

tGELF/JA India LEAD Company of the Year Competition (CoYc) 2024 Report

The tGELF/JA India Company of the Year Competition is held annually and conducted by The Global Education & Leadership Foundation. This competition requires participating teams to formulate an innovative business idea and execute it. Teams work for several months to develop their idea into a tangible business. Various reports are prepared, and the entire plan, including its successes and challenges, is pitched before an esteemed panel of judges who are often seasoned entrepreneurs.

This contest provides a forum for aspiring student entrepreneurs to have a thorough grasp of SWOT analysis. The process also fosters leadership and collaborative abilities, alongside various other soft skills essential for the day-to-day operations of a business. The student entrepreneurs are able to understand the challenges posed by the real business world and find solutions keeping in mind the societal welfare.

Our participating team this year – PerchNest – an entrepreneurial venture specializing in upcycling domestic wood waste into a range of compact, ergonomic, aesthetically pleasing products like multi-purpose boxes and bird perches had a group of 15 enthusiastic students as members.

The team members sourced the waste wood from local fruit and vegetable vendors who typically discard wooden containers. The entire product development process was carried out within the school ecosystem, utilizing resources and guidance available on campus. The team's efforts culminated in a highly successful showcase at the school's Diwali Mela, where their innovative products were sold out, demonstrating the practicality and appeal of their venture.

The core team of 4 students comprising of Raunish Dwivedi (XI-I), Ojsya Chugh (XI-E), Gauransh Vats (XI-A), and Ishan Chandak (XI-D) presented their idea to the panel of esteemed judges. The team was selected as one of the 13 national finalists. It was an enriching experience for the students. It also helped them to appreciate each other's strengths and work in one direction.