases of student suicide are reported everyday. And I realised that this problem needs to be addressed therefore I came up with an idea to "start a platform where both parents and students gets counseling services".

Career counseling is a blooming industry. In india there are only 500 counselors for about 1.5 million students. For setting up the platform I need to overcome certain challenges. The first and foremost challenge is to convince the targeted audience for counseling as career counseling in India is still not a prominent choice for students and parents alike. One reason being- students and their parents are not much aware of the importance and benefits of career counseling. Secondly one requires a team as he/she can be motivated enough to start a business but motivation alone is not sufficient. One requires experience and qualifications for a business to be successful. To overcome these I can start with workshops or motivational reels to encourage the students and parents for counseling services and to establish a personal brand. 30% of students report a lack of access to career counselling and mentoring opportunities and that is the main reason to start this business and make it affordable for all the backgrounds of the society.

"One step in the right direction is better than a hundred years of thinking about it "



Samridhi Bhatia

Even startup ideas that seemingly come out of left field can yield incredible success. Read through this list for instant inspiration and get your creative gears turning.

1. Create educational content or activities

Parents are always looking for tools and activities to keep their kids entertained and engaged. Printable activity guides for different age groups, home-school lesson plans or even virtual nature walks or story time could all be viable startup ideas.

2. Offer virtual team-building

Companies need new ways to boost morale and build camaraderie among remote and hybrid teams. Enter the virtual team-builder. Cheesemongers, mixologists, chefs, magicians, artists, historians, master gardeners — almost anyone can create and offer bonding experiences for virtual companies.

3. Start a meal-prep business

By 2026, more than 217 million people in the U.S. will use online food delivery services. Tap into that market and start a meal-prep service to make people's lives easier and cater to specialized diets (keto, vegan, Whole30).

4. Create a food waste solution

Creating a startup focused on reducing food waste could not only earn you some serious funding, but also positively change the food system and help save grocery stores and restaurants money.

5. Capitalize on plant-based foods

The U.S. plant-based market is exploding, with sales of plant-based foods doubling in recent years to \$7.4 billion in 2021. Creating a vegan supermarket or making meat-free versions of traditional foods could be the ticket to success for aspiring entrepreneurs.



Savita Devi

My Dream Venture

I often wonder why people with highly proficient skills, such as engineers and even some high-performing individuals, need help to get their expected and deserved reputation in their firms. The answer to this complicated problem is how they represent themselves, for which only a minute part caters to the ability to dress up attractively and the majority to how they represent their thoughts. This behaviour problem is so evident that even new engineers who sit for placement seasons must be better versed in correctly putting their thoughts.

My vision, as I see myself ten years down the line, is to be the one helping people with these abilities. As I see, the potential in this 26B\$ industry, which is expected to outgrow 48B\$ by 2030, is endless. Not only providing the skill to people in helping them to articulate their thoughts but expanding it to the idea of efficient conflict management techniques, effective communication and adding up to

problem-solving skills. Even at the production level of the firms, if people are trained in these psychological ideas, the chances of conflict can be reduced to negligible, and we can have a more efficient workforce at every level. I also look forward to expanding this idea in giving direction to the active population from our schools and colleges who are going to enter the workforce so that they are able to present their needs and demands in front of officials without any hesitation, which will result in a more dedicated working class.

I vision myself having a company imparting these skills to have a better future for a more intellectual India.



Sharvi

Everyone in life has a dream that they hope will one day come true. Mine was to open a Bakery.

A bakery startup is a business that specializes in the production and sale of baked goods. This can include items such as breads, pastries, cakes, and cookies. This type of business can be operated from a brick-and-mortar storefront, a food truck, or even online.

Starting a bakery requires a significant investment in equipment, ingredients, space and facilities, as well as a deep understanding of the baking process and market demand for baked goods.

I would like to offer different type of goods, but after conducting market research to identify the specific needs and preferences of the people. This can help me to determine the most profitable products to offer and the best location for the bakery. This can be done through effective marketing and promotional strategies, as well as by providing excellent customer service and consistently producing high-quality baked goods.

Additionally, for me it is important to have a strong focus on food safety and compliance with all relevant food regulations. This can include obtaining any necessary licenses and permits, as well as regular inspections by health department officials.

Overall, starting a bakery can be a challenging but rewarding endeavour. With a clear business plan, strong branding, and a commitment to food safety.



Shruti Chhabra

“The critical ingredient is getting off your butt and doing something. It’s as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.

I am Shruti chhabra, student of CHITKARA BUSINESS SCHOOL(Mba in HR). Now a days most of the students are living away from their homes and miss their parents. They don’t even get a proper food to eat while being busy in their study and work so I would like to start tiffin services for those kind of students to give them home cooked food so that they don’t be sad and can give their 100% to their study and be focused on it.

Here are the few steps that I can put to grow my business:-

- Delivery at a door step
- Give proper hygienic food
- Marketing and advertising
- Approach offices and colleges

“You may have ten brilliant ideas to take your business to the next level, but it’s easy to get distracted. Just make sure your business plan is focused so you know where your priorities lie”.



Simran

Sourcing, Logistics, Supply and Demand chains have become more strategic matters.

My dream venture as a Logistics / Supply Chain business. The supply chain industry is an ever-evolving enterprise that is integral to the success of countless businesses. With the growth of e-commerce I observed that companies are now facing the challenge of investing in supply chain infrastructure to keep up with the changing demands of the market. The problem is investment is two-fold: not only do companies need to invest in the necessary equipment and personnel to ensure their supply chain can meet customer needs, but they must also invest in strategic Human Resources to ensure their supply chain is able to optimize the resources. Taking advantage of leased equipment or rental ones can reduce the investment for the venture, thus relieving the risk. Additionally, the optimal results in terms of the correct personnel placement can be attained by utilizing analytical tools and the expertise of HR personnel. I as HR personnel with experience in Supply Chain Industry can help to identify the most suitable resources for the particular jobs and can offer insights into the capabilities and suitability for venture, thereby making it successful.

The venture would also focus on engaging with local communities and organizations to create a positive impact in those areas where it is operating. With the help of social media and digital marketing tools, the venture would create awareness about its services and its commitment to helping local communities. This would further help to increase its customer base and help to build long-term relationships with its clients. Overall, my dream venture would strive to be a leader in the supply chain industry, utilizing the latest technology, systems, and personnel while providing quality services to its clients and generating positive impact in the communities it operates in.

Great things are never done by one person, they’re done by a team of people.
– Steve Jobs



Sonakshi Duggal

“If you want to grow you have to do something different from the majority of people”.

I am Sonakshi Duggal , Student of Chitkara Business School(MBA in HR)
I want to start my entrepreneur idea to create an online learning software as makes it easy for institutions to deliver course content to learners. The learners can be students, employees, or even business people who want to learn a new skill. Online education encourages a greater balance thereof, particularly for those who manage multiple commitments at once—such as work, family life and school. Individuals can work at their own pace, which allows them to manage their obligations suitably while also optimizing the retainment of the information being taught.

The challenges that can come are that

- High cost of the initial software investment
- Low adoption rates amongst employees
- A lack of skills and time needed to create custom courses

But these challenges we can overcome with the right strategy and planning, So I would rather focus on my goals than my problems because eventually when I will achieve my goals, the problems will automatically resolved.
I would like to end this with a quote which says

“Success usually comes to those who are too busy to be looking for it.”



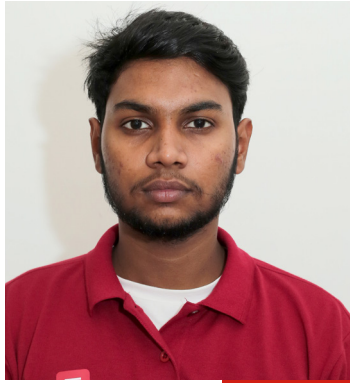
Sonal Garg

I have a startup plan of opening the digital library which will be collection of documents in organized electronic form. But the novelty factor is that books will be available on the internet in the library for mothers and fathers especially who do not get time at home to read due to their children (small kids).

Depending on specific library, a user may be able to access magazine articles,books,papers,sound files ,images etc. As we know mothers do not get time at home to read magazines due to disturbance of children so library will be provided with a creche so that children can play there and mothers will feel free to read magazines or articles without any disturbance.

Children also enjoy increche and mother as well as father can read peacefully and grasp the knowledge regarding any article.The content of it will be accessed remotely.

As it have significant impact on stimulating the research culture in higher education.The use of digital database makes it possible to understand intellectual growth , research productivity,planning and identification of user information needs.



Subhash Kumar Yadav

My Dream Venture

"Dare to dream big, living without dreams is like body without soul"

I have a dream to work on startup and the idea of startup is pharmaceutical company where we can make lots of medicine and our company will make herbal product for everyone use of human likes creams brushes etc. which are useful environment we can also make some nature products our company will provide medicines at very affordable price ranges . many people don't know the right directions to consume the medicines they ordered so we provide the option in which a barcode will provides on the back of every medicine and when people scan it they get all the information products used in marking of medicines etc. our company will also send medicines in other countries we also create one website where one can doctor prescription and order medicines from home itself and our websites will also provide the option of consultancy from doctor at home and get medicines delivered at their door steps as prescribed the doctors .



Tamanna Gupta

My Dream Venture - Partybooking.com

More Indians are now booking tickets and hotels online than never before. Nothing can beat the comfort of booking online from the comfort of your home. You can check out the prices and compare them to get the best out of the deal.

Nowadays, there is a big confusion of choosing right palace/hall for marriages and parties which will satisfy one's need. So here is the solution, presenting a resort/palace/hall booking site or app where one can book their party place without any hassle and also at affordable price. In this app/site first of all a screen will pop up which will ask the purpose of booking like whether it is a birthday party, marriage etc. After that one has to give input of estimated head count of people which are going to attend and, in the end, one has to mention budget according to which our app/site will show results. One can also choose the radius within which one wants to locate place.

After applying all the filters mentioned above one has to make advance payment of 2% of total amount and rest after visiting the place. One can refund the amount in the window of 24hrs and after that no refund will be given. Our source of income will be commission which we will charge from palace and it can be between 1-2%. Other source of income will be ad revenue. Our company will not focus only on particular group rather on different groups with different specifications and segments. It attracts all kind of genders. Although the company will prefer customer who have vivid connection with the internet. For this idea to be successful there is a need to strategize the marketing, price, name, promotion and location. The company will provide greater customer satisfaction through its amazing customer centric services.

For app/web development my brother will help me and for this idea to work we need an excellent marketing strategy which will help to gain trust and make this idea a great success. My business model will be B2C that is business to customer, which will let the user to book palace/ resort/ halls, catering, decoration etc. So our app will offer all the things on one plate. Thus reducing their time and efforts. I want to establish a company that will help people of India avail of online booking services.



Vanshika

My Dream Venture

Every person has dreams & goals they want to accomplish and also having a desire or goal in your life serves as motivation to work toward realizing it. And I have my realization during lockdown when I started creating mandala by myself as a therapy only then I thought of opening a mandala art gallery.

Mandala is a type of geometric design that represents the universe in Hindu and Buddhist cultures, and I can say it teaches me a lot of patience.

A mandala art gallery startup is a business venture that specializes in the display and sale of mandala art. The primary goal of my mandala art gallery startup is to promote and sell the work to general public and also to share my innovative ideas and creativity through my art work.

My startup also has a strong online presence, including a website and social media accounts, already have on Instagram (@heartfeltt_art) to reach a wider audience and promote the gallery and its artists.

Marketing and networking would be the key to the success to my mandala art gallery startup. Through that I can attend art fairs and events, as well as connect with art buyers, collectors, and influencers in the mandala art world. And through this I can share my personal experience of creating mandala and how it helped me in my life.



Vaishali Mittal

My Dream Venture

When I was in 8th grade, I started watching crafting shows on television. I found them quite interesting and started developing my attraction towards paper crafting and it slowly converted into my passion. One day, while playing around papers I created one origami and love the outcome and made many bouquets. And the outcome encourages me to make more things like that. During all this, one day I won a prize in “make best out of waste” competition which motivated me a lot. After a while, I began to make purchases for stuff out of my own pocket and create many surprise boxes and explosion boxes to gift my parents, which amazed them also. Then they started encouraging me more and more to create new things. Recently in 2021, I created my own Instagram page named “crafterina_20” and post pictures of the crafts I create. I made this page for start-up purpose and I would like to work on scaling of it for sure in the future, I also received few orders on my page. I was successfully able to deliver that orders to my respective clients and I also receive amazing feedback from them. And the idea to make this page was came originally from Instagram itself as today is the world of Instagram stores. It provides a good platform to motivate people and enhance their skills. But there are some challenges also which I foresee, firstly I need to work more and on regular basis to develop my page and secondly, scaling it is also a big challenge for me right now.



Tanya Thakur

My Dream Venture

My Dream Venture : Before Midnight Movie Club

As a film – also called a movie, motion picture, picture, photoplay – is a work of visual art that simulates experiences and otherwise communicates ideas, stories, perceptions, feelings, beauty, or atmosphere through the use of moving images. In today's world where technology is emerging and growing on a rapid rate with new trends and advancement eg) OTT platforms that is over the top OTT platforms provide an extensive kind of content, maximum of which offer free content in addition to paid content. Subscriptions permit visitors to become prime members; however even without subscribing to OTT platforms, a viewer can watch various almost limitless content eg like Netflix and Prime video, Mubi etc. this has given space to raw stories and real stories which are more relatable to the audiences rather than the hunky dory stories where the work is totally fiction. Movies gives us a taste of everything, like movies not only show us how the world is it also shows how the world can be. OTT has given platform to new budding writers directors and actors or other people who go behind in making a movie. Like a library or book club... Movie club is the need of the hour most people like me relate to cinema the most because cinema gives us a larger picture of life. people these days enjoy looking at life to cinema. My dream venture will give a chance to Cinephiles, they can be of any age group because the binding factor will be cinema. In my movie club I want to do screening of movies both old and new where people will not only watch movies for entertainment but will actually analyze the work done behind and o camera. This will build my network as well as it will help people to connect with each other. Movies teaches us a lot of things like culture, traditions, cuisines, people, places, accents, language, habits etc. Here are a certain set of points I will build and then help in improving my Before Midnight Movie Club When starting out an Into Film Club. I will make sure that my first screening is something fresh and exciting. Then Just like a film release, I could make some teaser posters for my film club. I will just make sure they are engaging for the young people I am aiming at film club One approach I use is sending out an email to form tutors with a copy of a poster attached and asking them to display it during registration, or even to target certain students on an individual level who they think would benefit, or who have shown a keen interest in film. I will look at the competition from other movie clubs and plan the day of my film club accordingly to avoid clashes. I will have my filmclub on a Friday, which may seem like a crazy idea (as most people are exhausted and practically crawling to their cars by the time Friday 3pm rolls around!) I will make it authentic where people can bring their own food. This makes the film club fresh and exciting and also aids behavior and screening etiquette. I will purchase some awesome popcorn holders and get them ready for the start of the screening. Microwaveable popcorn is also very cheap and easy to make. I will let my audience decide what kind of movies they want to see this will give them freedom of choice, representation and hence we can have some productive and out of the box stories and reviews. Then I will decide one movie randomly from the given answers. Will Give them a quick email every once in a while to check in. Tell them what I have been up to. This will give them a sense of achievement that their reviews are important and how much value they add to the club.

The challenges I will face while creating a movie club is need for a large space and also a movie display device. I will also need collaborators and in order to make it more in demand I need to spread its branches in schools, malls, cafes and also an open space where movies will be shown according to the relatability to the topic and area. Eg) students will be shown movies related to studies, motivation , entertainment etc.

Lastly I want to say that as the name of my movie club isalso inspired by a movie of the same name this tells how passionate I am about movies and this will be my effort to find like minded people as well.



Vanshita Kesarwani

My Dream Venture

I have a very strong believe that every story begins with a dream and ends with a legacy. And my dream is to build my own personal branding. I always want to create my own different identity and powerfulpresence in people's heartsitrequires lots of courage self-conviction and daring required to face life and be forced to dream every single day. Personal branding its to dare to take complete ownership of my talent like "I am your dream go ahead and promote it to the world saying this is whol am this is what I do this isn't for this is how this is what I dream this is what I wish to build". build a differenceand impact in the world and add value to society.

In the future, I ask myself questions about why I want to do this thing and why it matters to me when I have the ability to influence even a single person and change the impact which is made to hear my whole life then I feel I will achieve something in life.I want to celebrate this in the future how do I ensure the whole world is knowing the truth about my life, my values, my passion, my dreams, and my hus-tle? I never want to give up on my dreams always want to constantly add value to communities and dream for a better tomorrow.

There is nothing and nobody stopping you but only you can stop yourself



Varsha Mehta

Farmers-Consumers Platform Stratup

My potential startup idea is to create a platform for connecting local farmers directly to consumers in their area. This platform could allow farmers to list their available produce and consumers to place orders for pickup or delivery. Additionally, the platform could offer resources for consumers to learn about where their food comes from and how it was grown, fostering a deeper connection between the two groups. Another feature could be a subscription service for regular delivery of fresh produce. This business model could benefit both farmers and consumers by cutting out intermediaries and providing fresher, healthier food options for consumers.

Another aspect that could be added to the platform is the ability for consumers to pre-order or subscribe to a "Farmers' box" or "CSA (Community Supported Agriculture)" box. This would allow farmers to plan ahead and grow produce specifically for the pre-orders, reducing food waste and ensuring that consumers receive a variety of fresh, seasonal produce on a regular basis. The platform could also have a feature for consumers to rate and review the farmers and their produce, providing valuable feedback for the farmers.

The platform could also offer educational resources for consumers, such as recipes and cooking tips for the produce they receive, as well as information on how to store and preserve the produce to extend its shelf life.

To attract more farmers and consumers, the platform could also organize or sponsor events such as farm tours, cooking classes, and farmer's markets, where people can learn about local agriculture and meet the farmers who produce their food. Another feature that could be added to the platform is the ability for consumers to purchase other products from farmers, such as meat, eggs, dairy products, honey, jams, and baked goods. This would allow farmers to diversify their income streams and increase their revenue.

The platform could also have a feature for farmers to offer their produce to local restaurants, grocery stores, and other commercial establishments. This would provide an additional market for farmers and increase the availability of locally grown produce for consumers. To help farmers with the logistics of getting their produce to consumers, the platform could also provide delivery or transportation services. This could be done by partnering with existing delivery companies or by setting up a fleet of vehicles that are dedicated to the platform's operations.

To help farmers with the financial aspect of their business, the platform could also provide financial services such as loans, credit, and insurance. This could be done by partnering with existing financial institutions or by setting up a dedicated financial services arm of the platform. Overall, the platform could be an all-in-one solution for farmers and consumers that connects them, educate them, and provide additional services that can help the sustainability of the local agriculture.

Another feature added to the platform is a rewards or loyalty program for consumers. This could be in the form of points or discounts for repeat customers, or for customers who refer their friends and family to the platform. This would incentivize consumers to continue using the platform and promote word-of-mouth advertising.

Another feature is a marketplace for farmers to sell their products online. This would allow consumers to purchase products from multiple farmers at once and also allow farmers to reach a wider audience.

Another potential feature would be to include a blog or news section on the platform which would provide information about local agriculture, recipes, cooking tips, and other related topics. This would provide additional value to consumers and help to educate them about local agriculture.

Finally, to increase transparency, the platform could include a traceability feature that would allow consumers to see the exact farm where their produce was grown, and information about the farmers who grew it. This would help to build trust between consumers and farmers, and also help to promote transparency and accountability within the local agriculture industry. Overall, the platform could be an all-in-one solution for farmers and consumers that connects them, educate them, provide additional services that can help the sustainability of the local agriculture, and also allow farmers to reach a wider audience and increase their revenue.



Yakshit Sharma

My Dream Venture

My "dream venture" in the future will be in the fitness industry. There are various types of other fields, but I chose this one. Nowadays, most people go to the gym in their neighbourhood. This field was well-known among both students and adults.

My focus in this field is to open my own gym in every big metropolitan city. like the other brands of gym that were already on the market. First, the challenge faced in this field is how to build a good image for our brand. because a lot of different competitors are in the market. In addition, a large sum is required to begin this dream. My venture is totally different from other existing gym ventures. In my venture, I decided to not charge a huge amount of money as fees.

And, as with all our other ventures, we will not promote artificial supplements; instead, we will promote natural supplements and diets to educate people about the dangers of fake supplements.



Kriti Mann

My Dream Venture

My dream venture is focused on book renting that could involve starting a business that rents out books to customers, rather than selling them. This could include physical books that are shipped to customers, or it could be an online platform where customers can digitally rent e-books.

The venture could focus on providing a wide selection of books, including hard-to-find titles and niche genres. The business could also differentiate itself by offering personalized recommendations and curation, as well as hosting events and book clubs.

In addition, the venture could have a social or environmental mission, such as promoting literacy or reducing waste by promoting book renting instead of buying.

The venture could target a specific market segment, such as students, busy professionals, or avid readers who want to save money on buying books. It could also be a subscription-based model or charging per rental or by time.

The venture would face competition from other book rental services, used bookstores, and online marketplaces like Amazon, but could differentiate itself with its selection, personalization, and mission.



Sakshi Choudhary

My Dream Venture

Everyone has a dream in life and would want the dream to come true. I dreamed to go in the field of handicraft (i.e. creating unique handmade products – jute bags, wooden crafts, embroidery, goodies etc.) because it also represents our Indian culture.

This business would be of great social relevance as nowadays people are preferring handmade products as they are authentic and the materials used in the product are natural or may be recycled.

The initial capital involved in this business would be less because handicraft business is all about creativity we can produce anything out of recycled paper, therefore the investment would be less.

The biggest challenge which can be faced in this business is to get the best quality of raw material from the suppliers otherwise customers will not be attracted towards the product.



Nitika

My Dream Venture

It is rightly said, “success comes to those who work hard for it and are vigilant to not permit from the chosen path.” Hard work teaches determination, patience and responsibility and there is no shortcut to it. Belonging to a family who owns stationery business, along with the manufacturing unit of notebooks has always taught me that business runs on risk taking capacity of an individual and his/her patience to deal with the risks. I have always been close to my dad and while sitting along with him and working under his guidance in his business has always given me the strength and assurance to take his business to another stage with my learnings.

Digitalization has taken over the traditional ways of business. Today’s generation order stuff which are attractive, easily accessible and which suits their pockets. Big companies spend a lot of money on advertisements to establish their brand but small business man can’t afford to spend that amount of money for advertisement of goods which are used for daily basis. Therefore, I have already started working upon it. I have made a social media account for our business where I record and post pictures and videos of the stuff we have. I post offers which are best for the customers and are attractive.

Also, people are so busy nowadays that they don’t want to spend time going and buying stuff. They want things to be done for them in an easy manner. For this I want to take business to an automated mode just like convenience stores, this will not only reduce the work pressure but also will be suitable according to the current demands. I want to create a work environment which can change and adapt themselves according to the trends, which can bring innovative ideas on the table and capture the market well and establish a brand out of it.

I know that there are various challenges which I’ll face and I really need to gain a lot of knowledge right now. But I believe with the right amount of knowledge and persistence I can overcome the challenges and even establish the business to other places as well.



Aastha Arora

My Dream Venture

Everyone has a dream in his life which they want to achieve when they grow up. My dream is to become successful in life. Right from my childhood, I dream of being rich. I have always been thinking that one day I will be an “ENTREPRENEUR”. I really want to give the solution of a problem which occurs in houses. I want to make an APP which solves the problem of labour work at houses.

I Am a well-disciplined and hardworking person having a desire to gain corporate world knowledge; an extrovert who always ready to fight with difficult and challenging situations. After this I started my journey of pursuing Masters of business administration in finance major from Chikara university Rajpura, Punjab. After this, With the learning and experience I would like to do work on my Dream Venture that is an APP which simply provides labour in one click like painter, plumbers and carpenters to anywhere you want it can be houses or work place.

A dream can be fulfilled with determination, hard work, and honesty.

THE MENTOR SAYS.....



Dr. Gurneet K Dhanda
Dept of Healthcare Management
Chitkara Business School

**"In law, a man is guilty when he violates the rights of others.
In Ethics he is guilty if he only thinks of doing so." - Immanuel Kant**

Ethics examines the rational justification for our moral judgments, it studies what is morally right or wrong, just or unjust. Ethics reflects on human beings and their interaction with nature and with other humans, on freedom, on responsibility, and on justice

"The secret of getting ahead is Getting Started." - Mark Twain

An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards.

Our Honourable Chancellor Dr. Ashok Chitkara teaches the true essence of an ethical approach to Leadership and Entrepreneurship through his module Business Ethics and Values. He makes sure each student's vision toward their goals gets crystal clear. It's an honor to be guided by someone with such expertise and experience.

"You can also Lead" gives a great opportunity for the students to pen down their dreams and work hard to turn them into reality.

"A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader, but becomes one by the equality of his actions and the integrity of his intent." - Douglas MacArthur



Aayush Bhagat

AB Furniture

Before starting any business one thing comes into everyone's mind i.e. Fear of Failure. So the initial step is idea generation. I thought of starting a furniture manufacturing business for a niche market that not only focuses on the quality of furniture but eye-pleasing too, and feels like sitting on luxury. After having an idea I'll go to different manufacturers of furniture and try to get an idea of the average sales of high-grade furniture in my city. After having estimated data for production, I'll look for a supplier.

Actually, my father is the owner of a plywood manufacturing company so I'll get an uninterrupted supply of raw materials on time. Now it's time to look for a space to establish my business, so I decide to take a 2-floor building on rent in the heart of the city. I'll use the top floor for manufacturing, 1st floor we use to place normal to high-class furniture, and the ground floor for luxurious items only. And I'll name it AB Furniture and after making it a recognizable brand in North India in about 3 to 5 years, I'll start declaring the Product of the year in types of furniture which is best in class and high in demand. This is a sort of advertising which I do to attract more eyes to my product. After successfully establishing my business in the north, I'll look to expand it to pan India. So one of the major challenges is the language of that particular area so I'll contact local furniture manufacturers. In this way I'll be able to run my business successfully.

Thank You



Aayush Jain

My Dream Venture

Everyone has a dream to achieve something in his/her life. Some people dream of becoming popular, famous, rich and some want to make others' lives better by helping them. My dream is to become an Entrepreneur. For becoming an Entrepreneur I require capital so I decided I am doing the job and after 3-4 years I want to do my business. And my dream venture is "Fashion corner". So in this venture I want to make a product which are new trend, According to the demand /taste of customer, The main objective of business is to provide best quality and at cheaper rate products to society.

So My main focus to provide the employment to poor section and of society so that not did wrong deed, also My company hire a well educated fashion designer so that they can design the product according to the need of society and everyone can afford our company product. Also it provide the employment to large section of society like Workers, Courier service, Supplier. The business is like a chain every movement is dependent on other. My company also provide the seasonal discount also many options like return policy, Gift card. Also It increase the GDP of the nation because I sell product online also govt also earn revenue because we issue a GST Invoice to the customer so that also govt also earn revenue. Also I focus on use renewable energy like for electricity use I use Solar plant which save the electricity of India, If I successful in my first efforts then I make more efforts to expand my business to more products ...



Abhilash Garg

MY DREAM VENTURE – INTERIOR DESIGN COMPANY

I come from a business oriented family, grown up seeing my father carrying out the business. I had a dream of setting up my own venture at a huge scale. But when I told my business idea to my father, he didn't support my idea that well. So, eventually I came to pursue my MBA from Chitkara University.

I wanted to start an Interior Design Company. The main aim of the venture was to bring urbanisation in region. The company serves in residential designing which includes Open Floor Concept which will allow the natural light to enter the room, making the whole room gloom with sunlight. Another one would be to make a Smart and Healthy Home feature which provides security, comfort, convenience and energy efficiency by allowing them to control their smart devices through an app or even set devices to control themselves so that the owner can monitor the house completely. Talking about the layout of the company, it would be to have my plant set up on the outskirts of the city which is not too far away from the city and neither too inside the city, so that there is convenience for the customers as well as the other associated partners of the firm. It will be a huge set up consisting of art room, design room, powder room, each one having it's own function to carry out. If the customer visits for discussing about the contract or the design, they will be provided with each and every detail of the design created for the house. The most important thing which is taken care of is that designs are created originally by the interior designers themselves and not the copied ones from the internet. It is our duty to providing true and fair knowledge of the project by taking out the original softcopy of the model and presenting them to the customer.

The major focus of the company is in building luxury houses with all the facilities provided in it, where the owner feels warm and relaxed in the house. Also, the company is focusing towards raising the living standards of the people, which ultimately brings urbanisation in the economy. Hence, it would really make me feel happy if I get the chance to carry out this dream venture of my own.



Abhishek Shah

My Dream Venture

All our dreams can come true if we have the courage to pursue them.

- Walter Elias Disney.

Mr. Walter E. Disney, the brilliant mind behind our cherished youth, during which we were all immersed in a lovely world he created.

I want to express my opinions on the venture of my dreams, or you might say, the dream that I really want to turn into reality soon. It is about an institution and an orphanage that combines a cafe hence the name The Orphanage's Cafe.

I have admired helping others since I was a youth in childhood because it keeps some semblance of humanity alive in the lovely environment that God has given to us. Many poor people are still wandering around hungry and without shelter.

I'm not sure why, but I want to do something to help them.

In two ways, I want to help people. My first goal is to open a cafe, which will provide me with a source of money that will allow me to take care of the orphanage residents who will live in my building.

As small steps lead to bigger roads, I will undoubtedly begin with something modest.

I must have the right mindset in order to begin working toward my goals. I am pursuing MBA in finance from Chitkara University because I know that in order to begin working toward my goals, I must have the right mindset. This university is educating me in every manner possible, both inside and outside the classroom, about how to create executive summary, business descriptions, financial planning, and how to interact politely with others. I really believe in God's grace and that no matter how challenging things become, God will always be with those who make an effort to achieve their goals.

I'd like to wrap this off with a few phrases that would encompass my ideas.

When your dreams include service to others - accomplishing something that contributes to others - it also accelerates the accomplishment of that goal. People want to be part of something that contributes and makes a difference



Aditi

My Dream Venture

I am Aditi from Yamunanagar, lots of time I want to visit my friends house who lives in Ambala and we plan to go somewhere we find it difficult to travel as I do not have my personal vehicle. And recently also as I have come here in Chitkara university for my studies so here also I have difficulties in travelling if I want to go for some important or urgent work, I find difficult to go anywhere without vehicle. like me there are many people who also face the same problem. This is very big concern and I find opportunity to solve this problem. Then I think I have to make a business model where anyone can hire a vehicle from cycle to truck as per their need. In that business we can provide services like renting cycle, renting car and every type of vehicle that are used in logistic or travel purpose. For example, if a family wants to visit other city or state and they did not have a vehicle that carry 4 passengers at a time. so, they can rent this car and visit anywhere they want.

This is very unique idea and no any place are providing this kind of services. Initially we will like to provide only the renting car, renting bicycle and bike. after that as our business grow for expansion, we will like to add some other services like renting truck and other vehicles that are used in logistic and we also add another feature that we if anyone wants to travel with driver, they can rent it also.

For the same business I will like to launch a mobile application from that anyone can rent or can render any service from above. For renting purpose we make a collaboration with local travel agencies and a part from that we can also like to purchase or rent some vehicles from local place. From this we also provide employment opportunity to local travel agencies and drivers. So that's all about my dream venture.

Thanks



Aditya Dua

My Dream Venture

"You imagine, we create" the tagline of my dream venture envisages that we'll turn our customer's imagination into reality. "WILL-O'-THE-WISP" means a ray of light that appears at night over marshy ground which symbolizes hope. In other words we will create anything and everything on our customer's mind.

We aim to provide customizable luxury products to premium class customers via an online platform.

The vision is to employ undervalued krafted heads to work together, as when creative minds are brought together it leads to perfection.

This will be a monopoly trade which will provide us a competitive edge in the global market.

The major challenges that my business will initially face are finance related decisions and making people understand its vision.

Hereby, I conclude my ideal dream venture. I'm open to any sort of constructive criticism for the same.

Thankyou for giving me this opportunity to present my ideas and thoughts in front of the reverent Chancellor Dr Ashok k Chitkara.



