

Sri

**MANAKULA**



**VINAYAGAR**

Medical College and Hospital  
Kalitheethalkuppam, Puducherry 605107

**Institution's Innovation Council**

**IIC CALENDAR ACTIVITY**

**Poster Presentation for Start ups**



**Title:** EUREKA – Business Plan Competition

**Date:** 26-08-2025.

**Objectives:**

1. Encourage Innovation – Inspire students to come up with creative and practical business ideas.
2. Develop Entrepreneurial Skills – Provide a platform to enhance problem-solving, presentation, and pitching skills.
3. Promote Digital Literacy – Motivate participants to design and present using digital tools effectively.
4. Build Confidence – Help individuals improve public speaking and confidence in presenting ideas within a time frame.

**Participant Details:**

The EUREKA – Business Plan Competition conducted on 26th August 2025 saw the active participation of 11 MBBS students, each presenting their innovative business ideas through digital posters within the stipulated time. The event was evaluated by respected professors from the Departments of Physiology and Psychiatry, who assessed the participants on creativity, feasibility, and clarity of presentation. The competition served as an excellent platform for MBBS students to enhance their entrepreneurial thinking and confidence in idea pitching.

### **Programme Overview:**

The EUREKA – Business Plan Competition was organized at Sri Manakula Vinayagar Medical College and Hospital, Puducherry. A total of 11 MBBS students participated, showcasing their innovative and feasible business ideas through digital poster presentations. The programme was graced by the presence of distinguished faculty members, with the judging panel comprising professors from the Departments of Physiology and Psychiatry. The event aimed to nurture creativity, entrepreneurial skills, and confidence among medical students, while providing a platform to think beyond academics and explore innovation in healthcare and related fields.

### **Outcomes:**

1. Enhanced Entrepreneurial Skills – MBBS students developed creativity, problem-solving, and innovative thinking.
2. Improved Presentation Abilities – Participants gained confidence in pitching ideas through structured poster presentations.
3. Interdisciplinary Learning – Students explored the link between medical knowledge and business innovation.
4. Constructive Feedback – Judges provided valuable insights to refine and improve business plan ideas.

### **Way Forward:**

The EUREKA – Business Plan Competition has successfully ignited the spirit of innovation and entrepreneurship among MBBS students. Moving forward, the event can be expanded by introducing workshops on business model development, mentorship sessions with industry experts, and collaborations with healthcare startups to provide real-world exposure. Encouraging more participation, offering seed funding opportunities, and creating an incubation platform within the institution will further strengthen students' entrepreneurial journey. Such initiatives will not only enhance their leadership and problem-solving skills but also inspire them to contribute innovative solutions to the healthcare sector and society at large.

