



**Report on the “One Day Entrepreneur” competition at
Atharva Institute of Management Studies, Mumbai.**



Activity / Event Report

Name of Event	: One Day Entrepreneur (ODE)
Date(s) of Conduction	: 18th – 19th October, 2023
Class / Semester	: MMS Batch 2022-2024 / Semester-III
Number of Teams participated: 18	
Faculty coordinator	: Prof. Gaanyesh Kulkarni Student
Coordinator/committee	: Entrepreneurship Cell, AIMS
Event Mentor/Guide	: Dr. D. Henry Babu (Director, AIMS)

1. Pre-Event Report:

1.1 Introduction:

Evolved under the entrepreneurship management core course for MMS-II students, and an invention of honorable director (AIMS), Dr. D. Henry Babu, the ***One Day Entrepreneur (ODE)*** was a one-day event that showcased the Entrepreneurial spirit of the students. It was an opportunity for students to sell their products and services to the community, and to gain valuable experience in running a business. The event was organized by the students' body, with the mentoring from AIMS director, Dr. D. Henry Babu, and due support of HoD Marketing & ECell chief coordinator, Prof. Gaanyesh Kulkarni. The students were responsible for all aspects of the event, including planning, promotion, and successful execution. Total 18 teams of MMS students participated in the event (comprising of MMS-III, MMS-I, and 1 Alumni) offering a wide variety of products and services, including food, clothing & accessories.

1.2 Highlights:

Preparations for the ***One Day Entrepreneur*** event were started a month ago. The following activities have been completed in the duration:

- **Teaser videos:** Each team has released a teaser video for each week to promote their business idea. The videos were creative and engaging, and they generated a lot of buzz on social media.
- **Flyers and banners:** Flyers and banners were made to promote the event around campus. The flyers and banners were visually appealing and informative, and they helped to create awareness about the event.
- **Communication:** All students and staff members were informed about the event well in advance. The event was promoted through LinkedIn, social media, and in-person announcements.
- **Buzz creation:** A buzz was created about the event on campus. Everyone was excited to be a part of the event, and they were eager to learn more about entrepreneurship. **Planning and execution:** The student team and faculties worked together to plan and execute the event. All necessary arrangements were made, and the team was confident that the event would be a success.
- **Coupon sales:** Coupons for the event were sold a day before the event. This helped to generate excitement and anticipation for the event.

1.3 Expected Outcomes:

The One Day Entrepreneur event was expected to be a success. The event was well-organized and well-promoted. A large number of students were expected to attend the event. The event provided students with the opportunity to learn about entrepreneurship and gain valuable experience.

1.4 Conclusion:

The One Day Entrepreneur event was on track to be a success. The student team and faculties worked hard to plan and execute the event, and they were confident that it would be a valuable learning experience for all participants.

2. Pre-Event Photos:





3. The Event Day Report:

Event Date: October 18, 2023

3.1 Introduction:

The most awaited event “**ONE DAY ENTREPRENEUR**” was hosted at the Atharva Institute of Management Studies, on the internal road of the Phase-III campus of AGI on October 18, 2023, wherein, 18 Stalls of 10’ x 10’ were installed. All the 18 participants of the ODE had presented innovative business ideas/products to be sold from their counters. The competition aimed at sensitizing the students to the gamut of business, and thereby encouraging budding management graduates to think of taking entrepreneurship as the full-time profession, thus to become the **Job Providers**, than becoming the *job seekers*.

The event “*One Day Entrepreneur*” was helpful for aspiring management grads to get a taste of running their own business, working in a team, and working on their profitability and much more. It was a full-day competition from 9.00 a.m. to 4.30 p.m. that brought together a young and diverse group of talented individuals to work together for a common goal which is to “learn and earn”. The event was designed to foster creativity, inspire innovation, and offer practical exposure to entrepreneurship. All the teams reported the campus at 7.30 AM on 18th October’23.

3.2 Highlights:

- 1. Innovative Ideas:** The participants of the competition showcased a wide range of innovative and creative business ideas. The participants proposed business ideas suitable for the target audience including a variety of fusion food businesses, herbal products, confectionaries, gifting articles, and much more. Each business showcased its talent to deliver promotional strategies which in turn helped to create awareness amongst our target audience.
- 2. Learning opportunities:** We the students of the Atharva Institute of Management Studies are earnestly thankful to our Director Dr. D Henry sir and Prof. Gaanyesh Kulkarni sir for their constant guidance and support in making this event successful. This event didn’t just aim at competition standpoint but also ensured to help provide some valuable entrepreneurial lessons to all the participants. A total of 18 businesses were running their business and each business showed its talent and skills. Participants benefited from constructive feedback and advice from the panel of judges, which will help them refine and develop their ideas further.
- 3. Networking:** An immense opportunity to connect with the faculties of the Atharva Group of Institutes. An opportunity to build new connections with students, teaching and non-teaching staff from different departments namely viz., Atharva College of Engineering, Atharva Institute of Film and Television, Atharva Institute of Management Studies, Atharva Institute of Technology, Atharva Institute of Hotel Management, Atharva School of Business, and all the other institutes under Atharva Group of Institutes. The event provided a unique opportunity for participants to network with like-minded individuals, mentors, and potential co-founders. These connections are invaluable for future entrepreneurial endeavors.