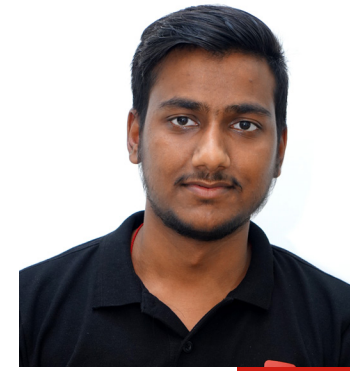
Aditya Batra

My Dream Venture

“ You Don’t Need a Band to do Hip-Hop; You only need a DJ.”

Now as my quote tells what my passion is. Everyone has a dream, which is cherish when they are young. I love listening to the Indian music whether it is Bollywood song, Punjabi song, Haryanvi song or south songs. I enjoy myself and love to dance on this music. So I was very clear from my childhood that my Dream venture would be a DJ business. DJ is used in various kinds, like weddings, birthdays, parties, clubs, etc. so I want to start a DJ party company. As we all know that all the DJ’s in india have their own unique name like DJ chetas, DJ khalid but I want to represent my India so that’s why I choose this name “DJ Hindustani”.

My target audience would be international crowd because I want to promote Indian song at the international level but firstly, I need to place my business in india where I’ll get the recognition from the crowd and would become popular only then I can fulfil my dream. I know it sounds very risky but business comes with the risk and there is no such thing as high returns without risk. I will promote or advertise my business through social media platforms, like Facebook, Instagram, Twitter, etc. I can also create facebook groups and pages to promote my videos and content. The other way is to make my channel on youtube and upload my videos on youtube. It can help me attract more clients and customers.



Akhil Chaudhary

Travelling

Travelling is my great passion in life. It has always been my dream to visit every country on this earth at least once. I used to travel a lot some years ago with my family and friends but since I further my study to higher institution, the schedule is getting tighter and busy. I really hope that I can find free time and fulfil my dream to travel all around the world in the future.

I just love to travel because it makes me realize that life is so beautiful and there is so much to admire and treasure in this world. It also gives me chance to explore new places and learn different cultures and traditions while meet new people that were born and live in different ways than mine. Furthermore, it does not only increase my knowledge but also help me feel relax and forget all the problems that I have. Each travel experience teaches me something new and made me become a better person.

Although I do not get the opportunity to travel overseas too often now, but I am still grateful that at least I have been to many beautiful and great places which I will reminisce the memories for the rest of my life. One of the most memorable places that I have visited is Andaman and Nicobar Island. A happy idea came to my mind which is now my dream venture and that is to open Travel agency where I will be the owner as well as an instructor. It will be like travel to earn money. Gathering up a team, taking them to various places and exploring with them, making arrangements and keeping them satisfied.



Akshat Sharma

The biggest fear for anyone wanting to Venture is the fear of failure. well this has been mine too at some point of time. From my experience of launching various Venture, there was just one point that came out loud and clear was Idea? so I decided to Choose **"Restaurant Idea"**.

Many new restaurateurs fail to put together a well-thought-out restaurant business plan because the process can be a bit difficult and time-consuming. But without a proper restaurant business plan, you're shooting in the dark without an aim. It's unlikely that you would be able to secure an investor to help fund your restaurant dream without a proper plan. And even if you do, the lack of proper planning, regulations, and forecasts will set your restaurant up for failure. My restaurant business plan is what is going to map out how you plan on turning a profit from your business as well as where your restaurant fits into the saturated market and how you plan on standing out.

A good business plan varies from restaurant to restaurant and takes into account factors like style of restaurant, target market, location, etc. If you're new to the restaurant game, the idea of creating a business plan can be daunting. To help you get started, we have highlighted the key elements you need to include when writing a restaurant business plan.

Depending on who you are presenting your business plan to, you can change the order of the sections to reflect priority....

- Common elements of an executive summary include:
- Mission statement
- Proposed concept
- Execution
- Cost Involved
- Expected return on investments
- Market analysis

Elements to be included for Business Idea

• 1. Design:

The design portion of your restaurant business plan is where you can really show off your thoughts and ideas to the investors. If you don't have professional mock-ups of your restaurant rendered, that's fine. Instead, put together a mood board to get your vision across. Find pictures of a similar aesthetic to what you are looking for in your restaurant.

• The restaurant design extends beyond aesthetics alone and should include everything from restaurant software to kitchen equipment.

2. Location

• The location you end up choosing for your restaurant should definitely be in line with your target market. At this point, you might not have a precise location set aside, but you should have a few to choose from.

• When describing potential locations to your investors, I want to include as much information as possible about each one and why it would be perfect for your restaurant. Mention everything from square footage to typical demographics.

• 3. Market Overview

• The market overview section is heavily related to the market analysis portion of the restaurant business plan. In this section, go into detail about both the micro and macro conditions in the area you want to set up your restaurant.

• The current economic conditions that could make opening a restaurant difficult, and how you aim to counteract that. I will Mention all the restaurants that could prove to be competition and what your strategy is to set yourself apart.

4. Financial Analysis

• The most important part of your restaurant business plan is the financial section. I would recommend myself hiring professional help for this given its importance. Hiring a trained accountant will not only help me to get financial estimates in order but also give you a realistic insight into owning a restaurant.

• I will gather some information prepared to make this step easier on the accountant. He/she will want to know how many seats my restaurant has, what the check average per table will be, and how many guests I will plan on seating per day.

• In addition to this, doing rough food cost calculations for various menu items can help estimate your profit margin per dish. This can be achieved easily with a free food cost calculator.

So this was my Dream venture and above mentioned were all the aspects that I need to involve in my dream Project .



Akshit Khurana

Dream Venture

A dream venture is a passion project that you bring to life. It's something you're excited to work on and feel called to do. It will likely be something you're good at, and it will be something that brings you joy. It's a project you can dive into and pour your heart and soul into.

Creating a dream venture is an incredibly rewarding process. Not only do you get to see your passion project come to life, but you also get to grow and learn so much in the process. It's an opportunity to really stretch yourself and your skills. There are a few things to keep in mind when creating your dream venture. First, it's important to choose something you're passionate about. This will be the driving force behind your venture and will help you stay motivated when things get tough.

Second, make sure you're realistic about what you can accomplish. It's important to set achievable goals so you don't get discouraged along the way. Lastly, don't be afraid to ask for help. There are so many people out there who want to see you succeed. Reach out to your networks and ask for advice and support.

Creating a dream venture is an incredibly rewarding experience. It will challenge you and push you to grow in ways you never thought possible. But most importantly, it will be something you're proud of. Something you can look back on and say, "I did that." So, what are you waiting for? Go out there and make your dream venture a reality.



Aman Goyal

Explore World - Work Travel Save Repeat

My name is Aman Goyal, I am a student of Chitkara Business School, Currently I am pursuing MBA in Finance and Banking. In addition, I enjoy experiencing new locations and would like to assist others in travelling by creating a travel business. A company that specialises in offering services connected to travel and tourism is a travel agency. Travel agencies offer a wide range of services to their clients, including the ability to reserve flights, lodging, automobiles, cruises, and vacation packages. They help clients book travel, design itineraries, and offer advice on destinations.

Travel agencies are a terrific resource for tourists because they can offer insightful advice and help with trip preparation. They can assist tourists with locating the best offers on lodging, transportation, and other travel-related services. Additionally, they can offer guidance on the ideal times and locations to travel and the best way to get around.

Additionally, travel firms can help travellers with any other documents they might require, including help with passports and visas. They can also help with currency exchange and other money-related issues. They can also offer suggestions on insurance and other travel-related services.

The booking of excursions and activities is another service that travel agents can offer. They can aid tourists in locating the most affordable sightseeing excursions, adventure pursuits, and other attractions. They can also offer recommendations for the best restaurants and shops, as well as details on the customs and culture of the area. With this, I want to add a function that claims people are unable to experience some lovely areas that are not so accessible. So, we will offer customised packages in which we will include activities such as trekking, temple visits, torch making, and so on.

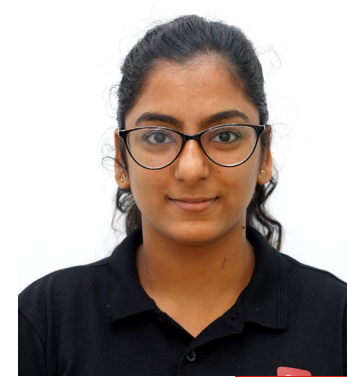


Aman Kumar

MY Dream Venture “Shakya Technologies”

As a boy from a lower-middle-class family. I face lots of hurdles whether it's about education, clothes, or many other things. At that time I think I have to do that work in my life that change my and my parent's life too. Since that time I always think about my dream project but I am not petty sure in which sector I have to do business in the future. A few of my cousins are working in the corporate industry from them I get to know about Outsourcing & Offshoring business models which attract me a lot. Then I make a business model in my mind that provides Accounting, finance, taxation, and all the services related to finance to foreign countries. Because if we provide services to other countries, we create a foreign exchange that will be more beneficial for the economy of our country as well as more profitable as compared to providing the same services in India. For this model, our main COGS (Cost of Goods Sold) is our employees because we are providing services, not any kind of product. so, our main expenditure is the salary of the employees. The majority of the corporate companies are working in metro cities or Tire 1 cities. The cost of living in that cities is high as compared to tire 2 or tire 3 cities like Ambala, Patiala, etc. To keep this point in mind I would like to open my company in my city which is Ambala. Because in metro cities I have to pay more salary as compared to Ambala. And salary is our main expense so for-profit maximization, we have to reduce costs. That we do if we are working in Ambala. The other reason to work in my city is to generate employment, now if someone completes their study, he/she has to shift to other cities like Chandigarh, Delhi, etc. for getting jobs. Because employment opportunities are missing in cities like Ambala. If our company provides employment so we easily attract local students at reasonable rates. For hiring, we also do campus placements from local colleges in Ambala. In that way, we fulfill the main requirement of our business. That's all about my Venture. The name of my Company would be “Shakya Technologies”. I make all the efforts to make this dream venture into reality.

Thank You



Anamika Arora

Hello all, I'm Anamika Arora, student of Chitkara business school, I'm currently pursuing MBA in finance and banking but I have a dream of opening my own ethnic store.

“BE COMFORTABLY BEAUTIFUL”

We were disappointed by the lack of attractive and affordable ethnic wear options available, especially for plus size women. This experience inspired me to start my own designer ethnic wear brand that caters to all sizes, with an emphasis on providing options for plus size women. We will also provide customized options according to the needs of the customer. We understand that every woman has different body types and preferences and we want to cater to all those needs.

I have a passion for fashion and design, and am confident that this brand will be successful not only in my local area, but also on a global scale. I plan to export my designs to Indian women living abroad, who often struggle to find traditional wear in their current location. Additionally, I aim to provide employment opportunities for women who are housewives or are not currently earning. By providing jobs to these womens, we are not only providing them with financial stability but also giving them a sense of self-worth and independence.

Apart from providing employment opportunities, we also want to make sure that our brand is ethically and sustainably produced. We will be using eco-friendly materials and will make sure that our production process is ethical and fair for all involved. We want to make sure that we are not only providing fashionable and trendy designs but also doing our part in preserving the environment and being socially responsible.

My goal is to create a brand that empowers and celebrates all women, regardless of size or background. We want to make sure that every woman who walks through our doors feels confident and beautiful in our designs. We want to break the stereotype that plus size women can't look fashionable and trendy and we are committed to providing options for all women.

**Don't give up on your dreams, or your dreams will give up on you."
The moment you believe you can't do it, everything else begins to
crumble. Never stop believing.**



Animesh Debnath

MY Dream Venture

As every story has its own 'HERO', I want to be my own. At every step of my life there was always an option to choose in between, but one thing I always remember is to live a luxurious life. And that showed me the 'DREAM' to chase. I always loved super cars and bikes more than anything. So, it became my dream to create my own showroom and garage for the super cars and bikes. At one point in life after my completion of my 'ENGINEERING' where I was supposed to do a job, I realised that, if I do a job, I will be an engineer, but by enhancing my strength and skill with brilliant business knowledge, there will be more sharp exposure towards my dream. And that brings me here to Chitkara University, Punjab, to gain business knowledge and terminology with the help of brilliant skilful professors. I believe, with the knowledge of Mechanical Engineering and Masters of Business Administration and by the grace of God, one day success will touch my feet.

"When opportunities and knowledge intersect each other, success takes place".

Don't sit back with your knowledge. Better find or create an opportunity.

You will definitely succeed.

Focus, commitment and sheer-will are the three mantras of SUCCESS.



Anirudh Sharma

First of all, I would like to thank you for giving me this opportunity to express my words and share with you my dreams venture. Sir, I would like to open a car modification workshop. I am very passionate about cars. In my workshop I want to modify cars according to the owner's taste. Whether it is the colour of the car or the engine Kits as any other modification I like engine swapping or increasing the power figures by stage tuning, installing lift kits, wrapping, paint protection facilities, paint correction, interior work, etc.

The main or the biggest hurdle that one can face in this type of venture is managing the workforce. As in a workshop there is a load of work force is required. In the body shop area denters, painters are required. Staff is required for applying PPF and for the process of paint correcting and wrapping. Mechanics are required for modifications related to engine and other structure. And a staff is required for managing all these sectors and finance plus meeting clients providing them options what all can a person do with his/her car.

There can be many hurdles, headache and even loses but I want my customers to get the best work. I want them. to provide quality work. I want to satisfy their need. That was all about me. My dream venture hope so this decade dreams will be fulfilled" Someday!

Thank you Sir once again.



Anshika

MY Dream Venture

My dream venture is a sustainable clothing and accessories brand that focuses on ethical production, minimal waste, and community impact. I envision my company to be a leader in the fashion industry, setting an example for other companies to follow in terms of sustainable practices. The brand will be known for its high-quality, timeless designs that are made to last. Each piece will be made using sustainable materials, such as organic cotton, hemp, and recycled polyester. The company will also use sustainable manufacturing practices, such as low-impact dyeing and zero-waste cutting.

In addition to creating sustainable clothing and accessories, the company will also focus on community impact. This can be achieved through partnerships with local organizations and initiatives that support sustainable living, as well as through the use of fair trade practices. The company will also have a strong commitment to transparency, allowing customers to see where and how their products are made.

The company's online store will be user-friendly and easy to navigate, with detailed information about the materials and production processes used for each product. Customers will be able to shop by category, such as clothing, accessories, and home goods, and will be able to filter their search by materials, price, and brand.

The company's physical storefront will be a welcoming and inclusive space, where customers can come to shop, learn about sustainable living, and connect with others in the community. The store will also host events, such as workshops and panel discussions, to further educate customers about sustainability and ethical production.

Overall, my dream venture is a company that not only creates sustainable clothing and accessories, but also actively works to make a positive impact on the community and the planet. I envision a company that is transparent, inclusive, and dedicated to making the world a better place, one piece of clothing at a time.



Anshul Bhanot

Dream is an inspiring picture of the future which comes in our mind. It gives us motivation to go on and face every situation which comes on our way to make our imaginations turn into reality. So my dream is to do a business in handicrafts after getting the proper knowledge and have sufficient resources to run this business. It is a unique idea which requires one's own ability to be creative and how he/she can stand out from the crowd. It would give me abundance of exposure and help me to become courageous enough to enlighten lives of many.

Handicraft material not only use to decorate the homes but also connect people to their culture. It overcomes the cultural gap in between the countries and highlights the beauty and tradition of India. This business also outshines people's talent from backward areas who have ability to make the world beautiful but are deprived of chances. I would love to serve my nation by connecting to its roots in the upcoming years. I know it is not an easy task but with full dedication and hard work I will try my best to make my dream come true one day.



Anuj Sharma

First one I just want to do a job in a good company where I can boost up my knowledge and skills in the field of accounting & finance .From where I can got an experience in practical and experiential learning. After getting the confidence in the field, after that I want to open a business which distribute the financial services. Because it has high demand in the industry. It is the most profitable business because it has so much opportunities to grow in the market.

Nowadays accounting & financial service businesses are growing day by day. It can be any like financial advisory, consulting, stock brokered many more. The industry in the financial business is going up financial institutions earn most of the revenue from its transactions and brokerage fees. On the other hand, I have one more option, I want to open a manufacturing business in which I produce a single line product and distribute to the consumer. And the product I want to manufacture is come in categories of our daily needs.

Thankyou



Anushree Debnath

MY Dream Venture

I am Anushree Debnath resident of Guwahati, Assam. I m a B.com Graduate and currently I am pursuing MBA in Finance & Banking from CHITKARA Business School as I m very much interested into finance and I think it will give me strong foundation for entering into corporate sector which is one of my dream to work into and become successful.

I want to be that much successful in life where I can fulfil my most adored dream that I have dreamt at the age of 19 is owned an orphanage and give some of the children according to my capacity most beautiful life as my parents have given me from clothing to fooding, from education to pursuing hobbies. Yes, I know I can't give them 100% but will try my best.



Arati Sharma

My name is Arati sharma, and a student at Chitkara Business School, I am pursuing MBA in Finance and Banking. I've always found the restaurant business to be fascinating. One of the safest business is anything to do with food, though it doesn't necessarily mean that success is guaranteed. However chances of success are more since it's an item of daily consumption.

I wanted to be a chef as soon as I was able to sit up and eat solid food. Making something tasty from scratch gave me a great sense of accomplishment. Even as an adult, I still find restaurants to be appealing. They exude power, energy, and excitement.

If I ever get a chance to start my start-up, I would like to open my Restaurant. The restaurant industry is genuinely unique. It could be small standalone companies or a branch of a larger company. It can offer more complex food or serve basic fare. The restaurant industry has something to offer which is why I find it to be so interesting. I think that the restaurant sector is my ideal industry for a number of reasons. Initially, restaurants provide excellent opportunities for innovation and creativity. In this field, there are no boundaries to what

I can achieve and that's what interests me. One of the greatest aspects of having your own business is the satisfaction of getting something to actually work. It doesn't even need to be new; you just need to bring something special to an old idea.



Arika Manhas

As I belong to Business Family. From my childhood, I see lots of discussions happening at the dining between my father and Grandfather. That always creates a question in my mind about what actually they are discussing. Then I start to learn what business is. At a very early stage of life, I participate with my father in their business. My father had a business dealing in the army area through Gem. When I got younger, I always try to work with my father doing their online work. But at one point when my father was not well and can't handle business at that time, I handle business. After that, I think I want to improve my skill in the business sector so I join MBA to thoroughly know about the business thing. Now I am not pretty sure in which sector I have to do business in the future. But as I like cars, modified cars attract me a lot. And I learn the driving at the age of 18. I want to pursue my business in the car modification sector. Because I know there is a very good market for modified cars in India and there are not many players who give these kinds of services. My first idea is to invest a small amount and get popular on social media Then I make a business model where I get all local workers along with us and local designer who cannot get chance to show their work in large scale. And automobile students also do an internship in other internships they cannot get a chance to do work with their hands but in our company, they launch their own idea. Customise by customer satisfaction. As we know everything has its pros and cons. So, there are difficulties too; The first one is the worker – there is so much difficulty to found skilled full workers at low cost Trust of the customer –customers cannot trust us because we modify their costly car trust factor will be there. At the initial stage, our prime motive is only customer satisfaction, at that, we don't think about profit we want to provide good service that increases our repeat customers. If my repeat customer increases my business automatically started growing. And in the future, I want to expand my business to provide Bike modification services as well. That is all about my dream venture because, in today's time, vehicles are playing a very important role in individuals' life.

Thanks



Aryan

MY Dream Venture

One dream business is to start urban farms. The technology already exists whereby we can grow fruit, vegetables, greens, berries and lots greater on rooftops, walls, and other tight spaces. We can even develop these vertically in silos. If true planned, you can use 90% much less water and 90% much less energy to produce the same meals as traditional ag, 100% natural and with a lot greater nutritional value and due to the fact you can grow all this locally, you can pick out the gadgets when they are ripe, instead of pre-ripe, adding to their taste and nutritional value.

The advantages are enormous. We construct these matters actually anywhere and in any climate, and they are pretty low priced to build. Energy comes from wind, solar or other renewable sources, but even conventional electricity is quality due to the fact it makes use of a lot less, so fees are truly not high.

We can build them in urban areas the place there are food deserts or the place there are bad humans who want correct food. We can create jobs in all these rural areas that are suffering. Nutrition intake for every body who eats these go way up, improving our health. The saved water can be used for other purposes.



Bhavika Setia

My name is Bhavika Setia. Currently, I am pursuing MBA (Banking and Finance) degree from Chitkara University, Rajpura, Punjab. Everyone wants to be successful in his or her life. So, I am also from that everyone, I also want to be successful in the field of Accounting and Finance. I have the habit of learning new and new things on the daily basis which I think is one of my strengths.

As rightly said :

“Business opportunities are like buses, there’s always another one coming.”

– Richard Branson

It means that one should try and try to grab different opportunities but when one fails, there are always many more opportunities to come in life. I want to be at the great positions in a good reputed companies and make my parents proud. I want gain so much knowledge about finance that whenever anything comes related to finance its on my tips, I don’t have to think about it before saying something on that topic. Chitkara University provides us many opportunities to show case our skills as well as learn new things.

Snippets of Chitkara University, Himachal Pradesh



THE MENTOR SAYS.....



Dr. Renuka Sharma

Professor, MBA-Finance and Banking
Chitkara Business School

In the past, leaders had astounding abilities to inspire other people. However, with the progression of society, leaders are now expected to demonstrate ethical decision-making, where methods take precedence over aims. Sincerity and self-assurance are two qualities that give these leaders clout in the eyes of their followers. Everyone considers their leader morally upright and someone who does not compromise their principles to pursue fewer essential goals in life. Ethical leadership is necessary for today's leaders since only they can guarantee that ethical practices are implemented across the business. Ethical leaders are people-focused, using their power and authority, resulting in a "win-win" situation for the firm and its personnel. A leader must be a leader on three levels: personal, professional, and social. In an age of scandals and frauds, leadership must be replaced with Ethical Leadership, whose route is filled with stumbling blocks, but taking the correct path makes the trip satisfying and joyful. This book stimulates thinking in successful corporate executives, HR professionals, students, instructors, and anyone working toward being a great leader in their own sector. In addition, the reader might get several valuable and inspirational insights from the book.

Dear students, Hon'ble Chancellor Sir has excellent moral values and integrity. Therefore, attending Sir's module will steer you appropriately and help you succeed. You will also discover how passion may help you achieve your goals in life. So, work hard, stay on track, dream big, and keep them alive.



Aryan

Till class 11th I don't have any DREAM, but when I joined Gym in 2018 and started getting addicted to it. I started gathering knowledge about it from internet and my coach, then I came to know about Gym Supplements when I used one of the protein supplement of USA based company 'Ronnie Coleman' (Signature Series).

In 2021 I decided to start selling supplement as a retailer after buying them from wholesaler and Now in 2022 my coach and I started a supplement store in our area, Actually Ronnie Coleman is a professional bodybuilder and he made his own brand of gym supplements and I got attracted to that brand so much and this brand has inspired me to start my own Gym Supplement brand, I want to make my brand which will be renowned not only in India but all over the world with best quality.

So this is my 'DREAM VENTURE' that I want to startup in near future after Gaining more practical knowledge from our respected Chancellor sir 'Dr. Ashok Chitkara' with his guidance I will succeed in making my dream true.



Bhavya Kukreja

While growing up, I realized the benefits a person has when they personally own their business. I came to the conclusion that I was going to be my own boss. I have always taken pride that how I dress myself, that how people dress and other aspect of clothing is that is so fascinating that is that how it enables people to express themselves. So I realized that I wish to own a fashion boutique. To start a fashion boutique or to start any business, we must have skills and to know how to manage the business. So for this it is essential that I obtain a degree in Masters in Business Administration, to evaluate my own skills and learn many things as duties of owning a fashion boutique include managing the daily operations of the store.

The main goal of having a boutique is to focus on the costumers and keep them satisfied with the clothes. My boutique is all about people and people who want to stop worrying about their everyday selection of the look of the day. The clothes give the opportunity not to apply much thought to the issue of choice between comfort and beauty.

For turning a dream into reality the first thing we need is determination. So for fulfilling this dream I'll work hard as raising a venture capital isn't an easy task. Moreover there are other challenges like finding the right people, it plays a vital role in almost every business fierce that I faced in my journey to achieve my goal. I hope that I can achieve my dream.



Chaitanya Tiwari

“If you want to be happy for a day, if you want to be happy for a year, Marry. If you want to be happy for a lifetime, Ride a Bike.”

Now as my quote tells what my passion is. Everyone has a dream, which is cherish when they are young. It all started when my father gifted a toy bike and I never knew that this thing would help me and escape as well face reality in the future.

While doing Bcom another beautiful moment happened when my father gifted me bike that I wanted from a long time and then I started riding and explore new places while riding I felt that this something I always wanted and recently i was feeling low so I picked my bike and when toward mountains for long ride and while I was riding I took stop where I interacted with many people and I get to know that they were many people wants to have what I have and that time I felt privileged and happy idea came to my mind which is now my dream venture and that is to open bike store where I will be selling bikes to customer and keep high end bikes also on subscription model so that anyone who wants to experience a high end bike. This will satisfy every person who wants to biker .



Prajapati Chetan Dineshprasad

Boutique Business Plan

The Indian government encourages every business venture irrespective of sex, race, or wealth. This has become one of the strongest motivating factors for women for all spheres of life to take up business on their own. There are so many facilities incorporated in banks under the guidance of the government to strengthen the skills and opportunities for their success. Talking about business, many women aspire of opening their own boutique stations in their city, as a step toward gaining financial independence. to enable that dream of many women into reality business loan help access various options available in our organisation. There are numerous types of boutiques such as designer clothes, new born fashion, boutiques exclusive for women or stores selling a particular form of clothing such as saris, dresses, etc. It is very simple to establish a business in this field as it requires minimum capital during the initial stage. It can be started as a single person business and can be expanded in future years as the business increases

Different Types of Boutiques are:

1. Women's and Men's clothing
2. Kids Clothing
3. Accessories like handbags, ties, belts, jewellery etc
4. Footwear

Different Styles are:

1. Formal and Semi-Formal wear
2. Ethic wear
3. Western wear
4. Casual wear
5. Gym wear

DETAILS of BOUTIQUE BUSINESS

1. The most essential part of getting involved in this business is that you should understand why you want to venture into this field and what you are planning to offer the public. The business of fashion is highly dependent on the satisfaction of customers and you should be well aware of realizing the needs of buyers. You should be flexible with offers to become successful and to eliminate potential competition.
2. Once you've decided on what you are going to offer the customers, you are entitled to become aware of the clothing and accessories on sale. By enlightening yourself about the elements of the business, it will be easier to crack issues in this field that will definitely boost your chances of successful business.

3. The next step toward setting up your business is targeting your customers. This will also include deciding the geographical location of your boutique. You should be wise because offering the wrong product to the wrong crowd would lead to losses financially as well as in terms of goodwill.
4. Another important step towards becoming successful in business is reviewing multiple sources for your materials. You should be verbal about your questions and should not hesitate to ask for samples, catalogues, etc. You can negotiate and work out a budget according to your suitability.
5. You should decide the range of pricing that you are going to put on your products during sale. Again this depends on your target customers and where they lie in social hierarchy.

Financial Assistance:

Another major step towards organising a business is the availability of proper funds. No business, be it micro or large, can survive in the society without a bit of showcase and extravaganza. To establish the business in the form of a company, man power and other miscellaneous requirements such as electricity, water supply, etc. there is the need to put in a little of your investment. Often, businesses such as boutique, for example, are taken up by women. And their only source of investment is family and financial institutions. We respect every venture and aim at producing successful entrepreneurs.

Promotional Ideas:

There are various promotional activities you can collaborate all throughout the year for marketing your brand to your potential customers. Thanks to today's technology, there's social media pages such as Instagram, Facebook, LinkedIn etc. Honestly, businesses such as boutique have their social media platform as the best source of marketing as their target customers always look for something new and exciting on these platforms. Other sources that work toward promoting other brands in the society are the television channels, radios, television ads, blogging stations etc. These marketing tactics are the booting elements which catalyst the sale of the products that you have on sale. People should keep in mind that, though starting a boutique is simple, it isn't easy. This business demands a lot of time from their managers. It needs dedication and solid will power to acquire the entry ticket into the industry of fashion. This industry is as competitive as it is widespread. Agreed, in the initial stage, it would depend on your luck to establish a well-structured business in your preferred location. But in the later years, it will solely depend on the dedication and hard work of the people toward the promotion of their business.

Engaging your business in different promotional base requires little investment but would turn out to be mighty handy in terms of your expansion of your business.



Chirag

One dream business is to start urban farms. The technology already exists whereby we can grow fruit, vegetables, greens, berries and lots greater on rooftops, walls, and other tight spaces. We can even develop these vertically in silos. If true planned, you can use 90% much less water and 90% much less energy to produce the same meals as traditional ag, 100% natural and with a lot greater nutritional value and due to the fact you can grow all this locally, you can pick out the gadgets when they are ripe, instead of pre-ripe, adding to their taste and nutritional value. The advantages are enormous. We construct these matters actually anywhere and in any climate, and they are pretty low priced to build. Energy comes from wind, solar or other renewable sources, but even conventional electricity is quality due to the fact it makes use of a lot less, so fees are truly not high.

We can build them in urban areas the place there are food deserts or the place there are bad humans who want correct food. We can create jobs in all these rural areas that are suffering. Nutrition intake for every body who eats these go way up, improving our health. The saved water can be used for other purposes.



Chirag Jindal

The Biggest Fear For Anyone Wanting To Startup Is The Fear Of Failure... My Name Is Chirag Jindal, A Student At Chitkara Business School, I Am Pursuing MBA In Finance & Banking. As Everyone Wants To Be Successful And My Dream Is Also To Become Successful In Finance. I Have Always Been A Fast Learner And I Consider My Habit Of Consistently Learning Something New As One Of My Strengths.

Start-Up Is A Big Step For A Middle-Class Boy, But We Should Always Step Out Of Our Comfort Zone To Achieve Our Dreams And Can Say That Dreams Come True, You Just Had To Be Consistent And A Risktaker. Before Starting My Own Start-Up, I Want To Have A Stable Job In Hand And Gain Some Experience In The Corporate Sector So That I Can Feel The Pros And Cons Of Working In A Brand. After My 7-8 Years Of Jobs, I Will Be Applying My Investment Plans And Policies In My Own Business And Will Start Working On It.

My Start-Up Idea Is To Start My Own Food Franchise – A Food Franchise Is A Brand In Which An Investor, Or Franchisee, Has Bought The Right To Sell The Products And Services Of The Franchisor Or Brand. The Franchisee Is Responsible For The Day-To-Day Running And Management Of The Brand. In Return, The Franchisor Granting The License, Or Franchisor, Offers Support, Marketing, And A Proven Food Business Model.

1) First One Is Location– Location Should Be Decided Where A Lot Of People Get Attracted. 2) Second One Is Technology–Consumers Can Order Food From Their Mobile Phones, Restaurants Can Have Electronic Menu Boards, And Essentially The Entire Process Of Serving Food Can Be Modernized. 3) Concept Development– A Franchisor Should Spend An Ample Amount Of Time, Effort, And Resources In Developing The Franchise Model. 4) Replication Abilities–Menu Items Should Be Such That Can Be Replicated Easily. The Quality And Preparations Should Be Consistent To An Extent That A Food Item Bought From A Franchise In Delhi Should Be Exactly Like The One Bought In Any Other City.

I Hope With The Grace Of God I Can Achieve My Dream Soon.



David Thakral

Dream Venture

Everyone has a dream, which is cherish when they are young. My Father is engaged in a business of paper disposable products. I have also knowledge of it. I want to grow that business at large scale and to start a Factory of Manufacturing These products.

I have proper interest in it. It's not an easy task to open a factory it requires huge investment and many researches and proper decision making. Because if one decision is wrongly taken it will result in huge financial loss. It is dream of My Father but he couldn't Complete it because of various Difficulties Faced by Him. I will surely Complete Dream of My Father.

Currently I am Pursuing MBA After MBA I will do job for a certain Period And get some experience and after Then I will Take My first step to complete my Dream.



Deepali Kakraniya

I Deepali Kakraniya of MBA (Banking and Finance) . sharing my dream.

