



SHRI RAMSWAROOP MEMORIAL COLLEGE OF MANAGEMENT

Tewariganj, Faizabad Road
Lucknow-226028



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

“(Case Study on Lenskart)”

(Activity Report)


Session 2021-22

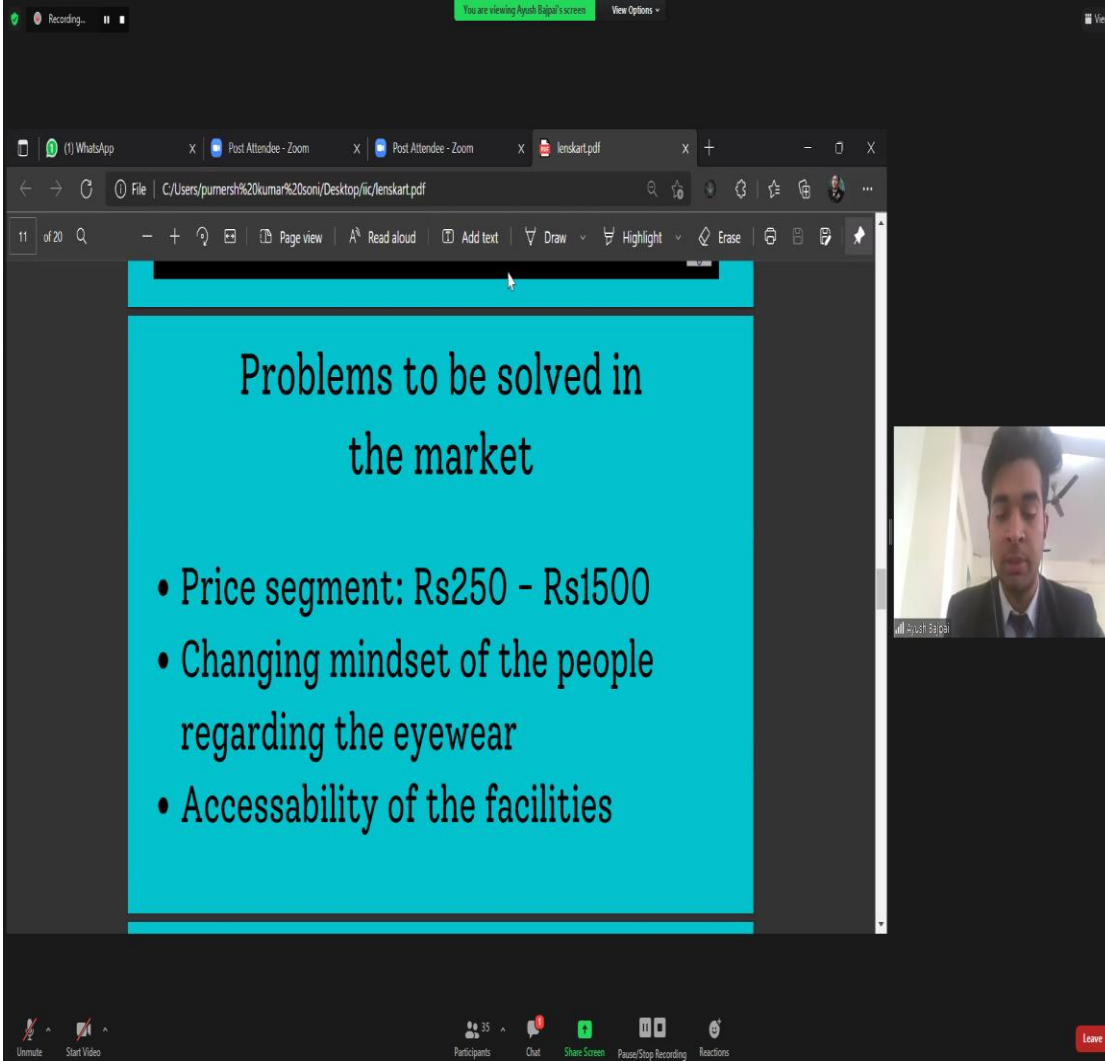
Date: 14 -02-2022

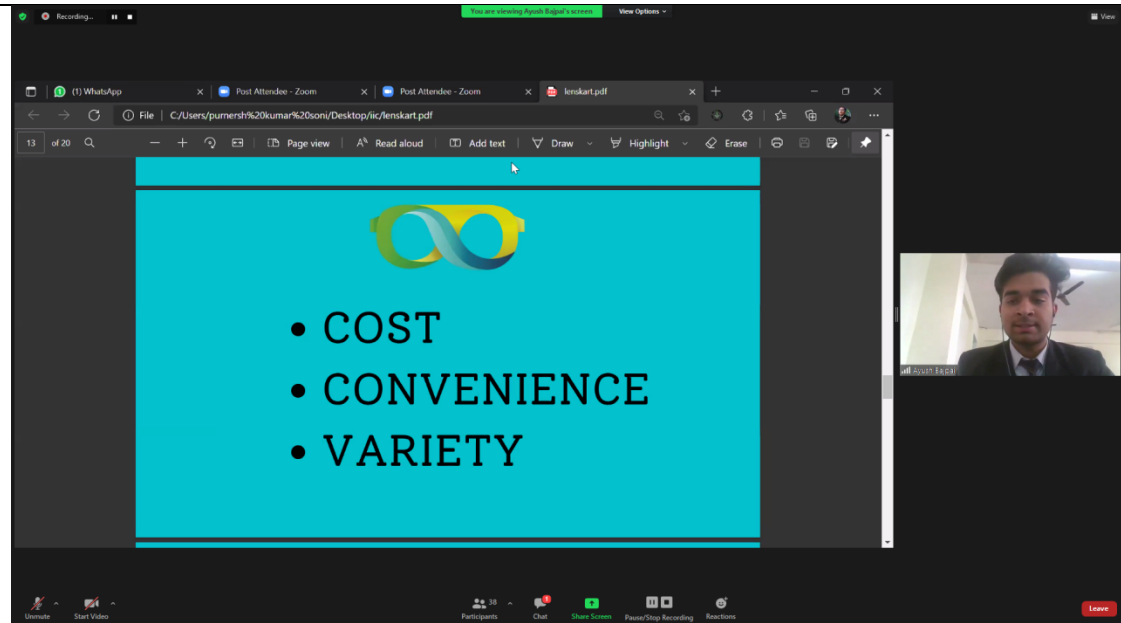
BCA DEPARTMENT

Sample Summary Report

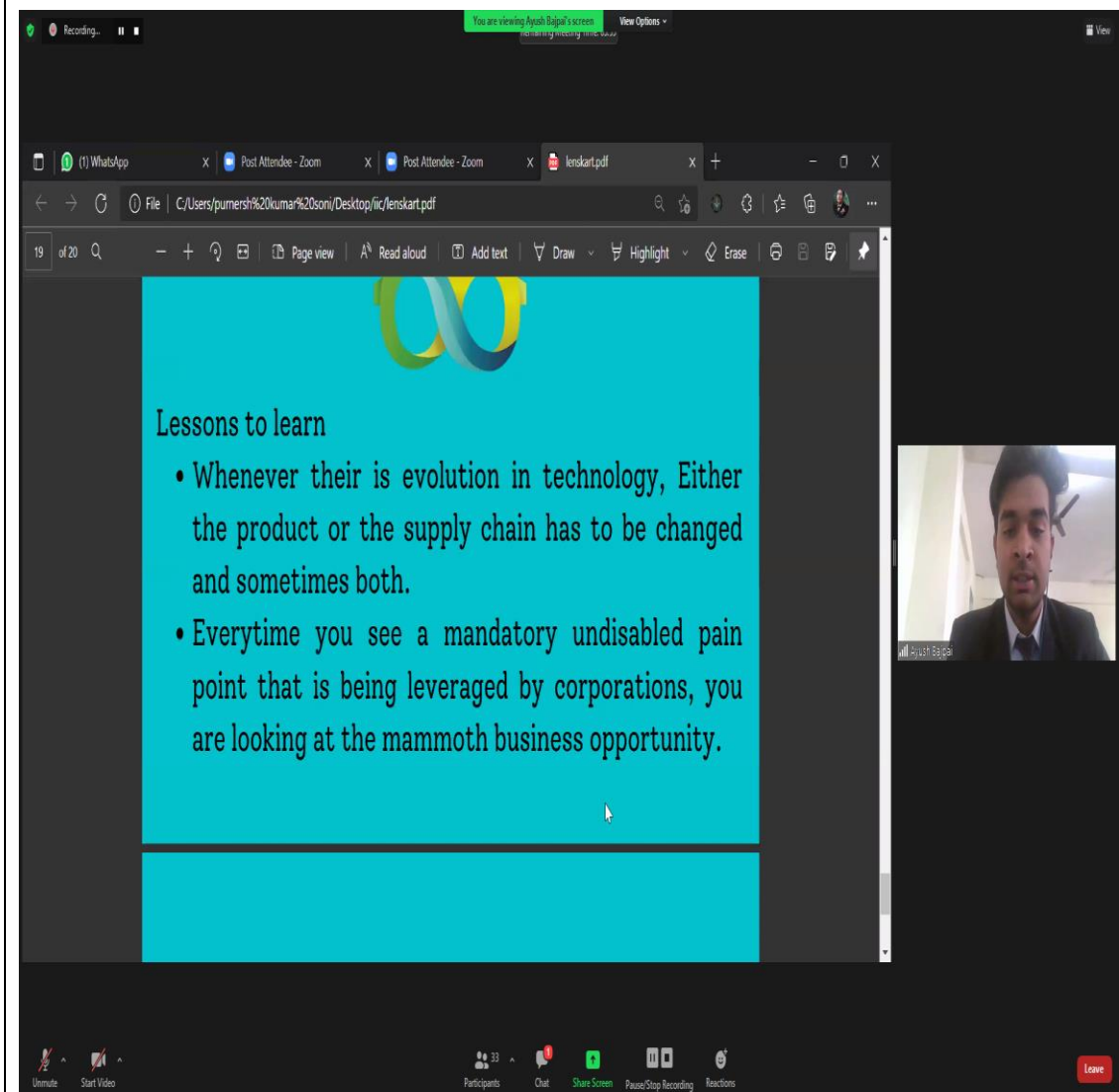
1	Title:	“Case Study on Lenskart”	
2	Objective:	The session was based on a case study of one of the most successful start-ups of our country i.e a case study on “Lenskart”.	
3	Event Description:	Objectives :- <ul style="list-style-type: none">• Introduction of most successful start-ups of our country.• Students got the opportunity to understand the business and marketing strategy• The business and marketing strategy of Mr. Piyush Bansal and how he managed to build such a successful company• The session helped students to move towards entrepreneurship and provide employment instead of seeking employment..	
4	Program Date:	14-02-2022	Time: 2:35 pm-3:30pm
5	Venue: (Online Mode)	Zoom Meeting https://us05web.zoom.us/j/89230873928?pwd=aXh6L0laTnEzemdzS3BOVUVmMkhHQT09	

