

Winner Sports plans specialty store as ISB launches new course

13 Sep 2009, 04:26 hrs IST, Pallavee Dhaundiyal Panthry , ET Bureau

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ISB LAUNCHES 'IDIYA'

The Indian School of Business (ISB) has launched 'ISB Idiya' - an initiative that invites ideas for innovative social ventures from working professionals in India. The competition is not open to students who are pursuing any full time programme. The competition is being led by students of the Net Impact - a social responsibility club at the ISB. Applications are invited from September 1 to October, 25, 2009.

Speaking on the significance of 'ISB Idiya', Ajit Rangnekar, dean, ISB, said, "We would like to encourage social entrepreneurship amongst youth in India through ISB Idiya. We hope that new age business models from young people will change the social sector scenario in India. This initiative will support aspiring entrepreneurs from idea generation to execution through mentorship and entrepreneurial training."

The event was launched by Vijay Mahajan, chairman and founder of Basix. "The world of business is not always about maximising social good. If you want to work with social entrepreneurship, the fuel for this has to be commercial," he said. He also spoke on the role of business schools in providing the right fertile ground for potentially sound social venture since they straddled the world of economy, enterprise and policy.

The business plans will be evaluated on the subjects like social business context, business plan and innovativeness, financial sustainability and profitability, and social impact. The top five winning teams comprising of two to four participants would be provided a one week Boot Camp where they will network with industry leaders, venture capitalists and mentors.

The Net Impact Club at the ISB is the first in Asia. Net Impact began in 2003 when a network of new generation leaders committed themselves to use the power of business to improve the world. Over the years, the club has devoted itself to community service, spreading social awareness, fund-raising activities and working for the needy and the underprivileged.

WINNER SPORTS LEAPS FORWARD

Winner Sports Ltd, a wholly owned subsidiary of Pantaloon Retail India Ltd that runs Planet Sports chain of retail stores in the country, is planning to launch a 30,000 sq ft sports specialty store in the country within 12 months. The company is in discussions with three developers of three different cities at the moment so, the location is not decided yet.

Winner Sports plans to spend close to Rs 10 crore in readying the large format store. It also aims to invest Rs 60 crore in order to open 40 new stores this year, of which around 15 will be exclusive stores for casual youth shoe brand Converse, for which it is a licensee.

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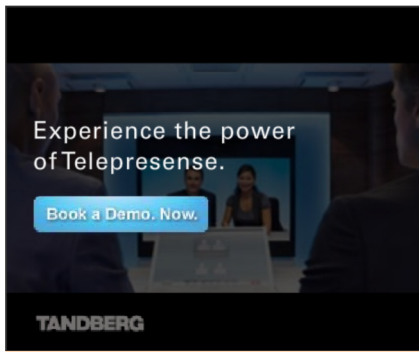
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