3.3 Key Takeaways:

- The "One Day Entrepreneur" competition held at Atharva Institute of Management Studies on October 18, 2023, was a resounding success.
- It brought together young, passionate minds with a shared goal of fostering entrepreneurship.
- This competition is an excellent example of how educational institutions can play a crucial role in nurturing the next generation of entrepreneurs.
- It is expected that the impact of this event will be felt in the entrepreneurial ecosystem, as these young minds go on to develop their innovative ideas into successful businesses.
- The future of entrepreneurship looks promising, with fresh and innovative business ideas poised to make a significant impact on the business world.

3.4 Event Day Photos:





4. Post-Event Report (The Presentations Day):

Date: October 19, 2023

Time: 9:30 am to 6:00 pm.

Venue: Atharva Institute of Management Studies. 4th-floor seminar hall

4.1 Event Overview:

ODE, short for One Day Entrepreneur, was an electrifying event held at our college Atharva Institute of Management Studies, where 15 teams showcased their entrepreneurial prowess through compelling presentations.

4.2 The presentations were evaluated on the following parameters:

1. 4Ps of Marketing:

- **Product:** Assessing the uniqueness and feasibility of the product.
- **Price:** Evaluating the pricing strategy and its alignment with market demand.
- **Place:** Analyzing the distribution channels and market reach.
- **Promotion:** Reviewing the marketing strategies and promotional efforts.

2. 3Cs:

- Communication: Judging the team's ability to communicate their ideas effectively.
- Content: Evaluating the depth and quality of content in the presentations.
- Clarity: Assessing the clarity and coherence of the presentations.

3. Profitability: Examining the financial viability and potential for growth in each entrepreneurial idea. Question and Answer Handling: How well the teams responded to queries and concerns from the jury and the audience.

4.3 Event Highlights:

The event was a resounding success, with each team exhibiting remarkable talent, innovation, and a deep understanding of the entrepreneurial ecosystem. The jury, comprised of Mr. Anup Munshi, Prof. Deepali Maste (ACE), and Dr. D. Henry Babu (Director, AIMS), brought their extensive expertise to the table, providing invaluable insights.

4.4 Winners:

First Place: The ODD Monks Team

Second Place: Team Vidarbha Express

Third Place: The Cash Cow Team

Each winning team was honored with medals and certificates, recognizing their outstanding achievements.

4.5 Jury Insights:

The esteemed jury had glowing remarks for the participants. Here are some of the insights and comments they shared:

Mr. Anup Munshi: Mr. Munshi commended the first-place winners, ODD Monks, for their innovative product development approach and comprehensive understanding of market dynamics. He emphasized the importance of a strong product foundation for any successful business.

Prof. Deepali Maste: Ms. Maste praised Team Vidarbha Express for their exceptional pricing strategy and clear communication skills. She stressed that effective communication is the cornerstone of successful marketing, and Team Vidarbha Express had excelled in this regard.

Dr. Henry Babu: Dr. Babu was impressed with the Cash Cow Team's deep understanding of profitability and financial management. He highlighted the significance of financial prudence in entrepreneurship and encouraged all participants to maintain a clear focus on the bottom line.

The jury also recognized the overall high quality of presentations, the teams' adaptability in handling questions, and their commitment to the 4Ps of marketing and the 3Cs of communication, content, and clarity.

4.6 Conclusion:

ODE - One Day Entrepreneur was a testament to the entrepreneurial spirit and creative energy that thrives within our college community. The event not only provided a platform for students to showcase their talents but also offered valuable lessons and insights from seasoned industry professionals. We congratulate the winning teams and thank the jury for their invaluable contributions to the event's success. ODE is a testament to the potential that our students have, and we eagerly look forward to future entrepreneurial endeavors.

The One Day Entrepreneur (ODE) event at Atharva Institute of Management Studies was a resounding success, showcasing the entrepreneurial spirit and marketing acumen of 15 enthusiastic teams. The event was centered on evaluating and rewarding teams based on their presentation skills, with a keen focus on the 4Ps of Marketing (Product, Price, Place, and Promotion) and the 3Cs (Communication, Content, Clarity), profitability, and adept question and answer handling. The jury panel, consisting of Mr Anup Munshi, Ms Deepali Maste, and Dr Henry Babu, provided invaluable insights into the presentations, making the event a valuable learning experience for all participants.

4.6 Post-Event Photos:



5. Stall-wise Activity / Event report:

Name of event	One Day Entrepreneur
Date of conduction	18th-19th October 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	8
Faculty Coordinator for the stall	Prof. Ganesh Apte
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Mr. Nikhil Jadhav
Stall No.	1
Stall Name	Chilled Bites

Objective:

- To encourage the students to have an entrepreneurial culture and approach.
- To explore different aspects of business operations.

Description:

The event began on 18th October, 2023 at 9:00 a.m. with all the other participating teams showing their utmost enthusiasm for the event. Stall number 1 was Chilled Bites wherein the participants were selling Ice-creams. The entire event was executed through a series of promotional activities in which the team worked to generate excitement for the occasion by beginning promotions from October 6, 2023, and contacting both teaching and non-teaching staff as well as students about the event throughout the campus. The team sold a total of 204 ice creams in a day, generating revenue of Rs. 4,653 and a 46% net profit.

The team has shown remarkable teamwork and jointly worked to achieve their goal. The team also printed and posted a banner of the menu, brand name and tagline. Different teasers and

flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes. Finally, after the event, the following day a group presentation was done in front of the jury panel for assessment.

Key Takeaways:

- The 4Ps of the marketing mix are vital during any venture establishment.
- Offering unique and delicious flavors can help differentiate the business from competitors and attract customers.

The event was interactive and engaging, and the students learned about different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir (Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. Henry Babu (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Mr. Nikhil Jadhav. This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.