6	Poster of Event:																
7	Resource Person:	<ul style="list-style-type: none"> 1- Dr. Rajeev Tripathi IIC Cell BCA Faculty Coordinator 2- Mr. Ayush Bajpai IIC Member, BCA 2nd Year 															
8	Target Group:	All Students of BCA 1 st , 2 nd and 3 rd Year															
9	Program Schedule:	<table border="1" data-bbox="459 1727 1560 2004"> <thead> <tr> <th>Sr.No</th> <th>Event</th> <th>Timing</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Welcome Address by Ms. Nivedita Upadhyay</td> <td>2:35 -2:40 pm</td> </tr> <tr> <td>2</td> <td>A brief introduction about Resource Person by Mr. Ayush Bajpai.</td> <td>2:40-3:00 pm</td> </tr> <tr> <td>3</td> <td>A virtual session by Mr. Ayush Bajpai and give very fruitful information as case study on “Lenskart”.</td> <td>3:00-3:30 pm</td> </tr> <tr> <td>4</td> <td>Vote of Thanks</td> <td>3:30-3:35 pm</td> </tr> </tbody> </table>	Sr.No	Event	Timing	1	Welcome Address by Ms. Nivedita Upadhyay	2:35 -2:40 pm	2	A brief introduction about Resource Person by Mr. Ayush Bajpai .	2:40-3:00 pm	3	A virtual session by Mr. Ayush Bajpai and give very fruitful information as case study on “ Lenskart ”.	3:00-3:30 pm	4	Vote of Thanks	3:30-3:35 pm
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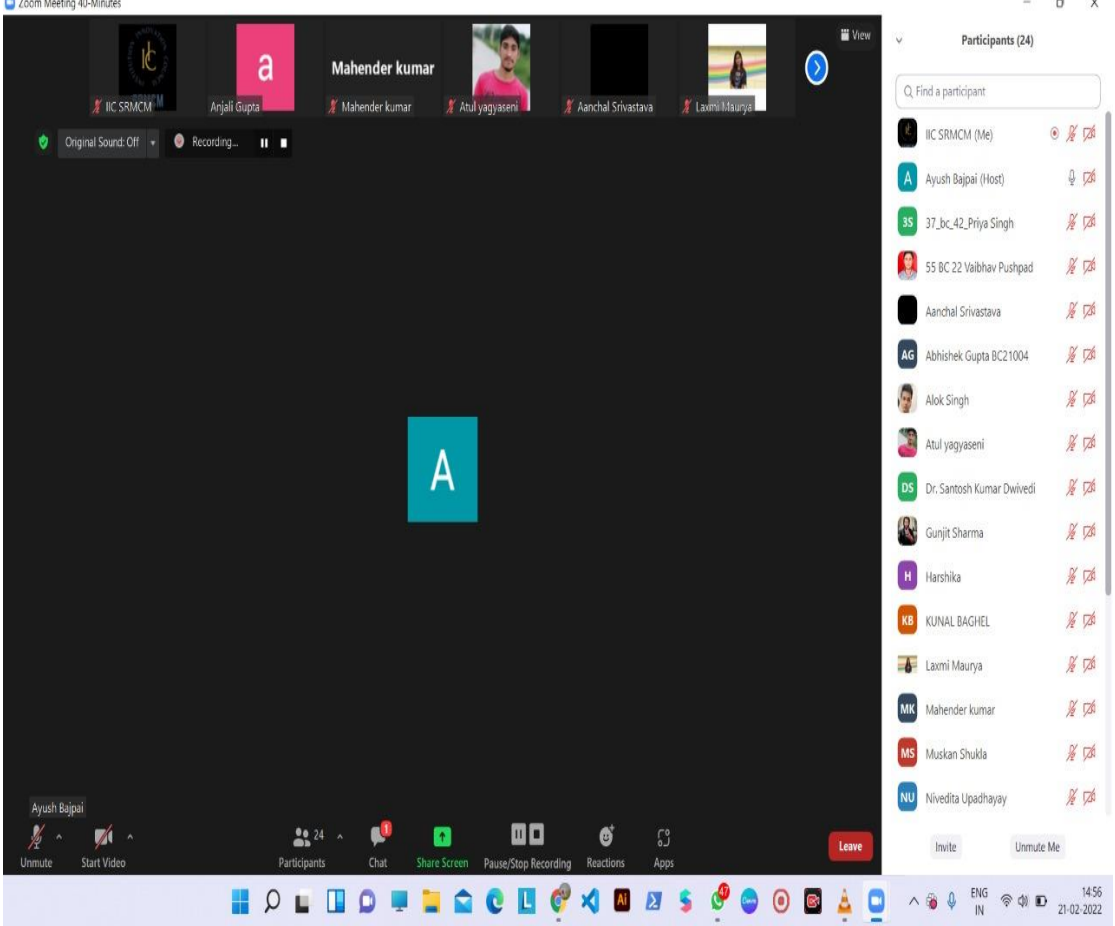
10	Faculty Coordinator	Name: Dr. Rajeev Tripathi Email Address: rajeev@srmcem.ac.in Contact Number: 09838491149
11	Summary of Event	<p>BCA Department of our college has successfully organized an IIC event which is a case study of one of the most successful start-ups of our country, Lenskart and was presented by Ayush Bajpai and Nivedita Upadhyay with the help of team IIC. Students got the opportunity to understand the business and marketing strategy of Mr. Piyush Bansal and how he managed to build such a successful company and all of this was based on his dream of providing eye care facility to people. There was an active participation of the students at the end of the presentation when the questions based of the study were asked to them. The session helped students to move towards entrepreneurship and provide employment instead of seeking employment. The expert session was conducted in the presentation room in E-block for the students of BCA second year as well as in online mode for the students of first year and was organized with a hope that students stay motivated for anything they want to do in their lives and that nothing is impossible to achieve.</p>
12	Press Release	NA
13	Photographs	<p style="text-align: center;">Pic:1</p>  <p style="text-align: center;">Pic:2</p>