Everyone has a dream to achieve something in his/her life . some people dream of becoming , popular , famous , rich and some want to make others lives better by helping them , My dream is to become a Bank manager . For becoming an manager I need knowledgeable experience so I decided I will doing the job and after 2-3 years I want to doing my dream job.Bank Manager is a harbinger for emotional freedoms.This dream expresses an emphasis on my feeling. I need to cultivate a new skill or nurture my spiritual and personal growths.

Bank Manager is a symbol for the new responsibilities that will bring me much joy. I evaluating my relationship. I feel i can let my inhibitions go and forget about the cultural mores. My dream is an omen for excitement and creative freedom. I feel that a career in the financial industry would be the most beneficial use of my knowledge and skills in accounting and problem-solving. I have always been fascinated by the financial world, am ambitious and hard-working and can bring great value to my company.



Dev Bagga

MY DREAM VENTURE - “ OWNING A CAR MODIFICATIONS STUDIO OF MY OWN”

Hey I am Dev Bagga a student of Chitkara Business school, I am currently pursuing MBA and besides this, I am a car lover. I found interest in cars when I was a small kid. In the world, people have many hobbies and interests and being a car enthusiasts is one of them. As I am the car enthusiast I find the beauty in cheaper cars where I could modify the car to the desire of the customers, as there are lot of people who have keen interest in their car modifications. Modifying your car is creating and expressing an art on a car that you enjoy driving. People enjoy their modifying their cars because it makes them express and love their cars. A car customization and modification business could be fun for me as I am interested in the automobile sector. With a right location, top notch services and good marketing, I can serve several customers that require the interior and exterior of their cars to be customized.

This kind of venture requires a large amount of capital, solid planning , and concentration to detail in order to keep my venture profitable. And I want to make my car studio as a brand and one day it should be private ltd. Company and I want to export my modified parts and earn huge amount of profit in it.

**Dimple Rani**

Different people have different types of dreams and I want to become a finance manager in future. Yes, that's my dream. My thinking was always different. I wanted to do something productive in my life. The stage that I am at right now is challenging for me. As I am a student and realize that I have to study properly to achieve my goal. From the beginning, I loved to be a manager in a reputed company. finally, I found that is my passion. It will be great if I can become a manager in near future as economy expands and employment opportunities increase, the need for workers with financial expertise will go up. I will enter the workforce at an excellent time to pursue a career as a financial manager. So, it is a job that interests me and seems like something that will be enjoyable because of my high interest in it. For this I have done my bachelor' in finance, accounting, economics but many companies seek employees with a master's degree in the same subjects so for this I m pursuing MBA in finance and banking because a finance manager creates monetary value of the corporation from financing, capital budgeting as well as net-working capital actions. Financial managers are there in the corporation to oversee preparation of financial reports, execute all cash management strategies and direct corporation's investments. Notably, the manager has numerous goal and objective in cooperation. The main goal of a financial manager is to ensure that there is maximization of owner's wealth as well as profit maximization. As a matter of fact, financial manager should not be overwhelmed by his personal goals, which include earning reputation and higher salaries. It is automatically that when the financial manager achieves the ultimate goal of the corporation, his/her personal goals too will be achieved.so that's a reason I want to become a finance manager

**Divya Singla**

The day I realised what a dream is something of which you are passionate to do something extraordinary in the field of stock market become my dream. I always wanted to have my own community where people can learn and earn through the opportunities available in the stock market. The dream of having a community originated when I was learning how to trade at one the broker house where I see people working in a group providing signals for their knows how they can trade to earn. The basic mind set behind this as it is to be self- dependant and not work like people doing 9 to 5 job. It also provides a knowledge of what is going around the world and makes an individual connected to the world. The world of stock market is for all as it helps in generating passive income for the people which helps in future needs which cannot be fulfilled with a normal income through their routine. In India people are unaware of the passive income which could be generated through stock market also. In India less than five percent of the population is involved in the stock market which is least among the top emerging economies compared with other nations. This data lead to make a career in stock market and make other also aware of the money which they can make through correct knowledge and training. I am still working on it and hope I will achieve this goal fulfil my dream.

**Follow your passion, be prepared to work hard and sacrifice and
Above all don't let anyone limit your dream.**



Divya

My name is Divya, I'm pursuing MBA in Finance and Banking . My "Dream Company" is –"Fino Rise", I visualized about creating a platform in the field of financial education. There are lot more options available to work upon but this is something which will help me in future to reach my ultimate goal. Financial Education and performing application is untapped area as theoretical and practicability of applications is been taught in the classroom, and concepts like time-value remain unknown to the learners as they have no real-time experience. Performing applications in the real market at early stage with full-fledge understanding of the workings with suffice information about the aspects and defining the risk associated with the particular course of action is the main aim of my application. Furthermore, my platform will provide a base for the writers, bloggers to write and earn from the platform. This will help platform to attract new people on the information available at my application interface. This platform will help learners to learn from scratch about financial concepts and techniques like investment in alternatives with defining the amount of risk involved. Pre-assessment of risk-taking capabilities and then training will be conducted on the same profile. Commercial of my venture will include website, virtual application, counsellors for guidance and by providing a easily accessible course in the institutes based on the convenience and target market will be college scholars and professionals who're are willing to learn. Considering Relevance to the learners, this will make earners financially capable that by considering the alternatives available, best possible investment avenue is been selected based upon their risk taking capability. The idea will include lot of efforts as target market are youth who are financially dependent on their family, creating awareness among those market is not going to be ease for the team. The main challenge will be the investment at initial phase for marketing purposes, and for the same various investment proposals will be made for the funders explaining the revenue growth model and associated costs. The Venture's ultimate vision is to



Garima

My name is Garima, and I'm pursuing MBA in Finance and Banking. First of all, my dream job would be in the finance department where I could build new abilities, use my talent for financial analysis, and strategically implement a fresh strategy for the growth of the business.

I would like to open a café if I ever have the opportunity to launch my startup. I've always wanted a location where I could be myself. I want to demonstrate my interests and aspirations since doing so will enable me to express myself more fully. Giving time to what I really enjoy is going to be really meaningful, in my opinion. It makes me seriously consider what I can do to bring my dream to fruition. I can give those who are looking a safe haven, a welcoming environment, and a place to socialize by operating a café. Bringing people together and providing incredible services may seem quite straightforward, but they have such a significant impact. I want people to think of this location as the best spot for employees and students to unwind.

I'm aware that there will probably be a number of difficulties at first, but I also understand that "our very life depends on our ability to stay alert, adapt to new ideas, stay watchful, and meet the challenge of change."



Garima Bajaj

My name is Garima Bajaj and I'm pursuing MBA in Finance and Banking. People have many kinds of dreams, and one of mine is to someday work as a finance manager. That is indeed my dream. My way of thinking was never the same. In my life, I wanted to accomplish something worthwhile. I find this stage to be difficult at this time. I know I need to study effectively because I'm a student in order to accomplish my objective. I have always yearned to be a manager in a reputable organization. It would be wonderful if I could advance to management in the near future as the demand for workers with financial skills rises as the economy grows and job prospects improve. My period of employment would be ideal for pursuing a career as a financial manager. As a result, I am quite interested in this profession, and it appears like it will be pleasurable for me. Because a finance manager develops the financial value of the company through financing, capital budgeting, and net-working capital operations, many employers prefer to hire people with master's degrees in the same fields. For this reason, I am currently pursuing an MBA in finance and banking. Financial managers are employed by the company to supervise the creation of financial reports, carry out all cash management plans, and manage investments. It is noteworthy that the management has many goals and objectives for collaboration. A financial manager's primary objective is to make sure that both profit and owner's wealth are maximized. In actuality, the financial manager shouldn't let his own objectives—which include gaining respect and earning more money—overwhelm him. The achievement of the finance manager's personal ambitions follows naturally from the accomplishment of the corporation's ultimate aim. . So that's the reason I want to become a finance manager.



Garima Pandey

My name is Garima Pandey, and I am pursuing MBA in finance and banking. So first of all im telling about my interest, which I really want to become that is bank manager. In the banking sector I could build my abilities their and use my talent in that feild.

Dreams are essential as without them you will not have the motivation or determination to move forward in life. So as I said before my dream job is to become a bank manager, I have completed my bachelors degree in a commerce feild. Because I want to go in this sector so we have to know about the accounting terms and now in the mba we are learing so many things which are helpful for me when I achieve my dream job. Whatever we are learn in mba that skills are required in banks and im aslo woking on it to improve my skills or communication side as well as.

Banking job is always my first prefernce, but my short term goal is to join corporate sector and learn new things on that field also. Because in this time corporate sectors are so demanded and their are lots of oportunites. In corpo-rate sector we are improve our skills in advance level and also improve our communication skills. Both sectors are give me lots of knowledge and skills and I learn my new abilities and skills.



Gitika

My name is Gitika, and I'm pursuing MBA in Finance and Banking. As everyone has some dreams in their lives and want to be successful by fulfil their dreams. Likewise, if I ever get an opportunity to launch my startup, I would like to open a restaurant especially for those who can't afford the huge amount of bills on food but they want to eat in restaurants. I want to show my interests and goals since doing so will empower me to completely articulate my thoughts more. As we see, there are many poor people who always want to be in restaurants as a customer but their income is too low they just can't afford that.

So, I would like to open a restaurant where I can be able to provide food to poor people at very low price in good quality. Good quality should be their because quality of the food affects the health of consumer. Yet, there are some challenges which I'll face first one is requirement of funds, as huge amount is needed for the investment and also skilled and trained staff is to be require. Second is location of restaurant, location should be where I can reach to maximum number of people. I will do my best to make my dream come true. I know that there will be number of difficulties which I confront, but my dream would give me strength to tackle it.



Gurtej Singh

We know everyone has a dream to achieve something in life. Some people want to become popular, famous, rich and some want to make other lives better by helping them. My dream is to become entrepreneur. For becoming entrepreneur, I require some capital/funds, So I decide I am doing the job and after 5-7 years I will start my business of coaching center. We know the status of education in the rural area of India is extremely poor. So, I think it is a great opportunity to establish start up in Indian village. The best part about it is it Don't need high capital to start a coaching center, because cost of material and labor is cheaper in village. When I give good quality education to students it may helpful for me to develop a strong sense of goodwill among my students and in their parents. When they spread the word about my institute to their family and friends and more and more students start enrolling.



Harshita

An entrepreneurial journey can be both exciting and daunting. It requires a great deal of planning, hard work, and determination. The most important thing is to have a clear idea of what you want to accomplish, and a plan for how to achieve it. My dream is to become an entrepreneur in the salon business. I have always been passionate about hair and beauty, and I believe that starting my own salon would be the perfect way to combine my love of the industry with my desire to be my own boss.

I believe that the key to success in this industry is to provide exceptional customer service and to stay current with the latest trends and techniques. I am committed to continuing my education and staying up-to-date with the latest knowledge in space of cosmetology and now, MBA, where I want to learn the key insights of the today business sales channels- B2B, B2C and D2C.

Entailing are the factors that I see are the building block for my venture-

Commerce: A salon business is a service-based industry that primarily deals with hair, skin, and beauty services. The revenue for a salon business primarily comes from the sales of services, retail products, and memberships. The salon can also offer additional services like spa treatments, manicures, and pedicures to increase revenue.

Social Relevance: A salon business is socially relevant as it caters to the needs of individuals who are looking to improve their appearance and feel good about themselves. A salon can also create a sense of community by providing a space for individuals to come together and socialize while getting their hair and beauty treatments done.

Feasibility: Starting a salon business can be a feasible venture if proper research and planning is done. It is important to consider factors like location, competition, target market, and costs.

Originality: A salon business can differentiate itself by offering unique services or a specialized customer experience.

A few challenges that I foresee in this industry are -

Competition: There may be a high level of competition in the area, which can make it difficult to attract and retain customers.

Marketing: A salon business will need to establish a strong marketing strategy to attract and retain customers.

Adapting to changes in trends and technology : The salon industry is constantly evolving, with new trends and technologies emerging all the time. Staying up to date with these changes can be a challenge and a limitation.

Financial management: Managing the finances of a salon business can be a challenge, as there may be fluctuations in revenue due to seasonality and other factors. In conclusion, starting an entrepreneurial journey is not easy, but it can be incredibly rewarding. With a clear idea, a solid plan, a great team, and the right funding, I can turn My dreams into a reality. With hard work and determination, I can achieve my goals and build a successful business.



Himani Thakur

Vivah Events

If I talk about my dream business, it will be of a wedding planner. Most people dream of the perfect destined wedding that will they cherish forever and I want to make their special day even more special by organising a creative and most beautiful wedding plans. So to make this true, I'll start with exploring an attractive name of my wedding event company (I have chosen VIVAH EVENTS). I will explore all the wedding books, blogs and even ideas of people that how they want their wedding to be. I will have to find the team to work with for various plans like catering, lightening and tent houses, flower shops, djs etc. With my team members, I'll find the best places where the event can be organised and can think of organising weddings near by beautiful lakes or beaches. Team members and I then will think of various ideas to advertise our wedding business through various social platforms like Instagram, youtube, facebook. Our business will try to respect clients preferences and even empathise with them. Then we will also think of growing business in various cities to offer dream wedding plans for people. I know it would be struggling in initial years, but with great work and outstanding services, this business will grow to heights.



Himanshi

Hey, I am Himanshi, a student of Chitkara Business School, I am currently pursuing MBA, During my yearly years I am really fond of learning new skills. One skill which i am most passionate about Makeup Artistry. From that time I visualize my “Dream Venture” of opening a Salon.

“SELF-CARE ISN'T VANITY, IT'S SANITY!” It's tricky to bring self-care back to the basics of what it can mean for us when we're blast by feel - good teas, lipsticks and candles and to create beauty is an art, and I want people to feel its glory through me. So I want to have a salon which will have an elegance & artistry, whose tagline will be “only you matter”. A democratic and collective environment flourish amongst the management, stylists and clients themselves, I personally evolves to meet the needs of and desires of everyone involved in our salon. My salon would be one stop destination for all the clients skin, hair, nail, and lash needs. For turning a dream into reality the first thing we need is determination. This dream was shared with me by my mother. So for fulfilling the dream I'll work hard as raising a venture capital isn't an easy task. Moreover there are many other challenges like finding the right people, fierce competition which may I faced in my journey to achieve my goal and I know by opening salon and achieving dream fulfilling my and my mother's wish as well.



Ishan Bhalla

Travelling

Hey , I am ISHAN BHALLA, a student of Chitkara business school, I am currently pursuing MBA , and besides this , I like travelling and exploring new places , I would like to help other people for traveling by opening a travel agency , A travel agency is a business that specializes in providing services related to travel and tourism. Travel agencies provide a variety of services to their customers, including booking flights, hotels, car rentals, cruises, and vacation packages. They also provide advice on destinations, plan trip itineraries, and make travel arrangements for clients.

Travel agencies are a great resource for travelers, as they can provide valuable information and assistance in planning a trip. They can help travelers find the best deals on flights, hotels, and other travel-related services. They can also provide advice on the best places to visit, the best time to travel, and the best way to get around.

Travel agencies can also provide assistance with visas and passports, as well as help travelers with any other paperwork they may need. They can also provide assistance with currency exchange and other financial matters. In addition, they can provide advice on insurance and other travel-related services.

Travel agencies can also provide assistance with booking tours and activities. They can help travelers find the best deals on sightseeing tours, adventure activities, and other attractions. They can also provide advice on the best places to eat and shop , as well as provide information on local customs and culture , with this I want to add on a feature , which says people are not ableto enjoy some beautiful places , which are not that much famous in an area . so, we will provide customized packages , we will add things what customer wants to experience like trekking, visiting different temples , bon fire etc.



Himanshu Jindal

When I was younger, I often pondered what it meant to live in the same society as my dad. I had always been captivated by the way he dealt with people and had developed an interest in him through time. I ruminate about the times I sat in my father's office and saw how he managed his staff and dealt with various issues. Having business abilities is crucial if you want to keep up with the world economy's rapid expansion. After managing my father's firm for a few weeks, I've learned more about marketing tactics, organising business operations, and honing various management and communication abilities. My goal is to become a better entrepreneur.

To polish my skills as an entrepreneur I often lend hand at my father's work. In this span of time, I gained a knowledgeable understanding of how challenging the business environment can be because of the changes that occur. However, this did not frighten me, it instead ignited a sudden curiosity to learn more about this dynamic environment. So, I decided that one day I would become a business owner either. From that time the idea starting the own business popped into my head. So, what business would I like to start? What will I do in order to reach that goal? And why do I want to start up my own business?

So, I thought that I will do the business of HOTEL INDUSTRY in Chandigarh. It is the fastest growing industry in India and I want to be the part of this industry.

I have made up my mind to be dedicated and committed to my work. In order to make it happen, I'm starting by my good education which will continue to put more effort at my master degree to complete my aim of becoming an entrepreneur. I see the program that offers me a chance to understand the corporate world and help me secure a better knowledge of how to manage a business along with its risk.



Jatin Kumar

Business Ethics And Values

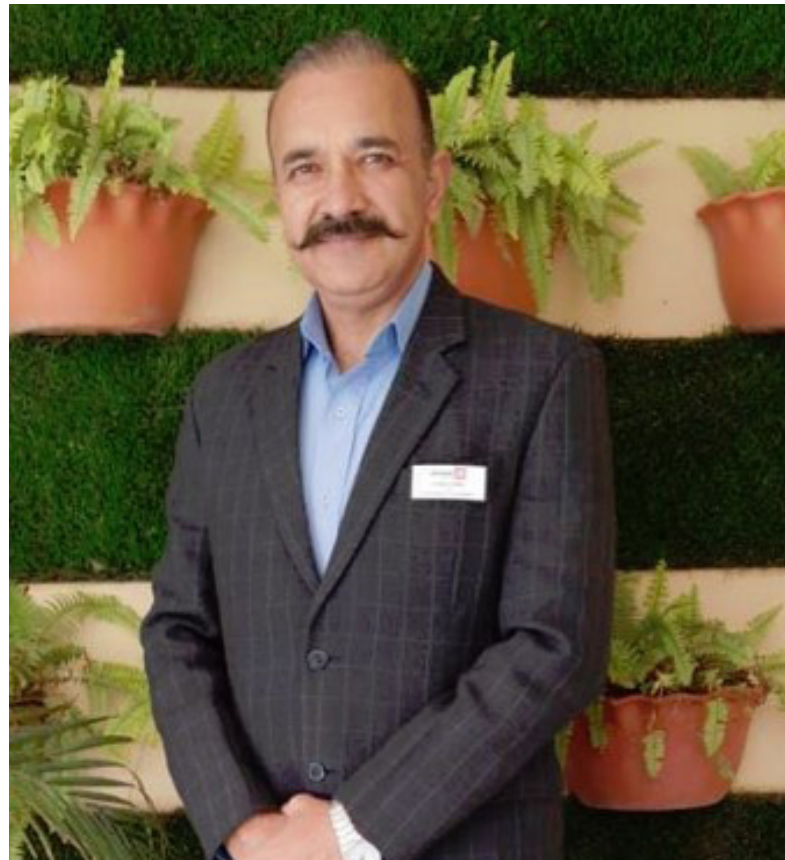
Business Ethics is a subject that deals with moral guidelines and good corporate governance. Companies are supposed to set high standards and adhere to certain common business practice. This is specially designed for the students of Management, Business Law, Company executives, Legal executives. It is also intended for anyone who desires to get acquainted with the ethical aspects of running a business. Ethics is a subject of social science that is related with moral principles and social values. 'Business Ethics' can be termed as a study of proper business policies and practices regarding potentially controversial issues, such as corporate governance, insider trading, bribery, discrimination, corporate social responsibility, and fiduciary responsibilities. Businesses must abide by some basic principles. It should provide quality goods and services at reasonable prices to their consumers. It must also avoid adulteration, misleading advertisements, and other unfair malpractices. We needs Code of Conduct, Based on Moral and Social Values, Protection to Social Groups, Offers a Basic Framework, Voluntary, Requires Education &

Guidance, New Concept in our company

I think principals are the way to make our company growing , so the some principals are like Avoid Exploitation of Consumers, Encourage Healthy Competition, Pay Taxes Regularly, Fair Treatment to Employees, Respect Consumers Right's, Accept Social Responsibilities, Satisfy Consumers' Want's, Service Motive, Optimum Utilization of Resources Rule of publicity ,Rule of conscience in business Rule of spirit of service, these are some kind of business faiths are need in any business to grow in the markets

Business now believe that there are many preventive measures, which should be leveraged to diminish market failure. The boards and business leaders now accept their role in building institutional integrity capital. This, in turn, makes sure that the managers are capable of managing the ethical perspectives in business decisions. There is, however, a critical role of middle managers in believing the need for change and to be champions of that change. According to Corporate Executive Board (CEB) research, organizations with integrity capital have low misconducts and more reporting, when employees do witness wrongdoing. Integrity capital is embedded in the culture and it is not a matter of control. It can shape employee behaviour, including defrauding the company or offering bribes to get business.

THE MENTOR SAYS.....



Prof Jatinder Chopra
Professor of Practice
Chitkara Business School

“Relativity applies to physics, Not Ethics”

I have joined Chitkara University quite recently after serving a global multinational pharmaceutical company for 27 years at a senior management level.

But my association with the University is few years old as I use to visit here for assessment & hiring of students.

This is very uncommon that the Chancellor of University is taking initiative to coach the students, this initiative of Worthy Chancellor Dr Ashok Chitkara, the module on Ethics & Values depicts his Passion for Coaching, Building the Competency of Students & Promoting Ethical ways of working.

Being from industry I understand that Ethics & Values are Non negotiable but yet the pain points for industry. Claims of conflict of interest & favoritism are very common in corporate & social life, are testimony. So I strongly believe it's a onetime big opportunity for all the students to be part of this transformational module, to Participate, Learn & Apply the learning in their day to day life & career ahead. Dr Ashok Chitkara's sessions are very engaging in terms of Storytelling, Energy levels flowing in the hall, Participation levels & Rewarding the participants.

Lessons learnt from the module can be used as a Reference point by the students while taking critical business decisions in their career.

Passion, Coaching, Ethics & Values are the four pillars of Leadership. These are consistently exhibited by Dr Ashok Chitkara & that makes him a Visionary Leader. His book “You can also Lead” is a great value addition for people in leadership roles and a guiding light for those aspiring to be a leader.

**“At the end of career
No one will remember your job titles,
But the difference you made”**

Happy reading & a module with abundance of learning.
Have a meaningful year ahead.....



Jyoti

What could be more beautiful and appealing to the eyes than a combination of arts and decorations used to write a couple of words or deliver a certain message? The certain beautiful manner is called calligraphy. How wonderful it is to write your own feelings in most colourful view. Calligraphy is a beautiful and unique form of art that can enjoyed by anyone. The most wonderful thing of this art is whether you are just started or you have been practicing for years , there is always something new to learn. I want to open a calligraphy centre whose tagline will be “just design your feelings”. Where I personally would love to learn new more things. I will make available every type of best brush pen, pointed nib and pencil in my centre . I will make sure that in my centre every type of calligraphy will be taught .Opening a venture is not a small and easy thing. For turning a dream into reality the first thing we need is determination. By the grace of god I hope I will achieve my dreams.



Jyotsna Kashyap

Dream Venture

“Journey of a thousand miles begins with a Single Step”.

As the quote indicates that to start a journey, we need to begin with a single step. My dream venture is to start my own cosmetic line which will be named as Moonlight cosmetics. The beauty industry serving women is exploding as young women are stepping out from their patriarchal moulds and carving their own paths. The reason why I want to start my own cosmetic line is because I want all the men and women to feel comfortable about their skin tone. Fair skin has long been a part of India’s psyche, and to eradicate such mentality my business line will have all the colour of foundations, compacts concealers and a lot more which will cover approximately fifty plus shades suitable for all the skin types of Indian men and women. Makeup is all about enhancing a person’s features and boosting his or her confidence by making him feel comfortable with his/her looks. For now, my business will take a sole trader form of ownership meaning I will be the full owner. I choose this form of ownership because I feel being a sole trader has many benefits such as; having full control of the business meaning I can run it how I wish to I will be able to keep all the profit made from the business to myself and lastly, all data and information within the business such as trade secrets and recipes will be kept private and secure. All those factors are extremely important to me because they ensure I make decisions effectively and efficiently without anyone else input which will allow me to meet the needs of my customers which will lead to an increase in profit. Being a sole trader can be challenging however, I know it will boost my self-esteem as I will have a sense of independence and it will be able to help me control my life more. As a sole trader, I will be able to react to any competitors or any changes efficiently to ensure I am keeping up with the trends, competitors and the market. I will be liable for every employee I hire as well as all the accounts within my business. Liabilities are my businesses obligations such as money that will need to be paid or services that must be performed. Although, there are disadvantages because I will be personally responsible for anything that goes wrong. Currently my main aim would be customers satisfaction and building my brand’s name in the growing cosmetic market.



Kanika Sharma

“The best preparation for tomorrow is doing your best today.”

We know everyone has a dream to achieve something in life. Some people want to become popular, famous, rich and some want to make other lives better by helping them. My dream is to become entrepreneur. For becoming entrepreneur, I require some good amount of capital/funds, for now my main focus will be self-development and learning. Right now, I will prefer a job in a multinational company after learning from their work culture I will start my business of coaching center in upcoming 4 years. We know the status of education in the rural area of India is extremely poor. So, I think it is a great opportunity to establish start up in Indian village. The best part about it is it Don't need high capital to start a coaching center, because cost of material and labor is cheaper in village. When I will provide good quality education to students it may be helpful for me to develop a strong sense of goodwill among the students and their parents. As my coaching center will grow the number of students will also increase the only thing that matters to me right now is I should be able to provide good quality of education to the poor and needy.



Kanishka Chhabra

Dream Venture

“Your direction is more important than your speed”

ATELIER CERAMIC STUDIO

‘Decorate to impress’

I am Kanishka Chhabra, a student of Chitkara Business School. I am currently pursuing MBA and beside this I am attracted towards ceramic items whether utensils, home decor pieces, or crockery .Due to its exquisite beauty and elegant feature have made pottery, a modern form of Indian decor utility. Pottery in India has evolved over the years into magnificent ceramic art.

There are ample reasons why I have chosen this venture are: The pottery in India provides mass employment to rural and urban people specially women and upgraded standard of living and have contributed tremendously to India's economy. Artisan can work in all seasons. The cost in incurred for manufacturing ceramic items is less as most things are locally available. Mostly ceramic items' manufacturing raw material is non -polluting and eco-friendly. It is a highly decentralized industry. Capital requirement is also very low.

So Atelier Ceramic Studio is not just a business but will also unable one to remain connected with Indian culture and soil. I wish that every house should be decorated with ceramic items.



Kanupriya

BUSINESS ETHICS AND VALUES

Values and ethics is simple words mean in form of business how to growth your business in this chaos economy and in today lifestyle. A part from this it also applies to individuals who work in organization, their conduct and to the organization as whole. The Business ethics helps us to trace the maximization of business profit of organization as well as existence of business in market. Business ethics is a wider term that includes many other sub-ethics that are relevant to respective field. For example there is marketing for HR, ethics in supply chain management, Healthcare, Digital Marketing, social legal. Nowadays almost all organization lay due to responsibilities towards the society and the nature like corporate social, governance and social executive. Many organization such as IBM, Maruti –Suzuki these are some organization developed at large scale in today but they take social responsibility have taken up of going green , towards contributing to environmental protection. It is not business they did these are business ethics and value.



Kapil Kashyap

Allowance Fist

Being nourished by my grandparents and analysing my parents working hard in their office since my childhood in order to fulfil my needs. It was pretty hard because the personal time of family was lacking as there were only few days off in a month where they have done all the chores of home. Afterwards, they have to race back to their profession. So, that thing strike me at the very instance so taking in consideration of this specific regard I thought to create an online platform where an individual who is willing do work and the other who wants to get work done meet at that podium where they are willing to achieve each other's needs.

He will just fill in his requirement on mobile application and the person who is willing to do that explicit work will contact him through mode of application where they will get all the task done. So, there is no need for the entity to take a day off from the office in order to get the assignment done. He will just hire the personal who is willing to do his work or get the work done for him and whenever the work is done, he will get reward according to it. So, the one who is getting the work done he doesn't have to take a day off from the office. Conclusively, both parties did their respective work and got their interest particularly.

Majority of the Indian market is guided by middle class family which means both the partners are working hard in order to accomplish their financial and personal objectives

In light of this particular deliberation, it may upsurge the family time as they will be no hardship in manging these types of minute tasks. Furthermore, spending more of their time with their families.

To reckon, I am very much obliged to get this opportunity to convey my views to honourable Chancellor Dr. Ashok K Chitkara.



Kartik Thakur

My name is Kartik Thakur, and a student at Chitkara Business School, I am pursuing MBA in Banking and Finance. I have always been a fast learner and I consider my habit of consistently learning something new as one of my strengths as I am always ready to take up new things, grow and evolve into a better version of myself." If I ever get a chance to start my startup, I would like to promote my native state which is Himachal Pradesh. Himachal is well known for its Himalayan landscapes and popular hill-stations. Many outdoor activities such as rock climbing, mountain biking, paragliding, ice-skating, trekking, rafting, and heli-skiing are popular tourist attractions in Himachal Pradesh. Shimla, the state capital, is popular among tourists. The Kalka-Shimla Railway is a mountain railway which is a UNESCO World Heritage Site. Shimla is also a famous skiing attraction in India.

Other popular hill stations include Manali, Kinnuar, Kasol, Parvati Valley, Chamba, Kullu, Kinnar Kailesh, and Kasauli. I will start by giving knowledge about Himachal tourism. In this way, Himachal will attract more tourists. I can start this from home through social media and by advertisement. Advertising is one of the most important factors that help the tourism industry to generate tourists from both the local and international marketplace. And in future develops a whole team to pursue this business.

As I m a student of Chitkara business school and I believe this institute will give me a chance to achieve my goals.

Now Himachal is known as "A Destination for All Seasons and All Reasons"



Kartik Singla

Importance of Business of Ethics

Ethics is important to business for several reasons as stated below:-

- (i) Ethics corresponds to basic human needs. It is a human trait that man desires to be ethical; not only in his private life but also in his business affairs where, being a manager, he knows his decisions may affect the lives of thousands of employees. Moreover, most people want to be part of an organization which they can respect and be publicly proud of, because they perceive its purpose and activates to be honest and beneficial to the society. Most top managers would like to respond to this need of their employees; and they (managers) themselves feel an equal need to be genuinely proud of the company they are directing. These basic ethicalness compete the organization to be ethically oriented.
- (ii) Values create credibility with the public. A company perceived by the public to be ethically and socially responsive will be honored and respected even by those who have no intimate knowledge of its actual working. There will be an instinctive prejudice in favor of its products, since people believe that the company offers value for money. Its public issues will attract an immediate response.
- (iii) Values give management credibility with employees. Values are supposed to be common language to bring leaderships and its people together. Organizational ethics, when perceived by employees as genuine, create common goals, values and language. The management has credibility with its employees precisely because it has credibility with the public. Neither sound business stratifies, nor can a generous compensation policy and fringe benefits win employee credibility; and perceived moral and social uprightness can.
- (iv) Values help better decision making. Another point of great importance is that an ethical attitude helps the management make better decisions, i.e., decisions which are in the interest of the public, their employees and the company's own long term good, even though decision making is slower. This is so because respect for ethics will force a management to take various aspects-economic, social, and ethical-in machine decides.
- (v) Ethics and profit Ethics and profit go together. A company which is inspired by ethical conduct is also profitable one. Value driven companies are sure to be successful in the long run, though in the short run, they may lose money.
- (vi) Law cannot protect society, ethics can. Ethics is important because the government, law and lawyers cannot do everything to protect society. Technology develops faster than the government can regulate. People in an industry often know the dangers in a particular technology better than the regulatory agencies.

I can think of starting guest house business after getting job in future.

The marketing of a GUEST HOUSE is about letting people know you are there. Websites can be updated, photos added, attractions, places to see. A Guest House is a commercial accommodation establishment offering between 4-16 bedrooms, which has as its primary source of business the supply of tourist accommodation. Breakfast and dinner are made available to guests, particularly where dinner is not readily available in the vicinity of the establishment. a guest house is a profitable way to increase your property value as time goes on. The key is to find a reputable contractor that can build the home using durable materials at a low cost to help increase your ROI



Kartik Tegowal

Do You See the Signs of the Universe!!!
What if this was the moment your life changed?
How would you know, how would it feel?

