

# **Incubation Center GHRIET, Pune organized "Yukti"**

## **Competition**

Incubation Center GHRIET, Pune organized "Yukti Competition" on 29<sup>th</sup> Aug 2016. Incubation Center GHRIET, Pune's main objective was to create entrepreneurial culture in the Institution by guiding the students to be creative, take initiative, and be independent as well as to be in business beyond retiring age. Unemployment is a social and economic problem and hence there is a need for self-employment. The center help to address the issue.

Yukti Competition was a platform for the students to pursue their dream to become an entrepreneur. The participants discussed their different business ideas and also shared their business plan with the experts. The motive for organizing this competition was to motivate the students for entrepreneurship in order to inculcate a culture in them that they should lead rather than follow. Dr. Parag Kulkarni, IIT, Kharagpur & Dr. R. D. Kharadkar, Principal, GHRIET judged the participants. The participants benefitted by the valuable suggestions of judges Dr. R. D. Kharadkar guided the students on several differentiation factors related to their business ideas and he suggested the participants to produce a product or service which satisfies customer needs. Dr. Parag Kulkarni addressed the students that innovation and quality is the main competitive advantage. Mrs. Meera Singh delivered the vote of thanks. Nearly 15 students have participated in the competition.

Mrs. Meera Singh, Co-coordinator of Incubation Center, GHRIET, Pune with the support of Dr. Asha Shendge, Coordinator of R & D Cell, GHRIET, Pune, Sneha Pokharkar, Co-coordinator of R&D Cell, GHRIET, Pune successfully organized this competition.