

ONE DAY ENTREPRENEUR 2.0 (ODE 2.0) Event Report

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To: Dr. D. Henry (Director, AIMS)

Fm: Prof. Gaanyesh Kulkarni (Coordinator-ECCell, AIMS)

Sub: Comprehensive report on the ODE 2.0 held on 27-28 March 2025 at Phase-3 of AGI campus

A. ODE 2.0 (One Day Entrepreneur 2.0) Overview:

ODE 2.0 was held at Atharva Institute of Management Studies is an initiative aimed at igniting the entrepreneurial spirit among MMS students of the institute. Recognized as one of the institute's best practices, this two-day event provides a dynamic platform for students to immerse themselves in the world of entrepreneurship. Through hands-on experiences and interactive sessions, ODE not only fosters innovative thinking; but also to sensitizes the students to various aspects/domains of management (viz.- Marketing, Finance, HR, Operation, and IT), and equip the students with the mindset and skills to transition from being job seekers to job providers. By inspiring and encouraging future leaders to pursue entrepreneurial ventures, ODE plays a pivotal role in shaping the leaders of tomorrow, making them confident and capable of driving economic growth and societal change. The core faculty team for ODE 2.0 comprised of Dr. D. Henry (Director, AIMS), Prof. Gaanyesh Kulkarni (HoD & Asst. Professor – Marketing), Dr. Komal Ahuja (Asst. Professor – Marketing), and Prof. Gauri Sane (Asst. Professor-IT).

ODE 2.0 was the **Season-2** episode of the ODE 1.0 held on 18-19th October 2024 by MMS Batch 2022-24 students which was an extended assignment for Entrepreneurship Management course. The core purpose of ODE is to sensitize AIMS' management students to various aspects/domains of management (viz.- Marketing, Finance, HR, Operation, and IT), vis-à-vis to inculcate an entrepreneurial motivation amongst them; which would act as a launching pad for those who are wishing to take **entrepreneurship as a fulltime career**. This coveted event was held at AIMS campus (on the internal tar road in Phase-3 compound on **March 27, 2025 from 9.30 AM through 4.30 PM; by the participation of entire MMS 2024-26 batch students, followed by the presentations of all the participating groups on March 28, 2025, from 10.00 AM** onwards, through 6.00 PM, duly assessed by the **Jury Panel, comprised of Dr. Suresh Shan, Prof. Deepali Maste, and Ms. Radhika Ahuja**, followed by the Awards ceremony.

Organized and led by the students, with mentorship and assistance from AIMS faculties (each faculty was assigned 2 groups for mentoring), ODE 2.0 showcased a joint effort to turn entrepreneurial ideas into reality. This year, 15 student teams were ready to present their ideas, products, and services. The event's goal was to provide a look into the everyday life of an entrepreneur while delivering an engaging, informative, and exciting experience for everyone involved. The total budget sanctioned was INR 80,800/- towards the 16 stalls' rent; certificates, mementos, award medals, promotional expenses (viz.- coupon cards, banners & standees, etc.). for the first time, we had received the *sponsorship* of Rs. 75,000/- from *Kareer Krafters* through Dr. Kiran Mohite (Director, Placements), out of which, Rs. 50,000/- were allotted by the Sponsors for ODE 2.0.

B. Key highlights of the Pre-event preparations: The preparation for ODE 2.0 has been a thorough process that started more than a month ago. The planning phase included a range of activities designed to guarantee the event's success, such as developing promotional materials and executing strategic communication efforts. Here are some key highlights:

- i. **Teaser Videos and Instagram Reels:** Each team created teaser videos and reels to generate excitement around their business ideas. These visuals not only showcased their products but also captured the energy of the event, using creativity, humor, and interactive elements to engage the audience and spark curiosity.
- ii. **Posters and Banners:** In addition to digital promotion, eye-catching posters and banners with event details were placed around high-traffic areas on campus, like dorms, the canteen, and hallways, to spread the word about ODE 2.0.

- iii. **Planning and Execution:** The event planning was a collaborative effort between students and faculty, ensuring every detail was covered. From layout design to safety protocols, the team worked together to create a vibrant, welcoming atmosphere and ensure all logistical and regulatory requirements were met.
- iv. **Coupon Sales:** A day before, all the teams were given 7 coupons (of the denominations viz.- 1 x Rs. 750/-; 2 x Rs. 500/-; and 4 x Rs. 250/-, thus totalling to Rs. 2,750/-) so that they could *pre-sale* their stalls. These coupons were meant to be *sold* to all the staff members (directors/principals/faculties/staff) across all the 7 institutes of the entire AGI campus.

C. The Event Day: All the students' teams were asked to report the campus before 7.30 AM on 27th March 2025. Each one started organizing their respective stalls with fine décor, food samples duly wrapped with cling films, and were ready by 9.00 AM for the event. All the teams were highly motivated as they were the *sellers* for this **one day**, to whom, the directors & principals of all the institutes of AGI, the staff, the faculties, the students, and the management were their *customers*! We had laid one stall for *Kareer Krafters* as well.

Hon. Shri. Sunil Rane Sir was cordially invited for the inauguration; but due to some important work he couldn't make it; however, he visited all the stalls in the evening from 4.45 PM through 6.15 PM, keenly taking interest in each stall, and mentoring the students on becoming the *job providers*. He categorically offered funding interest to a few stalls for *starting the Food Trucks*! Among the 15 stalls, few stalls like, *Biryani Affair* (veg. & non-veg biryani), *Chatori Kart* (Rajasthani cuisines), & *8 Ajube* received fabulous response, and became the talk-of-the-event. Since **Hon. Shri. Sunil Rane Sir** couldn't make it for the inauguration; the inauguration was done by Mr. Yewlekar of *Kareer Krafters* along with the five students of ODE 2.0 core team; followed by the inauguration of stalls 1 to 15 by all the directors/principals/HoDs of the AGI institutes, respectively.