Imagine there were signs from the Universe, clear signs that you could trust, so that you would always know, which path to take or which decision to make. What if I told you that those signs are right here, for you just to see them or even to make them up.

There are only two ways to live your life: as though nothing is a miracle, or as though everything is a miracle. Remember the law of physics: when you change the way you look at things, the things you look at change.

I am the flute, the singing flute, and so are you. We are all flutes through which the infinite longs to play. Listen to sound of love beckoning you, your own soul calling you to renounce all limits - there are no limits.

Have courage to follow your heart and to create your story. Choose to live though everything is a miracle.

Remember the signs themselves are not good or bad; it is our judgment or our interpretation that makes them so.

So why don't we decide, to only see good signs!!!



Khushi

“It is difficult to say what is impossible, for the dream of yesterday is the hope of today and the reality of tomorrow”

So, as the quote says nothing is impossible, and all our dreams can come true if we have the courage to pursue them. And, my dream venture is related to my father as well. As my father has a sweet shop, his dream is to convert a sweet shop into a restaurant one day. And, I always want to open my own restaurant as well. I know too big dream is what everybody do, and so do I. I love food, and I always want to start something from scratch and serve it to people. And, the restaurant business is a very fun business to operate and am very excited about my dream venture. And, I think restaurant business is very unique. Because we can serve from dishes to different cuisines. The restaurants businesses are highly profitable and they can easily get us good returns in returns of investments we put in that's why am very ambitious about this business. Like they says, without a plan we can't achieve something. And, without a plan its very difficult where to start and how much we need to invest in the business. And, it also requires, a lot of research work, because we need to study once you select the location, and what type of food we serve, and according to location what kind of cuisine is popular in your area. And, the target market, marketing and operations. So, this will require a lot of research work, and a lot of investments. But one day I will surely fulfil my dream as well as my Father dream surely.



Komal Garg

Dream venture

To pursue my dream I am pursuing my MBA in finance and banking to get knowledge about the finance. My short term goal is to be placed in a good company where I can enhance my knowledge and skills in the field of finance. From where I can get a experience in practical and experiential learning. While after getting the confidence in the field I will want to open the business in financial services.

Because it have high demand in the industry. It is the most profitable business because it have so much opportunities to grow in the market. Nowadays financial service business is growing day by day .It can be any like Financial advisory, consulting, stock brokerage and many more .The industry in the financial business is going up. Financial institutions earn most of the revenue from its transactions and brokerage fees.



Kriti Sharma

My Dream Company

Finance is the blood of any organization. And Finance is well known for its dynamic work environments, and with the technical advancements that are continuing to evolve the industry, it is up there with one of the most covetable industries. I want to work in finance because I enjoy the challenging nature of the industry and how fast-paced it is. In this context I choose MBA finance and banking as a specialisation. If I talk my dream venture then it is to work with big four finance companies such as Deloitte, PwC, KPMG and EY. Out of these 4 accounting firms I want to start my career with PwC (PricewaterhouseCooper) because of three main reasons such as PwC's leading position in the professional service industry, the high satisfaction of its employees and the diverse training and development opportunities. These are opportunities and benefits that PwC would offer me, and that would allow me to grow quickly at the beginning of my career. The last reason is PwC's active participation in social activities. This is the area where I can contribute and add value to the company's efforts for social responsibility and engaging in improving the business environment. It is also the good global brand and the second-largest professional services network in the world. PwC is also recognized as the most attractive work place according to the survey. At PwC, more than 80% of people feel proud to work there, and more than 70% will recommend PwC as a great place to work. This leads me to believe that working at PwC will definitely become the most unforgettable experience in my career one day for sure and I am working really hard to be at a good position in this company. I am sure that one day I will fulfil my dream to get selected in one of the top 4 finance companies and become the part of PwC one day.



Kritika

My name is Kritika, and a student at Chitkara Business School, I am pursuing MBA in Banking and Finance. I once realized that I do have an interest in psychology. As I have an interest in psychology I wanted to counsel people on that problem. coun-sel is like giving a advice, sorting out the problems of people, guiding and helping them for the problem. You are not alone. You are seen. I am with you. You are not alone.

If I ever get a chance to start my startup, we provide them counselling session and therapies realted to mental and physical health. Our organisation will also provide career counselling which will help our youth which is confused about their career to decide better career option for them which will also help in growth our country economy.

The most rewarding part of being a counsellor is knowing that you had a part in affecting the life of another human being. Giving hope when people feel hopeless. Inspiring other to be all that they are capable of being. So that they can go out into the world and pay it forward by helping others.



Lovedeep Garg

My name is Lovedeep Garg, and a student at Chitkara Business School, I am pursuing MBA in Finance & Banking. As everyone wants to be successful and my dream is also to become successful in Finance. I have always been a fast learner and I consider my habit of consistently learning something new as one of my strengths.

Start-up is a big step for a middle-class boy, but we should always step out of our comfort zone to achieve our dreams and can say that dreams come true, you just had to be consistent and a risktaker. Before starting my own start-up, I want to have a stable job in hand and gain some experience in the corporate sector so that I can feel the pros and cons of working in a brand. After my 5 years of jobs, I will be applying my investment plans and policies in my own business and will start working on it.

My start-up idea is to start my own restaurant – As in today's generation, many consumers want to move out or take prepared food home. So, I think this is the best idea in today's time. My idea is to first invest 5,00,000 in this restaurant business (overall) because firstly I will take a place on rent, if I get a good profit, I will invest more and will purchase that place instead of paying rent. For starters, it takes an endless amount of creativity. I want to open a restaurant because I love food. As we know everything has its pros and cons. So, there are difficulties too:-
1) First one is Location – Location should be decided where a lot of people get attracted. 2) Second one is Manpower issues – Shortage of quality staff – as we are starting a business so we need the best staff so that people will like it. 3) Managing food safety – only handle by keeping the restaurant clean.



Mahima Rathore

Dream Venture

“If you can dream it, you can do it”.

From Michelin-star restaurants to local dhabas, the most exciting and vast industry is the hospitality industry, and opening a “Firewood restaurant” would be a feature on my cap. I believe that the food and drink service area is the place where people can have fun and appreciate life, and having a restaurant of my own is my ultimate goal for me.

I would want a Jazz restaurant where an orchestra would be played in the evening and the morning breakfast would be served not only this a person would take out time, enjoy the food and socialize with one another as in the fast-moving world we are no longer much-connected by face to face, but in my restaurant, one would be in a place where mobile phone usage would be limited, open conversations, music, and dancing would happen more, as these are the things which I believe keep people alive.

I also want this restaurant to bring in the best local and Continent dish with a touch of Indian food and the interior would be of wooden space in it, as it would provide warmth, love, and connectedness where time, money, and fun would work out its magic in creating memories in people’s lives.



Mitesh Ranga

My Dream venture is open a watch brand by the name Asfalistro. I would like to add complicated movements into the watches such as tourbillion and create a competitive market against the various top watch brands by creating a much better product at competitive pricing, taking advantage of low labour cost in India and empowering Make in India program. There are very few luxury to mid luxury Indian brands we have currently.

The watch market is expected to grow annually by 6.06% CAGR. Hence making a attractive market to enter. I would love to add the complexity of swiss watches with reliability and price to quality aspect of Japanese watchmaking. Watch market around the globe is a huge market with retailers selling old articles of reputed brands at a decent premium due to demand and supply factors. At Asfalistro we will be focusing on quality instead of quantity.



Mehak

Dream Venture

I have always had love for food . Going out and trying out different cuisine and then coming back home and trying to make it has become my hobby it gives me happiness and satisfaction. My dream venture is also connected to it I want to have a food truck restaurant which is movable with beautiful vintage ambience with seating on the top serving variety of food, drinks and also some health food as people are becoming health conscious now days. The trucks can be parked at places such as near parks, parking areas, and also on sides of national highway in a safe place. Also it can be booked for events such as birthday parties ,marriages , festival functions or school/college functions etc.

At first I would like to start it with two truck setup and see the response it gets then then slowly expand it to many places with more variety of food and drink . Along with this special truck set up serving only healthy food like variety of salads, juices, muesli, yogurts etc. which will be places near gym and yoga centres.

I did a small research and found that an average food truck can cost anywhere between INR 8-10 lakhs in India. On the upper end of the spectrum, a fully equipped food truck can even cost up to 20 lakhs. Breakdown of all cost involved are in vehicle, kitchen equipment ,raw materials used in preparing food and staff.

Licence is also required such as from FSSAI license, vehicle license, permission letter from the local municipal body. Marketing can be done through social media such as Instagram, Facebook ,WhatsApp use of print media and many more. This is all about my dream venture to convert my hobby into a business model.

I hope one day my dream venture turns into reality and grows with time .



Manish Singh Gautam

“Miracle Happen When You Give As Much Energy To Your Dreams , As You Do To Tour Fear ”

recent times, the Food and Beverage (F&B) industry has shown tremendous growth and has helped in the creation of business opportunities for start-up enterprises and young entrepreneurs. Owning and managing a restaurant has become a passion and liking for most of the first-time business owners and entrepreneurs. Therefore, let's discuss some of the important essentials for them to build-up their own restaurant.

steps to be considered while making a business plan for your restaurant

1. Branding

Displaying your brand is one of the most important steps while writing your restaurant business plan. Your brand will make your idea stand out from the thousand other ideas. Your brand includes the following essentials:

Logo, Name, Tentative release date

2. Concept & Idea

Explain your concept in your business plan in detail. Your concept should have a brief description of the big picture of your restaurant. It can include:

- The theme of the restaurant
- The variety of cuisines you shall be serving
- Restaurant's setting as per your choice
- Home delivery options

3. Menu Presentation

A sample menu is important for your business plan. You can add some basic dishes from all the cuisines you want to serve. Mentioned the list of drinks you want to have on the menu and it is good to go. Since this is still a plan under process the menu does not have to be finalized. It can just be an outline of what your menu would look like.

4. Management Plan

You are going to introduce yourself and your entire team. Here you establish the concrete plan for your business. Each team member's role has to be elaborated here. You need to establish how you are going to manage every small detail in your restaurant and the job responsibilities of each of your staff members.

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5. Ambience and Interior

The ambience and the vibe of the place have become one of the most contributing factors in the success of any business these days. Designing involves a lot of factors in a restaurant business plan. Some of the most important factors are

interiors and ambience, Region specific, Cutlery, table mats and napkins

6. Target Customer

For any business plan, it is very important for you to specify your target customer. Families, Couples, College students

7. Tentative Location

- The location of your restaurant will largely affect your business. It is important for you to choose the location based on the target customers Restaurants with Family as their target customers can be on the outskirts of the city since families prefer a long drive to get to the place
- College students would prefer cafes and restaurants near their college itself
- Couples would prefer a silent place to find some quality time for themselves

8. Market Study

A thorough market study is the base of any business plan. A restaurant business plan should have concrete market research done before establishing it .

Location analysis, Finance, Cuisine preferences

9. Marketing Strategies

Any new business requires a proper marketing plan in action, especially in the initial time. The following marketing strategies can help you spread the word for your business

10. Finances

Finances play a big role in a business plan. You need to have a structured finance plan in hand before approaching banks or investors . Initial investment , Working capital , Insurance

Many other factors are also important to ensure a successful setup of a restaurant. Most of these are subjective to your own ideas and innovations. Many banks provide business loans specifically structured for restaurant business. You should look into more such loans to get an insured investment from a reliable source.



Mikhil Verma

My Venture- Having a Car Brand of My Own

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do”-STEVE JOBS

I have always dreamt of owning a company which deals in manufacturing cars and jeeps. I have always been fascinated by cars and jeeps. I have a dream of owning the top 10 cars of the world and add them to make a collection. I want to own a company which deals in manufacturing cars which shall involve SUV's and Cidans and also have a company separately which shall deal in the manufacturing jeeps and 4 x 4. The major thing which fascinates me is cars. Since childhood I've always been a person who was more into playing indoors with cars. This was something which I never knew would turn into something which I would want to have of my own someday. It requires a lot of capital and investment which is the major requirement. In order to set up the manufacturing units it is important to have a base for the manufacturing and a lot of manpower which can act as a major challenge maybe. Another challenge can be the spirit to survive in the market with the top competitors which exist in the world today. I want my company to be known globally.



Mohit Sharma

When you find something you're passionate about or skilled in, find a way to fit it into your career. That's when you'll find real success. Yes, I do have passion. I am passionate about fitness, about always learning and being true to myself.

Hey, I am Mohit Sharma, a student of Chitkara University, i am currently pursuing MBA and beside this I am following my passion so that I can achieve what I want to be. I want to get into this industry and make my own place as a fitness entrepreneur.

May be people think it's a small industry but when you get to know that it can give a person full of opportunities. From a fitness instructor in gym to an entrepreneur in this industry. My fitness journey begins after completion of my higher education. That day I promised myself to be the best version of myself I started learning new things, although I have many options to move ahead like to make own fitness YouTube channel, giving online fitness training, etc. but looking at my goals first I want to open my gym and slowly and steadily win the race.

Walking alone in this journey, I promised myself that I will achieve my destination which I have dreamed off.



Mrityunjay

My Dream Venture

I have been born and brought up in Patna, Bihar. It is said to be the land of bureaucrats. Since my childhood i have aspired to be someone who is good at administration. Administration has an important role in society's development. Making sure that the services and resources are being used by the ones for whom they are meant to be. I have been through a unconventional career path. I did my intermediate in Mathematics and graduation in Economics.

And then MBA in Finance and Banking from Chandigarh, Chitkara University. Due to continuous changes in subjects, i got to study the different aspects of same thing. I have not achieved my dream venture yet but that desire is still there. The desire is there also due to problems faced due to administration. People complain a lot about the administration, arrangements and society and blame each other who is on the upper hierarchal level. I have decided not to be one complaining but to be responsible to make the things right. It is not impossible to bring a change in society for a common man but it takes time and everyone in life is short of time. This becomes more efficient when we have some authority.



Muskaan Sharma

Dreaming smart is what I like to call the process of methodically identifying and developing ideas so that they become profitable, realistic businesses that manifest into what you truly dreamed to be. It's just creating your own luck. By simply visualizing the right dream to pursue, all the clutter and lack of focus go away, and you find your self one step closer to success. I strongly believe in power of visualization. We must see that image in our mind before we ever venture forth to manifest it.

Here are four ways to help make visualization work for you.

1. Picture yourself victorious.
2. Utilize the power of a trigger card.
3. Create a vision board.
4. Feed your mind with happy, loving memories.

As we know that plastic is dangerous for our environment so sometimes I think to start a business in which plastic waste can be recycled . So I want to start a business in which we can recycle plastic and make furniture. So the name of my venture would be 'Econiture'. In this we can recycle plastic and can make durable furniture. We can make furniture from plastic so that there would be no loss to the environment also. From recycling plastic there are two benefits one is our environment will be safe and we can make durable furniture. And this is a scaleable business. And not only furniture we can make anything by recycling plastic. We can earn money and can save our environment too.



Muskaan Garg

My Dream Venture

The day I realised what dream is, becoming an entrepreneur became by dream. During my early years I had always wondered what it meant to live in a world that my dad used to live in as he himself was an entrepreneur although I lost him few months back but the spark ignited by him is still alive in me. I was always taught that if I ever want to own my own business that I needed to be dedicated to my business, skills I have that will help your truly and loved doing. I have thought about what business I want to start for a long time then it came to myself. I want to create a business that I can expand so it can grow into my vision. Entrepreneurs should think creatively. If you have ideas learn how take advantage of new opportunities. Entrepreneurship allows you to do work on your terms, and you are not constantly answerable to anyone above you. Be your own boss also means that you are responsible for making difficult decisions. The business world involves uncertainty. I believe that if you have a certain skill set with which you can make a major contribution to your community, you should consider becoming an entrepreneur. When you know that your future is dependent on your actions, you will do all it takes to make that idea a success. Be your own boss also means that you are responsible for making difficult decisions. The business world involves uncertainty. I will work hard to make my ambition a reality, and I am confident that one day I will be a successful entrepreneur.

**"All dreams are within reach.
All you have to do is keep moving towards them."**



Muskan

Every Success Story Starts With A Dream....

The Day when I came to know the meaning of dream is, that doing something for being independent and having a good platform in field of life. At that moment I thought that I will get great success in my life. There where many option in front of us, but everyone should “Build their own dreams, otherwise someone else will hire you to build theirs”. I have dream to become manager of a company and as time passes, I want to touch more success in my life. And by following my dream path I am eager to learn more and more to fulfill my dream. I had this burning desire within me to get that platform, and at that time I can say that I accomplished my dream platform.

As we all know that “Dreams don’t come true unless you take action”. The surest way to make your dream come true is to live them. So, to get my dream platform, I start my journey to become a part of “Chitkara University” in MBA (finance and banking). While be a part if this university I get straight path towards my success. And my skills and confidence level is increasing day by day and getting many opportunities to build my personality. During this journey of my passion my difficulties will be there but as we know if there were no difficulties then are on wrong track.

So, Start Where You Are, Use What You Have, Do What You Can.

**“If You Want Something You Never Had,
You Have to Do Something You’ve Never Done “**



Muskan Bhola

My Dream Venture

**“You have to dream before your dreams can come true.”
-- A. P. J. Abdul Kalam.**

With this thought today I want to talk about the dream venture that I want to start someday whenever I feel like this is the right time to became a CEO of a company having a powerful and famous makeup Brand. As a female I understand how we love using makeup products that makes us feel confident and beautiful at the same time. I want to create a powerful brand which shows love towards females and for that I need experience, skills and investment. At the same time the passion for all the products that will be launched by the company. In recent times the demand for makeup products have been rising day by day. If we talk about the future of Makeup Industry the analysation derived is positive. The brand name I decided is “PEACH”. The products that are going to be launched is Lipsticks. One of the main reason to launch this product is “FEMALES LOVE LIPSTICKS” it makes them feel bold and confident and the second one is I personally love lipsticks. Then we check the applicability and acceptancy if the target audience are accepting the product or not. The other products afterwards will be skin care products like serum, moisturizer, sunscreen and some hair care products like shampoo, conditioner, serum. These are some products that are in my mind to launch. I want to make all the products less chemical containing as people now are more engaged towards chemical safety. Talking about Investment it’s a big task as a lot of investment is needed for advertisement purpose as it comes in one of the major activities in a competitive environment like today. At first I will be using some basic ways for investment and will approach some angle investors for investment. With this idea of starting a Dream Venture and making it one of the famous Brand I want females to look different, bold and beautiful and to make it one of the lovable brand.

THE MENTOR SAYS.....



Dr Sumit Sakhuja
Professor
Chitkara Business School

It's an honor and privilege to write this foreword for the upcoming edition of "You can also lead" Vol 8. As I complete 2 years of association with this prestigious university, I have witnessed some amazing accomplishments of this university. University has significantly impacted the world of Education in the Northern India and also created its name as one of the leading private universities in India by securing excellent ranks. All the stakeholders have shown trust in the University and many success stories have been written. All of this has been possible by the leadership of our Chancellor Dr Ashok Chitkara and pro chancellor Dr Madhu Chitkara.

Each academic year, the faculty and the students become part of a course led by Chancellor of the University.

The master course on "Leadership Development - Ethics and Values" is truly a step which has strengthened the foundation of aspiring leaders of the future India.

"You can also lead" Vol 8 comprises of aspiration and dreams of students and faculty of Chitkara Business School and it will provide motivation to young budding entrepreneurs. Reading this book will definitely inspire everyone to learn, lead and win.

I would like to pay my highest regards and thank our Chancellor Sir for creating an environment that helps in converting dreams into reality.



Naina

When I first realised I wanted to run my own business, I had a lot of concerns about what people would think of me and whether or not my parents would support me. Nevertheless, I made the decision to follow my heart and follow my ambitions. My father and I talked about my company strategy, and he was interested in supporting me.

I made the decision to take the MBA at that time in order to gain a solid understanding of the business environment and management (My father guided me for this). I wasn't a particularly academically gifted student, but I had a strong grasp of business plans. Even though I grew up in a tiny town, I used to visit my father's place of business as a little girl. Despite the fact that I had limited resources for marketing knowledge, I assisted my father in managing advertising campaigns by trying to learn as much as I could from free online sources like YouTube and other websites. There was always a demand for a high-quality good food outlet when living in a tiny town. so made the decision to own a food franchise. I have always been eager to learn more about the franchising industry.

**"Always Believe That Something Wonderful is
About to Happen."**



Naman

After years of reflection and the purpose of my life and dream I see is to do something extraordinary in my life and to achieve my dream I had decided to move forward with my ultimate passion, "to become a successful entrepreneur."

I belong to a business family and one thing that inspired me to achieve my dream is my father but my father wished that I would achieve many more times by him and in order to fulfill my father's word I had decided to open a large scale partnership business.

So, in order to proceed with my dream, I need a companion with the same mindset.

I had taken my first step towards my dream by joining Chitkara University and luckily my second step was also completed as I had met my companions - Vaibhav and Ritik within 1st week, along with i can finally start my venture.

One day we all were together and then suddenly my friend Ritik who had a family business of catering bought some snacks for us and we liked its quality and taste. So I asked Ritik, 'where you get that food?' Then he replied, 'This food is made by our cook and some recipes are from my mother.'

Then suddenly an idea struck in my mind that why shouldn't we open our own Food Chain Restaurant where we can provide good quality food at reasonable prices. Then I disclosed this idea with my friends and they agreed.

So, now Ritik holds knowledge of food and recipes and me with the main idea and the knowledge of marketing and advertising, also my friend Vaibhav having financial knowledge and major capital holder.

So, we all are ready to collaborate and now we are planning that what new we can add to it & now we are planning to open our first branch soon.

"The harder the battle, the sweeter the victor."



Neharika Mittal

Right From My Childhood , I Dream Of Being A Manager Of The Reputed Company I Have Face Lot Of Struggle In My Life So I Want To Became A Rich Person .

My Dream Venture Should Give A Salary Package Who Satisfy My Needs And Also Give Responsibilities Who Explore My Potential . I Dream A Venture Who Provides Friendly And Helpful Nature Of Employees And Also Provide Safety And Respect For Female Employees . There Is No Partiality And Discrimination Between Male And Female Employees , They Also Provide Creche Facilities For The Children Of Female Employees.

Their Must Be A Medical Facilities Provided For Employee And Also Their Must Be Fire Extinguisher In The Venture At Different Places .



Nishtha Jhamb

NIRVAN HEALTH LIMITED

MY dream company is to open a health care product company .in the generation where everybody is concerned about how they can take care of their health I want to make the process easier as our generation also lacks strength so we have to depend on unnatural I want to bring products that will be made with natural products and which will be truly god for the body . not only for millennials but for the older generation also . I want to provide the provide products with easy accessibility and also affordable. I want to create many employment opportunities for many young talent . I want to also empower women to work and make a comfortable working environment for them . I even have a idea hoe I want to design my companies infrastructure so that the environment of the company will depict peace and soothing working culture . About my range of product I want to create a wide range for each and every age circle study about how every body need different type of care creating a product that will suit sensitive as well as soothing bodies will be my main aim. Afcourse as a entrepreneur my dream also includes earning a big chunk of money to complete all my dream a like others I also want to create a huge number of profit so that time to time I can invest and work on making my company better . I hope one day with lot of experience I will be able to open my own company and achieve my dreams .

**Nitika Kapoor**

I have always dreamed of starting my own business and managing every detail in it, so I started searching the most famous businesses and what challenges these businesses face. Starting a small business can be easy, but I always think through on how I can make it big and successful. The reasons I wish to study business administration is that if I graduate with this degree, I can become qualified to work in many business fields such as finance, accounting, and other aspects of the "monetary business".

So, Now I am here in Chitkara University studying business administration which provides the education that is needed to succeed in all these fields, and earning the degree can definitely help me and encourage me to keep working on myself.

I used to talk with my friends about various business ideas. So, I came to a decision that I could start an educational consulting business because I have interest in this field and moreover there is a lot of requirement of this field. Firstly I need to search about the various challenges that I could face and also about the various opportunities that I can provide to our youth whether it is by generating employment or by providing them better educational services at economical prices. Secondly, I would require a lot of funding which I would arrange from the bank on some interest. Also I would require a team of highly qualified teachers and a management team. So, I have a clear vision that I would provide good educational facilities which will help our society in many ways and I will make it a profitable business.

I got inspired by Dr Ashok Chitkara who is successfully managing the whole Chitkara University.

**Nitika Sachdeva**

My Dream Venture

I vividly remember that from my childhood I always love eating Indian food and never found a perfect place which has varieties of options for traditional food such as Punjabi chole bhature, Madras dosa, Hyderabadi biryani, Rajasthani thali, Rasam and many more. This becomes my dream venture to open a restaurant at the heart of Punjab – Amritsar which has authentic tastes from all parts of India. Amritsar is a perfect place to open a restaurant as it is a food hub and has a high number of tourist attractions. By this tourist from rest of the world came to know about our Indian culture and food specialties. My ventures include days of food as Monday for Punjabi food, Tuesday for South Indian food and so on so that it may not create pressure on the serving staffs and on chefs and one can taste variety of original food at one place with reasonable prices. To be very specific, I have also planned that the food will be served in authentic style such as idli sambhar in banana leaf, Punjabi food in copper plated utensils, tea in kulhad, etc.

The restaurant will also volunteer for temples as at the end of the day the fresh food will be served to them or to the poor people in need so that no food gets wasted. The food will also be served at online platform so that variety of customers can satisfy their taste buds.



Nitin Singhal

The Biggest Fear For Anyone Wanting To Startup Is The Fear Of Failure... My Name Is Nitin Singhal, A Student At Chitkara Business School, I Am Pursuing MBA In Finance & Banking. As Everyone Wants To Be Successful. My Dream Is Also To get Successful In Finance. I Have Always Been A Fast Learner And I Consider My Habit Of Consistently Learning Something New As One Of My Strengths.

Start-Up Is A Big Step For A Middle-Class Boy, But We Should Always Step Out Of Our Comfort Zone To Achieve Our Dreams And Can Say That Dreams Come True, You Just Had To Be Consistent And A Risktaker. Before Starting My Own Start-Up, I Want To Have A Stable Job In Hand And Gain Some Experience In The Corporate Sector So That I Can Feel The Pros And Cons Of Working In A Brand. After My 5-6 Years Of Jobs, I Will Be Applying My Investment Plans And Policies In My Own Business And Will Start Working On It.

My Start-Up Idea Is To Start My Own food chain – A real food chain Is A chain In Which An Investor, Has Bought The Right To Sell The Products And Services Of The Franchisor Or Brand. The Franchisee Is Responsible For The Day-To-Day Running And Management Of The Brand. In Return, The Franchisor Granting The License, Or Franchisor, Offers Support, Marketing, And A Proven Food Business Model.

1) First One Is Location– Location Should Be Decided Where A Lot Of People Get Attracted. 2) Second One Is Technology–Consumers Can Order Food From Their Mobile Phones, Restaurants Can Have Electronic Menu Boards, And Essentially The Entire Process Of Serving Food Can Be Modernized. 3) Concept Development– A Franchisor Should Spend An Ample Amount Of Time, Effort, And Resources In Developing The Franchise Model. 4) Replication Abilities–Menu Items Should Be Such That Can Be Replicated Easily. The Quality And Preparations Should Be Consistent To An Extent That A Food Item Bought From A Franchise In Delhi Should Be Exactly Like The One Bought In Any Other City.

I Hope With The Grace Of God I Can Achieve My Dream Soon.



Pamish Arora

My Dream Venture

My Dream Venture is to become a successful share market analyst. I have Interest in Share market. I usually do Trading like Buying & Selling stocks , doing Options trading as well. I wish when I become a successful share market analyst.

I Start my own company that will provide financial services to the clients like – where to invest in stocks, when to invest in stocks, how much funds is required to do a Trading and many more financial services. My Current Dream Company is Motilal Oswal . In future I also want to start my company same as Motilal oswal.



Parika Singla

Hey, I am Parika Singla a student of Chitkara Business School, I am currently pursuing MBA, (FINANCE AND BANKING),

During my early years, I had always wondered what it meant to live in a world that my dad lives in. The way he was constantly dealing with people had always intrigued me and has sparked interest within me over the years. I brood over the memories of sitting in my dad's office and observing how well he managed his employees and how he tackled all kind of problems. It is very essential to have business skills in order to endure with the world's fast-growing economy. In my opinion, the United States of America is incomparable, when it's about business education and economic point of view. As a business fanatic, I actively participated in my college and school's BEE club (business, economics, and entrepreneurship). It was a stimulation exercise aimed at giving students the insight of how a business actually worked. In this small business initiative, I established a bakery, keeping in mind the preference of our customers. This venture helped me learn about marketing strategies, operational planning, and has refined various skills such as management skills and communication skills. Pursuing entrepreneurship further at your renowned university, cultivating my skills and constructing on it, is what I yearn for. My interest in pursuit in business has never prohibited or obstructed me from taking part in numerous other kinds of extracurricular activities. I have been a backstage member of my school for many stage productions. This has given me a slight notion of how it's like to work under stress and taught me how to be placid at any given circumstance.



Poonam Sharma

People Should Pursue What They Are Passionate For

Hey, I am Poonam Sharma. I am pursuing my MBA in Finance and Banking currently. Beside this, I have done my graduation in BSc PCM which was totally out of my interest. From my childhood I wanted to be a part of the corporate world and I am very curious to know about how the companies raise their funds and how they make so big deals than I decided to continue my dream in my Master's. After this in my master's I got a chance to pursue my dream. Now MBA is my path to my dream.

My dream venture would be to become a MANAGER in a reputed company. As my name suggests POONAM means MOON, moon gives us light in dark. Similarly, I will try to resolve the problems of my company at my level best as I would be. I want to make the ambience of my company where every employee enjoy their job and work at their level best. I want to handle a huge team under me and to handle a post where I would be something and where parents would feel proud to me. I want to set an example in front of world that I you work hard for your dream you can achieve anything. According to me "If you want to achieve anything big do what gives you a challenge". That's why I chose a path which was totally opposite to my path which I was pursuing and now I am up for challenge.



Prachi Jain

"Build your own dreams, or someone else will hire you to build theirs." -- Farrah Gray as the quote says always put in efforts to make your dream come true. Like everyone else I also dream of doing something great in my life. In my point of view a true business is a business with morals and ethics. Being an Indian there is some special kind of relationship with farmers and soldiers as there is also a famous quote in the India regarding this "jai kisan jai jawan". When we talk about farmers we always bethink of agriculture. In our economy agriculture is one of the main sectors.

But Indian agriculture is plagued by several problems both men made and natural such as unavailability of seeds, small and fragmented landholdings, problems with irrigation due to uncertain monsoon, shortage of finance among other necessities, leaving farmers helpless and with no option but to let their produce go at dirt cheap prices. The precision farming provides farmers with innovative tools and technologies to monitor their crops. These include in-field wireless sensors, aerial drones and satellites that eliminate farmer's grunt work and provide them round-the-clock crop and field insights. Consequently, farmers can monitor multiple crops and fields, follow their growth and health status and take timely interventions to increase crop yield.

Now they have technology in their hand, but they don't know how to use it and from where they can get finance for this kind of technology. So, I want to make an app which will be great mix of technology and emotions. I use word emotions here because in our India till now there is some illiteracy left because of language problems that is why I think of app with regional language. I want to provide them a platform where they can talk to other farmers and consultants regarding their problems in their own language with MT software which is AI based software. As "Mahatma Gandhi" says "The future depends on what we do in the present." Now it's high time for our generation to make this world a better place.



Prateek Jain

"Vision is a picture of the future that produces passion."

Aim is necessary to live a successful life. It works as a motivational tool. allows you to set series of objectives in order to achieve your goals. Like every person in this world has to work hard to earn the beauty of life otherwise they continue to struggle forever. As a good practice, you should develop small steps that need to be done in particular time period. Then, after certain time period, you should evaluate your actual performance against the standard that you set. After certain time period, we should evaluate our actual performance against the standard that we see If a nation does not have aim in life, it cannot success in the long term.

My aim in life is to become a Chartered Accountant. Top post of the organizations are filled with chartered accountants such as Chief executive, Director Finance, chief financial officer and manager finance and accounts .This is to make sure that organizations financial statements present true and fair view of the affairs of the company. I also join MBA to enhance my skills and knowledge.