Event Photos



Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	18th-19th October 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	8
Faculty Coordinator for the stall	Dr. Sudhir Purohit
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Ms. Sunila Pednekar
Stall No.	3
Stall Name	The Chaat Square

Objective:

The primary objective of a one-day entrepreneurship event is to inspire and empower individuals to explore their entrepreneurial aspirations, providing them with the knowledge, tools, and motivation to take the first steps towards starting their own businesses.

Description:

The event started at 9:00 am to 4:30 pm on October 18, 2023. The grand opening started with a ribbon-cutting ceremony by Dr. Urvashi Ma'am (ASB). We are team Alpha and we are presenting THE CHAAT SQUARE. "Taste that dances on your tongue" is our tagline. Stall No 3. As we all know the chaat is Mumbai's best and popular, affordable and delicious street food. So Chaat Square is all about bringing street flavors to all. The team created excitement for the event beginning on October 8, 2023, by using fliers, putting ads on social media, making eye-catching films, and many other activities. The entire event was executed through a variety of promotional efforts. A little the expected amount of stock sold successfully; the team made a total net profit of 29.97%. The sales of Virgin Mojito were 150 glasses, Shevpuri 60 plates, Dahi puri 49 plates and Corn chaat 27 plates. Our Total Sales of Rs. 6240 and total return on investment is 42.79%.

Key Takeaways:

- Adapt new approaches.
- Able to generate new ideas.
- Analyze data and make data-driven decisions.
- Continuously innovate and stay ahead of the competition.
- Build a strong team and foster a positive work culture.
- Listen to customer feedback and prioritize their needs.
- Have a clear vision and set achievable goals.
- Manage risks effectively and be prepared for challenges.
- Stay agile and be willing to pivot when necessary.
- Celebrate successes and learn new things.

Photos



This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.

Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	18th-19th October 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	9
Faculty Coordinator for the stall	Dr. Sudhir Purohit
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Shubham Dongre
Stall No.	4
Stall Name.	Brain Bites

Objective:

The primary objective of the event was to provide a platform for students to showcase their entrepreneurial skills, innovative ideas, and products.

Description:

The event was held on 18th October 2023 from 9.00 am with all the other participating teams showing their utmost enthusiasm for the event. Stall number 4 was Brain Bites wherein the participants were offering plain Idli, Fried Idli and Pizza Dosa and Mojito. The whole event was carried out in a number of promotional activities, the team was engaged in creating hype for the event starting to promote right on 8th October, 2023 by using flyers, posting advertisements on social media, creating Attractive videos and many more activities. The team successfully sold the expected stock which generated a total 27.79% net profit. The sales of Fried Idli were 35 plates,

Pizza Dosa 56 Plates and Mojito 25 glasses generating revenue of Rs. 1184. The event began on 18th October, 2023 at 9.00 am with all the other participating teams showing their utmost enthusiasm for the event. Stall number 1 was Chilled Bites wherein the participants were selling Ice-creams. The entire event was executed through a series of promotional activities in which the team worked to generate excitement for the occasion by beginning promotions from October 6, 2023, and contacting both teaching and non-teaching staff as well as students about the event throughout the campus. The team sold a total of 204 ice creams in a day, generating revenue of Rs. 4,653 and a 46% net profit. The team has shown remarkable teamwork and jointly worked to achieve their goal. The team also printed and posted a banners of the menu, brand name and tagline. Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes. Finally, after the event, the following day a group presentation was done in front of the jury panel for assessment.

Here's a glance at Day 2, i.e. 19th October, "The presentation day". Every team presented their business of the previous day and pitched the business idea to the jury. Once they were done with the presentation, the jury asked certain questions and also gave us their valuable suggestions to modify each team's business idea. After all the presentations, winners were announced and felicitations were done. Also, every team received participation certificates. With all the efforts of students and faculties, this event was a great success. The group has demonstrated exceptional cooperation by working together to accomplish their aim. The group also printed and displayed banners with the business name and tagline on the menu. Various teasers were distributed to both teaching and non-teaching staff. The following day a group presentation was done in front of the jury panel for assessment with the judging parameters being communication, clarity and content. While the Financials and Marketing strategies were judged.

Key Takeaways:

- The pricing strategy is vital during any venture establishment.
- Try and understand the needs of your target audience and build your product.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success. This report was prepared by: Mr. Shubham Dongare This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.



Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	18th-19th October 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	9
Faculty Coordinator of the Stall	Dr. Nitin Godse
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Palak Shah
Stall No.	5
Stall Name.	Rapid Munch Spot

Objective:

- To help the management students of MMS batch 2022-2024 understand the importance of entrepreneurship.
- To understand different aspects of running a business.
- To inculcate entrepreneurial spirit and culture amongst the youth.

Description:

The event began on 18th October 2023 at 9:00 a.m. with all the other participating teams showing their utmost enthusiasm for the event. Stall number 5 was Rapid Munch Spot wherein the participants were selling three fusion bhel variants: Crunchy Munchy, Crispy Chuckle and ChanaSuhana. The whole event was carried out in a number of promotional activities wherein the team was engaged in creating hype for the event starting to promote right on 8th October, 2023 by using a board and reaching out to potential suspects and generating leads. The team successfully sold all of their stock. It generated a 25% net profit, selling 50 plates of Crunchy Munchy, 44 plates of Crispy Chuckle, and 30 plates of Chana Suhana with a total of 125 plates sold in a day generating revenue of Rs. 4,000.

