SWOT Analysis

Event: SWOT Analysis workshop
Date: 07.02.2024
Attendees: 20+
Venue: TIED Cell

Event Objective:

To introduce them to the concept of SWOT analysis and its application in business and strategic decision-making and aimed to teach them how to identify strengths, weaknesses, opportunities, and threats related to a particular project or business. Ultimately, the objective was to provide students with a practical toolkit that they can

utilize to assess and address challenges, make informed decisions, and contribute effectively to organizational success in their future endeavors.

Event Description:

The SWOT workshop was organized by TIEDC on 6 February, 2024 from 5:30 to 7:00 pm, presented by the 2nd year cell members. Introduction to SWOT was initiated by Ananya Chatterjee, followed by Spotify SWOT presented by Unnati Pant and Krutrim chatbot SWOT by Pakhi Gupta and Tripti Bhardwaj. Each team consisting of two 1st years thereafter were assigned companies to create SWOT presentations by next day (7th February, 2024) which was followed by honest reviews and feedback on their SWOT analysis from 2nd and 3rd year cell members and ended up with a healthy interactive session.

Event's Benefits:

- Skill development: Students gained practical skills in analyzing and evaluating various aspects of a business or project.
- Critical thinking: Students enhanced their critical thinking abilities and learned to think analytically.
- Strategic thinking: SWOT analysis helped in understanding the bigger picture and making informed decisions based on internal and external factors.
- Teamwork: The workshop promoted teamwork and collaboration among students, as they worked together to analyze and discuss various factors.
- Practical application: The skills learned in the workshop can be applied to real-world scenarios, whether in future careers or entrepreneurial ventures.

Images:

List of Participants:

1. Abhitansh
2. Abhay
3. Devansh Sharma
4. Arin
5. Rujal
6. Krishna
7. Pranjali sharma
8. Akshita
9. Saransh
10. Vishesh
11. Nilay

12. Ankush Sharma
13. Garv
14. Anshita
15. Anusha
16. Akshat singh
17. Raghav
18. Aditya
19. Garvit Khatter
20. Pragati
21. Venkat
22. Devansh kalia
23. Baisakhi