



The University of Fiji

(An Entity of Arya Pratinidhi Sabha of Fiji)

The University of Fiji Awards Winners of the Small Business Idea Competition

The University of Fiji's School of Business and Economics (SoBE) took the initiative to instigate young people to present their small business ideas through a Small Business Idea Competition.

The Small Business Idea Competition was organised to enhance the School's community engagement pursuant to the Strategic Plan 2022-2026 goals. In total the School received 66 online applications, out of which 20 were shortlisted. Both high school students and adults took part in the competition.

An online orientation programme was delivered to the short-listed candidates by SoBE staff who also convened an online business plan development training for 4 weeks. Trainings were provided in the areas of business and business name registration, finance and financial controls, marketing and promotional strategies, operations, inventory control and supply chain management, human resource, organization structure and contracts of employment, deciding on choosing an appropriate location, packaging, labeling and branding, storage, transportation and distribution, conducting SWOT analysis, and future investment plans.

At the end of the training the candidates were asked to develop their own Business Plans for their small business idea which had to be submitted within 1 week. These were then screened by the judges and award committee members.

The judges of the awards competition were Mr Tarlochan Singh from Sun Insurance, Mr Lawrence Kumar from Promax Consulting, The University of Fiji's Dean SoBE Professor Ranasinghe Amaradasa and HOD Management, Dr Navneel Prasad.

The University of Fiji's Vice Chancellor Professor Shaista Shameem said that this was an excellent initiative which facilitated the goals of the University's Strategic Plan 2022-2026 not only by meeting community and social responsibility requirements but also its holistic learning and teaching strategy of the Drua Voyage and Gurukul.

Mr Tarlochan Singh encouraged the awardees to continue working on their small business idea because all successful businesses started small.

"If you have a small business idea, don't shy away, give it thought, do bit of training, do bit of talking with your colleagues, talk to your friends, or share with your parents, and flourish your idea," He said.

Mr Lawrence Kumar congratulated the winners and encouraged the participants to keep finding ways to improve their ideas as no business was perfect. He said that he was amazed with the creativity amongst the participants for example one proposed to set up a Maths Coaching Service, another proposed to establish a virtual art gallery.

There were three winners each in the Adult Category and the Secondary School Category. The first prize winner in the Adult Category was Ms Saakshi Ashlyne Goundar from Lautoka and first prize winner in the Secondary School Category was Ms Shreya Shivashna Kumar, a student from Swami Vivekananda College in Nadi.

The awards will be an annual event for SoBE.



Ms Saakshi Ashlyne Goundar with her mum and brother



L-R Ms Shreya Shivashna Kumar, Mr Tarlochan Singh, and Mr Lawrence Kumar



The university of Fiji Team and Participants