The team had shown remarkable teamwork and jointly worked to achieve their goal. The team also printed and posted two banners of the menu and the brand name and tagline. Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes. Finally, after the event, the following day a group presentation was done in front of the jury panel for assessment.

Key Takeaways:

- The 4Ps of the marketing mix are vital during any venture establishment.
- Try and understand the persona of your target audience and build your product.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success. This report was prepared by: Mr. Palak Shah. This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.



Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	18th-19th October 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	8
Faculty Coordinator of the stall	Dr. Nitin Godse
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Aleena Cletus
Stall No.	6
Stall Name.	The Shakers

Objectives:

- To inculcate entrepreneurial spirit among young students
- To help students understand and experience the different aspects of business
- To encourage students' business ideas

Description:

On 18th October, the event began at 9:00 a.m. after the inauguration by various college dignitaries, followed by individual stall inauguration. There were 18 stalls, amongst which our stall no. was 6, "The SHAKERS". This stall provided a unique version of 6 milkshakes for only Rs. 49 each. Before the inauguration itself, we started receiving orders. Customers loved the milkshakes offered and they visited again. We received a positive response from every customer. Due to this, our raw materials needed to be sourced again to fill the gap as there were many orders for our milkshakes. In total, we sold 170 cups of milkshakes. The total units sold would have been more but because the winding time was 4.30 pm, we stopped taking orders and set our stall free. After this, our team calculated all of the financials, and other inventory matters were cleared. This was about Day 1.

Here's a glance at Day 2, i.e., 19th October, "The presentation day". Every team presented their business of the previous day and pitched the business idea to the jury. Once they were done with the presentation, the jury asked certain questions and also gave us their valuable suggestions to modify each team's business idea. After all the presentations, winners were announced and felicitations were done. Also, every team received participation certificates. With all the efforts of students and faculties, this event was a great success.

Key Takeaways:

- Carefully estimating the demand for the product.
- Importance of pre-planning and backup plans in case of technical issues.

This Event Report was prepared by Miss. Aleena Cletus.

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.



Activity / Event report

Name of event	: One Day Entrepreneur
Date(s) of conduction	: 18th October, 2023.
Class / Semester	: MMS Batch 2022-2024
No. of students participated	: 9
Faculty Coordinator of the stall	: Prof. Ketan Sutaria
Student coordinator/ committee	: Entrepreneurship Cell
Team Leader	: Bilal Shaikh
Stall Name	: Crust & Crumb
Stall Number	: 07

Objective:

- Establish reliable and sustainable sources for high-quality, fresh ingredients to ensure consistent taste and quality.
- Providing excellent customer services that enhances the rapport with students through responsiveness to needs and requests.
- To increase variety in the diet by providing a range of attractive flavors, colors, aromas and textures in sandwich and Chaas (collectively known as eating quality, sensory characteristics or organoleptic quality).

Description:

On October 18, 2023, at 9:00 am, the competition got underway with all of the other teams participating with the utmost excitement. Crust & Crumb, stall number 7, offered four distinctive culinary offerings from various parts of India:

1. **Sandwich:** A sandwich is a versatile culinary creation consisting of one or more fillings enclosed between slices of bread. It offers a balanced combination of textures and flavors, often incorporating elements like meats, vegetables, spreads and condiments. Following are the three sandwich varieties we offered.

- **Mayo Magic Sandwich:** A Mayo Magic Sandwich is a simple and delicious dish made by spreading mayonnaise between two slices of bread, often combined with other ingredients like lettuce, tomato, or various meats to create a flavorful and satisfying sandwich
- **Veggie fusion Sandwich:** A Veggie fusion Sandwich is a popular and versatile dish made by placing a variety of vegetables between slices of bread. It typically includes ingredients like lettuce, tomatoes, cucumbers, onions, and other vegetables, often with spreads like or mustard for added flavor.
- **Cheezy Delight Sandwich:** A Cheezy Delight Sandwich is a delectable variation of the traditional sandwich, featuring melted cheese as a prominent ingredient

2. **Chaas:** Buttermilk is a dairy beverage that's typically thinner than regular milk. It's produced by fermenting milk with lactic acid bacteria, which gives it a tangy flavor.

These culinary items were available to a broad spectrum of clients due to their reasonable prices. To draw in additional clients, we used a psychological pricing strategy.

The crew in charge of building excitement for the event, which started on October 8, 2023, carried out a number of promotional activities leading up to the full event. We used word-of-mouth marketing, social media advertising, posters, and fliers all over campus as our promotional strategies. The group was able to sell every share they had. It had a 25.67% profit margin and made 1674 in net profit. A group presentation was made following the event in front of the jury panel for evaluation.

Key Takeaways:

- A distinctive value proposition helps set the product apart from rivals, whether it be through flavor, quality, or innovation.
- For constant flavor and customer satisfaction, high-quality, fresh ingredients must be sourced and maintained.
- The key to success is conducting in-depth research on the local market, consumer preferences, and rival businesses.
- Maintaining customer trust and health requires strict adherence to food safety and hygiene regulations.

The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry Sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Bilal Shaikh

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.



Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	18 th October, 2023
Class/ Semester	MMS Batch 2022-2024
No. of students in team	8
Faculty Coordinator for the stall	Prof. Ketan Sutaria
Student coordinator/ committee	Entrepreneurship Cell
Team leader	Karen D'souza
Stall Name	The Indian Taco
Stall No.	8

Objective:

Goal: The main goal of a one-day entrepreneurship event is to encourage and enable people to explore their dreams of becoming entrepreneurs by giving them the information, resources, and drive to begin their own enterprises.

