

IIM Jammu hosted the campus finale of HULT Prize

December 13, 2020: Indian Institute of Management Jammu hosted the campus finale of HULT Prize on 13th December 2020, which witnessed ten teams from the institute showcasing their innovative business ideas in the virtual platform. HULT Prize is an annual competition that crowdsources ideas from top university students after challenging them to solve a pressing social issue around topics such as food security, water access, energy, and education, and the campus rounds were conducted by the International Relations Office of IIM Jammu, in partnership with HULT Business School, United Nations and EF Foundation First.

The event was graced by the presence of Sharad Vivek Sagar - Founder and CEO at The Dexterity Global Group, Forbes 30 Under 30, Santosh Parulekar - Co-Founder and CEO at Pipal Tree Ventures Private Ltd., Ananteshwar Singh - Director of Product Management, Chegg Inc. and Sandeep Chatterjee - CEO, ISCEA and Director-Deloitte as honorable judges.

Dr. Aakash Kamble, Chairperson - International Relations Office, delivered the welcome note and expressed his gratitude to the esteemed judges. He highlighted on the goal for this year, which is “Food for good”, and emphasized on the importance of implementation of sustainable food practices to address the burning issue of food scarcity due to the rapid growth of population. Dr. B. S. Sahay, Director – IIM Jammu, highlighted the contemporary issue which budding managers and business professionals need to address in order to actualize a sustainable ecosystem.

The ten campus finalist teams demonstrated their innovative and thought-provoking business ideas and made efforts to explain how they will address the loopholes in operational activities and consequently implement sustainable as well as healthy food habits in the society. These fresh ideas also catered to achieve various sustainable development goals and offer solutions to scarcity and wastage of food and by-products.

Each presentation was followed by a Q & A round, where the judges asked questions to the teams to dig deeper into their business ideas and provided them with feedback and aspects to ponder upon. While Mr. Vivek emphasized on the significance of having clarity of problem that any business idea caters to, Mr. Sandeep shared his personal experiences and mentioned how such competitions are important in developing business acumen and generate deeper insights. Mr. Anant and Mr. Santosh gave individual feedbacks to the teams which were very insightful for the participants as well as the audience.

Team Triple Aces came out victorious and were declared the winning team of the campus finale, while the first and second runners-up were Team Transponster and Team Gryffin respectively, and the winners will have a guaranteed spot in the Regional Finale.

The event was a great success, and it was concluded with a vote of thanks delivered by Dr. Aakash Kamble.