Chartered Accountant organizations exist that regulate the overall chartered accountancy profession. During the education, CA firms trains students as well by sending them in various companies for audit purposes. Top post of the organizations are filled with chartered accountants such as Chief executive, Director Finance, chief financial officer and manager finance and accounts .This is to . Make sure that organizations financial statements present true and fair view of the affairs of the company. . CAs has exclusive rights to conduct external statutory audit of the companies. This is also necessary that company is paying correct amount of tax and dividends to government and shareholders. If we are thinking to make our career bright, we can also think about CA profession.



Priya Seth

“Vision is a picture of the future that produces passion.”

My vision is to be the happiest person in the world by fulfilling my ambition and make my parents proud. My goal has actually been since my early youth to attain something in the corporate world and with this extremely vision, I've been planning my profession. That's the reason I choose MBA.

MBA is a way to escape stagnation in the career. It's a ladder to reach the top management corporate positions, along with handsome packages, as MBA exposes one to develop certain specialized skills and leadership qualities making organizations prefer MBAs for top management positions and prominent profound leadership roles. So, these 2 years are going to be very crucial for me as I am going to develop all these skills.

After I become financially stable, I want to establish NGO to work toward public or social welfare goals. I establish this vision in my journey of doing MBA as I visited an NGO for project work and there, I saw that most of the parents are suffering and the elders have no place to live. I want to establish an NGO where the elders one feel like they feel to be in a home by providing them with every facility and also the love they deserve. Further, I know I am going to face many challenges as at times, many bright ideas can come to place but it can also cause confusions and stray you away from the initial goal. Although many good ideas come, sometimes, they don't always remain in line with the goals set out. But after all this I am going to implement this idea.



Purvi Goel

“Yesterday's dreams are often tomorrow's realities.”

This quote by Bruce Lee has always been my motivation to get up and work upon my dreams. We always talk about having a dream company or organisation to work at. What I believe is what makes a venture a dream for many is its business ethics and values.

When I wake up and get excited about getting to work instead of getting Monday morning blues, is when I believe will be in the right workplace.

Where there is rightful way to do things, there lies the happiness of the employees. I consider that organisation as a healthy workplace that takes in consideration its employees' overall development, including their social and mental well-being is considered as a healthy workplace. Where ample opportunities are provided for personal as well as overall development is the venture I would like to work at. The venture must be following CSR policies in true faith. The employees wherein have full faith in each other and are loyal towards the organisation, is a dream workplace for me.

I will also regard myself as an asset and a part of my organisation, so that I can rightfully contribute towards its growth. I will try to regard it as my workplace, as my place of interest. I believe that profit should not be the only motive of the business. It should contribute socially and morally towards the society.



Radhika Sharma

When I was a child reading in grade 9, I read an accountancy book of one of my cousin. I found it very interesting and exciting. And I always wanted to explore more about it.

When I grew up, I learned that accountancy and finance is very important in our life, it has a practical value. And right on that moment, I fixed my dream to set up a finance venture. For this I choose to study commerce and graduation in Bcom.

And then I learned that world is all about money management and finance is best subject to understand it. The person who is strong on these things has a better opportunity to have a stable career in future. And it's the perfect time to invest effort here.

My plan and dream are really exciting for me. I am sure that this industry is my passion. I can spend all day long learning new things related to accountancy, finance.

I have a pretty good plans for my dream. Right now, I am focusing on my current study. I am currently pursuing MBA specialization in finance and banking in order to get depth knowledge of the subject and practical aspects. And I'm also learning different things related to financial markets.

My finance venture will be related to providing the investing services. It will include guiding the client all over the world on investing their money in such a way that it will help them to earn high returns.

I know that there are many companies that are providing these facilities but these companies largely cover the rich investors. My goal will be to reach the middle class investors also in order to increase their earnings. If we look population in India there is a huge population which have money to invest but not a larger amount at a particular period. My focus will be to reach that population. In order to convert my dream into reality I think there is need of huge hard work. Firstly, I must be expert in this field, for which I feel that firstly I should get some experience or practical knowledge by working in some finance company. It will help to get the depth in my area.

Secondly I feel that there will be a huge competition as there are already established companies in market in this area so in order to beat them and outstand in market I need to be creative.



Raghav Verma

The day I came across around the field of finance and especially the financial markets, I decided that day only to do something big in this respective field. I have been a fan of numbers from a long time and when I started learning about financial markets I found it really interesting and I was amazed by how stock markets and mutual fund industry works. Since then, I have been doing various courses and certifications that would help me gather more knowledge about stock markets. I have a dream to open my own venture named "Verma Trading Corporation". The venture would basically provide advisory services (related to investments), portfolio management, equity investment advice, distribution of mutual funds and other schemes, Insurance related services, etc. As Indian market is growing rapidly, I would like to be a part of this marketplace and want to contribute in this field of stock markets. Initially I would like to start with a small team of around 10 members but gradually would like to go up to the potential that I can't thought of right now. Indian society has always thought of investing in stock markets as a risky asset class but now it is changing. Along with all the services provided by my firm I would also like to start a initiative called "Let the money do its work " wherein we would be educating young and as well as old age people about investing and how one can invest with keeping in view the risk capacity so as to make a constant trust on the stock market. Mission of venture would be to increase invested amount in the market through my clients and vision would be to take stock market and mutual funds to a level wherein we can beat the bar set by other stock exchanges like that of the USA. If everything goes well, I would like to introduce other asset classes services into the picture like hedge funds, private equity, real estate, etc.

This was all about my Dream Venture

Thank you



Raghav Jhamb

As we all heard the statement in our life that dreams with open eyes have a high possibility of becoming reality if constant patience and efforts are inclined towards them on the daily basis. My dream venture is one of the dreams that I watch with open eyes and surely will fulfil with god's grace. The venture I am planning is the biggest supply chain venture that will bind mostly all types of industries engaged in providing goods as well as services. I have laid down steps which are the stepping stones towards such a dream.

Today friends are more important or we can also call friends our contacts, for opening such a gigantic organisation, I know that I will need support from other people, alone I can't do everything. So, when I got admission to Chitkara University my 1st step was to make friends as much as I can in all the streams because, in an organization, we require all types of people such as a Human resource department, finance department, supply chain department etc. I have shared this idea with many of my friends and they are ready but for now, our next step is to get a job in a reputed organization so that we can make some more contacts as well as arrange finance for future processes.

I know that good things take time and patience and consistency are all that we require to achieve my dream.



Rahul

My name is Rahul, and a student at Chitkara Business School, I am pursuing MBA in Banking and Finance. I have always been a fast learner and I consider my habit of consistently learning something new as one of my strengths as I am always ready to take up new things, grow and evolve into a better version of myself."

If I ever get a chance to start my startup, I would like to promote my native state which is Himachal Pradesh. Himachal is well known for its Himalayan landscapes and popular hill-stations. Many outdoor activities such as rock climbing, mountain biking, paragliding, ice-skating, trekking, rafting, and heli-skiing are popular tourist attractions in Himachal Pradesh. Shimla, the state capital, is popular among tourists. The Kalka-Shimla Railway is a mountain railway which is a UNESCO World Heritage Site. Shimla is also a famous skiing attraction in India.

Other popular hill stations include Manali, Kinnuar, Kasol, Parvati Valley, Chamba, Kullu, Kinnar Kailesh, and Kasauli. I will start by giving knowledge about Himachal tourism. In this way, Himachal will attract more tourists. I can start this from home through social media and by advertisement. Advertising is one of the most important factors that help the tourism industry to generate tourists from both the local and international marketplace. And in future develops a whole team to pursue this business.

As I m a student of Chitkara business school and I believe this institute will give me a chance to achieve my goals.

Now Himachal is known as "A Destination for All Seasons and All Reasons"



Rajat Pratap Mandal

My dream venture as an Investment banker would be to establish a financial advisory firm that specializes in providing customized investment solutions for high net worth individuals and institutional clients. My firm would be known for its expertise in alternative investments, such as private equity and real estate, and its ability to help clients to achieve their financial goals through tailored investment strategies.

In terms of commerce, my venture would generate revenue through advisory fees, performance-based incentives, and other charges related to the transactions and services provided to clients. It would also help to promote the growth and development of alternative investments, which can provide a source of funding for small and medium-sized businesses and real estate projects.

I would need to establish a strong personal brand and reputation as a credible and reliable investment banker, and build a network of clients and partners to help promote my services.

The main challenges that I foresee in the implementation of this idea are the high level of competition in the market, the need to stay up-to-date with the latest developments in the financial industry and the regulations that come with it.

"Believe in yourself and all that you are. Know that there is something inside you that is greater than any obstacle."



Raushan Kumar Gupta

GUPTA GROUP OF HOSPITAL

My name is Raushan Kumar gGpta. I belong from middle class family. Currently I m pursuing mba because I get a good job then and earn the money I will be start my plan.

Firstly I bought a land then I made a hospital and in my hospital doctor fee are very low other hospital and all facility are given . and any poor person I will gave a free treatment . In my hospital all facility are given just like pharmacy,blood test and if any person have not money then take all detail and check by my employ and detail are correct then I will give a free medicine and treatment and all medicine will be gave discount for normal person (just like middle class family)

And in my hospital will be give a nursing course (very low amount) I will give the job for those student who are taught by my hospital and I will bring a best doctor in my hospital for each department and if I open my dream hospital in undevelop area because it help a poor people and its help a undevelop area are convert into develop area just like cause of my hospital vehicle are running and land cost are grow and I will advertise my hospital by influencer and I will distribute a free treatment for poor people not a rich. And I will clean each department staff romm.And cause of my hospital unemployment are decrease and develop the area around my hospital.



Ravi Kumar

I have seen failures in my life (Failure is the first step in success), But a one person who always hold my hand is my dad. He never gives up on me, I was in 12th standard I got very engaged with my friends and i completely distract from studies which was very big mistake of my life,

I am very bright student in studies. teacher always appreciated in my work or activities, after seeing the failure then i decided i have to do something for my self for my family,

My interest is on equity and stocks markets, but as we all know stock market are like ocean which never ends and we can measure how deep it is,

So currently I am pursuing my MBA from chitkara university to learn the more about derivative market and financial markets. In India lots people don't know where to invest their money. I will open my venture in which I will help him to get better return.



Rhythm Batra

Dream Venture

The day I realised what my dream could be, it turned out to be doing something extraordinary in the field and the world of Fashion. This field became my dream and my way to be the successful businesswoman I always dreamt of as a child. As i grew up and read more of fashion magazines I developed a slant towards the fashion sector which then made me decide to move ahead with my ultimate passion of affordability with a strand of fashion. Alas, I ended up working towards the world of Fashion! I always knew that the field of clothing is self growing and that is how my idea of a venture of affordable yet quirky fashion brand as born. I did my research and landed upon to the idea of a venture to connect the land of fashion with the optimum competitor affordability . This idea proves viable in a field of clothes and clothing brands where style is more dominant than comfort and seems unreal, This is where my venture comes to provide affordable penetrating the style channels for companies like Vero Moda, Zara, H&M etc. The basic limitation that might occur can be the technical advancement and acceptance of the newer and affordable brand for people to wear with utmost comfort with respect to the trendy and quirky style. Whereas, the fact of feasibility of the clothing brand was summed up above. The point of social acceptance comes to consideration if the trust and reliability of the brand matches upto the expectations of the people. Alas, I always had this burning desire within me to become the best business women and today, I can say that I am one step closer to my goal by perusing the course of MBA with the key to success strand of finance. I learnt BBA at IP University and then later on, I wanted to progress my masters which would aid me to run my own bootstrapped business. Whilst in the university, I currently am doing numerous courses and working upon the dream of my life. Today at this phase in my life I am awaiting for the hard-work and all the pain to pay off soon. The pain of moving out of my comfort zone to the pain of watching myself fail yet not giving up, This sense of confidence makes me a step closer to my goals and success.



Rianshi Sharma

MY DREAM VENTURE- "OWNING A HOME DECOR BRAND OF MY OWN".

As rightly said by the CEO of ZAPPOS, Tony Hsieh, "Chase the vision not the money, the money will follow you." I've always been a person who is attracted by aesthetics and am a person who is very organised about everything around me. I have always dreamt of owning a home decor brand which shall deal in aesthetics and also being an interior designer. Being AESTHETIC is the new normal these days. Aesthetics is something which attracts people and fascinates them.

I want to own a business which deals in home decor which shall require little training and which shall lead to low training cost. Also, I feel having a business which requires lesser costs and more profit is something which is preferable these days and survives. I dream of a business which provides employment to tons of unemployed and helps them in getting a greater knowledge about art and aesthetics. I want my business to expand globally and also find a place online. I want my business and the products which shall be offered by my company to be globally available and be in one of the bestsellers.

The major issues which I feel I shall face while setting up this business shall be the competitors like Lifestyle home décor and other brands which exist in the market which have taken over the market. Another challenge which I feel I shall have to face shall be getting in touch with the customer base online as well as offline and giving an edge over the other competitor brands which are available. The last challenge which I shall also face can be with inculcating in the employees the meaning of art and aesthetics which may be different for different people.



Ridhi Gupta

"Where there's a will there's a way"

It is a well-known saying which always persuades me to work on my goals. Everyone has a dream job and my dream job is one which provides me ample opportunities of growth and provides me mental peace.

I consider that organisation as a good work place where insider trading should not be practised and fair practises should be followed. Organisation should indulge in Corporate Social Responsibility as CSR enhances the company's brand value by building a socially strong relationship with customers.

In order to have a healthy work place, organisation should have one whistle blower so that nothing wrong will happen with anyone and company could take strict actions before happening of any wrong event.

In that organisation I should face new challenges daily so that their will be improvement in my personal growth and will able to learn new things daily so that I can return my knowledge back to the society. I can ensure that I will not work to achieve my personal objectives only, rather I will contribute to the society in every possible way that I can.



Ridhima Gupta

I always used to say that I want to become this and that but one day I realised what I must become when I step into college and I dreamt of becoming, 'Financial Analyst' so as that I could help my father in his business. That is why I have chosen MBA-Banking and Finance that could help me to achieve my goal. My dream venture as a financial analyst would be to establish a financial advisory firm that would provide advice and solution regarding their financials to clients. My firm is expertise in alternative investments and help the clients to chieve their goals through financial strategies. In terms of finance, my venture would generate revenue through advisory fees and services provided.

The main aim of my firm is to provide financial advice and helping them to grow and preserve their wealth and investment opportunities. For this, I need to establishment a strong reputation of my firm and generate a strong network of my clients so as they help to promote my services and providing the best solutions to client's financial goals and risk saviour.

While executing my idea, the challenges that I can face is the biggest competition in the market so that in this case to overcome my competition, I need to be updated with latest news and regulations about the financial industry.



Rimmi Arora

Best CEO

One Day I Faced Financial Struggle In My Life , That Moment Change My Whole Life Because That Moment I Realized That I Want To Become A Rich Person In My Life So, That Moment Is Twist Turning Moment For My Life . I Had This Burning Desire Within Me To Became The Best CEO Of The Company .I Can Say That I Accomplished My Dream. So , That's Why I Choose MBA In Banking And Finance To Start My Career As Doing Job In The Reputed Company I Know There Are So Many Coming Hurdles In My Path But Still I'll Give My Best To Achieve My Ultimate Goal . First And Foremost My Dream Venture Should Give A Salary Package That Satisfy My Needs Secondly My Superior Assign The Responsibility And Authority That Explore My Potential .

Most Important The Management Provide Safety And Security For The Female Employees And Also No Discrimination Between Male And Female employees.

Dream don't work unless you take action . the surest way to make your dreams come true is to live them.

Thankyou

THE MENTOR SAYS.....



Dr. Shivani Inder
Associate Professor
Chitkara Business School

"We may encounter many defeats but we must not be defeated."

-Maya Angelou

Marking this quote can capture the essence of Honorable Chancellor, Dr. Ashok Chitkara Sir's lessons on building, nurturing and growing leaders. Being a leader with impeccable record, the module offers an appropriate opportunity to students to understand and learn the life lessons from an eminent leader in his field. This module offers a great platform for students to deliberate, discuss and gain insights on relevance of business ethics and values in corporate ecosystem.

Students must learn to develop thinking from the lens of business leader and standing firm on value system to take tough business decisions. The perspectives, wrapped with anecdotes and short stories, inspire the students to bring focus, commitment and discipline across all walks of life.

I am grateful for having this opportunity to learn the insights from Honorable Chancellor sir.

Best regards,

Dr. Shivani Inder



Rishabh Jain

My name is Rishabh Jain. Currently I am pursuing MBA in Finance and Banking from Chitkara University, Rajpura. As I belong to a business family, I have always dream of becoming a entrepreneur. Starting up my own start up has always been a part of my life thoughts and think of ideas which could become great unicorn someday. I know it requires a lot of hardman ship and dedication to start a start-up.

As well said a entrepreneur life is a continuous journey it never stops. So, I to full fill my dream to reality first an idea is very important. Before starting my MBA, I was at the corpo- rate culture working where I realized people as working day and night for their progress. Even they do not get time to do their household works and on Sundays they want to live a free life. Thinking of this I got an idea of starting online laundry app because people living in big cities don't time for household things and are dependent on others may it be shopping or cooking or washing clothes.

My dream venture is open an online laundry system where people could go online and select what clothes they want to get wash and my delivery person would go and receive clothes for washing. Being in busy life they can get free from washing clothes. I thought of naming it WOOSH. My plan is to start it top tier 1 cities where corporate lifestyle is more. Near about 70% to 80% bachelors working don't wash their own clothes either they rely on local washerman or get maids for washing clothes. Making easy for them thought of they can select clothes on the app they want to get wash. This would be easy to gather leads from big societies in cities. This would initially require a funding of 5,00,000 and would like to start it from Gurgaon and Delhi. This would be the first phase of the start-up then will take to other big cities like Mumbai and Bangalore would be the second phase where funding would be required of at least 10,0000. We would use local vendor laundries to wash clothes and would promote this on different shopping apps. This app would provide different monthly subscription models and cashback offers.

So, that is all I have think about starting for my dream venture. Hope my dream would come true one day.



Rishita Gupta

The day I realised what a dream is something of which you are passionate to do something extraordinary in the field of stock market become my dream. I always wanted to have my own community where people can learn and earn through the opportunities available in the stock market. The dream of having a community originated when I was learning how to trade at one the broker house where I see people working in a group providing signals for their knows how they can trade to earn. The basic mind set behind this as it is to be self- dependant and not work like people doing 9 to 5 job.

It also provides a knowledge of what is going around the world and makes an individual connected to the world. The world of stock market is for all as it helps in generating passive income for the people which helps in future needs which cannot be fulfilled with a normal income through their routine. In India people are unaware of the passive income which could be generated through stock market also. In India less than five percent of the population is involved in the stock market which is least among the top emerging economies compared with other nations. This data lead to make a career in stock market and make other also aware of the money which they can make through correct knowledge and training. I am still working on it



Ritik Sindhani

After years of reflection and the purpose of my life and dream I see is to do something extraordinary in my life and to achieve my dream i had decided to move forward with my ultimate passion, "to become a successful entrepreneur."

I belong to business family and one thing that inspired to achieve my dream is my father but my father wish that i would achieve many more times by him and in order to fulfill my father's word i had decided to open joint venture.

So in to proceed my dream, i need companion with same mindset.

I had took my first step towards my dream by joining Chitkara University and luckily my second step was also completed as I had met my companion - Vaibhav and Naman within 1st week, along with them I can finally start my venture.

One day we all were together and I am having a family business of catering so I bought some snacks for my friends and they liked its quality and taste. So they asked me,'where you get that food?' Then I replied,'This food is made by our cook and some recipes are of my mother.'

Then suddenly a idea struck on my mind that why shouldn't we open our own Food Chain Restaurant where we can provide good quality of food at reasonable price then i disclosed this idea with my friends and they agreed. So, now I holds knowledge of food and recipes and naman with the main idea and the knowledge of marketing and advertisement also my friend Vaibhav having financial knowledge and major capital holder.

So we all are ready to collaborate. And now we are planning that what new we can add to it & now we are planning to open branch soon.

"If you are not willing to risk the usual you will have to settle for the ordinary."



Ritish Gautam

My name is Ritish Gautam, and a student at Chitkara Business School, I am pursuing MBA in Banking and Finance. I have always been a fast learner and I consider my habit of consistently learning something new as one of my strengths as I am always ready to take up new things, grow and evolve into a better version of myself."

If I ever get a chance to start my startup, I would like to start Customized gifts which attach to memories. So no everyone is a fan of collecting artworks and paintings, but everyone is a fan of collecting showpieces right?

Wood, metal, clay, glass, stone, and what not we've seen all kinds of showpieces right. But what if there was a showpiece customized from your memories something that connects directly.

Imagine an app where you can customize showpieces for your house or office simply choosing your preferred material size, budget and uploading a small write up explaining a special memory of yours.

After entering all the details, you will receive a couple of rough designs and references and in a day or two and once you lockdown on any of those designs. Your shelf will soon get a showpiece which you can show off based on its connect and not price tag.



Riya Kumari

I am Riya Kumari. I am 22 years old, born and brought up at Ranchi, Jharkhand. Having done my basic schooling from Carmel School. During my school days itself I had interest in commerce stream. Being from a business family as well I further decided to do my graduation in bachelors in business administration from Gossner College at Ranchi and now to add to my knowledge and skills, I am currently pursuing my post-graduation in MBA with specialisation in financial and banking from CHITKARA Business School. I chose this field as it has been my long-term goal to work and excel in financial sector and to work in corporate sector and see myself accomplishing it in next 5 years. I am confident and see that leadership potential within me which I inherited by leading the groups successfully during my graduation as well. During group projects and activities, I further realised my quality of adaptability, presentation skills and time management by working even before deadlines. "Dreams don't work unless you do", we have been taught this quote since our childhood. Each one of us is passionate about something. Like I have always been passionate in crafting new things. Watching other crafters videos over social media always fascinated me. After I finished my school, I was free for about 2-3 months. So, I decided to convert this leisure time into something productive. Me along with my sister started a home-based business of hand-made and customized products named as "GIFTED BY HEART". We started it through social media and later on, expanded it locally. It's been 4 years that we have been working for our passion. We have always believed in "Don't deliver a product. Deliver an experience". Because you don't build a business, you build people, and the people build the business. My dream is to grow that small home-based business into a big venture. In the last 4 years we have been taking small steps to reach our goal and grow slowly. No matter if the pace of the growth is slow or fast, but growth is growth. Starting from nowhere, today we have been able to reach to people all over the country and has been able to expand our business nationwide, and slowly will be able to accomplish our goals and fulfill our dreams.

THANK YOU



Sahil Saxena

My dream business is to open a shopping cum food mall, in which there will be products which will highlight Himachali trends and specialties. As this was my father's dream business that's why I want to achieve his dream. Under that one roof there would be products which is most famous in our Himachal Pradesh like pahadi pattu, bushahri topi and all other clothes which will represent our culture and rituals. Main reason behind this is I want to influence people of other states with our lifestyle and clothing also. I also want to open a food court under that one roof in which there would be only Himachali food like ghee sidu and a "morhi" which is made up of wheat and ghee. Main aim behind this idea is to represent our culture and how mountain people are different from others because we know life in mountains is not easy as resources are not easily available here. Through this I can generate an opportunity for people living here because they will play a crucial role behind this, they are the one who will act as a production house for my business. Later on I will set up my own factories and start selling them through internet also. So this was my dream business.



Sahil Sharma

MCAR

Hey, I am Sahil Sharma , a student of Chitkara Business School, I am currently pursuing MBA, and besides this, I'm a huge car modification fan . Most people when hearing the word MCAR they automatically start thinking about gym modified cars and tuned cars but this term covers a wide aspects such as good quality of product like body kits exhausted tuned turbochargers and full tuned car to make the best performance I want to start with some stock and basic cars as most of the people are addicted to them.

So I want to launch this for the stock Indian car brands which will help to customise the cars. So for starting this dream venture of mine first I need dealers and different companies which are in manufacturing of these kinds of products and after that, an efficient supply chain is the most important thing and for everything, I'll need a platform from where users can interact so a website is must for the execution of the MCAR and some influencers who can make this possible.

I also think MCAR will be one such name that when people look the customised and tuned cars the word is wow should be heard and this kind of madness about the cars will make a revolution soon.



Sakshi Moudgil

"All our dreams can come true, if we have the courage to pursue them."

One day I dream that, I want to do studies and become very extraordinary person in this world. So, basically I belong to middle class family. My parents weren't able to teach me in very reputative or big schools because of less money. I need a scholarship for my studies but I wasn't crack any exam of scholarship. So that day, I realized that, if any student want to do study and become their future bright, so why they don't educate themselves because of only financial problems. As we all know ""EDUCATION IS THE PASSPORT TO THE FUTURE, FOR TOMORROW BELONGS TO THOSE WHO PREPARE FOR IT TODAY."

So, my ultimate goal will be that to build a scholarship hubs specially for the girls of middle class family to do their education well and good. the scholarship hub is extremely useful in helping find funding for university. A scholarship is an award that includes offering financial aid to a student to help for pursue their further education.

MISSION:

Scholarship hubs works for the students to help them perfect their applications for these competitive scholarships and helps them prepare for the interviews that come along with them.

Students are determined by factors such as test scores, grade points, artistic or academic talents.

" SCHOLARIS IS AIMING TO START A REVOLUTION BY OFFERING EQUAL OPPORTUNITY IN EDUCATION FOR EVERY STUDENT."



Samreen Kour

Everyone dreams about something in their lives that they wish to accomplish eventually in their lives. I come from a family where everyone is into business however I likewise realized I believe I should accomplish something different. I generally wanted to go into the corporate world and needed to experience how does that functions. When I finished my graduation I began searching for internships and I did a great deal of entry level positions.

After that I did my first job with WNS Global services and that job helped me a great deal to improve as an expert. Yet I realised there was a missing thing. I needed to go for advanced education so I chose to go for MBA at chitkara business college. I encountered the corporate world however I likewise understood there's something more I need to encounter in life according to the business perspective. I've forever been truly inspired by the fashion world too. Furthermore, since I was in school I used to design my dresses for weddings or parties and It has forever been off a distinct fascination to me. In this day and age we see design all over the place. I need to open my very own dress mark where I could show my designing skills and furthermore which will help me financially as well. I realize this will require some investment and time however one day I'll certainly will accomplish all what I desire for.



Samriti Kohli

Owning a beautiful coffee shop is always my dream career. It doesn't have to be extremely huge, but it needs to be peaceful and cozy. I've always wanted a location where I could put myself down; the coffee shop does just that. It reflects my interests and aspirations and allows me to express myself. I can provide a positive atmosphere and a nice location for those who need them by running a coffee shop. As I belong to a very small town there are no such cafes, very less restaurants, and no library where an individual can enjoy some peace.

In my coffee shop, I want to arrange some bookshelves too where people can relax their minds. The ambience of my coffee shop will be very simple and calm. I can also provide a place for individuals to interact socially. A coffee shop is not just a meeting point for friends and couples to grab a quick drink, but it is also well-known across the neighbourhood as a location where people may gather to chat, work, or simply unwind after a long day.



Sanyam Garg

“Don’t Wait for Opportunity, Create it”

This quote by George Bernard Shaw has always motivated me to work upon my dreams. Everyone talks about having a dream job, according to me a dream job is one in which the organisation takes in consideration social, mental well-being and overall development of employees.

Where an employee gets excited while going to work is the right workplace for me. For several minutes, I will see myself with my dream, and then the whole day, I will talk and act as if I have achieved my dream. The more I do this, the more my mind gets tuned to this lifestyle, the more I develop a positive attitude, positive thoughts and positive emotions. This state of positive and vibrant attitude will make it easier for me to achieve my dream.

If I do not know the outcome, why suppose it will be negative? No one, not even me, knows what will happen in the next minute, no one knows whether I will be successful or not in my job or in my business, I will be positive and think I am going to succeed. In this context Eleanor Roosevelt wrote, “The future belongs to those who believe in the beauty of their dreams”. I will believe that I can achieve it.

I believe that profit will not be my only motive. I will contribute socially and morally towards the society.



Saumya Sinha

My dream job has always been to own a restaurant. It doesn't have to be huge; I've always wanted a place where I could put myself down; I enjoy cooking, which is why I'm interested in opening a restaurant. I understand how important food is in our lives, and what we eat has a significant impact on our lives.

By running a restaurant, I can provide a positive atmosphere and a nice location for those who require them. As I come from a small town with a diverse range of tastes, I want to share them with my customers, and I am a food blogger. I enjoy travelling and trying new city foods, as well as experimenting with the ambiance of My restaurant will be simple and calm. I can also provide a social gathering place for people.

A restaurant is not only a gathering place for friends and couples, but it is also a gathering place for families who enjoy the food. In my restaurant, no tips are accepted; instead, donations to animal charities are accepted if customers are willing to donate some money.



Saurabh

My name is Saurabh. I am pursuing MBA in finance and banking. I am a B.com graduate. In my graduation interest about finance topics has been developed in me then after graduation I have chosen finance specialisation in MBA. My goal is to attain a good position in corporate world and with this vision I've been planning my profession. My vision is to be a good human being in society by achieving my goals and making my parents proud.

MBA is a way to achieve my goals. As an aspirant, I want to be competitive and to gain skills in the profession I have chosen. I want to equip myself with some certification courses that would help in my career. I want to upgrade myself step by step so that I can achieve a good managerial position in a corporate company. I want to make ambience of my company where every employee enjoy their job and work at their level best.

With this i want to do some charity activities. I have many charitable activities in mind to contribute in. I want to contribute towards for the stray cattle. There are many Gaushalas in our country I want to contribute in them as much as possible by me.



Shivam Banyal

From the childhood I always wanted to have my own Cricket Academy as I am very good in playing cricket from my childhood and I played under 14 for my school now because of the education I am not able to persuade but it's my dream to have my own cricket academy and I am very passionate about it. it was my feeling I am able to become a good coach I always wanted that it has to win a well located peaceful environment in my home where I live Himachal Pradesh as the land is not very flat there so I wanted a place where I am able to have a big ground and provide all the new facilities to the youngsters so that they will not get lack of facilities and provide them a kind of a individual knowledge and individual things so that they can able to there performance very well with a new technology equipment's I wanted to arrange some rooms so that there able to relax their mind also because for a player it is very important to save their mind in my Cricket Academy is not just a meeting point for a new young emerging cricket player but they get also the knowledge at how the cricket has been started so I also wanted to have a library of a cricket where the from the history that how cricket has been oriented and how it can become popular in India so these these are my simply think which I wanted to do one day



Soumya Mukherjee

Every individual has a special “Dream Venture” of their own, since childhood. As of mine I personally has a dream of making an educational institution for the student, those who cannot even see the beauty of universe. As, because of blindness they can't be able to go for higher studies, also for teaching or any other professional work.

Why such thing will happen with those children? Why they will not get any chance to be a part of this busy corporate schedule? Many such question occurs, which turns into vacant answer.

I think, we should make that opportunity or evolve into a modern technology which should make gadgets were blind children's could view or feel the objects to learn and create various innovations as like other students from different universities.

My institution will make an arrangement were such students get opt for higher degrees from every sector of universe. They will get each and every facilities, no matter whether they have good financial conditions or not. But only by their passion, focus and dedication will lead them to have a successful career in life. Institution will only be a path where such student will be observed to go for their success career.

“EDUCATION IS A HUMAN RIGHT FOR EVERY INDIVIDUALS,
AS LEARNERS RULE THE WORLD BY THEIR TALENT”



Tanu Jain

A fantasy business thought is one that is genuinely significant and satisfying to the person. It is an idea that they have been contemplating for quite a while, and one that they believe they have the right stuff and information to make effective. For some's purposes, a fantasy business thought might come from an individual enthusiasm or side interest, like opening a pastry shop or a yoga studio. For other people, it could be an answer for an issue they have experienced, for example, making a stage for shoppers to follow the starting points of the items they purchase.

One illustration of a fantasy business thought is a social undertaking that expects to enable oppressed networks through practical monetary turn of events. The business would cooperate with neighbourhood craftsmen's and private ventures in non-industrial nations to make remarkable, high quality items that can be sold in created nations. The benefits from these deals would be utilized to give fair wages, work preparing, and training to the craftsman's and their networks. Moreover, the business would attempt to advance reasonable creation techniques and fair exchange works on, having a beneficial outcome on both the nearby economy and the climate.