Description:

This report contains the activities that were carried out by the team SPARTANS, the item served at the stall was the Mexican dish which can be called as a snack or an appetizer, this item was the Indian version of the Mexican dish. Mostly the ingredients used for the taco filling here were:

Paneer tikka masala; and Rajma masala (kidney beans). The team created some eye-catching creatives for the stall, every creative that was made was designed by the team itself. The tacos were almost sold out before time and the team had to arrange another lot of taco shells. With tacos, there were beverages served at stall no 8 where there were promotional schemes for the customers.

1. Paneer taco @40rs and Rajma taco @40rs
2. The double trouble @70
3. The meal @80 with a free beverage

Key Takeaways:

1. Team coordination can get you past any crisis or task
2. Get your strategy formulated before the time
3. Enthusiasm is most crucial
4. Each member of the team contributes to winning and losing



This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.

Activity / Event report:

Name of event	One Day Entrepreneur
Date of conduction	18th October, 2023
Class/semester	MMS Batch 2022-2024
No. of students in a team	5
Faculty Coordinator for the stall	Prof. Aparna Ger
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Sidhant Giri
Stall no.	9
Stall Name	Vidarbha Thaska

Objective:

- To help the management students of MMS batch 2022-2024 understand the importance of entrepreneurship.
- To understand different aspects of running a business.
- To inculcate entrepreneurial spirit and culture amongst the youth.

Description:

The event kicked off on October 18, 2023, at 9:00 am, witnessing the enthusiastic participation of all teams. Stall number 9, Vidharbh Thaska, showcased Chicken and Paneer Sukkha, drawing attention of the visitors.

In the lead-up to the event, the team engaged in extensive promotional activities, initiating efforts as early as October 8, 2023. They utilized boards and personal outreach to generate interest, attracting potential customers and creating anticipation.

The team's efforts paid off as they successfully sold their entire stock, achieving a remarkable 30% net profit. They sold 70 plates of chicken sukkha, 40 plates of Paneer Sukkha, and 60 cups of soup, totaling 170 plates and earning revenue of Rs. 1875 in a single day.

This achievement was a result of the team's exceptional teamwork and dedication. They displayed their menu and brand name through printed banners and actively distributed teasers and flyers among students, teachers, and staff at the Atharva Group of Institutes.

Following the event, the team presented their accomplishments to a jury panel for evaluation the next day.

Key Takeaways:

- The 4P's of the marketing mix are vital during any venture establishment.
- Try and understand the persona of your target audience and build your product.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. Henry Babu (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Mr. Sidhant Giri

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni. Submitted to: Dr. D. Henry sir, Director, Atharva Institute of Management Studies



Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	18th October, 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	6
Faculty Coordinator for the stall	Prof. Aparna Ger
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Mr. Amit Vinod Thakur
Stall no.	10
Stall name	Chatore

Objective:

- To ignite students' interest in entrepreneurship by showcasing the diverse opportunities and potential paths available in the field.
- To provide students with practical skills and knowledge necessary for starting and managing their own ventures, including critical thinking, problem-solving, and effective communication.

Description:

The "One Day Entrepreneur" event at Atharva Institute of Management studies commenced on the 18th October 2023 at 9:00 AM, marked by the enthusiasm of participating teams. Our team, "Chatore," set up at Stall Number 10, named "Chaat in Katore," showcasing an exciting array of fusion chaat options. Our menu featured Karare Kurkure Chaat, Chatakedar Chips Fusion, Crispy Nachos Salsa, and chatpata Corn Bhel.

Our journey towards the event began well in advance, with our team's unwavering dedication to creating excitement. Starting on the 8th of October 2023, we initiated a promotional campaign, connecting with potential patrons and sparking interest in our stall. Our promotional efforts included deploying eye-catching boards, engaging with the college community, and generating leads. "Chatore" demonstrated impressive teamwork throughout the event. Working cohesively, we effectively marketed our offerings. Our dedication paid off, as we sold out our entire stock, offering a delightful experience to our customers. We were able to achieve a remarkable 28.55% net profit from our sales. In total, amount invested was Rs. 2,851/-. This outstanding performance generated a total revenue of Rs. 3,990. In addition to our teamwork at the event,

we further promoted our stall by creating and displaying handmade banners showcasing the "Chatore" brand name. We distributed teasers and flyers to the student body, teaching staff, and non-teaching staff of the Atharva Group of Institutes, building anticipation for our stall. Following the event, our team engaged in a group presentation in front of the jury panel for assessment, highlighting our achievements and strategies.

Key Takeaways:

In a dynamic business environment, the ability to adapt and modify product offerings, pricing strategies, distribution channels, and promotional tactics based on customer personas is essential for long-term success.

One of the key takeaways is the significance of understanding the persona of the target audience. By doing so, businesses can tailor their products or services to meet the specific needs and preferences of their customers.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Mr. Amit Vinod Thakur

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.





Activity / Event report

Name of Event:	One Day Entrepreneur
Date of Conduction:	18th & 19th October 2023
Class/Semester:	MMS Batch 2022-2024
No. of Students in group:	8
Under the Guidance of:	Dr. D Henry (Director)
Faculty Coordinator for the stall:	Prof. Kajal Desai
Coordinator/Committee:	E-Cell Committee
Stall no.	12
Stall Name:	Mumbai Masala

Objectives:

- To provide a comprehensive overview of "One Day Entrepreneur" an event held in Atharva Institute of Management Studies on 18th & 19th October 2023 to commemorate the true spirit of Entrepreneurship and culture amongst the young generation.
- To help the management students of MMS batch 2022-2024 understand the importance of entrepreneurship.
- To understand various aspects of running a business, decision making, and overall testing our management skills.

