

Report on “Entrepreneurship Fair” under Sewa Pakhwada

Department of Business Administration

Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur



दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय
सेवा पखवाड़ा
(17 सितम्बर- 2 अक्टूबर 2025)



ENTREPRENEURSHIP FAIR
दिनांक 27.09.2025 समय- 02:00 अपरान्ह
व्यवसाय प्रशासन विभाग
दीनदयाल उपाध्याय गोरखपुर विश्वविद्यालय, गोरखपुर

श्रीमती आनंदीबेन पटेल
माननीय कुलाधिपति उ. प्र.



प्रो. मनीष कुमार श्रीवास्तव
अध्यक्ष, व्यवसाय प्रशासन विभाग

प्रो. पूनम टंडन
कुलपति

प्रो. दिव्या रानी सिंह
कार्यक्रम संयोजक

Under the *Sewa Pakhwada* initiative, the **Department of Business Administration** organized an “Entrepreneurship Fair” and Celebration of Shaheed Bhagat Singh Ji’s Birth Anniversary on 27th September 2025. The department was honored by the gracious presence of Hon’ble Vice-Chancellor **Prof. Poonam Tandon**, along with **Prof. Divya Rani Singh**, Head of the Department of Home Science who was the programme coordinator along with her team, who appreciated the innovative ideas and enthusiastic participation of the students.



The event was held under the **chairmanship of Prof. Manish Kumar Srivastava**, Head of the Department, and was **coordinated by Dr. Kritika Srivastava and Dr. Anubhav Nath Tripathi**. Students from **MBA and BBA** actively participated and presented their **entrepreneurial blueprints**, showcasing innovative solutions aligned with the **Sustainable Development Goals (SDGs)** — notably *Quality Education (SDG 4)*, *Industry, Innovation and Infrastructure (SDG 9)*, and *Responsible Consumption and Production (SDG 12)*. The program successfully combined the spirit of **innovation, entrepreneurship, and social responsibility**, inspiring young minds to contribute towards **sustainable development and nation-building** in the true spirit of **Shaheed Bhagat Singh's ideals**.

As part of *Sewa Pakhwada – Entrepreneurship Trade Fair 2025*, seven enthusiastic teams from the Department of Business Administration showcased their creative business models, each focusing on innovation, sustainability, and social impact. **Team 1 (Abhishek & Krishna)** presented “*Shakebaar*,” an energy drink concept promoting healthy lifestyles. **Team 2 (Monit Jaiswal)** introduced “*The Calm Soul*,” a platform for mental wellness and guided meditation. **Team 3 (Vijaylaxmi – MBA 1st Year)** came up with “*Handmade Protein Bar*,” emphasizing health and nutrition through natural ingredients. **Team 4 (Sahil & Team – MBA 2nd Year)** developed “*Ecopreneurs*,” a project aimed at protecting the earth by reusing industrial wastewater and reducing contamination. **Team 5 (Palak & Team – BBA 3rd Year)** designed “*Agility Need*,” an AI-based healthcare assistant app that helps users manage health, appointments, and medications effectively. **Team 6 (Shreya & Team – BBA 2nd Year)** presented “*Biz Connect Hub*,” a networking initiative connecting students and faculty for learning, guidance, and future

opportunities. **Team 7 (Aryan & Team – MBA 1st Year)** launched “*Healthy Salads – The Chaat Hub,*” offering nutritious and delicious salads made from tofu, chickpeas, and beans.

Together, these seven teams exemplified the spirit of innovation, entrepreneurship, and social responsibility, aligning with **SDG 3 (Good Health and Well-being)**, **SDG 8 (Decent Work and Economic Growth)**, and **SDG 9 (Industry, Innovation, and Infrastructure)**.









Prof. Manish Kumar Srivastava
Head