To transform a fantasy business thought into the real world, it takes a ton of difficult work, devotion, and steadiness. It requires investigating the market, fostering a field-tested strategy, and getting subsidizing. It likewise implies being willing to face challenges and adjust to evolving conditions. Notwithstanding, the compensations of transforming a fantasy into a fruitful business can be endless. It permits people to seek after their interests and have a beneficial outcome on the world, while likewise giving them a feeling of motivation and satisfaction.

In outline, a fantasy business thought is a strong and propelling power that can rouse people to transform their interests into an effective endeavour. It includes tackling an issue, having a constructive outcome on the world, and making something significant and satisfying. It takes difficult work and determination to transform a fantasy business thought into the real world, however the prizes can genuinely satisfy.



Tanu Narang

The day I realized what a 'DREAM' is, doing something extraordinary in the field of 'Finance' became my dream. There were a lot of options in front of me but I decided to move ahead with my ultimate passion, 'Accounting' always knew that I was born to become a Manager and that is how this amazing profession shaped up my life .I did almost everything from knocking people' doors to teach their children till taking classes of accounts. I had this burning desire within me to become the best manager and today, I can say that I was so near of my dream.

I learn so many books of accounts which help me in the future to solve the problem. But still I was not at ease because this was not my ultimate goal. Because my ultimate goal . And whole-heart-edly, my parents encourage and me started working towards accomplishing my dream. I done my graduation first then i learn so many lessons to become a successful manger . Now I am very close to achieve my goal .

Every great dream begins with a dreamer.

Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world."



Tanvi Sood

For me dream is not a plan ,its an inspiration for me ,where I could use my strength ,that ability to show or to proof that if have something to dream for then I also have that capability to bring that to reality as well

Being businessman's daughter ,I also wanted to be a part of this entrepreneur world .a dream to earn money we could say

But my father and I have different way of seeing money which I believe its because of persuasive experiences we have seen so far .

Earning money is not sole objective of my life education ,coping up with the new learnings is also something that I want Venture capitalist is something I assume would be a dream job or work for me which could not only give me the money but also knowledge which I 'm seeking for .

The only challenge I see over here is that I have to cope up with fast learning technology newups to be with the upcoming generation .



Tanya Goel

“Vision is a picture of the future that produces passion.”

My first vision for my future is to become a good child of my parents forever and ever and fulfill all their dreams and make them proud. It is hard to think about my own personal future when I have not experienced much of life. One ambition I have for the future is to complete my postgraduate studies and begin my work at a reputable firm in the corporate sector. The common idea that an MBA is not required to drive the business at the ground level is not entirely false, but as the organisation expands, it becomes hard for any single individual or team to appreciate the breadth of issues that effect value generation in the firm.

This is where an MBA comes in; we are trained in MBA to assess things with a structure, with a framework in mind. A stable job will ensure that I have all the luxuries I want in life without a struggle. As I enjoy cooking and have completed a bakery course, I decided to offer free weekend cooking sessions to anybody who wishes to learn how to cook, when I got financially secure. I'm not sure where I'll be going tomorrow. I can only hope that I make reasonable and prudent life decisions. Every decision I make has an impact on my future. I am convinced that I have a bright future and that I am on the right track. I have no idea what the future holds for me, but I do know what my aims and desires are. Hopefully, everything I want to do will be in my future, but for the time being, I will work hard to come closer to those goals.



Tanya Khurana

I've heard it said that dreams may become a reality, and I, too, have one.

My dream job is always to own a café. "Warm in winter" is the first thing that comes up to me when I think about my café. The light is going to be soft and warm; there are going to be a lot of amazing paintings on the wall; coffee smelling good; different music will be playing by an old gramophone and a book corner in the left side of the cafe where all can buy books. So basically it would be an ideal place for students and employees to release stress.

If my cafe provides something unique to people, I am sure they will come swarming to cafe. Since I will be building a name for myself as a cafe owner, I will get to meet new people every day. It's perhaps the most fun thing to do as I am a social butterfly. I can land up striking a friendship with many interesting people. Owning a cafe will be very different. Every day is going to be different because I will be meeting different people. I get to experience different conversations and behaviours. Having my own business will bring out the best in me. A business as its own pros and cons, but the pros are more and the challenges brings out the best in one person.

Infact days won't be boring anymore, and I would always want to surge ahead in life. It will come true one day =)



Tarun Mittal

During my early years I had always wondered what it meant to be live in world that my dad lives in. The way he was constantly dealing with people had always intrigued me and has parked interest within me over the years. I brood over the memories of sitting in my dad's office and observing how well he manage his employees and how he tackled all kind of problems. It is very essential to have business skills in order to until with the world fast growing economy.

After handling my father's business for couple of weeks it helps me in learning about marketing strategies, operation planning and refined various skill about management skills and communication skills.

To polish my skills as an entrepreneur I often lend hand at my father's work. In this span of time, I gained a knowledgeable understanding of how challenging the business environment can be because of the changes that occur. However, this did not frighten me, it instead ignited a sudden curiosity to learn more about this dynamic environment.

Something that I`ve often wondered about with some people is why they decided to start their own business. And I saw almost every business owner living a great life, then I can find out my answer that working for others just make themselves rich-business owner grows richer and richer while the employees are just living a normal standard of life. So, I decided that one day I would become a business owner either. From that time the idea starting the own business popped into my head. So, what business would I like to start? What will I do in order to reach that goal? And why do I want to start up my own business?

So, I thought that I will do the business of manufacturing with help of grapes such as making wines and juices with own brand name.

I can supply the raw material by the grapes store department to the manufacturing department. So, it will be easier than buying from others. If I can produce them with a good quality thus, I will be able to control the local market, so do the world wide one. I have made up my mind to be dedicated and committed to my work. In order to make it happen, I`m starting by my good education which will continue to put more effort at my master degree to complete my aim of becoming an entrepreneur. I see the program that offers me a chance to understand the corporate world and help me secure a better knowledge of how to manage a business along with its risk.



Vaibhav Aggarwal

After years of reflection and the purpose of my life and dream I see is to do something extraordinary in my life and to achieve my dream I had decided to move forward with my ultimate passion, "to become a successful entrepreneur." I belong to business family and one thing that inspired to achieve my dream is my father but my father wish that I would achieve many more times by him and in order to fulfil my father's word I had decided to open large scale partnership business.

So in to proceed with my dream, I need companion with same mindset. I had took my first step towards my dream by joining Chitkara University and luckily my second step was also completed as I had met my companion - Naman and Ritik within 1st week, along with I can finally start my venture.

One day we all were together and then suddenly my friend Ritik who had a family business of catering bought some snacks for us and we liked its quality and taste. So I asked Ritik, 'where you get that food?' Then he replied, 'This food is made by our cook and some recipes are of my mother .' Then suddenly a idea struck on Naman mind that why shouldn't we open our own Food Chain Restaurant where we can provide good quality of food at reasonable price then Naman disclosed this idea with me and Ritik and we both agreed.

So, now Ritik holds knowledge of food and recipes and Naman with the main idea and the knowledge of marketing and advertisement also me having financial knowledge and major capital holder.

So we all are ready to collaborate and we are now planning that what new we can add to it and now we are planning to open branch soon.

"The way to get started is to quit talking and begin doing. - ..."



Vanshika Garg

Whenever I visualise my dream venture, I always see yoga school of my own as a dream. Although I have a lot of options to explore but I would like to choose my ultimate passion. So, whether these sessions be conducted online or offline or in blended mode, but I would really like something of my own to exist. Like, nowadays we see people facing various health issues from heart problems to sciatica and depression.

Also, the increased screen time and indoor activities has deprived people from doing some physical exercises. So, yoga serves as a solution to it and has proved since ages that there exists a body of research suggesting that yoga is the best healing therapy for improving spine alignment and joint health. One of the major pitfalls of modern professional as well as personal life is stress, obesity and bad diet which contributes to many modern lifestyle related disorders.

Even if you control obesity and diet through lifestyle changes, stress is inherent in our everyday life and mostly is not in your control. However, Ayurveda has some great and proven methods through which you can limit or minimize stress and limits its effect on your mind, body and soul. Yoga can support the healing process and help the person experience symptoms with more centeredness and less distress.

So, this way I, as a responsible citizen would like to serve the society in order to fulfil the purpose behind it- "YOGA SE HI HOGA".



Vanshika Khatter

VDH (VANSHIKA DIRECT HARDWARE) is a new e-commerce platform that specializes in selling hardware products. From tools and equipment to home improvement items, VDH offers a wide variety of products to meet the needs of both professional contractors and DIY enthusiasts. With a user-friendly website and a focus on providing great customer service, VDH aims to make it easy for customers to find and purchase the products they need. In addition, the platform also offers a marketplace for hardware manufacturers to sell their products directly to consumers, providing a unique and convenient shopping experience for everyone involved. Our site aims to deal in wide variety of products like paints of different brands, adhesives, locks, cements, POP, abrasives and other accessories. VDH, as an e-commerce platform for hardware products, can contribute to the economy and society by making it more convenient and accessible for customers to purchase products they need. It can also support small and local manufacturers and promote sustainable production and consumption of goods. Additionally, it can help to reduce the carbon footprint of the industry by reducing the need for physical stores and by allowing for more efficient and cost-effective logistics and delivery. I want to start VDH because females are not involved in this industry as it is the mindset of our society that females cannot be a part of this business because it involves heavy bulky buckets, materials. So, to change the mindset of our society I want to go for this and I want females to lead in each sector.

Challenges: Competitive market: The hardware and home improvement industry is highly competitive, with many established players already in the market. VDH will need to differentiate itself in order to attract and retain customers.

Supply chain management: Procuring and managing a diverse range of hardware products can be complex and time-consuming. VDH will need to have efficient systems in place to manage inventory, logistics, and supplier relationships.

Marketing and brand awareness: VDH will need to effectively market its platform and products in order to attract customers. Building brand awareness and trust will be crucial for the success of the business.

Logistics and delivery: Hardware products can be heavy and large, so shipping and handling can be expensive and logistically challenging. VDH needs to ensure efficient and cost-effective delivery to customers.

Returns and customer service: Hardware products can be expensive, and customers may want to return or exchange products. VDH will need to have a clear and fair return policy in place, and provide good customer service to ensure customer satisfaction. **Technical and Security:** VDH will need to ensure that its e-commerce platform is secure and reliable to protect customer data and transactions, and also must be able to handle a large number of concurrent users and product listings.

Chitkara International School, Chandigarh



Chitkara International School, Panchkula



THE MENTOR SAYS.....



Dr. Kumar
Associate Professor
Chitkara Business School

I feel extremely proud to write the foreword for the book – “You can also lead”, 8th Edition, by our Honourable Chancellor Sir, Dr Ashok K Chitkara. The first seven volumes of the book have been very well received and now in this volume eight, Chancellor Sir has captured the essence of aspirations that our MBA students have for their careers.

The book takes the multidisciplinary approach that honourable Sir has used in the previous volumes too. On a broader level, this new volume describes the changing aspirations of young Indians in the evolving discipline of management. The inspirational approach of the book presents readers with an opportunity for self-assessment to achieve greater heights in life. It is my sincere hope that volume Eight of **“You can also lead”** will prove a lifetime learning experience not only for students but also for corporate, faculty members, and policymakers. I wish this work reaches the millions to help them realize their potential.



Varun Gudwani

I have always wanted to open my own restaurant. I love food, and I love the idea of being able to create something from scratch and serve it to people. I think a restaurant would be a really fun business to operate, and I am excited to start planning my dream business!

I have always been fascinated by the restaurant industry. From the moment I could sit up and eat solid food, I wanted to be chef. I loved the sense of accomplishment that came with creating something delicious from scratch. They are full of life, energy and excitement. They are also full of possibility. Restaurants are truly unique businesses. They can be small independent businesses or they can be part of a larger chain. They can serve simple dishes or they can offer more elaborate cuisine. They can be family-owned or run by a many other person.

There are many reasons why I believe my dream business is the restaurant industry. First, restaurants offer great opportunity for creativity and innovation and there is no limit to what you can do in this industry.

Second, restaurants are highly visible businesses. They play an important role in our society and they judge you how you run your restaurant.

Restaurants are hugely profitable businesses. They can generate high returns on investment and there is no limit to what you can achieve in this business sector.

I open the restaurant business because I will be able to connect the people and name in the market and I know that I can create a restaurant that will be a hit with both locals and tourists. And components of my dream business are

Excellent food, Friendly atmosphere, Low price point, Large seating capacity. In my view, there is a significant potential to succeed in the restaurant industry I am confident that I would think innovative ideas to run that business.



Vidhi

Everyone has some dream in life and as we grow we do get fascinated by so many things around us but some ambitions stay the same and we have to work really hard to achieve them. I likewise have that one dream. A dream of having my own Hospital especially for those people who just can't afford the huge bills of private hospitals. This idea came into my psyche at the point when I was around 16 years old and went to a government hospital. There I saw all those patients suffering as there were no proper medical machines available which are required for their check-up nor they were providing with necessary facilities a patient needs but what these poor people can do they don't have any other option but staying there because they know they can't afford treatment in private hospitals.

So, I want to open a hospital to treat these poor people free of cost and that too with all those advanced machines which are required for medical check-up as well as for the treatment of patients and full of all the necessary facilities required. Yet, there are some challenges for me to fulfil my dream the very first is funds, I need huge funds to invest in this hospital and as poor patients will be treated free of cost so revenue generating will be less and other is I need much qualified and experienced surgeons, doctors and nurses as well who also want to help these poor's like me free of cost. I will do my best to make my dream come true as it really motivates me to help others and gives me the strength to confront difficulties and exertion tirelessly towards its acknowledgment.



Vishal Garg

My Name Is Vishal Garg, A Student At Chitkara Business School, I Am Pursuing MBA In Finance & Banking. As Everyone Wants To Be Successful And My Dream Is Also To Become Successful In Finance. I Have Always Been A Fast Learner And I Consider My Habit Of Consistently Learning Something New As One Of My Strengths. Start-Up Is A Big Step For A Middle-Class Boy, But We Should Always Step Out Of Our Comfort Zone To Achieve Our Dreams And Can Say That Dreams Come True, You Just Had To Be Consistent And A Risktaker. Before Starting My Own Start-Up, I Want To Have A Stable Job In Hand And Gain Some Experience In The Corporate Sector So That I Can Feel The Pros And Cons Of Working In A Brand. After My 7-8 Years Of Jobs, I Will Be Applying My Investment Plans And Policies In My Own Business And Will Start Working On It.

My Start-Up Idea Is To Start My Own fabric factory – A Brand In Which An Investor, Or Franchisee, Has Bought The Right To Sell The Products And Services Of The Franchisor Or Brand. The Franchisee Is Responsible For The Day-To-Day Running And Management Of The Brand. In Return, The Franchisor Granting The License, Or Franchisor, Offers Support, Marketing, And A Proven Food Business Model.

1) First One Is Location– Location Should Be Decided Where A Lot Of People Get Attracted. 2) Second One Is Technology–Consumers Can Order Food From Their Mobile Phones, Restaurants Can Have Electronic Menu Boards, And Essentially The Entire Process Of Serving Food Can Be Modernized. 3) Concept Development– A Franchisor Should Spend An Ample Amount Of Time, Effort, And Resources In Developing The Franchise Model. 4) Replication Abilities–Menu Items Should Be Such That Can Be Replicated Easily. The Quality And Preparations Should Be Consistent To An Extent That A Food Item Bought From A Franchise In Delhi Should Be Exactly Like The One Bought In Any Other City.



Vrikshant Rana

Hey, I am Vrikshant Rana, a student of Chitkara Business School, I am currently pursuing MBA, and besides this, since youth, it is my fantasy to be an instructor. It is the noblest work in the reality where educator forms the characters of various characters in scholastics as well as the person. There will be no specialists and some other callings on the off chance that there are no educators hence, the eventual fate of our country lies on the instructor's hands. This standard is taught to me and it rouses me to seek after this fantasy of mine.

As a wannabe, I need to be serious and prepared in the calling I have picked which is to be a decent educator some time or another in light of the fact that I need to provide my future understudies with the best of me and not the least. This fantasy rouses me to additional my examinations in training where can be a cutthroat educator and a good example to my understudies. I accept that the alumni study would have the option to assist me with accomplishing this fantasy.

This program, graduate review, would assist me with turning out to be more create and prepare on the things that need to discover that can have the option to use in my showing vocation later on. I accept that it isn't adequate to be an alum of a typical everyday schedule or to stand high or in the calling of educating. Like the understudies, the instructor should develop, and this development should be long queues both expert and general. The educator should know about instructive developments and an experience with the advancement in instructive idea and examination.

Thus, with the advancement in training writing and new instruction course books, and embrace the groundbreaking thoughts that are sound that can gain from the master's level college The enthusiasm with which the educator takes up and tests them in is one of the most supportive highlights of schooling work. The doctoral level college would assist me with turning into a sincere searcher and agent in my own proficient field. Along these lines, this program would foster my capacity to make a powerful learning circumstance.



Yashica

Born in a family of doctors and businessmen, these two sectors have always fascinated me. My dream venture is 'HEALTH BUDDY' – an app-based cloud kitchen service that provides healthy meals with the nutritionist's recommendations. My vision is that in today's fast-paced life, everyone can have delicious and nutritious food at their doorstep customized according to their needs under the supervision of certified dietitians without causing huge dents in pockets. The target market would majorly comprise employees across different sectors like doctors, corporate especially working women, etc who are health conscious but have no time to prepare their meals. The survey found that 75% of the total sample size of 2800 corporate women employees from 120 companies across 11 broad sectors had one or the other health problems. As per EY India's report, 'The Sunrise Consumer Health and Nutrition Sector', 40 percent of Indian respondents stated that they will pay a premium for products promoting health and wellness. The above data shows that there is a gap between the demand for healthy meals and their easy and affordable availability without compromising taste. I will go for tie-ups with dietitians and workplaces to launch my brand. It will be a subscription-based model, initially with a one-day free trial and for sponsorship, space will be offered to health supplements for advertisement.

Customers can customize their packages. It will be launched first in metro cities like Delhi or Bangalore. You need approx. 30 lakhs to start a cloud kitchen in India. No customer interaction and technology are some of the challenges business will face. To overcome that, I plan to create an engaging social media presence, using content marketing and regular feedback. On the technology front, the app will have an AI algorithm to recommend meals based on the customer responses to the survey.



Yatin Bhatia

Talking about my DREAM VENTURE, I would like to do something new in the soft drinks market. Now a days, even the companies said that their products are natural but that's not in reality. Their products also contain the artificial flavors and ingredients. I have desire to transform this soft drink industry with natural flavors and ingredients. The artificial flavored drinks lead to obesity, diabetes and low nutrition level in the body. The consumption of sugar-sweetened soft drinks can also be associated with many weight-related diseases, including diabetes, metabolic syndrome, and cardiovascular risk factors. In 2006, the United Kingdom Food Standards Agency published the results of its survey of benzene levels in soft drinks, which tested 150 products and found that four contained benzene levels above the World Health Organization (WHO) guidelines for drinking water. The industry would have a broad-based growth across categories, especially helped by juices and bottled water. The bottled water category is expected to see a robust volume growth with increasing awareness among consumers about water-borne diseases and shortages in drinking water in the urban areas. In India, there is a steady decline in rural-urban consumer gap, driven by increasing interest and readiness to spend in the rural markets. Revenue in the Soft Drinks segment amounts to US\$8.70bn in 2023. The market is expected to grow annually by 2.82% (CAGR 2023-2027). By 2027, 28% of spending and 9% of volume consumption in the Soft Drinks segment will be attributable to out-of-home consumption (e.g., in bars and restaurants). In the Soft Drinks segment, volume is expected to amount to 8,913.8ML by 2027. The Soft Drinks segment is expected to show a volume growth of 3.0% in 2024. The average volume per person in the Soft Drinks segment is expected to amount to 5.91 L in 2023. In order to make hay while the sun shines, I would sign agreements with different industries like providing drinks in planes, restaurants, tours organized by travel agencies and many more. But this is not going to be easy, the opposition faced by many NGOs is going to be a major concern. Most of Governments are trying to demotivate the consumption of soft drinks. There are many MNCs which are in direct competition to grab the market, this will induce huge marketing outlay to compete with such big companies. There are lot of challenges one faces in start of anything, but one should face it with strength and patience.



Yatin

My dream venture is the development of virtual reality (VR) technology for various industries. VR technology allows users to interact with a simulated environment in a way that feels real, by using a headset and hand-held controllers.

One potential application of VR technology is in the real estate industry, where virtual tours of properties can be created for potential buyers to explore before visiting in person. This can save time and resources for both buyers and sellers, while also providing a more immersive and interactive experience.

Another potential application is in the field of education and training, where VR technology can be used to create realistic simulations for students and employees to practice and learn new skills in a safe and controlled environment.

Additionally, VR can be used in many industries like healthcare, architecture, tourism, and gaming. VR technology is still in its early stages, but as it continues to evolve and improve, it has the potential to be a profitable venture for businesses that invest in it. As the technology continues to improve and become more accessible, it can open new opportunities for businesses and consumers alike.

To make it more profitable, we can also offer VR content creation and VR consulting services to other companies and organizations to take advantage of the growing VR market and we also can generate revenue through in-app purchases, subscriptions, and licensing fees.



Yugesh Dhiman

This is Yugesh Dhiman from Rajpura. I am pursuing MBA in Banking & Finance and my roll no is 2220982710. Whenever I will get opportunity in future to start my own business, I will open a school with name "PRITIGYA PUBLIC SCHOOL". The name it self suggests that a students will have to face many problems to go for higher studies further. So, that they will be in a situation where they can do anything with their past experiences and make their own decisions without depending on any person. My aim is to present my school on international levels in future with help of students. The tagline will be "We are always ready to do anything for India". My school will be different from point of view for study which will make the school distinct from others. In my school, we will have guests lectures for 11th and 12th standards. Where they will learn the actual applicability of theories and their reviews. This will also widen the mind of students and able to think out of box. We will have a lot of visits to industries and government authorities during their studies. It will also them to grow and will learn how to treat authorities. We will try to focus more on events, visits and guest lecture which will also cover their respective syllabus related to their streams. Along with that, we will make students more adaptable towards any situations in their life which can easily be handled. After working for 4 to 5 years and taking responses from parents & students college, we will start opening up new schools in other cities. While opening up new schools, my major concern will be towards to cover up the village areas so that school will be easily available for them. I visualize my dream venture be successful after 15 to 20 years when I and my students will represent the India on international levels. These students are those who have started their business and doing their jobs after passing out from my schools. I have only intention to provide knowledge to school level students and represent my country on international level.



Rohit

Since childhood, it is my dream to be a teacher. It is the noblest job in the world where teacher holds the characters of different personalities not just in academics but as well as the individual. There will be no doctors and any other professions if there are no teachers thus, the future of our nation lies on the teacher's hands. This principle is inculcated in my mind and it motivates me to pursue this dream of mine.

Helping people is the unifying theme as to why students are inspired and motivated to become teachers. Education is a field where you can help young people directly in a personal way; potentially changing their lives for the better. Teaching is more than just a job.

A powerful source of motivation for some education students is the potential to touch and positively impact the lives of many people. Education is a field of consequence and that's a good reason for wanting to join the teaching profession.

This program, graduate study, would help me become more develop and equip on the things that want to learn that can be able to use in my teaching career in the future. I believe that it is not sufficient to be a graduate of a normal school or college or to stand high origin in the profession of teaching. Like the students, the teacher must grow, and this growth must be long lines both professional and general. The teacher must have knowledge of educational movements and a familiarity with the progress in educational thought and research.

Hence, with the progress in education literature and new education textbooks, and adopt the new ideas that are sound that can learn from the graduate school The zeal with which the teacher takes up and tests them in is one of the most helpful features of education work. The graduate school would help me become an earnest searcher and investigator in my own professional field. Thus, this program would develop my ability to create an effective learning situation.



Abhishek Kumar

Starting up a business is difficult and risky. A business idea should be viable and profitable by identifying a vibrant market to ensure that it receives the proper support. My business idea revolves around starting a dress shop to offer the latest, quality, and affordable formal dresses. An implementation of the concept will help me achieve my aspirations to become a successful entrepreneur. I consider the idea of selling affordable formal women dresses viable and capable of offering returns to my investment, despite the existence of many firms that vend the same product in the market.

The product will target women aged between 18 and 35 years as they have high purchasing power and prefer to look attractive in public, thus choosing to wear quality and glamorous clothes My business idea allow females to look different, bold and beautiful people to attend events, go for holidays and work from the offices. This will gradually increase the demand for dresses and encourage more new businesses to enter the market and capitalize on potential opportunities.



Camey Goyal

Once I visited the fruit market where I saw a lot of food wastage while transportation. It is one of the biggest problems in India. When I did research, I found that approx 1.3 billion tons of food gets wasted. A major part of it consists of fruits and vegetables. As these get easily spoiled within 2-3 days. Every year 18% of fruits and vegetables get spoiled worth Rs 13300 crore as per Emerson Study. So with the help of a startup, I want to reduce food wastage. Generally, the Lifespan of fruits and vegetables is 2-3 days.

But with the help of Lipid Chemical and Glycerolipids (made up of fruits seeds and pulp), fruits and vegetables' lifespan increase to 8-9 days. These chemicals help to prevent oxidation. In this dream venture, I will provide spray service to my customer. This spray will be made up of lipid chemicals and glycerolipids which will increase the lifespan of fruits and vegetables. For this venture, I need around 10-12 lakhs as well as 400-500 sqft. of space. After that, I will make an online website to expand my business in other countries also.

“Chase the vision, not the money; the money will end up following you.”



Ridhi

You don't have to be an entrepreneur to be entrepreneurial. We dream big and see a pot of gold at the end of the rainbow. But what exactly are we dreaming about? My dream venture would be a platform where I will be able to do something beneficial for society. With my management skills which I am working on during my MBA will be helpful to manage a business which will provide organic products like medicines, skincare products, health supplements, etc. under the label of one company. I visualize a company providing all organic products to the people who can't afford them at minimal prices. In today's fast growing world, we have failed to admire the nature around us and the benefits of natural products rather than chemical based products. It could be offline stores or online stores as well.

The company would be employing most of the female workers as it will lead to more women employment and with the knowledge for products from the women, the company will be benefitted as well. I also am a person who believes in living for a cause in this world, so the revenue earned by the company would be used for that change.

But in this cause also to remember that provide something which may prove as a motivator only not lead to someone's inability do something better in life i.e. not making them incompetent. Like 75% approx. profits could be used for charity and education of poor and rest retained with the company.



Janvi

My name is Janvi , and a student at Chitkara Business School, I am pursuing MBA in Finance & Banking. As everyone wants to be successful and my dream is also to become successful in Finance. I have always been a fast learner and I consider my habit of consistently learning something new as one of my strengths.

Start-up is a big step for a middle-class boy, but we should always step out of our comfort zone to achieve our dreams and can say that dreams come true, you just had to be consistent and a risk taker. Before starting my own start-up, I want to have a stable job in hand and gain some experience in the corporate sector so that I can feel the pros and cons of working in a brand. After my 5 years of jobs, I will be applying my investment plans and policies in my own business and will start working on it.

My start-up idea is to start my own Cafe- As in today's generation, many consumers want to move out or take prepared food home. So, I think this is the best idea in today's time. My idea is to first invest 3,00,000 in this cafe business (overall) because firstly I will take a place on rent, if I get a good profit, I will invest more and will purchase that place instead of paying rent. For starters, it takes an endless amount of creativity. I want to open a café because I love food and drinks like tea, coffe. As we know everything has its pros and cons. So, there are difficulties too:-

1) First one is Location – Location should be decided where a lot of people get attracted. 2) Second one is Manpower issues – Shortage of quality staff – as we are starting a business so we need the best staff so that people will like it. 3) Managing food safety – only handle by keeping the restaurant clean.



Aadarsh Pandey

AQUAPLANT... Grow at your place

One dream business is to start urban farms. The technology already exists whereby we can grow fruit, vegetables, greens, berries and much more on rooftops, walls, and other tight spaces. We can even grow these vertically in silos. If properly planned, you can use 90% less water and 90% less energy to produce the same food as conventional, 100% organic and with much higher nutritional value. That also means the taste is far better.

And because you can grow all this locally, you can pick the items when they are ripe, instead of pre-ripe, adding to their taste and nutritional value. What restaurant or grocer wouldn't want that!

Additionally, you can add an aquaponics component and raise many types of fish (although tilapia is the easiest). Imagine — fish without any mercury or other harmful metals!

The benefits are enormous. We build these things virtually anywhere and in any climate, and they are fairly cheap to build. Energy comes from wind, solar or other renewable sources, but even conventional electricity is fine because it uses a lot less, so costs are actually not high.

We can build them in urban areas where there are food deserts or where there are poor people who need good food. We can create jobs in all those rural areas that are suffering — people growing their own produce! We greatly reduce greenhouse gas emissions. Nutrition intake for everyone who eats these go way up, improving our health. The saved water can be used for other purposes.



Akshay Bansal

ONE STOP SOLUTION

Hey, I am Akshay Bansal, a student of Chitkara Business School, I am currently pursuing Master's in logistics and supply chain management, and besides this I m a very good consultant cum motivator. I always wanted to have a future as a consultant. So, I came up with an idea or a start-up named (ONE STOP SOLUTION). One stop solution will be an organisation as it is clear from the name itself where you will have solution of every problem you face in your life; it can be related to anything. We will be having highly trained professionals who will guide you and show you the right path.

At one stop solution the fees is very nominal so that every individual can afford it easily. Main agenda of one stop solution is to provide people the firm energy so that they can be motivated enough to find a perfect solution to every problem. We take an initiative to work with you in your highs and lows and guide you to deal with your problems. One stop solution promise to provide you the best as possible.

Thankyou.



Akshi

AURAL - THINK AUDIO THINK AURAL

Hey, I am Akshi , a student of chitkara business school, I am currently pursuing MBA, and besides this ,I'm a huge audio tech enthusiast . most people when hearing the word audio they automatically start thinking about music and songs but this term covers a wide variety of aspects such as movies, music, podcasts , games, audio, books,and many more and for all these , we use a whole lot of another benefits of these kinds of techniques is that they can help you feel less stressed and fearful about the future. As you build a clear picture of your goals and build your confidence to achieve them you might feel more positive and equipped for your future . reduced stress and fear can have positive benefits for both morale and productivity , helping your reach goals more quickly and effectiuvely. Creating a vision board is a fun effective visualization technique. You can create a digital vision board with an app or software program, or you can make a physical vision board out of printed images, magazine clippings and glue .Select images that represent your goals and make you feel inspired . when you done , place your vision board somewhere you'll see it frequently , such as your desk. All the instruments not just that aural can also provides services such as building custom studios like music studio , Gaming studio , and Personal theatre, etc.

So for starting this dream venture of mine first I need dealers and different companies which are in manufacturing of these kinds of products and after that , an efficient supply chain is the most important thing and for everything , I'll need a platform from where users can interact so a website is must for the execution of the Aural and a mobile application will provide a more convenient and effective mode of interaction .

So Aural will not just be a store but also provide services and I also think Aural will be one such name technique you can use magic check or dream . This simple technique involves visualizing yourself achieving your definition of success. And it can help you feel more confident and motivated to work toward your goals. To make this technique as effective as possible , try to include as many approach of every individual.



Akshit Goel

A great business is born out of a simple dream and that dream need all the goals and objective to be fulfilled. I've always dreamt of becoming a stock market investor and for that there are some obligations need to be fulfilled like how much finance I would invest in stock market in my initial years which I figure out to be at-least 50 lacs to earn handsome profit. Along with it, there are many determinants like requirement of proper Knowledge or to keep yourself updated which not only increases mental stress but also leads to emotional ups and downs. It affects the investor largely and the society also by contributing in GDP of the economy which overall leads to the development of the nation.

Moreover, I consider this venture the best for me due to its liquidity ratio. We can easily withdraw our money from this business within few days conveniently, Also it is the best way to stay ahead of inflation.

