
	<b>Pimpri Chinchwad Education Trust's</b> <b>Pimpri Chinchwad College of Engineering &amp; Research Ravet, Pune</b> An Autonomous Institute   NBA Accredited (4 UG Programs)   NAAC A++ Accredited   ISO 21001:2018 Certified <b>IQAC PCCOER</b>	
<b>AY: 2025–26</b> Term- I/II	<b>FROM IDEAS TO IMPACT : BUSINESS STORYTELLING</b> <b>FRAMEWORK</b>	<b>ACAD/R/17</b>

**Department-** BBA

**Date-** 25/04/2026

**Class-** First Year & Second year.

**1. Program Type:** One Day Session

**2. Program Title:** From ideas to impact: Business storytelling framework

**3. Day & Date:** Saturday, 25/04/2026.

**4. Venue:** PCCOER, Junior Building, 6th Floor, class no 602

**5. Name of the Organizer / Department:** BBA Department

**6. Attendees (No. of students attended the program):** 50

**7. Objectives of the Event:**

- To enable participants to convert innovative ideas into practical and actionable business solutions.
- To highlight the importance of storytelling as a strategic tool in business communication.
- To introduce a structured business storytelling framework for presenting ideas effectively.
- To enhance participants' pitching, presentation, and communication skills.
- To bridge the gap between creativity and real-world business impact.

**8. Content & Schedule (Summary):**

The event started with an introduction to the theme *“From Ideas to Impact”*, followed by sessions on idea generation and business storytelling. Participants learned a structured storytelling framework to present ideas effectively. Case studies were discussed to provide real-world insights. Interactive activities and workshops helped participants develop and refine their ideas. A pitching session allowed them to present their concepts, followed by feedback from experts. The event concluded with networking and a summary of key takeaways.

**9. Program Outcome Achieved:**

- Participants learned to convert ideas into structured and actionable business concepts.
- Improved understanding of business storytelling as a communication tool.
- Enhanced pitching, presentation, and communication skills.
- Ability to use a structured storytelling framework effectively.
- Development of an entrepreneurial mindset with focus on innovation and problem-solving.

- Better understanding of aligning ideas with market needs and impact.

**10 Photos :**



**Explaining of the concept.**






**Activity performed by students.**



**Guest Felicitated with Award**



**Group photo with guest and students.**

 <b>Dr. Rashmi Mishra</b> Department Activity Coordinator	 <b>Mrs. Amruta Dixit</b> IQAC Coordinator	 <b>Dr. Smriti Pathak</b> HOD
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