**Pushing Ideas Worth Tomorrow: ISWK turns into a Start-up Pitch**

As the 21st century business world rebounds, after the impact of the Pandemic, the world has begun recognising the need for start-ups, and the Business and Entrepreneurship Club, of the Indian School Al Wadi Al Kabir, provided students of Grades XI and XII with the platform, earlier on Thursday. The School had hosted the ‘Battle of Businesses’, an event aimed at promoting budding young entrepreneurs, and providing a testing ground for their innovations.

The Event was graced by Mr. Vishal Goenka, Group CFO and Deputy CEO of Renaissance Services SAOG, as the Chief Guest. Inaugurating the web page of the Business Club, one of its kind across the country, the Chief Guest enlightened the students about the uniqueness of entrepreneurship, and wished them well as they continue their journey into the business world.

While investing the badges of the officials of The Business & Entrepreneurship Club, an attempt to empower student leaders with organisational skills, ready for the employable worlds of tomorrow, the President of the SMC, Mr Alkesh Joshi, reminded students of entrepreneurs such as Ratan Tata and urged them to take up entrepreneurship while being socially responsible, and highlighted the motto of the Business Club, “Profit with care is the aim, business is the game.”

The Head of Department of Commerce stream Mr. H.S. Bagga the person behind the conception and creation of the B & E club highlighted the objectives of the club and the reasons to join and how it would help students in carving a niche for themselves in their career.

With these memorable words, “The Battle of Businesses” a unique business competition commenced. Eight teams, who qualified themselves to this round, from a gruelling Preliminary Round, winning against nearly double the number of teams, to burning the midnight oil to get their pitches, and project files in order before the final day, presented their pitches one by one, to a panel of expert judges, fielding questions from them on the viability of their products.

From minimum viable product, to efficacy of branding, every business term in the book was aptly utilised by participants to strengthen their product and its journey. Innovation was the guiding spirit, and being socially responsible business- the soul, which echoed through the competition. Once the pitches were presented, and the tables were ready to be turned, the Judges for the Event, Ms. Diya Adhiya and Mr. Abdullah Firoz, spoke to the anxiously awaiting pitchers and the audience, cheering for their fellow classmates.

This was followed by the remarks from Principal Mr D.N. Rao, who motivated students to be explorative and inquisitive, and address the challenges set for the future. He emphasised on the importance of students adapting to the needs of the new world. After much anticipation, the results were declared. Team Merak Decor, was adjudged winners, with Team GroMed securing runners up, Academi-Aces securing the third place, Team Adapt winning the Best Idea and Team EcoPine awarded with the Best Advertisement Award. The programme ended on a high note, providing impetus for experimenting newer ideas and innovation in the School campus, and students waiting for the next event on the radar from the Business Club.