Now, I am quite confident that I will be able to start my own 'Dream Venture' after completing my Masters with the help of my family members and my well Wishers & mainly with the guidance of my tutors of Chitkara University



Ankit Gupta

AURAL - THINK AUDIO THINK AURAL

Hello, I'm Ankit Gupta, an understudy of Chitkara Business college, I'm presently seeking after MBA, and Other than this, I'm a colossal Sound Tech devotee. The vast majority while hearing the word sound they Naturally begin pondering music and tunes however this term covers a wide assortment of viewpoints, for example,

Motion pictures, Music, Digital broadcasts, Games, Book recordings, and a lot more and for every one of these, we utilize a ton of

Different specialists some essential that everyone involves in there day to day existence are speakers, ear-phones, theater

Frameworks, and so forth. There are heaps of specialists accessible on the lookout however there is no such spot where everything

Connected with sound is accessible so Aural can be one such spot where you can find everything connected with sound

At one spot from items going from headphones, earphones, speakers, acoustic boards, reference Speakers, amps, synthesizers and furthermore every one of the instruments not simply that Aural can likewise offer types of assistance such

As building custom studios like Music Studios, Gaming Studios, and Individual theater, and so forth.

So for beginning this fantasy adventure of mine most memorable I really want vendors and various organizations which are in

Assembling of these sorts of items and from that point onward, a productive store network is the most significant Thing and for everything, I'll require a stage from where clients can communicate so a site is must for the Execution of the Aural and a versatile application will give a more helpful and compelling method of

Cooperation. So Aural won't simply be a store yet in addition offer types of assistance and I likewise think Aural will be one such name That when individuals will contemplate any sound related instrument or administration first thing that will strike a chord Is the name Aural. I need Aural in each industry from live occasions to films to theaters and furthermore in the Approach of each and every person.



Anshul Sharma

My name is Anshul Sharma, 1st year student of Logistics & Supply Chain Management. I am work enthusiast who's always ready to learn & work on new creative things. I have learned to come out of comfort zone, believe in self and to give my best in whatever I will do to get ahead in my life.

My Dream Venture is to build my own 'Logistics Company' and it's name would be YURS Logistics Pvt. Ltd. although this was not my dream before. I am a science graduate and did my graduation in Bachelors Of Physical Science from Deshbandhu College, Delhi University. But in graduation I got exposure to many other opportunities and my interest shifted from science to logistics and to pursue my dream in logistics I did skill enhancement courses like Transportation And Network Flow Problem and after that I joined Chitkara University.

Logistics is the back bone on which supply chain is driven. If everything goes well then at first I would like to start with transportation of FMCG products like fruits and vegetables. First operation area of my company would be in Himachal Pradesh as Himachal is One of the largest producer of Fruits (mainly apples) and some off season Vegetables. And in todays world one thing is common in every sector that is movement of goods ,be it FMCG sector or E-commerce. If the Logistics of fmcg goods business become profitable in future then after that I want to enter in e-commerce sector as well.

ADVANTAGES AND CHALLENGES:-

Advantages –

- By 2025, the FMCG market in India is projected to be worth \$220 billion.
- Attracts the investor as the demand of FMCG products is throughout the year.
- Repetition of consumers (customer behaviour) in FMCG products is very high.

Challenges -

- Shelf life of Fast Moving Consumer Goods is less and they are perishable.
- Extremely competitive business .
- Various challenges of digitalization in FMCG sector.



Anurag

Hey, I am Anurag, a student of Chitkara Business School, I am currently pursuing MBA specialising in supply chain management, according to me every individual aspires to achieve something. As a kid, we hold onto a plethora of aspirations and ambitions. Over time, only a few of our aspirations and dreams remain intact, and we need to work hard to achieve them. It is highly important to have a goal or dream in your life as it motivates you to achieve them.

Growing up I used to be a nerdy and introverted kid, but what helped me to come out of my shell was sports. Now I'd like to think of myself as an allrounder, someone who don't limit themselves to just one thing or one field. After being introduced to sports I started exploring different sports and tried to excel at all of them, which ultimately made me realise what kind of job or business I want to indulge myself in.

Opening a sports shop can be the dream of many sports lovers. Just imagine, almost every type of sport requires sports equipment. For example, clothes, sports equipment such as balls or racquets, as well as accessories. By opening a sports equipment store, you are facilitating not only one type of sport but even many types of sports. Moreover, the types of sports are very diverse, ranging from those with a lot of enthusiasts such as football, basketball, and volleyball to those with limited interest such as takraw or hockey. Furthermore, I would like to expand this venture not just by opening a sports store but by building my own training centre which can facilitate many athletes and gymcoholic to stay in shape and build arenas to rent them out for various sporting events. That is why more and more commercial sports facilities are being built in various regions. Sports arenas such as futsal courts, basketball, swimming pools, and gyms are one of the business opportunities in the sports industry. However, the magnitude of the business opportunity in this sports arena is not yet comparable to the available facilities. According to the CEO of Gold's Gym USA, as reported by Kompas, the number of fitness centres is still very small, only around 1 percent. The sports arena rental business opportunity is still very wide open!



Arshdeep Singh

Singh Sewing Power - Time to Upgrade your Products

"Take a chance, because you'll never know how absolutely great something can turn out to be." So, I realize my dream venture would be to open a manufacturing unit of motors used in sewing machines, fans, etc. As it is said that a heart without a dream is a bird without feathers. There are a lot of options available in my hometown but while pursuing my bachelor's in commerce I indulged in various internships to get exposure and to create market links so, I decide to move ahead with my core interest," Manufacturing Motors".

I was not sure that I want to open my own venture but due to that time, I can visualize that it is my passion because Everything happens for a reason and a purpose, and it serves you. I, therefore, believed that the funding needed to realize my idea would be partially secured by my own equity and other debt. I choose to establish myself in Ludhiana, Punjab, to begin with, my interest. The reason I decided to establish a base there is that I have many connections in that community, and establishing market connections is the key to establishing an industry. Since Ludhiana is the hub, there are numerous vendors in the city to supply raw materials, and for supply, there are numerous companies that outsource their products, such as Havells, Usha International, Bajaj, etc. The practicality of this company is quite practical as due to the easy availability of raw materials and abundance of the labour force the product generated would be of very good quality and can pass their quality check easily.

Smooth seas do not make skillful sailors with this there are many challenges in this sector:-

1. Being an industrial center, I will face intense competition.
2. Even if there are numerous government initiatives to support businesses, it is difficult to secure funding from lenders when you are a startup.
3. It can be tempting to start without doing much planning when a fresh company idea is exciting.
4. As a first-time business owner, it is doubtful that I will be familiar with every aspect of running a company.
5. Gaining clients' trust is a little difficult, despite the fact that I have built a lot of market ties.

To conclude I can say that We all have dreams, but in order to make dreams come into reality, it takes an awful lot of determination, dedication, self-discipline, and effort."



Chirag

I have decided about my career what I have do in my life when I was in last semester of my graduation. I have decided that I will opt MBA in logistics and supply chain management. Firstly, I will complete my master then I will do job in my dream company.

Reason for selecting logistics and supply chain management stream is, involves inventory management, cost reduction, transportation, configure the distribution network, strategies development for product distribution, aims to improve the efficient and effective in the production activities. My main dream is to do job for 8-10 Years after completing my MBA. Then I will open my own company/startup after get some experience and practical knowledge by working in supply chain management company. My Dream company is Amazon. I want to work with amazon after completing my MBA.

After working for 4-5 in amazon .and I will work with 7-8 more best and top companies. and take some good knowledge and experience. Companies I want to work with companies like Apollo Logistics LTD, Blue dart express ltd, Mahindra Logistics ltd, TVS Supply Chain Solutions LTD . my dream is to open my own company/Startup. I want to open a company of supply chain management and logistics. I want to become a successful person in my life while I have to do lot of hardwork for fulfil this dream.

"All our dreams can come true if we have the courage to pursue them."



Bhavesh Sharma

APPLE MART - A Farmer's Mart

Hello my name is Bhavesh Sharma. I am currently pursuing MBA in Supply Chain Management from Chitkara University. I am from Shimla, and belongs from the farming family which run's their livelihood on Apple's. So I have a special connect towards apple farming and wants to contribute towards it. I want to create a platform APPLE MART which would have Supply Chain network : This Supply chain Network would help farmers to deal direct with the consumers and help farmers to earn a good profit and there would be no need to bring apple to the apple mandi's. I also want to build networks in international markets for the exports of the apple's.

Machinery& Tools: In apple Farming there is a need of various machines and tools such as Fertilizer Sprayer, Axes, Drum, Grafting Scissors, Apple Boxes, Tray's, Stepping Machine. These Tools will also be available on the platform for farmers.

Farming Procedures: The platform will also be consisting of various in depth farming techniques and videos which will help the farmer's growth in farming. Farmer's would also have access to the farming experts to clear their doubt's and problems which they are facing in their crop.

So this is all my idea on which I would be working on it and hope I would be able to transform the apple farming Sector and the condition of farmers.



Deepak Kalra

Hello, I am Deepak Kalra, a student of Chitkara Business School (CBS), Currently pursuing my MBA in Supply Chain Management. Smell is one of the senses of a human being that has been evolved and smell is the only sense that goes straight to the brain which reacts in a sudden response. Smelling good can impact you in many ways and keep you more happier, motivated and fulfilled. GO Fullfill your desires leaving a scent of Success everywhere you go.

So, keeping that in mind I have tried to develop a brand "Wiff Parfums" which will produce perfumes/scents based on the personal preference of every individual. The company will create perfumes which are totally customisable based on the available scents to choose from. Every customer will go through the process online and choose among their fav scents and then we will start our process combining the extracts and provide the sample to the customers in the first place so that they can figure out if they really want that scent or change based on their likeability.

For this we will have to setup a manufacturing hub in India where the raw materials and production of scents will take place and an online website so that customers can get access to the products. The offline Marketing campaigns will take place in metropolitan cities in India so that the potential customers can get access to the quality and the type of product/service we provide.

For setting up this company there will definitely be foreign collaborations involved such as France, Italy etc which are the biggest suppliers of perfumes/scents. Supply Chain will play a greater role in setting up this brand. Digital marketing is the key to reach a larger market. And this will impact the perfume market because now what to choose and how to smell is a personal preference.

So, 'Wiff Parfums' will provide the lover of smells a great experience and the people around them will obviously be in love with them.

THE MENTOR SAYS.....



Dr. Deepak

Associate Professor & HOD-Banking
Financial Services and Insurance (BFSI)|
Chitkara College of Sales and Marketing

It gives the impression that everything is possible when you have it. When it's inadequate, it's challenging to finish even the most elementary chores. Thankfully, reading a good book is one of the best ways to stay inspired.

Reading the right book makes you desire to conquer the world. You are motivated to reach your goals by the book. It's an inspiring book that gives you the abilities you'll need to be successful. That is what sets apart truly great novels that change people's lives.

You are motivated by what drives you. We all have both internal and external motivating factors in our lives, but research constantly shows that internal reasons are far more effective. Due to the fact that every one of us is unique, what motivates one person may not inspire another, and when trying to change your life and attempting to comprehend internal motivation, this is the most crucial factor to keep in mind.

When looking for inspiration, we should think about our potential for growth as well as our weaknesses. Success requires self-awareness, which is why the books on this list will aid you in developing deeper self-awareness and knowledge of your motivations. It will help you regain control over your life.

This book offers you practical guidance on how to make the changes it recommends in your life. It seizes the reader by the wrist and drags them through the book, inspiring more action and personal development.



Chaitanya Kinger

EGGENATION - The Simply Eggetarians

Hey, I am Chaitanya Kinger and I am a student of Chitkara Business School. I am pursuing Master of Business Administration. From passion, I am foodie and This is what I want to transform into Profession.

So this venture of mine is for the people who wants to eat healthy that taste a lot like junk. At Eggenation, More than 15 snacks which are made with eggs from Burgers to Sandwiches and a lot more.

Studies have shown that Egg without yolk is Vegetarian. Day by Day, People are becoming health conscious and doctors are advising each and everyone to consume eggs. Some are not able to eat because of its taste and smell and some are vegetarian so its difficult for them to Shift.

Revenue in the Eggs segment amounts to US\$6.61bn in 2023. The market is expected to grow annually by 12.54% (CAGR 2023-2027).

As we read this statement, The egg market value is increasing every year and so gradually the revenues are going to increase. Profit is the main fundamental of the business.

Making every person muscular , healthy and wise is the goal of the Eggenation.



Col Dharamveer Singh, SM

Having born and grown up in rural surroundings, I had opportunities to witness agricultural practices from very close. After active practicing in the fields in my formative years, witnessed the modern day agriculture practices from very close during my training and serving in different regions. The country emerged surplus producer of food grains through green revolution having struggled food grain deficit situation after Independence. Greater emphasis was laid on the high agricultural produce characterized by using a high-yielding variety of seeds, increased use of fertilizers, and irrigational facilities. The green revolution was followed by was the era of surplus production and exports activity and today though India's overall gross value added (GVA) has been dropping, agriculture continues to increase in absolute terms and employs about 49% of all families (PLFS, 2020). Green revolution though brought self sustenance in food grains but the modern farming methods have overused the natural resource base, increased use of fertilizers has led to the loss of soil fertility and the use of groundwater for tube well irrigation has led to water depletion. Modern farming methods have adversely caused environmental pollution and human health problems and overall situation especially in northern states is dismal and nerve-racking. Seeing the plight of farmers, threats to environment from modern day agricultural practices my consciousness question me what kind of future being presented to our future generations and forced me to think how precious human life and environment can be safe guarded from modern day agricultural practices. I keep thinking how I can pay back to my society what I have enjoyed and privileged. Having skilled the agricultural practices from very close, I firmly believe, organic farming is the solution to nurture the land and regenerate the soil by going back to our traditional farming method, i.e., free from chemicals, pesticides, synthetic materials, growth hormones, and fertilizers. Today, organic farming is a societal demand from both the consumer's standpoint and the farmer's perspective and have gained grip over the last few years as it propose solutions to our agricultural sector's current issues. Although the movement is still regarded with some uncertainty, the concept of organic farming has strong marketing appeal, growth forecasts are almost all positive and it is now an 'industry'. It is a dream to transform rural agriculture into sustainable agriculture, organic farming might become a remedy that can build a foundation for sustainability, reimburse conversion costs, and maintain the soil's sustainability. To payback to society empowering myself in prevailing and future business and supply chain practices is important and that is what brought me to Chitkara University and I am confident that knowledge and experience gained during the course will prove very beneficial to bring changes in society at grassroots level.

**Divya Garg**

Hey, I am Divya Garg , a student of Chitkara Business School ,I am currently pursuing MBA in supply chain management . I never thought before that one day I want to become a business women but as i was growing and watching my family business i started to take interest in business and now my “DREAM VENTURE” is to do something extraordinary in the field of business and make my parents proud as my ultimate goal is to become a CEO in the near future but as for now I am a fresher and I don’t have any real life work experience in business world but I think this Chitkara business school will help me to grow and provide me real life work experience because of the collaborations of your university that will help me to enhance my skills and make my career bright . I want to become a best business women and lead the company and I am sure that your university will help me to develop my skills and attain real life exposure that guarantee success in various managerial positions and will help me to become a good corporate leader in the near future.

MY “DREAM VENTURE” - STEP SERVICES

As the name regards, my startup named “step services” is all about providing door to door services to the customers in which customers can demand services like part time maid, babysitter ,waiter etc. for some household helps and needs with a click of a button. For this startup I will generate an app where users can apply for a job and if they are illiterate and can’t apply by themselves there will be helpline no. for them where they can acquire information and it will be available in different local languages. So my ultimate goal is to provide basic household services to the customers in such an easy way like they can hail a cab in today’s time.

**Giftson John Saji**

Hey, I am Giftson John Saji, a student at Chitkara Business School, and I am currently pursuing an MBA in Logistics and Supply Chain Management.

My dream venture is to open a supply chain company. But before that, I would like to gain two to three years of experience in the supply chain field in a good company, and after that, I would go abroad to do further studies in the supply chain field.

So, after finishing my MBA, I will work for three years in a company and then study for two more years in supply chain management, but the company I desire will start approximately in the year 2030, as we know that slow and steady wins the race.



Gaurav Kumar

DRONEERA - Above all

Hi, I am Gaurav Kumar, a student of Chitkara Business school currently pursuing MBA in (SUPPLY CHAIN AND LOGISTICS MANAGEMENT).

So being a student of SCM my main motive is to have a startup agency that will make the delivery by Drones installed with cameras and GPS. As we are living in an era of high technology and advancement so I have named my agency with the name DRONEERA, it is the combinations of three words (Drone+Neera+Era).

Drone is basically an aircraft that does not have a pilot but is controlled by someone on the ground through remote control, Neera is the name of my MOM so no explanations for this, Era is a period of time known for particular event.

So this agency will tie up with various kinds of shops and outlets (stationary, grocery, eatables, clothes etc) and will provide delivery through drones upto the area where the drone can be ranged.

This will make the delivery of products more easy and faster and will also reduce the cost of delivery and will make the customers more happy and that's what Supply chain people want, that the product reaches the end consumer on time.

We will also create a mobile applications with the name DRONEERA for our clients to reach us easily and they can register their product or service that they want to deliver through drones from their only.

So DRONEERA will be like GARUDA the eagle that mentioned in hindu mythology. That's why we are having are tagline ABOVE ALL.

THANKYOU



Harsh Rawat

Hi. I am Harsh Rawat a student of Chitkara Business School. I am currently pursuing MBA and beside this I am a fitness lover. I am very diet conscious person. I want to do my business then one day I decided to do something related to fitness from there I decide to open a fitness point. Everyone want to stay healthy but in current era we all lack behind time and most of the people prefer to go to gym to stay and fit. But at the same pointmost of the people opt it as a career option from them. The main problem face by people is in maintaining their diet.

As a student I also go to a gym but I am not able to take a proper diet after doing workout. So, from there I got an idea of starting the healthy food court inside the gym where we will serve different kind of diet which will be rich in nutrients, protein, carbs and vitamins too. But my food court will be good in taste as well as a unique specialty that make it different from other food courts. I can ensure that there is no food court like mine open ever.

Believe me this food court will be achieve its mile stone in few years.



Harsh Oberoi

DREAM VENTURE FOR FITNESS FREAK

Hey, I am Harsh Oberoi, a student of Chitkara Business School, I am currently pursuing MBA, and besides this, I'm a huge fitness freak. Most people when hearing the wordfreak, they automatically start thinking about gym and dieting but this term covers a wide aspect such as good healthy food with natural ingredients ignoring all toxic material. I want to start with tea's as most of the people are addicted to them. So, I want to launch tea's made from flowers which will be beneficial for losing weight. Then I will try to diversify my product line.

So, for starting this dream venture of mine first I need dealers and different companies which are in manufacturing of these kinds of products and after that, an efficient supply chain is the most important thing and for everything, I'll need a platform from where users can interact so a website is must for the execution of the FREAK and some influencers who can make this possible.

I also think FREAK will be one such name that when people will think about any healthy sort of stuff they will directly switch to this product.



Hemant Sethi

I'm Hemant Sethi, a supply chain management student. My "DREAM" is to accomplish something remarkable in the business world and make my parents proud of me since my ultimate aim is to become a CEO in the near future. However, as of right now, I am a fresher and I don't have any real life work experience in the business world but I think this Chitkara Business School would assist. I want to become a good businessman and lead the company and I am sure that your university will help me to develop my skills and attain real life exposure that guarantee success in various managerial positions and will help me to become a good corporate leader in the near future.

Introduction:

As the name regards my startup named 'ECOFASH' is all about eco friendly fashion. The startup of mine is born from a simple idea- a clothing brand with a perfect sync of sustainability and innovativeness. In this era of fast fashion and growing urge of new style and trends in clothing, we are neglecting the impact and effect it can have on the environment. Therefore, I envisioned this startup by keeping in mind the old school lessons of 3R's i.e. Recycling of waste, reusing the thrown away materials and reducing the waste from clothes generated.

Vision:

- To create sustainable, unique, environmental friendly fashion products that do not compromise on style at all.

Mission:

- Representing an approach to design, source and manufacture clothing in a way that it takes an active approach in reducing waste of clothing industry.
- Finding ways to reduce wastage in manufacturing process.
- Exposing new recycling techniques.
- Developing Eco friendly fabrics.

Goals:

- To become the representative of the idea of ethical fashion and leaving its impact.
- To be a contributor in reducing the contribution of fashion industry towards global warming and earth destruction.

Objective:

- To eliminate waste production caused by clothing generators as much as possible.
- To reform the thinking towards fashion.
- To aware everyone especially youth, the impact of what they wear.

Conclusion:

Hence, it would be great if my dream company gets to achieve the dream of more sustainable & liveable planet through ECOFASH.



Harshil Bansal

Mixmaster

The name of my company is Mixmaster, and it's a DJ-related firm. I picked this line of work because, in my opinion, everyone enjoys music and uses it in daily life. I believe that music unites and ties people together. Since I love music so much and believe that many songs have powerful messages to impart on listeners, I chose this line of work. Everyone appreciates music, which has been a common topic in this planet for a very long time.

I will bring a wide range of musical styles to the company that people will like and find enjoyable. I'll deliver packages and bargains that will satisfy the customer who hires me and will make sure their money is well spent. Music has many advantages as there are many types of music.

Such as traditional e.g Indian music, R&B and hip-hop, rock and house music. These are all the music types that I can do as a DJ and I think this business will be successful as a variety of people listening to different types of music and I can host loads of events such as weddings, house parties, clubs, hall parties, engagements traditional weddings, carnivals, festivals and fun fairs.



Hritik Malik

Hey, I am Hritik Malik, a student of Chitkara Business School, I am currently pursuing MBA in supply chain & logistics. Before writing this write up i would like to thanks Dr. Ashok K Chitkara for giving this golden opportunity. When I think about Future Entrepreneurs. The one thoughts is always in my mind. to I've got one life and hundreds of dreams.

And I want to make each one come true.
I've got one life and hundreds of dreams.

I want to live pleasantly every day. These lines are motivation for my DREAM VENTURE. I want to start my Event Management venture Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions.

This is the great way to explore my potential when I thing about my relevance Major events have the potential to have positive effects on the people and communities that interact with them. They have the power to mobilise large numbers of people and create meaningful impacts on their lives in a number of different ways.

When I think about of my idea it's depends on the creativity and determination about my work with some traditional sparks with every kind of my work.



Lakshay

I have no such dream before taking admission in the master of business administration. But after getting the stream logistics & supply chain management I get to know about this and after that, I have a dream of making a good logistics company. It would be a company that is able to provide efficient, cost-effective, and reliable logistics solutions for businesses of all sizes, across all industries. This could include services such as transportation, warehousing, distribution, and supply chain management. Additionally, the company would prioritize sustainability and environmental responsibility in all aspects of its operation. As I know while establishing a new logistic company there are many challenges to be faced. One of the main challenges is competition. The logistics industry is highly competitive and it can be difficult for a new company to gain a foothold in the market and also cash flow and working capital can be significant challenges for a new logistics company and also logistics company often have to make large investments in equipment and facilities, and may need to carry large amounts of inventory such as trucks, trailers, and warehouse and as we know these are very expensive to maintain. Another challenge is the need for a skilled workforce because it needs to have a team of well-trained and experienced employees to handle operations, and transportation, these challenges are to be faced while establishing a new logistic company. But there are several steps in my mind to overcome these challenges. The most important is market research because it helps to identify potential customers, competitors, and any gaps in the market that your company can fill. This will allow you to develop a clear and effective business plan. Next, it is important to establish strong relationships with suppliers, carriers, and other partners in the logistics industry. As a background of a businessman family, I know it helps a lot to overcome these challenges. So these are the things that I have in my mind while making a logistics company.



Lakshay Walia

IN and out - (Quickly in Quickly out)

Hii, I am Lakshay Walia, a student of Chitkara Business school. I am pursuing MBA and beside this I am a huge foodie. Nearly everyone loves to eat, so it is a quick way to enjoy your food and not waste a lot of time just waiting. It would be like a petrol pump where you just come in, collect your food, and go out the other way. So the in and out is a kind of food store where you order from your home or while you are travelling and collect the food and leave.

There is no space for sitting or any other things. Just order, after order is confirmed and made, collect it and leave. No time waste, nothing. I want in and out in possibly every state and every major city.



Mansunder Singh

My vision for my mineral packaged water venture is to provide a high-quality, natural source of hydration that is both convenient and accessible to consumers. I envision a company that sources its water from a pristine, mineral-rich source and then carefully packages it in a variety of sizes and formats to meet the needs of different consumers. One of the key challenges in implementing this vision is ensuring that the water source is truly pure and free from contaminants. This will require careful testing and monitoring of the water at every stage of the process, from sourcing to packaging. Additionally, we will need to have strict quality control measures in place to ensure that the water is always safe to drink and that the packaging is airtight and tamper-proof. Another challenge will be in finding the right distribution channels for our product. We will need to find retailers and distributors who are willing to stock our water and promote it to consumers. This will likely involve a significant amount of marketing and outreach efforts, as well as building relationships with key industry partners. Another limitation that we will face is the competition in the water industry. The competition will be fierce, and we will need to differentiate ourselves in order to stand out. This could involve developing unique packaging or branding, or offering additional features or benefits that set our water apart from others on the market. Finally, we will need to be mindful of the environmental impact of our venture. We will need to minimize our carbon footprint and work to reduce our impact on the environment. This could involve sourcing our water from sustainable sources, using eco-friendly packaging, or implementing other green initiatives. Overall, my vision for my mineral packaged water venture is to provide a high-quality, natural source of hydration that is both convenient and accessible to consumers. While there will be many challenges and limitations in implementing this vision, I am confident that with careful planning and execution, we can overcome these obstacles and create a successful and sustainable business.



Neelima Raina

My name is Neelima Raina. I am of student of MBA with specialization in 'Supply chain management and logistics', at Chitkara University. I am a great animal lover and I would love to make this world a better place for these amazing voiceless creatures. My vision is of a future which is safe and secure for these fellow travellers of ours. I want to invest in and own a one-stop pet mall. The name of my mall will be "Exemplary pals". This mall will be just like our malls, but for these innocent friends. It will consist of a grooming centre, shops that will have all the things that pet parents need, a veterinary clinic which will remain open 24*7. In addition to this, it will also have pet cafe which will serve animal friendly food and a pet friendly café for the owners. Like us pets also need a fun space to play in, so the mall will also have play rooms for pets with activities specialised for animal needs. The mall will also have stores where stray animals will be put up for adoption. I feel that such a mall will be a great business venture as a lot of people have started treating their pets as their family members and which is something they rightly should be doing. I also want to take care of the animals who have no families, are injured or have to live on the streets in harsh weather conditions, without food and shelter. I would love to contribute 50% of my profits towards building shelters for our animal friends which live on the streets. Their food, clothing, medical expenses will be covered from the profits earned for the pet mall. While this is truly my dream venture, it is still obvious to me that it will be a challenging task. Some of the challenges that I might face might include: getting the right type of investors who share a similar vision. Also, getting sufficiently trained and compassionate manpower who are sensitive towards the needs and behavioural differences of all animals. Despite these anticipated difficulties, I feel that I would be able to fabricate a better tomorrow for these mute creatures of God and help them in every possible way. Every life matters. My mission will be to give each and every animal the sort of life that all living beings deserves.



Prakul Jaret

Greetings I'm the student of Chitkara Business School currently pursuing my MBA in Supply Chain Management. My dream venture focuses on healthy living by providing every household with fresh edibles through an app named green as most of the the non vegetarian as well as vegetarian are filled with toxins and chemicals.

This app would focus on chemical free produced by the farmers which would eliminate the involvement of middle men and provide better return to farmers and eliminate the 'arthi' culture which is exploring farmers. This app would provide its benefits to customers all over India and providetransparency to the farmers and the customers which would be great source of knowledge. This app would also be affiliatedwith government (farmer. gov.in) which would also help the farmers to enhance their knowledge and provide better outlook towards the world of farming and selling as well.

Green would also focus on commercialization of farming and selling concepts and would provide better well being .



Prarit Singla

I am Prarit Singla, pursuing supply chain management. I aspire to build my carrier in this field. I want to get a job to learn about business ethics, and to enhance my skills. Also, I need the experience to deal with the obstacles I am going to face during my journey to success. I am a work enthusiast, always ready to learn and work on creative things. A job is not my dream, but a step closer to my dream.

I want to grow my family business of spare parts. Firstly, my dream venture is to get a higher position in a repetitive organisation and make my parent proud as my ultimate goal is to become an entrepreneur but now, I don't have any work experience. Currently, I am learning at chitkara business school. this institute helps me to grow and gives me exposure to work experience I want to grow my family business as well as my job.

I am sure your university will help me to grow. it will help me to get success my managing both my job and my family business.



Pratiksha Behl

My name is Pratiksha Behl, and a student at Chitkara Business School, I am pursuing MBA in Logistics & Supply Chain. As everyone wants to be successful and my dream is also to become successful in logistics & Supply Chain. I have always been a fast learner and I consider my habit of consistently learning something new as one of my strengths as I am always ready to take up new things, grow and evolve into a better version of myself."

If I ever get a chance to start my startup, I would like to promote my native state which is Himachal Pradesh. Himachal is well known for its handicrafts. The carpets, leather works, shawls, and paintings are worth appreciating. Pashmina shawl is one of the products which is highly in demand not only in Himachal but all over the country. Himachali caps are also famous artwork of Himachal. I will start by giving knowledge about Himachal tradition and try to export our native handicrafts to every part of India. In this way,

Himachal will attract more tourists. I can start this from home and in future develops a whole team to pursue this business. The export of shawls from Kullu is already a very popular business in Himachal.

As I m a student of Chitkara business school and I believe this institute will give me a chance to achieve my goals.



Rahul

To become a successful Entrepreneurs, you must have clear vision and idea about your business so that you will able to establish your business successfully, and this is the image of your business that you imagine in your mind. But practically if you want to start your business there are many other factors that are very important like funding, investment, and where you want to start your business like in urban or rural areas. These factors are very important.

I have idea of travelling kind of business because I am from Himachal Pradesh and from my childhood I saw many tourists came here to explore mountain and made beautiful memories here. But when you travel from your home city to other there are many difficult that tourists face like travelling issue, where to stay and where are they able to explore tourist place. These are the difficulties face by tourists and my idea of travelling business start from here because any business idea starts with difficulties(difficulties means here with solution of the problem). And below is the solution:

My business name is "Travel with all your heart" I have also made logo of my business and belowis the logo. This logo represents that travelling not only mean that you are going one place to other it means where ever you go, go with all your heart and enjoy every moment of your life and we are hereto make your journey to mountain more memorable with full enthusiasm. But there are many similar businesses in himachal but I have idea to make my business different from others. Like all these kind service like booking of hotel, booking of car, bus and etc., and sometime people uses different app to do this all kind of booking but here we provide all kind of service in one app where you can book your hotel car with personal guide or without and you can also choice hotel according to your food preference like if you are from south and you want to eat sambar so you can easily order from here. And my idea behind the business is that I want to provide employments to locals. Like I saw many tourists in Manali who want to explore local area but because of lack of knowledge about the place they are not able to do that so here my idea comes that if we properly coordinate with the local people so they will help the tourists to explore the new places and know about the importance of that place to the local so that they respect their culture and not make any dirt there because many tourists who came here not respect the nature and through the plastic and beer bottle. My Idea looks simple but when I will practically apply these all strategies it will be very difficult for me . That is why in starting I was telling that not only vision and idea help you to make your idea into reality there were many other factors that you have to follow to run your business smoothly and profitably.



Rahul Chaudhary

Hey, I am Rahul Chaudhary, a student of Chitkara Business School, I am Currently pursuing MBA(Supply Chain Management), I am huge admire of time. A watch is a portable timepiece intended to be carried or worn by a person. A watch is a symbol of time and wearing a watch implies that you respect the importance of time. It not only keeps you on track on most things but also lets you value the time you do have. So Intensity Watch can be one such place Where you can find watches. Imagine you were in a rush to get to a job interview and forget your phone,

The answer is simply a watch. You would turn your wrist and know how much time you have left. Watches also allow you to know the time in special occasions and situations. It is more convenient to wear a watch. Being in control of your time is crucial this hectic pace of modern life.

So for starting this dream venture of mine first I need dealers and different companies for manufacturing of watches and after that an efficient supply chain is the most important thing and for everything, I'll need a platform from where users can interact so a website is must for the execution of Intensity watch and provide a more convenient and effective mode of interaction.



