

Government Shivalik college Naya Nangal



WORKSHOP ON INTER/INTRA INSTITUTIONAL IDEA COMPETITION

under
Institute Innovation Council

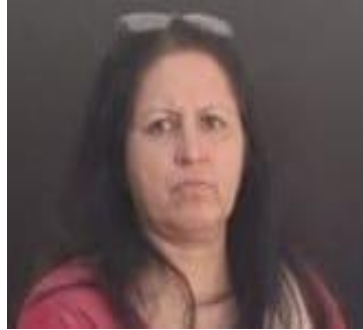
MEANING

Inter / Intra institutional idea competetion

It means a competetion was conducted between different colleges, and students of different stream. These activities foster connections beyond the immediate college community, promoting collaboration and encouraging friendships with peeers from different backgrounds. Intra college activities strengthen the bonds within the college community, promoting unity, support and a shared sense of pride.

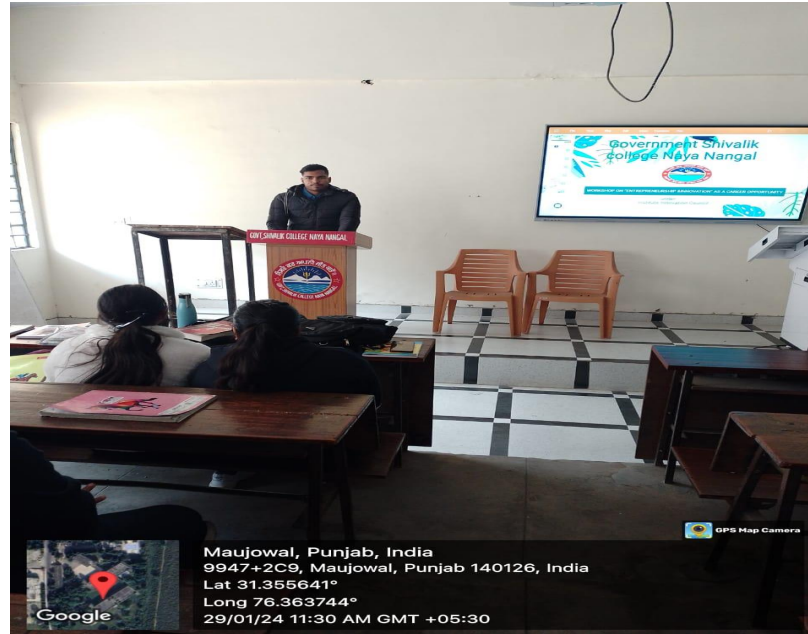
REPORT OF WORKSHOP

Principal Government
Shivalik College, Naya
Nangal



The Career Counselling Cell of Government Shivalik college Naya Nangal has successfully organized an Offline Workshop on **Inter / Intra institutional idea competetion by Successful Innovators during 29thJanuary, 2024.**

A total of 45 students and faculties from host institution participated in the workshop, where Mrs Seema Saini, Principal, Government Shivalik College Naya Nangal demonstrated the process of inter / intra institutional idea competetion. Mr. Shivam Raj (from GRAND THORTON) is cordially invited as a resouce person to motivate our students on this topic.



Questionnaire based on case study

Case:

Aaromya is a small business started by a Mother-Daughter duo, Dr. Meenakshi Vermani and Shikha Vermani. It started off as a social enterprise, working with the rural artisans and farmers to provide them with wider market access. Along with it, the company wants to bring natural, and chemical free products to the urban consumer for their personal and home care.

The company started off by selling essential oils and soy wax candles, and gradually added more products like handicrafts to the product line. Their products now include: pure essential oils, scented candles, handmade soaps, hand painted stoles, hand painted trays, candle holders, and other home décor items. The primary market was through participation in different exhibitions and selling gift hampers during festivals and other special occasions. The main marketing channel has been Instagram and WhatsApp.

After a year of operation, the company plans to scale up. Exhibitions is not sustainable in the long run, and festivals is a seasonal market. They want to increase their sales, and customer reach as well as establish as a well-known brand. What are the possible steps that the company should take so that they can achieve the above-mentioned targets?

These are few of the products that Aaromya Offers.



1. Identify the problem statement.
2. Define the S.M.A.R.T goal. (*SMART – Specific . Measurable . Achievable . Relevant . Time-bound)
3. Explore possible strategies.
4. Anticipate the outcomes of each strategy.
5. Find out the best strategy through retrospection.

Name of the team:

Problem Statement:

Goals that need to be fulfilled:

G1:

G2:

G3:

Possible Strategies / Solutions & their outcomes:

S1:

S2:

S3:

Best Solution:

Criteria ---->	G1	G2	G3	G4
S1				
S2				
S3				
S4				

Best Solution / Strategy, and reason for choosing it:

Retrospection:



40 students of Government Shivalik college Naya Nangal hsa been attended workshop on topic “ **Inter / Intra institutional idea competetion**”

The background features a light teal gradient. Stylized tropical leaves are scattered around the edges. In the top-left and bottom-right corners, there are large, detailed leaves in shades of teal and yellow with dark green veins. Smaller, simpler leaves in various shades of teal and yellow are scattered throughout the top and bottom areas.

THANK YOU