

B Plan Competition, 2018 at IIM Indore

A workshop on Digital Marketing was conducted at CBSA in association with Make Intern New Delhi. As per the curriculum of the workshop 8 students were shortlisted for presenting a business plan at **IIM Indore** for **B-Plan Competition, 2018**.

CBSA participated in same event at IIM Kolkata in 2015, 2017 and bagged 3rd position. This year too with a team of eight students (7 from MBA and 1 from BBA) we participated in similar event at IIM Indore. It was a wonderful exposure for students as the participant teams were from around 42 best B-Schools pan India.



Our students got an opportunity to interact with Faculty and students of IIM. As part of competition during 1st round 42 ideas were presented among these CBSA was at 2nd position, as compared to being at the 5th position last year. Our project on E-diet food made under guidance of Dr. Vishal B. Soni (Director-Principal, CBSA) was highly appreciated by the IIM faculty.



The main theme of the project was to solve the problem of obesity through diet food. Our students displayed proper working of project along with detailed financial plan and working of website. The students also gave a live demo of the sample diet food preparation.

On the second day of competition 14 teams were allowed to present final project with minimum 10 cross questioning round. In this too CBSA students' efforts were appreciated both by co participant teams and faculty IIM. Among these CBSA was at 5th position, because of tie at 2nd position.

During the concluding speech the efforts of team CBSA were highly appreciated by the organizers. It was throughout a learning experience and we look forward to more of such participations in the near future. Overall it was a great learning experience to participate at such a big level both for students and faculty and that too at the highly motivating atmosphere at IIM.