

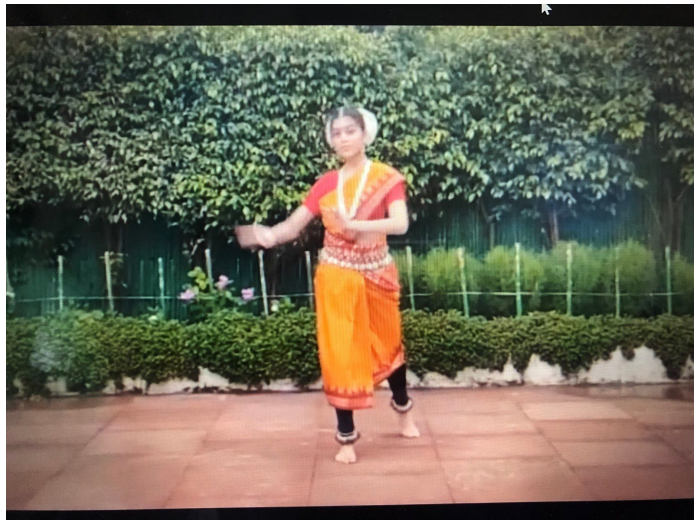
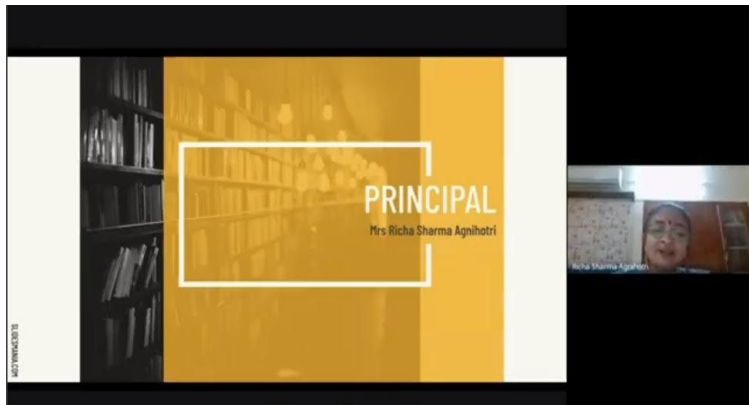
Mind Your Business Event 2020-2021

“There can be an economy only where there is efficiency.”

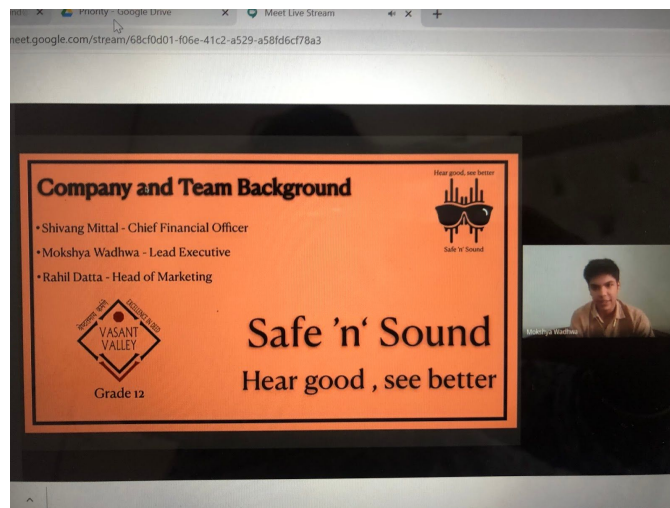
- Benjamin Disraeli

The opening ceremony started with the Vice President of the Bizonomy Club, Shreya Sreejesh addressing the participants from multiple schools in Delhi that had come to participate in the “Mind Your Business 2020” event.

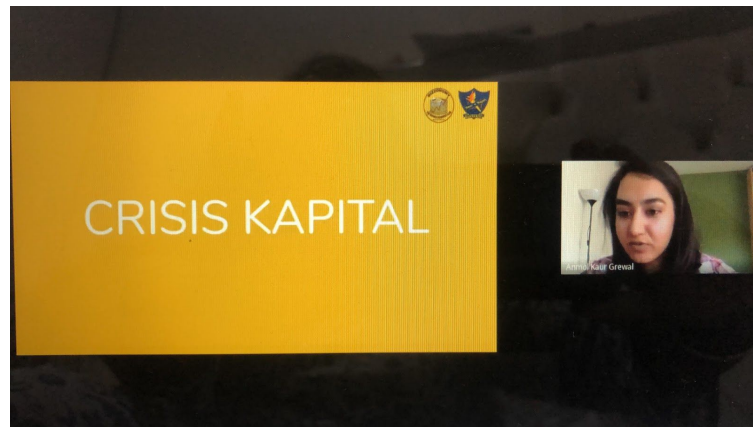
The ceremony commenced with the invocation dance performance from “Mudra”, the dance club of Sanskriti School. The Principal, Mrs. Richa Agnihotri addressed the gathering and wished the excited participants good luck. She reiterated the fact that the main aim of the Bizonomy event is to allow participants to learn and gain insight from their fellow competitors and bloom into future Business and Economic leaders.