Description:

The "One Day Entrepreneur" was a two-day event in college campus on 18th October 2023, followed by presentation of them same in Seminar Hall of AIMS on 19th October 2023. The event began with a warm welcome by our hosts, the E-Cell committee and Juniors. Although the event started on the 18th, the preparation started one month back. We choose Maggi and chai as our product because it is tasty, healthy and easy to make and everyone's favorite beverage is chai, served in Kulhad. Our group created 3 different posters for ODE, and 3 teaser videos for the same followed by videos and trailers for our brand and product. We used various promotional strategies throughout the campus to

make our customers aware about our brand and product, i.e Mumbai Masala. We created creative posters, and placed them at strategic placements like in front of drinking water, in lift, on security cabins. We also promoted heavily on social media platforms like Instagram, LinkedIn and WhatsApp. One thing which made our promotion unique was our guerrilla marketing strategy and running various awareness campaigns.

On the day of the event, we started at 6:30 AM by collecting inventory and bringing it to college and decorating our stall with the theme we decided on. We started the kitchen preparation by 8:00 AM and started serving at 9:00 AM. We served Maggi in a dry leaf bowl to support the environment and presented it with fresh banana leaf and topped with cheese, oregano and chili flakes. Serving for more than 400+ customers, we sold 170+ Maggi with 100+ being Mumbai masala and 200+ masala chai in Kulhad. To judge our stall, we had Chef Mandar sir, and Prof. Amrita Mathew Ma'am. They really liked the taste of our product.

Total Investment - ₹4577

Total Sales - ₹11481

Net Profit - ₹6904

Return on Investment - 150%

BEP (Unit) - 19.6

Each group gave a presentation on the basis of 4P's, 3C's, profitability and question and answers. Our presentation went smoothly and the judges were satisfied with our answers. Event ended with prize distribution to the winning teams and 1st and 2nd runner-ups. It was a great learning experience overall.

As we conclude this memorable event, a vote of thanks speech expressing our deepest gratitude towards Honorable Shri Sunil Rane Sir - Executive President of Atharva Group of Institutions, Ms. Varsha Rane Ma'am – Trustee, Atharva Institute of Management Studies, Our Director Dr. D. Henry for allowing us to have this event and, and to the E-Cell committee members with the efforts of whom “One Day Entrepreneur” was a great success.

Report made by - **Aniket Lonkar (TL)**



This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.

Glimpse of the Events



Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	18th October, 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	9
Faculty Coordinator for the stall	Dr. Monika Shrimali
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Mr. Saurabh More
Stall no.	9
Stall Name	Crisp, Crunch and Delight (CCD)

Objective:

- To offer affordable and delicious food items that caters to the taste buds of the attendees.
- To get hands-on experience in managing a business, including aspects like pricing strategies, promotional activities, customer service, and inventory management.
- To showcase the diverse culinary traditions of India through the selection of our food items.

Description:

The event began on 18th October, 2023 at 9.00 am with all the other participating teams showing their utmost enthusiasm for the event. Stall number 14 was Crisp Crunch and Delight (CCD) and featured three distinct culinary items from different regions of India:

1. Appam: A type of pancake made with fermented rice batter and coconut milk, it's a popular dish in the South Indian states of Kerala and Tamil Nadu.
2. Shikanji: A traditional lemonade originating from North India, it's a refreshing drink made with lemon juice, sugar, water, and spiced with cumin and salt.
3. Wafer Pav: A unique snack from Maharashtra in West India, it consists of a bread roll (pav) stuffed with crunchy potato wafers and chutney.

These food items were sold at affordable prices, making them accessible to a wide range of customers. We implemented a value-based pricing strategy to attract more customers. The entire event took place through a series of promotional activities, with the team involved in creating buzz for the event, which began on October 8, 2023. The promotional techniques which we adopted are social media promotions, word of mouth, posters and flyers across the campus. The team successfully sold all of their stock. It generated a net profit of 2071 and had a profit margin of 68.69%. After the event, a group presentation was done in front of the jury panel for assessment.

Key Takeaways:

1. A food cart business can be a profitable and low-cost venture, making it an attractive option for entrepreneurs.
2. Choosing a good location for the business is crucial to attract more customers and generate sales.
3. Providing affordable prices can make the food items accessible to a wider range of customers, increasing sales and profitability.
4. Offering unique and delicious food items can help differentiate the business from competitors and attract customers.

The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry Sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Mr. Saurabh More

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.



Activity / Event report

Name of Event	One Day Entrepreneur
Date of Conduction	18th October, 2023
Class/Semester	MMS Batch 2022-2024
No. of Students in a Team	9
Faculty Coordinator for the stall	Prof. Swati Agrawal
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Ms. Akshata Dhuri
Team Name	Odd Monks (Group 3)
Stall No.	15

Objective:

- To help the management students understand the significance of entrepreneurship.
- To learn about the entire process of setting & running a business.
- To promote entrepreneurial spirit, passion & culture amongst the youth.