Pic:3



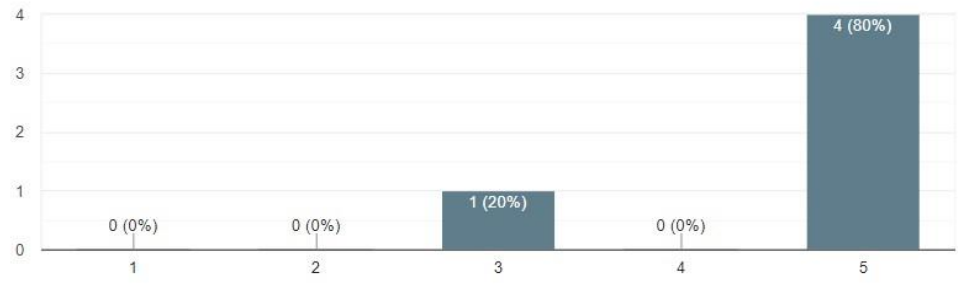
Pic:4

		
14	Social Media Link	<p>Facebook: https://m.facebook.com/story.php?story_fbid=340967944609660&id=100060893720869</p> <p>Instagram: https://www.instagram.com/p/Cati7G9vNBd/?utm_medium=copy_link</p> <p>Twitter: https://twitter.com/IIC_SRMGPC/status/1499991290410418176?s=20&t=4ETffa1qFiiEpYeb3J-QQA</p> <p>YouTube: https://youtu.be/J--pYhqqgEg</p>
15	Attendance Summary	<p>Student:47</p> <p>Faculty/staff:01</p>
16	Budget Summary	<p>NA</p>
17	Feedback Analysis	

How satisfied were you with the event?

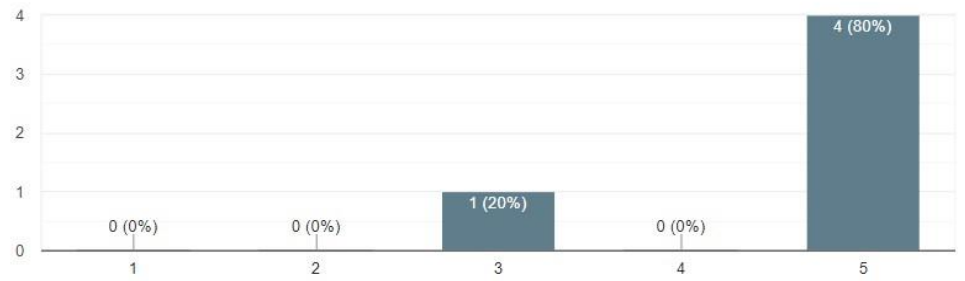


5 responses



How was the speaker?

5 responses



Dr. Rajeev Tripathi

IIC Activity Coordinator