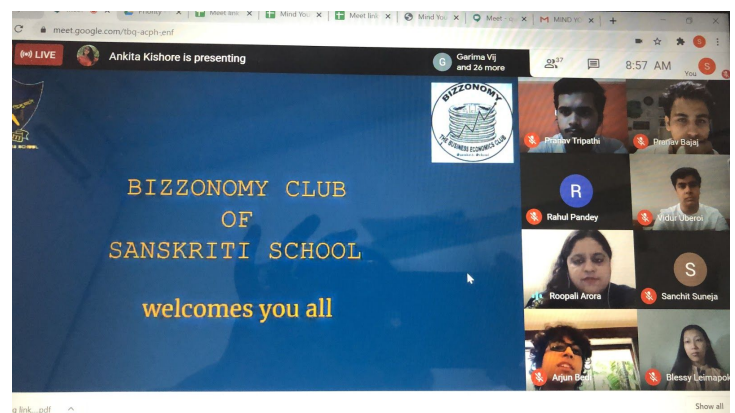
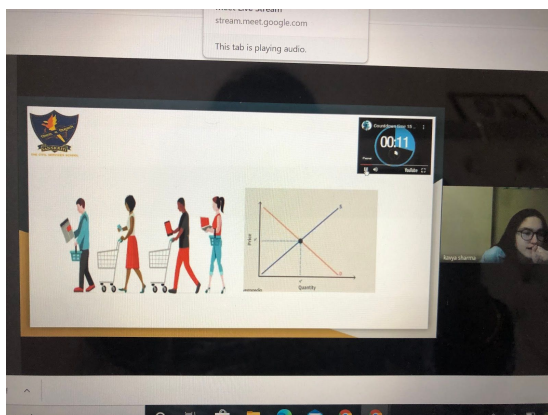
This year, "Mind Your Business" featured a series of offline and online events. The "Investors Rush" is a new edition of the "Mind Your Business" event which provides students a platform to display their marketing strategies and learn more about start-ups. This year's competition aimed to test the creativity and entrepreneurial opportunities in the current economic environment. The students were given an option to create their own hypothetical company and hone their entrepreneurial skills to run a successful start-up. This competition brought out a different marketing strategy to achieve specific objectives and identified goals. This competition was of great importance to those students who may want to start up their own business from scratch.



The second event "Crisis Kapital" focussed on a deeper understanding of finance, economy, and instruments for the management of better financial health of not only corporates but larger financial entities like the Nation-State. Crisis Kapital tested the analytical skills, deductive reasoning, and creativity of participants in a team format, consisting of two members each. Students majoring in economics or business studies were eligible to participate. This event was tailored to identify future leaders who can face emerging economic challenges and contribute towards better management of the financial health of a corporate or an economic entity on a larger scale.



Continuing from previous years successful hosting of the Mind Your Business event, this year's third event was "Quizzonomics" which aimed to test knowledge of participants on a variety of topics and their capacity to respond with speed and accuracy. The format for this year's quiz provided for a Preliminary round where all participating teams were engaged in a MCQ live quiz. Based on performance out of twelve schools the top six teams were selected for the second and decider round. In this round, participants were quizzed on a variety of themes relating to business and economics. Each team member was tested on their knowledge across a wide spectrum of business and economic subjects.



Drifting away from the live online events, The Mind Your Business event also included three offline events. Inspired by the fact that comic strips have been a part of our lives due to its simple and witty impact, this year's offline event presented a "Comic Strip Challenge". Participants were required to create one comic strip of a maximum of fifty words on the given topic. The second offline event was called "Readvertisement Rally" where participants had to create videos using the already given resources by the club. The panel of judges expected attractive visuals along with other criteria such as strategies, something that will appeal to the crowd, and an overall perfect capture of the product being endorsed. The third and final offline event was the "Raise Your Mic" event where participants had to compose a song on topics such as the "Stock market", "The Great Recession of 2008 Indian economy during COVID-19" etc.

The overall trophy was won by the Heritage Xperiential Learning School that displayed commendable performance in every event they participated in.



Even after being put in an online setup during this uncertain time, the "Mind Your Business" event was successfully concluded with teams getting insight into diverse business models of other participants as well as gaining knowledge about Business and Economics in a more diverse field. All participants honed their speech of delivery and even got a cognizance to the questions customers might ask.

“Your most unhappy customers are your greatest source of learning.”
– Bill Gates