Description:

The event was held on 18th October, 2023 starting at 9.00 am, going on till 4:30 pm with all the other participating teams displaying their utmost enthusiasm for the event. Stall number 15 was 'Odd Monks', which was a setup of 3 Strategic Business Units (SBUs) consisting of 'Chocolate Dreamz' selling handmade assorted chocolates in various flavors, 'Tinker Jewels' selling handmade trendy Jewellery & 'BonBon – Love & Flavor' selling handmade cream cakes, cheesecakes, brownies & many more confectionery products in miniature form. The entire event was promoted through a variety of events, with the team working to build anticipation for the event beginning on October 8, 2023 by using direct marketing technique and reaching out to potential suspects and generating leads. Team 'Odd Monks' provided bite- sized samples of chocolates & brownies along with showcasing of several jeweler items to faculties, non- teaching staff, students, etc. for overall promotions.

The team successfully sold all of their stock, generating an overall profit of 68% with a Return on Investment (ROI) of 218%, selling 225 items of 'BonBon – Love & Flavor', 260 chocolates of 'Chocolate Dreamz', and 200+ items of 'Tinker Jewels' with a total revenue of Rs. 21,099.

Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes.

The team has conducted the entire production, promotion, logistics, sales; each process with utmost dedication & hard work to achieve this success. The complete journey of ODE was a remarkable experience for all of us.

Finally, after the event, on 19th October 2023, the following day, the team presented the significance of the '4P's' in the business conducted, in front of the Panel of Jury for assessment. Eventually, Team 'Odd Monks' was announced as 'Winner' of ODE.

Key Takeaways:

The 4Ps of the marketing mix are essential when establishing any enterprise.

Try to comprehend the persona of your intended market as you develop your goods.

Teamwork is extremely crucial for such big events considering that every team member contributes towards the team's success ultimately.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir - Executive President of Atharva Group, Ms. Pallavi Rane Ma'am - Trustee of Atharva Group; Dr. D. Henry Sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this event was an absolute success.

Prepared by: Ms. Akshata Dhuri

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.



Activity / Event report

Name of Event:	One Day Entrepreneur
Date of Conduction:	18th October, 2023
Class/Semester:	MMS Batch 2022-2024
Number of Students in a Team:	9
Faculty Coordinator of the stall	Prof. Swati Agrawal
Student Coordinator/Committee:	Entrepreneurship Cell
Team Leader:	Mr. Krantikumar Rathod
Stall no.	16
Stall name:	Vidarbha Chaska

Objective:

The primary objectives of the "**One Day Entrepreneur**" event were as follows:

1. To offer affordable and delicious food items that cater to the taste buds of the attendees.
2. To gain practical experience in managing a business, encompassing aspects like pricing strategies, promotional activities, customer service, and inventory management.
3. To showcase the diverse culinary traditions of India through the selection of our food items.

Event Description:

The event commenced on 18th October 2023 at 9:00 AM, with all participating teams displaying remarkable enthusiasm. Stall number 16, managed by the Vidharbha Chaska team, featured three distinct culinary items from different regions of India:

1. **Puran Poli:** A traditional Indian stuffed bread with sweet lentil filling.
2. **Kachori:** A popular Indian snack.
3. **Masala Tea:** A flavorful and aromatic Indian tea.

These delectable food items were priced affordably to make them accessible to a wide range of customers. The team implemented a value-based pricing strategy to attract more customers.

The event was promoted through a series of activities, starting on October 8, 2023. The team utilized various promotional techniques, including social media promotions, word of mouth, and distributing posters and flyers across the campus. As a result of these efforts, the team successfully sold all of their stock, generating a net profit of 2071 and achieving a profit on cost of 34.27%. Following the event, a group presentation was delivered in front of the jury panel for assessment.

Key Takeaways:

Several key takeaways emerged from this event:

- A food cart business can be a profitable and cost-effective venture, making it an attractive option for entrepreneurs.
- The selection of a suitable location is crucial to attract more customers and generate sales.
- Providing affordable prices can make the food items accessible to a wider range of customers, thereby increasing sales and profitability.
- Offering unique and delicious food items can help differentiate the business from competitors and attract a broader customer base.

The event concluded with a Vote of Thanks extended to the following individuals:

- Shri. Sunil Rane - Executive President of Atharva Group
- Ms. Pallavi Rane - Trustee of Atharva Group
- Dr. D. Henry - Director, Atharva Institute of Management Studies
- The dedicated faculty and students whose contributions led to the success of this event.
- Mr. Gaanyesh Kulkarni – HOD marketing (AIMS)

Report Prepared By: Mr. Krantikumar Rathod

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.



Activity / Event report

Name of event:	One Day Entrepreneur
Date of conduction:	18th October, 2023.
Class/semester:	MMS Batch 2022-2024
Stall Name:	69 Shakes
Stall No.	17
No. of students in a team:	9
Faculty Coordinator for the stall:	Dr. Shubhi Lal Agrawal
Student Coordinator/Committee:	Entrepreneurship Cell
Team Leader:	Shantanu Biswas

Objective:

- To assist MMS batch 2022-2024 management students in understanding the value of entrepreneurship.
- To learn various aspects of starting a firm.
- To instill entrepreneurial spirit and culture among the youth.

Description:

The tournament began at 9.00 a.m. on October 18, 2023, with all of the other participating teams displaying their utmost enthusiasm for the event. Stall number 17 was 69 Shakes wherein the participants were selling Milk base and Water base drink: Oreo shake, KitKat shake and Citrus Blue and Pineapple bliss. The whole event was carried out in a number of promotional activities wherein the team was engaged in creating hype for the event starting to promote right on 9th October, 2023 by using a board and reaching out to potential suspects and generating leads. The team successfully sold all of their stock. It generated a 34% net profit, selling 37 Oreo Shakes KitKat Shakes 50 and 74 glass of citrus blue and 30 glass of Pineapple bliss sold in a day generating revenue of Rs. 9019. The team has shown remarkable teamwork and jointly worked to achieve their goal. The team also printed and posted two banners of the menu and the brand name and tagline. Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes. Finally, after the event, the following

day a group presentation was done in front of the jury panel for assessment.

