

Report – Brahmaputra Challenge Business Workshop

On May 25, 2024, The Assam Valley School (AVS) organized the Brahmaputra Challenge Business Workshop for students of classes 11 and 12. This event was a collaborative effort between the Commerce and Careers departments, conducted with the esteemed support of Rishihood University, Haryana. The workshop aimed to equip students with practical knowledge and insights into real-world business practices, fostering entrepreneurial skills at an early age.

Objectives

The primary objectives of the workshop were:

- To provide students with a comprehensive understanding of business operations.
- To enhance students' knowledge of effective business strategies and practices.
- To cultivate entrepreneurial skills among high school students.

The highlight of the workshop was the session conducted by Professor Vashudev Murthy from Rishihood University. He is a leading figure in consulting and leadership, with significant contributions to Microsoft Ventures, Indus Entrepreneurs, and the Project Management Institute. His expertise in sales strategy and the implications of the Metaverse on project management provided students with valuable insights into contemporary business dynamics.

Session Highlights -

1. Introduction to Business Practices - Professor Murthy commenced the session by introducing fundamental business practices. He emphasized the importance of strategic planning, market analysis, and financial management, illustrating how these elements are essential for the success of any business venture.

2. Sales Strategy - A significant part of the workshop was devoted to understanding effective sales strategies. Drawing from his experiences at Microsoft Ventures, Professor Murthy shared practical sales techniques and discussed the impact of digital transformation on sales processes.

3. Interactive Activities - The workshop included interactive activities where students presented their business ideas. Professor Murthy provided constructive feedback, helping students refine their concepts. This hands-on approach encouraged students to apply the knowledge gained during the session and enhanced their problem-solving skills.

4. Student Engagement - Throughout the workshop, students displayed remarkable energy and curiosity. They actively participated in discussions and activities, showcasing their talent and unique perspectives. The interactive nature of the session allowed students to engage directly with Professor Murthy, making the learning experience dynamic and impactful.

The Brahmaputra Challenge Business Workshop was a resounding success, greatly appreciated by both students and the teaching community. The collaboration between AVS and Rishihood University provided students with a unique opportunity to learn from an industry expert. Professor Vashudev Murthy's session was instrumental in broadening students' understanding of business practices and trends.

AVS's commitment to the holistic development of its students was evident in the organization of this workshop. By equipping students with practical business knowledge and fostering their entrepreneurial spirit, AVS continues to prepare its students for future success. The positive feedback from participants highlights the workshop's effectiveness in enhancing students' learning experiences and developing their business acumen.

