

Entrepreneurship Club Activity – UNICORN

The Entrepreneurship Club Activity – UNICORN was organized by the MBA Department, Jyoti Nivas College (Autonomous), on 10 July 2026 at the PG Centre with the objective of nurturing entrepreneurial thinking and providing students with an experiential learning platform. The event was designed to bridge the gap between theoretical knowledge and practical application by engaging students in innovative, activity-based learning experiences that strengthened creativity, leadership, strategic thinking, communication, teamwork, and problem-solving skills.

The event featured four engaging rounds—Business Charades, Target Twist, Eco Couture Challenge, and Startup Roulette—each focusing on a different aspect of entrepreneurship. Participants demonstrated their ability to communicate business concepts effectively, reposition brands for new customer segments, create sustainable products using recyclable materials, and develop innovative startup ideas within limited time. Through these activities, students applied classroom concepts to real-world business scenarios while showcasing confidence, innovation, and collaborative learning.

The competition was judged by distinguished alumni, Ms. Divya Shenoy, Senior Officer – Learning and Development, Bosch India, and Ms. Lavanya G. M, Executive Business Analyst, AISIN Automotive Haryana Private Limited. Their professional expertise, constructive feedback, and valuable industry insights motivated participants to think creatively, develop practical business solutions, and enhance their entrepreneurial competencies.

The event witnessed enthusiastic participation from MBA students, creating an atmosphere of healthy competition, innovation, and teamwork. Following a comprehensive evaluation of creativity, innovation, teamwork, strategic thinking, presentation skills, and overall performance, the judges announced the winners.

Winners – Room 2.2: Subhasini P, Sonia E, Sindhu G, Shruthi Anil, Shreya T. M, Arunima S, Brindha, and Tejaswini.

Winners – Room 2.3: Mamatha N, Linda S. R, Lakshaya R, Kushala V, Keerthi Reddy, Mahitha K, Manu Praiseline N, Leena, and Keerthana V.

UNICORN concluded successfully by providing students with an enriching platform to develop entrepreneurial and managerial competencies through practical learning. The event strengthened participants' understanding of innovation, branding, sustainability, startup development, and strategic decision-making while inspiring them to embrace leadership, creativity, and collaboration in their future professional endeavors.