Rahul Sharma

Hello there , I am Rahul Sharma, a student of Chitkara Business School, I am currently pursuing MBA, and besides this, I'm a huge Audio Tech enthusiast. Most people when hearing the word audio they automatically start thinking about music and songs but this term covers a wide variety of aspects such as Movies, Music, Podcasts, Games, Audio Books, and many more and for all these, we use a whole lot of different techs some basic that everybody uses in there daily life are speakers, headphones, theatre systems, etc. There are lots of techs available in the market but there is no such place where everything related to audio is available so Aural can be one such place where you can find everything related to audio at one place from products ranging from earphones, headphones, speakers, acoustic panels, reference speakers, amps, synthesizers and also all the instruments not just that Aural can also provide services such as building custom studios like Music Studios, Gaming Studios, and Personal theatre, etc. So for starting this dream venture of mine first I need dealers and different companies which are in manufacturing of these kinds of products and after that, an efficient supply chain is the most important thing and for everything, I'll need a platform from where users can interact so a website is must for the execution of the Aural and a mobile application will provide a more convenient and effective mode of interaction.

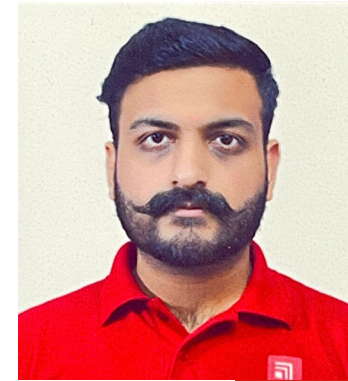
So Aural will not just be a store but also provide services and I also think Aural will be one such name that when people will think about any audio-related tool or service first thing that will come to their mind is the name Aural. I want Aural in every industry from live events to movies to theatres and also in the approach of every individual.



Rajat Mittal

Hey, I am Rajat Mittal, a student of Chitkara Business School, I am currently pursuing MBA, and besides this, I am huge foodie person. I am very fond of eating. I want to do my business. Then one day I decided to do something related to healthy food. From there that restaurant idea take birth. Everyone want to eat healthy food. To start this, I need 1 crore rupees. The main reason for opening my restaurant is that,

I am still a student, I have to do a part time job to earn a side income for my other expenses. But my parents does not allowed to do but there are, many of the students who really do hard work to pay there fees. In fact I saw there are some student in the college who are not able to bring there lunch after completing the college. There are going to jobs. One day I partying in the pizza hut with my friends beside me there are 2 students who do assignments in loud music there are no alternative for them. My restaurant will be good in taste as well as his unique speciality that make it differ from other restaurant. I can assure that there is no restaurant like mine open ever. Believe this restaurant achieve great heights in few years. As a baniya if you invested in my business I can assure your money is in safe hand.



Rishabh Sharma

ELICA

Hey ,I am Rishabh Sharma, a student of chitkara business school. I am currently pursuing MBA ,and beside that I am a huge fan of gadgets.I found that most of the people find it difficult in buying their gadgets. Like sometime the product is not available in the store or specific color is not available. So I found that it is huge headache for the person who is buying that appliance whether it is television, mobile phone, audio speakers, washing machines ,etc. There are lots of technologies available in the market but there is no such place where all the gadgets are available at the same place.

So ELICA can be one of the such place where you will be able to find each and every product or any appliance whether a mobile, washing machine, television or any other at a same place. So for starting this dream venture of mine ,I need dealers and all different companies who will tie up with me in order to increase their sales and earn a huge amount of profits.

I will need a platform from where users can interact. So a website or online advertisement is must for the execution of ELICA and a mobile application will provide the information regarding the availability of the products and for online orders.



Ritik Verma

One dream business is to start urban farms. The technology already exists whereby we can grow fruit, vegetables, greens, berries and much more on rooftops, walls, and other tight spaces. We can even grow these vertically in silos. If properly planned, you can use 90% less water and 90% less energy to produce the same food as conventional ag, 100% organic and with much higher nutritional value and because you can grow all this locally, you can pick the items when they are ripe, instead of pre-ripe, adding to their taste and nutritional value. The benefits are enormous. We build these things virtually anywhere and in any climate, and they are fairly cheap to build. Energy comes from wind, solar or other renewable sources, but even conventional electricity is fine because it uses a lot less, so costs are actually not high.

We can build them in urban areas where there are food deserts or where there are poor people who need good food. We can create jobs in all those rural areas that are suffering. Nutrition intake for everyone who eats these goes way up, improving our health. The saved water can be used for other purposes.



Rohit Sharma

TRACKJET (Future of Automobiles)

I am Rohit Sharma. I am the student of supply chain management in Chitkara Business School. I am a huge fan of cars. So I always wanted to create my own car company. The name of my company is TRACKJET. So our company mainly focuses on the electric vehicles, as the era of diesels and petrol cars are going to end. Now most of the countries are preferring electric cars because it does not create any kind of pollution. We have all the segment cars, like sports cars for driving enthusiasts people, and we also have off-road segment cars.

But mainly focusing on hybrid and electric cars. Because electric vehicles are the future of the automobile segment. If I talk about our competitors, so they are mainly Tata Nexon EV, and other car manufacturers are there.

We will provide everything that our competitors do not provide. We will have these cars budget-friendly so everyone can buy it. Because due to the high price of the cars in the market, middle-class families are not able to fulfill their wishes.

So for starting my dream, first I should complete all the formalities of government. And the second thing I need a good financier. After that, the big challenge for me is to compete with other brands that have a very strong position in the marketing. For marketing, we have created the new chain of network.

We have decided that we will open 10 showrooms in every state of India. And slowly we would cover the worldwide area. We will try that our product would be the best product in the future.

At the end, I would just say that TRACKJET will change the future of the automobile industry.



Sachin Kumar

Hi, My name is Sachin Kumar currently pursuing MBA from Chitkara Business School. Everybody dreams. Nobody may claim they have no dreams; this is a universal truth. Individuals have different dreams; some want to be wealthy, others want to work as IAS officers, and so on. As students, our objectives are to achieve success in life, earn good grades and form solid connections. Dreams are important because of this.

Education is the most powerful weapon you can use to change the world. Like every young person, I have goals and aspirations for myself and my country. Our formerly culturally diverse nation today suffers from issues like casteism, poverty, crime, illiteracy, etc. I think that everyone has a responsibility to contribute equally to the development of the nation. I firmly believe that teaching is a means of influencing others.

I remember during my teenager life I used to teach 4 children without any charge as their parents financial situation was not good. I got happy when they scored good grades and I was satisfied that I contributed something to society.

I want to join an NGO to help the underprivileged and needy. I am convinced that if we band together, we will undoubtedly change things and release our nation from bonds of incompetence.



Saloni

Aural - Think Audio Think Aural

Hey, I am saloni, a student of CHITKARA Business School, I am currently pursuing MBA in Logistics and Supply Chain Management, and besides this, I am a huge Audio Tech enthusiast. Most people when hearing the word audio they automatically start thinking about music and songs but this term covers a widevariety of aspect such as Movies, music, Podcasts, Games, audio booksand many more and for all these, we use a whole lot of different techs some basic that everybody uses in their daily life are speaker, headphones, theatre system, etc. The scope MBA logistics and supply chain management Is very vast and growing. It empowers to keep the wheels turning smoothly. Both in everyday situations and in times of crisis. Whatever my relationship to the supply chain, gaining a better understanding of flow of production and distribution will empower you to: collaborate more efficiently. I want to learn how to better manage people as well as supply chain projects and its challenges. I want to be made responsible for managing all of the aspects involved with operations, marketing, e-commerce, financing and exist strategies. As you build my confidence to achieve them, you might feel more positive and equipped for my future. Reduced stress and fear can have positive benefits for both morale and productivity, helping you reach goals quickly and effectively. I will need a platform from where users can interact so a website is must for execution of Aural and amoblie application will provide a more convenient and effective mode of interaction.

So Aural will not just be a store but also provide services and I also think Aural will be one such name that when people will think about any audio-related tool or services first thing that will come to their mind is the names Aural. I want Aural in every industry from live events to movies to theatres and alsoin the approach of every individual.

A dream doesn't become reality through magic; it takes sweat determination and hard work.



Samarth Singh Thakur

My name is Samarth Singh Thakur, A student of Chitkara Business School, currently pursuing MBA(Logistics and Supply Chain Management). If I decide to open a start-up, I would probably aim the automobile sector because it is rising at a constant level. In automotive manufacturing, vehicle inspection and quality assurance are inflexible due to their reliance on manual intervention.

This increases production costs and increases the potential for human error. That is why start-ups and start-ups are developing AI-based optimization tools that identify errors throughout the vehicle lifecycle.

Tracing the provenance of auto parts is also difficult, if not impossible. To meet this challenge, the start-up is integrating blockchain technology into the automaker's supply chains. Also, if we look into the spare part market, logistics and supply chain play a major role, the start-up for a "Spare Part Distributing Unit", would be efficient look into the cost and effort. Focusing directly upon the distribution, stocking, logistics.



Sahil Bhati

Trapp - VPN that won't let you into trap...

Hello everyone, I am Sahil Bhati, A student at Chitkara Business School, I am MBA supply chain management student, as I have learned a lot about cyber security I think about how can I contribute to the society by protecting as many people as I can from cyber-crimes Which is increasing rapidly. so, I come up with a VPN providing company. And what my dream venture "Trapp" describes the opportunity to establish a protected network connection when using public networks, VPNs encrypt your Internet traffic and disguise sure online identity. This makes it more difficult for the 3rd parties to track your activities online and steal data.

challenges that most of the VPN providing company faces:

- A VPN may decrease your speed -Because a VPN reroutes and encrypts your connection to the internet through the VPN server, your connection speed might drop slightly.
- You risk being blocked by certain services - There's a lot of content online that you can only access from within a certain region.
- A VPN isn't legal in all countries - The use of a VPN is legal in most countries. but some countries like China, North Korea etc doesn't approved VPNs as these companies are not physically established.
- It's difficult for consumers to check the quality of encryption.
- It can be difficult to check whether VPN providers really do what they promise. You'll only really find out whether they're breaking promises when it goes wrong.
- The logging and potential resale of your internet habits to third parties.
- You may experience connection breaks.
- An unwarranted sense of online impunity - There are some people who believe that their VPN connection makes them completely anonymous and unaffected by malware.

How Trapp will overcome the challenges:

One of the strongest points of trapp VPN, other than security, speed, and easy to access. It can be used on every kind of devices or operating systems.

- Better connection speed
- wire guard for top speed
- 5000+ VPN servers
- we have verified no-logs policies.
- also provide live chat customer support

THE MENTOR SAYS.....



Dr. Dinesh Tandon
Assistant Professor &
HOD (Retail Management)
Chitkara Business School

While I was pursuing my MBA, I read a famous quote that instigated me to explore the world of education, mentoring, and training people.

**"If your vision is for days, you should grow flowers
If your vision is for years, then you should grow trees
And, if your vision is infinite or eternity, you should nurture people."**

These words gave me the vision to look beyond and come out of the myopic vision of life. Afterward, I never looked back and thought of being another professional rather than a teacher. I started working hard to begin my odyssey and did my MBA to gain in-depth knowledge about the corporate world. To delve deeper, I chose the path of research and got enrolled in the Ph.D. program, which I completed in the year 2018. I still believe myself to be a novice and tyro in education and am trying to give my 100% to become a renowned academician in the fields of education, training, and research. My research area is finance and accounting, and the same was the focus of my Ph.D. thesis. I am planning to start my own venture into healthcare, which is targeting the UN's SDG no. 6 "Clean Water", along with my team members. Traveling is another area that I would like to explore more, and I have observed that it makes you learn many things. Consultation and organizing MDPs are the future targets set aside for me, and I hope to delve into the same soon.

Last, I can sum up by saying still **"EXPLORING MY POTENTIAL."**

Best Wishes,

Dr. Dinesh Tandon



Sahil Kumar

SUPPLY CHAIN EXPERT

Hey, I am Sahil kumar, a student of Chitkara Business School, I am currently pursuing MBA, and the specialization includes “Logistics and Supply chain management”. Most of the people in my class and friend circle intend to initiate a startup or a business, but my view points are bit different; my focus shifted to the subject “Supply chain and Logistics” when I was deciding which domain to pursue for my MBA. This attracted me a lot, and I ended up taking admission in my desirable branch. Although I don’t pursue extensive knowledge and skills in this field, but I’m doing my best to know every bit of it and make it happen in near future. I’m seriously focused on tapping every opportunity I get in my way, as “opportunities will not come to our way, you’re the one to find them.” To become a Supply chain expert and mentor people is my desire, and I’ll do anything to achieve my target. I want to excel along with efficiency and effectiveness in the field of Supply chain management and make a long way into it, and I hope to create an excellent chain of future youth who are looking to develop a carrier in this field.



Shagun Dhiman

I being a human, am a kind, loving and caring human being. My family is the real essence of my life. I owe everything to my family specially my parents and brothers and sisters who stood by me through thick and thin and supported me to achieve my goals. My name is Shagun Dhiman ,

I was completed my BBA last year from Himachal Pradesh University Shimla and now I’m a proud student of Chitkara University and Pursuing MBA in supply chain management , In the next few years I will have conquered one of the most important goals I have ever set myself to achieve, which is to become a CEO .

If all goes well , I must be ready to know what to expect in the work field besides going in not knowing anything at all. This will prevent me from making asinine decisions only due to my lack of knowledge in the field. Also it will improve the chances of me making a great first impression when I begin to work there, So the university will greatly teach and prepare me for what challenges lie ahead.



Shaishav Syal

Aural - Think Audio Think Aural

Hey, I am Shaishav Syal, a student of Chitkara Business School, I am currently pursuing MBA (SupplyChain Management), and besides this, I'm a huge Audio Tech enthusiast. Most people when hearing the word audio they automatically start thinking about music and songs but this term covers a wide variety of aspects such as Movies, Music, Games, and many more and for all these, we use a whole lot of different techs some basic that everybody uses in their daily life are speakers, headphones, theatre systems, etc. There are lots of techs available in the market but there is no such place where everything related to audio is available so Aural can be one such place where you can find everything related to audio at one place from products ranging from earphones, speakers, reference speakers, amps, synthesizers and also all the instruments not just that Aural can also provide services such as building custom studios like Music Studios, Cramm Studios, and Personal theatre, etc,

So for starting this dream venture of mine first I need dealers and different companies which are in manufacturing of these kinds of products and after that, an efficient supply chain is the most important thing and for everything. I'll need a platform from where users can interact a website is must for the execution of the Aural and a mobile application will provide a more convenient and effective mode of interaction.

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Shaurya Dutt

RajRattan Auto Sales

Problem

There is a need in Lane County for a large selection of quality used cars, and, RajRattanAuto Sales will sell these top-quality used vehicles at a competitive price. We will continue to develop our excellent working relationship with local dealers and auctions to bring the savings to the customer.

Solution

We will create a purchasing environment that caters to the customer's needs. We are selling a professional service and an experience in car buying that will bring customers back again, as well as referring friends and family. We estimate an optimistic gross margin over the industry average. We will be successful because of the excellent team we have assembled and the drive and determination of the owners.

Market

Almost everyone needs a car to get from point A to B. Many families have two or more cars. Due to the recent success of the new car market, there is a large inventory of used cars available for re-sale. New car sales have enjoyed the largest gain, last year after covid and the other reason is the new amendments in the motor vehicle act.

Competition

Used car dealers are notorious for unethical sales practices. Customers are inherently cautious and untrusting as a result. The more we can provide a high-quality sales experience, the more successful we will be. Our salesmen will provide a friendly and personal experience for the buyer. We will follow up and ensure customer satisfaction. We will rely on these customers for an excellent reference to other car buyers. This company will build an excellent working relationship with our suppliers and customers

Why Us?

RajRattan Auto Sales provides a unique car buying experience to the customers pan india. One that focuses on customer satisfaction first. We understand that vehicle purchasing is a necessary, but sometimes unpleasant experience. Our goal is to provide the customer with an enjoyable, honest service by satisfying individual customers practical transportation needs with a quality product.

We also believe it is important to have quality vehicles at a low cost, and will back each vehicle with a 365 day limited warranty. Our company will make a profit by generating sales. It will provide job satisfaction and fair compensation to its employees, and a fair return to its owners. Hard work and performance is rewarded through bonuses and commissions. Job satisfaction is very important for employees and owners, we will create a work environment that is enjoyable and profitable for all

Financing Needed

We need 80,00,000inr funding to start. That includes a 50,00,000inr loan. And the rest 30,00,000inr will be invested by myself.



Shilpa Pathania

“ONE TAP”

To make our dream into reality we have to take small steps that will compound in future and show you the Compounding Effect. I am Shilpa Pathania Student of MBA Supply Chain Management and logistics. Being brought up in a place which is full of mountains i.e. Himachal Pradesh where I always saw difficulties in having daily services, transport to doorstep like we have in different parts of India. If people from villages want vegetables, medicines, bank services or daily need things they have to travel to markets which are 5-6 km from the villages and transport is also not available as such. As a student of Supply Chain Management, I want to provide the solution of problem that has been there from ages. Though different E-commerce companies like Amazon, Flipkart, Myntra etc. started their services from pandemic times. But these services not fulfilling the demands as much they can.

So, for solving this issue of providing services firstly I have to develop a platform where sellers from local markets can easily connect to villagers where sources are less and provide different services to them easily. Also for delivering those services from seller to buyer we can give provide employment to people of villages those who are unemployed and don't have any other source of income. We are providing services to doorstep this will also help old people who are not able to go to markets will get goods and services at home. I want to bring the change that we see everyday in cities everything is easy and fast.

Every service is just one tap away from you. I want to introduce that tap service to people of mountains.



Shubham Ahlawat

I have always been fascinated by the restaurant industry. From the moment I could sit up and eat solid food, I wanted to open a restaurant. I loved the sense of accomplishment that came with creating something delicious from scratch. Even now as an adult, restaurants hold a certain allure for me. They are full of life, energy and excitement. They are also full of possibility.

Restaurants are truly unique businesses. They can be small independent business or they can be part of a larger chain. They can serve simple dishes or they can offer more elaborate cuisine.

There are many reasons why I believe my dream business is the restaurant industry. First, restaurants offer great opportunity for creativity and innovation. There is no limit to what you can do in this industry, and that is what draws me in. It's like being able to play with fire - there's no telling what kind of creations you can create if you let your imagination work.

Second, restaurants are highly visible businesses. They play an important role in our society, and they can be very influential in how people view the world. Whether you're a customer dining in a restaurant or a restaurateur running your own establishment, your success or failure is likely to have a major impact on the industry as a whole.

Last but not least, restaurants are hugely profitable businesses. They can generate high returns on investment for the right entrepreneur. If you have the right skills and the drive to succeed, there is no limit to what you can achieve in this business sector.

I know that I can create a restaurant that is unique, delicious, and comfortable for everyone who visits it. My dream business would be open to the public and would serve as a place for people to come and enjoy great food, wonderful company, and unbeatable service.

Every business has different components that need to be in place for it to be successful. In my dream business, the different components are as follows:

- 1)Excellent food - The food needs to be excellent and unique. It should be something that people would want to come back and enjoy again and again.
- 2)Friendly atmosphere - The atmosphere should be friendly and welcoming. It should make people feel at home and like they're part of the community.
- 3)Low price point - I want my restaurant to be affordable for everyone. I don't want people to have to spend a lot of money just to enjoy a good meal.
- 4) Unique decor - My restaurant needs to have a unique and stylish design. I want it to stand out from the rest and be one of a kind.
- 5) Bar - A lavish bar for every type of customer that walks in being it cheap or expensive liquor, consisting of wine from across the world.



Siddhi

I Am Siddhi , A Student Of Chitkara Business School, I Am Currently Pursuing Mba. This Shikaya By Kayshab's Is A Shikaya.this Is A Clothing Store Located At Chandigarh, Sector 17. After So Much Of Delibration We Have Concluded That Chandigarh Is The Best Location To Sell Our Amazing Qualities Of Designer Lehenga's Suitable To The Preferences Of Upper Class People.

With Our Exceptional Qualities Of Designer Lehenga's, We Aim To Gain The Interests And Patronization Of Our Customer As Well As The Profits Needed For The Store Development.we Strive To Provide Only The Best Quality Of Designer Lehenga's To Our Existing Customers At Very Affordable Prices.

We At Shikaya Ensures Best Quality Products. Our Customer Will Never Be Disappointed In The Services And The Products We Offer Here At Shikaya.we Here Aim To Provide Best Of The Best Brides Outfit From Our Store.

We Want To Open Its Branches In Many More Areas Or In Mega Cities . I Want To Make Shikaya A Brand In Itself. I Want To Deal In Many Other Type Of Outfits Like Sarees Suits Etc.

Want To Make Shikaya King Of India's Bridal Market

**On My Own Just Want To Create,
And If It Works , It Works , And If It Doesn't
I Will Create Something Else.
I Don't Have Any Limitations
On What I Think I Could Do Or Be**



Soumay Baghel

BARSANA PALACE

Hey, I am Soumay Baghel, a student of Chitkara Business School, I am currently pursuing MBA (supply chain management). i have this idea from last 2 years about Banquet hall and marriage lawn On a year-on-year basis, demand for banquet halls rose the highest across all wedding services with a 68% rise in searches in India. Among tier-II cities this demand rose by 83%, and in tier-I cities by 46%.

After two years of low-key celebrations due to the Covid-19 pandemic, the 2022 wedding season is turning out to be big and bold. There has been a surge in demand for wedding services this year, with searches for banquet halls up 68%, caterers 57%, and jewellers rising 44%, according to a report by Reliance Retail-owned Justdial.

I want to open this venture in my city Seoni MP in my land which is connected to the main city I will get funds from loan and family business and make my dream to the fullest with all the demands rising in my city I will try to fulfill that from my visionin. this venture potential advantage of starting a banquet hall business is that there is often a demand for event venues, particularly for weddings, corporate events, and other special occasions.

A successful banquet hall can generate a steady stream of revenue through rental fees and event-related services, such as catering and decor.



Srishty Jain

Hi, myself Srishty Jain, student of Chitkara Business School, currently pursuing my MBA. Starting new things is always scary. As important as it is for me to complete my post-graduation and start earning some good salary. In this revolutionary times where the start-ups are touching several different heights, I always thought of owning my own business, so I could be the owner of my own business.

I was planning to start the business line of graphic clothing. Where all the graphic designs will be ours and I would get the copyrights for the same so they stay unique and original. Designs will be inspired by video games, super heroes(harry potter, marvel, avengers, etc.), movies and other famous dialogs and many other current popular trends. Our unique and trending prints will attract our consumers towards our products.

We will firstly start with only graphic t-shirts. Where we will import high quality plain ready-made t-shirts in every colour and size from a Delhi based industry in bulk. And as per the demand of customers print our designs on them. And after our business start generating profits and people started recognising us, we will introduce other clothing items then t-shirts. Like; hoodies, joggers, etc.

And we will firstly invest in a godown type place where our manufacturing as well as delivery of items can take place. Printing machines for the graphic printing with some labour will help us to start our business online first. As well as suppling those items to nearby stores will also help us to expand our business. Developing our own website as well as collaborating with other shopping sites like amazon, Flipkart, Myntra etc.

We are thinking about investing handsome amount of money in promotions, advertising through social media platforms. And in delivering services to deliver our products worldwide.

We will focus on providing our customers top quality products at affordable prices. At it will also be fully made in India product.



Swapnil Upadhyay

Wanderlust

I am Swapnil Upadhyay, a student at Chitkara Business School. I am pursuing an MBA in Supply Chain Management specialization. Besides this, I am a huge travel freak. Mostly when people hear the word traveling, they think of roaming different places and many more but actually Travelling is therapy for me.

It is actually a thing that takes you out of your comfort zone and even which excites you to bring a thrill and make you feel alive. For me, traveling means visiting new places and exploring them deeply.

So, I want a company that respects my dream. A company assigned me work to visit from place to place and explore all-state in India to know the culture, language, and food of the particular state.

“Travel Is My Therapy.”



Tanish Singla

GMS Tankspure Water, Good Health

Hello, I am Tanish Singla, a student of Chitkara Business school (CBS), Currently pursuing my MBA in supply chain Management.

If there is magic on this planet, it is contained in water. Water is necessary for all of us in every kind of activity. Water is not only required for our survival but for a healthy and happy life as well. Clean drinking water is required to us all. Mostly people now days have installed water purifiers to access safe drinking water at their homes. But still there are many people who do not have water filters at home.

So, I have thought of creating a brand "GMS tanks" which will be manufacturing Water tanks that can store clean water in it. The company will manufacture Tanks which will be of available for different size as per customer's needs. For this, manufacturing hub will set up in Rajasthan in India where raw material and other production things will be easily available.

To make the water tank available to customer, logistics and supply chain is going to play key role in it. As with the help of supply chain goods will be delivered to the distributors in different states, where they will be allowed to sell goods to the retailers and then to customer. Digital marketing will also be playing a big role in order to promote the product and make it reach to the people looking for something like our product.

So "GMS tanks" will provide people tanks that are safe to store clean drinking water and make their life's easier.



Taranjeet Singh Grewal

I am Taranjeet Singh Grewal and I am currently pursuing MBA in Chitkara University, Rajpura. Besides this I have a deep connection with horses, from the moment I first laid my eyes on a horse I knew that I had found my true passion and now I want to turn my passion into something productive and that is why I want to open a stud farm and riding school that provides a unique and immersive equestrian experience for riders of all levels. The stud farm will focus on breeding, raising, and training high-quality horses for show and sport, while the riding school will offer a variety of lesson options for riders of all ages and abilities.

The commerce involved in this venture includes the sale of horses and related equestrian products, as well as revenue from boarding, training and lesson fees. We plan to market our stud farm horses as a top quality prospects for show and sport, and will also offer breeding services to outside mares. The riding school will offer a range of lesson options, including private, semi-private and group lessons, as well as summer camps and clinics.

Feasibility wise the venture will require a significant investment in land, horses, and equipment as well as on-going costs for feed veterinary care and staff salaries. However, the equestrian industry is a rapidly growing market with high demand for high-quality horses and riding instructions.

The originality of this venture lies in its comprehensive approach, combining both a stud farm and riding school under one roof. This allows for a seamless integration of breeding, raising and training of horses with instruction and riding programs.

Challenges and limitations that may arise include the need for experienced staff and trainers, as well as the potential for injuries to both riders and horses. Additionally, the venture may face competition from established stud farms and riding schools in the area. However, by offering a unique and comprehensive equestrian experience, we believe we will be able to attract and retain customers.

Financing this venture will primarily be done through a combination of equity investment, debt financing and revenue generated from the operations. We will be targeting angel investors and venture capitalists for equity investment. We will also explore bank loans and other debt financing options to raise the necessary capital. The cash flow generated from the operations will be used to meet the day-to-day expenses of the business and to pay off debt, if any. Additionally, we will be looking for grants and other forms of funding from the local government and non-profit organizations.

In conclusion, my venture is a stud farm and riding school that offers a unique and immersive equestrian experience for riders of all levels. With a focus on breeding, raising and training top-quality horses, this venture will have a strong social relevance and has a potential for strong financial returns. Despite some challenges, the feasibility of this venture is high and its originality in the equestrian industry will set it apart from the competition.

"In riding a horse, we borrow freedom."



Vinay Singh

Hello, I am Vinay Singh, a student of Chikara Business School, I am currently pursuing MBA in Supply chain and logistics management. I have always Dreamed of starting my own Warehouse management company with my older brother who is also from same MBA backgroundthere are some obligations need to be fulfilled likehow much finance I would invest to start my own company which I figure out to be at-least 70-75 lakhs at the Initial state to create a team or to acquire the workforce and the equipment, technology to be used.

The role of warehouse management company is to create an environment so that the products move fluently through the warehouse for thatthere are many determinants like requirement of proper Knowledge. To acquire a good set of skills and knowledge to start my own company I will for at least 5-7 years work in Multinational companies and startups to learn each and every aspect of the warehouse management. Through my warehouse management company, I want to create a comprehensive set of services to meet clients' needs with consistent, reliable and efficient warehouse management. I will work hard to achieve my dream and I am very confident about it because I know my success will be determined by my own confidence and fortitude.



Vishal Thakur

Travelling

Hey , I am Vishal Thakur, a student of chitkara business school, I am currently pursuing MBA , and besides this , I like travelling and exploring new places , I would like to help other people for traveling by opening a travel agency , A travel agency is a business that specializes in providing services related to travel and tourism. Travel agencies provide a variety of services to their customers, including booking flights, hotels, car rentals, cruises, and vacation packages. They also provide advice on destinations, plan trip itineraries, and make travel arrangements for clients.

Travel agencies are a great resource for travelers, as they can provide valuable information and assistance in planning a trip. They can help travelers find the best deals on flights, hotels, and other travel-related services. They can also provide advice on the best places to visit, the best time to travel, and the best way to get around.

Travel agencies can also provide assistance with visas and passports, as well as help travelers with any other paperwork they may need. They can also provide assistance with currency exchange and other financial matters. In addition, they can provide advice on insurance and other travel-related services.

Travel agencies can also provide assistance with booking tours and activities. They can help travelers find the best deals on sightseeing tours, adventure activities, and other attractions. They can also provide advice on the best places to eat and shop , as well as provide information on local customs and culture , with this I want to add on a feature , which says people are not ableto enjoy some beautiful places , which are not that much famous in an area . so, we will provide customized packages , we will add things what customer wants to experience like trekking, visiting different temples , bon fire etc. and for the finances i would try to tie-up with some travel companies for sponsorship and find some guides for reigional traveling.

THE MENTOR SAYS.....



Dr. Shefali Saluja
Assistant Professor
Chitkara Business School

Thanks to the plethora of opportunities at Chitkara University, I had the chance to attend Chancellor Sir's module on "Business Ethics & Values". The students will learn about ethics and leadership along with entrepreneurial skills. They will be able to describe historic foundations and evolution of ethics in business, the role of culture as a factor in business ethics and examine various ways through which ethical standards are monitored and enforced. The students will be able to improve their presentation and analytical skills, but most importantly, they will thoroughly enjoy the subject.

In 2012, when I was a MBA student at Chitkara University, we studied various business case studies in this module. Surprisingly, the interviewer at my first job interview with Ernst & Young Pvt Ltd talked to me about the identical case study that Chancellor Sir had taught. In 2017, I was fortunate to join Chitkara University as an Assistant Professor and continue my career in this prestigious university.

The book also offers the chance to write down the goals and dreams of the students and how they plan to practice it with their entrepreneurial abilities. I greatly appreciate Dr. Ashok Chitkara taking the time to teach this module to students. His blessings are truly irreplaceable for each and every one of us. I see myself continuing to work for this fantastic organisation led by well-known educators. The great vision of Chancellor Sir, Dr. Ashok Chitkara and Vice Chancellor madam, Dr. Madhu Chitkara has wonderfully blessed this institution.



Yash Verma

I consider the idea of selling formal dresses viable and capable of offering returns to my investment, despite the existence of many firms that vend the same product in the market. The product will target women aged between 20 and 39 years as they have high purchasing power and prefer to look attractive in public, thus choosing to wear quality and glamorous clothes (Taylor, 2014). My business idea revolves around the anticipation that the current spread of COVID19 will decline following the effective vaccines to allow people to attend events, go for holidays and work from the offices. This will gradually increase the demand for dresses and encourage more new businesses to enter the market and capitalize on potential opportunities.

I want to start my dress shop to meet my dreams of becoming a successful businessperson and encourage other individuals to engage in self-employment to overcome joblessness. This will help create a better society and reduce the high poverty levels as people obtain reliable income streams through their businesses.

I also want to start the business to offer trendy, unique, and affordable dresses to women to ensure that they look attractive in public. Lastly, I want to begin the business to take advantage of the numerous opportunities in the apparel and clothing industry, such as a large customer base and high demand for clothing.



Yogesh Chhabra

My Name is Yogesh chhabra. My roll no is 2220983568. I am currently pursuing MBA from chitkara university. I start thinking about new start of smart watches. Now it helps to college students take on a series of essential day to day task .

keeping up with friends and staying in shape. They can track ,store and transmit complex data anout the wearer. There are of techs avalible in the market but there is no such place where everything realated to smart watches is avalible.

So, I started this dream venture of mine first I need dealers and different companies which are in manufacturing of these kinds of product and agter that an effective supply chain is the most important things for everythings I needs a platform from users can interect so a website is must for the execution. They will provide more convenient to the customers. Also I needed some investor to invest the money in my business.

I CAN
I WILL

I CAN
I WILL

I CAN
I WILL