Key Takeaways:

The 4Ps of the marketing mix are critical throughout the formation of any enterprise. Build your product after understanding the persona of your target audience. Overall, the session was very participatory and engaging, and the students learnt about a variety of entrepreneurship-related topics. The session concluded with a vote of thanks to Shri. Sunil Rane Sir, Executive President of Atharva Group, Ms. Pallavi Rane Ma'am, Trustee of Atharva Group, Dr. D. Henry Sir (Director, Atharva Institute of Management Studies), and our humble faculty and students, without whom this session would not have been a success. This report was prepared by: Mr. Shantanu Biswas.

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.



Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	18th October, 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	9
Faculty Coordinator for the stall	Dr. Shubhi Agrawal
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Mr. Shiva Kumar Sanghvi
Stall Name	Nostalgic 18
Stall no.	18

Objective:

- To offer affordable Mandala Art Items and One Stop Shop for Diwali shopping.
- To get hands-on experience in managing a business, including aspects like pricing strategies, promotional activities, customer service, and inventory management.

Description:

The event began on 18th October, 2023 at 9.00 am with all the other participating teams showing their utmost enthusiasm for the event. Stall number 18 was a one stop shop for Diwali shopping named as Nostalgic 18 wherein the participants were selling variants of Mandala Art Keychain, Bookmarks, Diyas, Mirror, Mandala Wall Hanging and Tea Coaster. Also, they kept a nostalgic game from Mr. Bean named as Buzzwire. The entire event was carried out by engaged in creating hype for the event 3 weeks before the event and through ambassador marketing, social media and personal marketing. The team sold their whole stock by end of the day with revenue of Rs. 12,707/- By generating a 61% Profit Margin and 155% ROI. The whole stock consists of 40 Mandala Art Keychain, 8 Bookmarks, 44 Diyas, 3 Mirror, 6 Mandala Wall Hanging and 3 set of Tea Coaster. The team has put efforts in and out and has achieved the target to cross ROI of 100%. The team has performed digital marketing creating unique teasers and flyers and circulated throughout the campus

of Atharva Group of Institutes. Teams Brand Ambassador has done fabulous marketing since she has most of the followers who were target audience of the day of event. It was great method of promoting through digital media. Finally, after the event, the following day a group presentation was done in front of the jury Panel for assessment.

The team successfully achieved position of 2nd runner up in the event competition.

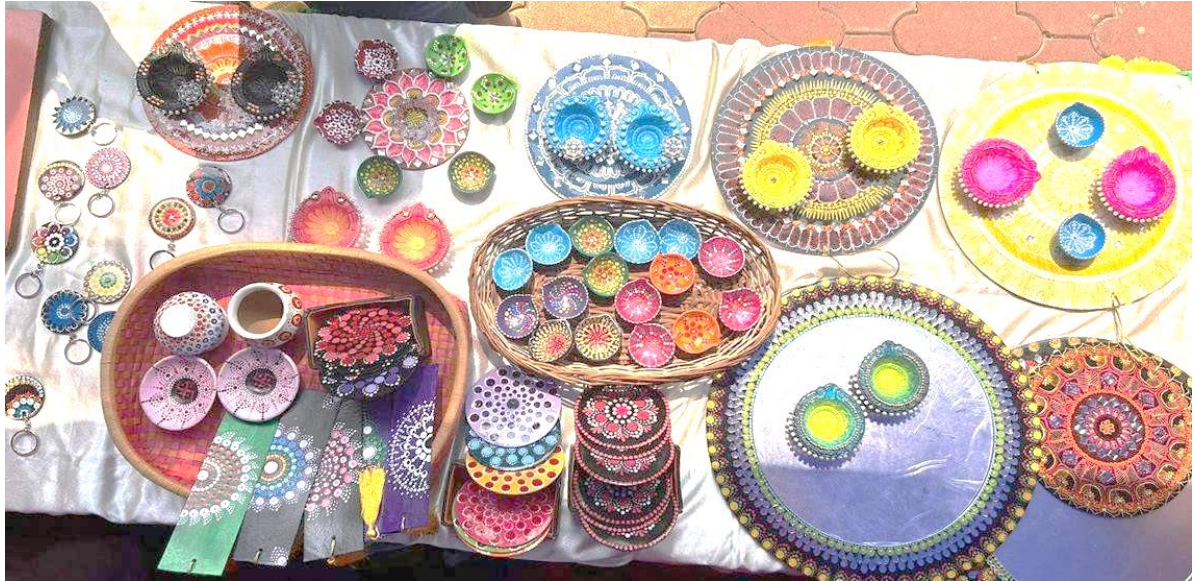
Key Takeaways:

A Deep passion for art and a thorough understanding of the art world are essential. Emphasize the Quality of the art you represent or create. Provide fair and competitive pricing for the products so it is accessible to a wider range of customers result in increasing sales. Considering factors like production cost and arts reputation. Offering unique and attractive art designs can help to differentiate the business. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry Sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Mr. Shivakumar Sanghvi.

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.





The above report was compiled & submitted by MMS-III student - Mr. Palak Shah; Ms. Saloni Bodele; and Ms. Saumya Kushwaha.

Checked by:

Approved by:

Prof. Gaanyesh Kulkarni
(HoD & Asst. Professor-Marketing)

Dr. D. Henry Babu
(Director, AIMS)