The Inaugurators were felicitated by Dr. D. Henry with the bouquets (as shown in the images below).



D. The highlights of the Day-1 were:

1. **Innovative Ideas:** Participants presented a diverse range of creative business ideas, including fusion food, confectioneries, and gifting products, tailored to their target audience. Their promotional strategies effectively raised awareness and highlighted their talents.
2. **Learning Opportunities:** Beyond the competition, the event provided valuable entrepreneurial lessons. With 16 businesses showcasing their skills, participants received constructive feedback from judges to refine their ideas.
3. **Networking:** The event offered a unique opportunity to connect with faculty and students across various departments of the AGI. Participants had the chance to build valuable connections with mentors, peers, and potential collaborators for future ventures.
4. **Marketing:** This one-day entrepreneurial experience served as a powerful learning platform. Students enhanced their marketing skills by gathering customer feedback, designing eye-catching posters, and engaging with customers to promote their products, all while honing their communication and persuasive abilities.

E. The Key take-away for the Day-1 were:

- The "One Day Entrepreneur" competition at Atharva Institute of Management Studies on March 27, 2025, was a great success.
- It united passionate young minds focused on promoting entrepreneurship.
- This event highlights the important role educational institutions play in nurturing future entrepreneurs.
- The impact of this competition will resonate within the entrepreneurial ecosystem as participants turn their ideas into thriving businesses.
- The future of entrepreneurship looks bright, with innovative ideas set to make a significant mark on the business world.

F. Day-2 – The Presentations: All the 15 teams were given the customized PPT template well in advance and were asked to prepare their respective presentations for Day-2, i.e. 28th March 2025; where, the presentations were held at the Seminar Hall from 10.00 AM through 6.15 PM. The second day Jury panel comprised of Prof. Deepali Maste; Dr. Suresh Shan (Mahindra), and Ms. Radhika Ahuja (CSO, Executive Shiksha).

The One Day Entrepreneur (ODE) event was a tremendous success, with 15 teams showcasing their entrepreneurial talents through engaging presentations. Each team was evaluated by a panel of esteemed judges based on several key criteria. The first criterion focused on the business product itself, where teams were required to provide a clear and concise explanation of their idea, detailing the reasoning behind the product choice, its target market, value proposition, and potential profitability. Next, the judges assessed the marketing mix, considering the four Ps, viz.- Product, where the uniqueness and feasibility of the product were evaluated; Price, which looked at the pricing strategy and its alignment with market demand; Place, focusing on the distribution channels and market reach; and Promotion, where the effectiveness of the marketing strategies and promotional efforts was reviewed. Financial viability was also a major factor, with the judges analyzing the sales, costs, and profit potential of each idea, including revenue projections and cost management strategies. Finally, the teams' ability to confidently and effectively respond to questions during the Q&A session was taken into account, with an emphasis on their communication skills and the strength of their ideas.

G. The Award Ceremony: Following were the winners of the ODE 2.0 event:

- **First Place:** The Chatori Kart
- **Runner-up One:** 8 Ajoobe Iss Duniya Ke
- **Runner-up Two:** Flavour Fusion

The winning teams were honored with medals and certificates, celebrating their exceptional entrepreneurial skills and innovative concepts.

H. Jury Insights:

- Dr. Suresh A. Shan** praised *Flavour Fusion* for its customer-focused marketing and transparent pricing. He highlighted their creative *Pani Puri Challenge* as an engaging tactic that not only attracted customers but also increased sales, blending tradition with modern engagement strategies effectively.
- Prof. Deepali Maste** was impressed by *Chatori Kart's* impressive profit margin of 225% and its cost-efficient operations. She appreciated their traditional approach, where every detail, from serving plates to curd, was handcrafted, adding authenticity to the business.
- Ms. Radhika Ahuja** admired *8 Ajoobe Iss Duniya Ke* for their thoughtful contingency plan and effective outsourcing strategy. She was particularly impressed by their inclusion of coffee and

kharwas, enhancing the customer experience, and even offered the team a chance for a future business plan meeting.

- iv. **Dr. Henry Babu** commended all teams for their hard work and successful execution. He highlighted their strong marketing strategies and emphasized the importance of financial management for long-term entrepreneurial success.

I. Inference:

ODE 2.0 at Atharva Institute of Management Studies was an interactive event where students embraced the role of entrepreneurs, managing live sales, costs, and customer interactions. The following day, teams presented their business ideas, revenue projections, marketing strategies, and financial plans through detailed PPTs. Industry veterans—Dr. Suresh A. Shan, Prof. Deepali Maste, Ms. Radhika Ahuja, and Dr. Henry Babu—provided insightful feedback, enhancing the experience.

Congratulations to the winning teams—The Chatori Kart, 8 Ajoobe Iss Duniya Ke, and Flavour Fusion—for their innovative solutions. ODE 2.0 not only celebrated entrepreneurial spirit but also highlighted the importance of strategy, flexibility, and customer interaction, offering a strong foundation for future business leaders. This event served as a launching-pad for aspiring entrepreneurs, giving them valuable hands-on experience in product selection, sales, and customer management, preparing them for success in their entrepreneurial journeys.

J. Annexure - Photographs:



[Hon. Shri. Sunil Rane Sir mentoring the students on the stalls, on 27.3.25]



[Hon. Shri. Sunil Rane Sir mentoring the students on the stalls, on 27.3.25]



[Mr. Kapil Kapoor inaugurating one of the stalls on 27.3.25]







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