



Atharva Institute of Management Studies

Activity/Event Report

Name of Event : Project Friday 4

Date of Conduction : 08-08-2025

Class/Semester : MMS Batch 2024-2026

Faculty Coordinator : Dr. Reena Poojara, Dr. Vaibhav Patil,
Dr. Swati Agrawal

Activity 1

Workshop on developing a business plan

Objective:

To clearly identify the business idea, the problem it solves, and its value. Understand your target customers, market needs, preferences, and buying habits.

Analyze competitors and industry trends to find opportunities for uniqueness. Set a clear mission, vision, and goals to guide the business.

Choose the right products/services, define a business model, assemble a capable team, secure resources, and plan marketing and sales strategies. Estimate startup costs, secure funding, and create financial forecasts.

Prepare for potential risks with contingency plans and ensure compliance with legal, tax, and regulatory standards to avoid disruptions.

Establish measurable performance indicators, track progress regularly, and adjust strategies to support sustainable growth and long-term success.

Learning outcomes

To define a clear and purpose-driven business idea, identify customer needs, and analyze market trends and competitors to find a strategic position. They will gain practical skills in building a business model, planning finances, managing risks, and ensuring legal and regulatory compliance. Additionally, they had learn how to develop marketing strategies, set measurable goals, track business performance, and refine our approach to achieve long-term, sustainable growth.

Activity 2

Brain Hap conducted an insightful brain mapping session

Objective:

Students can identify their attention span, memory capacity, creativity, and emotional processing style.

Ability to make informed and effective decisions by understanding how the brain responds under pressure.

Development of empathy, emotional regulation, and stress management techniques for better leadership.

Awareness of personal strengths and weaknesses, and how to leverage them for academic, professional, and personal growth.

Recognising signs of stress, anxiety, and focus levels through brain data and understanding their impact on performance.

Using brain-based insights and tools to plan career paths and improve leadership potential.

Learning outcomes

Gaining a clear understanding of their individual cognitive and emotional patterns, such as attention span, memory, creativity, and stress response. It helped to learn how these factors influence decision-making, leadership style, and interpersonal communication, enabling them to make more effective choices under pressure.

By exploring practical applications of neuroscience, we were equipped with brain-based tools and strategies to strengthen leadership potential and achieve long-term success.

Activity 3

Documentary on 10X Your BUSINESS and Build a POWERFUL Career by Kunal Shah

Objective:

Hire based on qualities like clarity, curiosity, and first-principles thinking rather than just experience or technical skills.

Focus on creating systems with leverage and sustainable impact instead of optimizing for short-term results.

Use small-scale tests like tweets, mock pitches, or early feedback loops to confirm demand and refine ideas.

Identify employees who reduce friction, improve efficiency, and consistently enhance key metrics.

Simplify communication, decisions, and processes; use tools like the “write the tweet first” method to ensure ideas are actionable.

Learning outcomes

The ability to identify and prioritize key traits such as clarity, curiosity, and first-principles thinking when evaluating talent, moving beyond the traditional emphasis on technical skills or experience. We had develop a strategic mindset to design scalable systems that deliver sustainable, long-term results rather than focusing solely on short-term gains.

Through the concept of “selling before building,” students will learn practical methods to validate ideas early using lean, low-cost experiments, reducing risk and improving decision-making. It had also sharpen our ability to recognize and nurture “compounders” within teams.

Flyer of the event



**ATHARVA
UNIVERSITY
MUMBAI**

Atharva University proudly presents

PROJECT FRIDAY - 4

A New Concept Of Futuristic Vision for Students

Conceptualised by Shri Sunil Rane Sir

WORKSHOP ON:

“Developing Business Plan”

 **MR. MOHIT AGARWAL** 

Digital Transformation Head- Wockhardt

Department: AIMS-MMS

Venue: Classroom No. 06, Floor No. 3, Phase III

BRAINHAP

In Association with

IIT BOMBAY

Presents

NeuroCalm 42 Program

This document outlines the **session-wise presentation plan** for the **NeuroCalm 42 Workshop** at **Atharva College**, scheduled for **8th August, Friday**.

The workshop will be conducted by the **BrainHap team**.

Sessions will be led by:

- **Anushka Chhetri** - Neuroscientist
- **Diksha** - Counselling Psychologist

It uses neuroscience-backed methods, including:

- **Brain mapping**
- **Aptitude testing**
- **Personalised counselling**
- **Guided neuro-intervention techniques**

Photos of the event







Attendance sheet

ATHARVA INSTITUTE OF MANAGEMENT STUDIES					
MMS Sem- III Seminar/Workshop Attendance Sheet 2025 - 2026					
(Batch - 2024 - 2026) Division - A					
Roll No.	Date	7/8/25	8/8/25		
Name of Seminar/Workshop					
A-1 Agrawal Devesh Ashish					
A-2 Bandaru Jyeshna		SD			
A-3 Bhanji Purvaja Ajay					
A-4 Bhoi Chetan Gyanlal					
A-5 Chavan Isha Santosh					
A-6 Dalvi Sushant Dattatray					
A-7 Darade Priya Ramkrishna					
A-8 Desale Samrat Ashok					
A-9 Dhadiwal Kavish Nirbhay		SN	SD		
A-10 Dicholkar Manas Dattaprasad		MD	MD		
A-11 Ghadi Geetika Sanjay					
A-12 Ghotekar Sagar Ashok		SG	SG		
A-13					
A-14 Gothi Sanyam Pravinkumar					
A-15 Gupta Ritika Anilkumar					
A-16 Hurkat Princi Radheshyam		Prin	Prin		
A-17 Ingale Varsha Janardan					
A-18 Jaiswal Karina Mukesh		K	K		
A-19 Jakhad Sangeeta Rajuram					
A-20 Jamodkar Rushikesh Anil		RA	RA		
A-21 Kasture Yash Deepak					
A-22 Keny Gauravi Shambho					
A-23 Khan Abdullah Javed					
A-24 Kharatmol Shubham Mahadev					
A-25 Lokhande Tanaya Avinash					
A-26 Malvi Shrutika Kishor					
A-27 Matkar Vaibhav Harishchandra		VA	VA		
A-28 Mhatre Riddhi Sachin					
A-29 More Krutika Dilip Dipali					
A-30 Narole Sanket Salba					
A-31 Nimkar Anaya Vivek					
A-32 Paliwal Vandana Mangilal		VP	VP		
A-33 Pantoji Anushka Ramakant					
A-34 Patel Aftab Yusuf					
A-35 Patil Vidit Vilas		VP	VP		

	Date	7/8/25	8/8/25			
Boll No.	Name					
A-36	Pawar Saket Sanjay					
A-37						
A-38	Pokale Utkarsha Pramod					
A-39	Rajput Pratik Arun					
A-40	Raul Samwad Sameer					
A-41	Raut Ritu Devchand	Ritu	Ritu			
A-42	Sable Jaydeep Jalindar					
A-43	Salunke Prajwal Bapurao	J.P.Salunke	J.P.Salunke			
A-44	Salunkhe Prasad Avinash	Prasad Salunkhe	Prasad Salunkhe			
A-45	Sapkal Rajashree Ramchandra					
A-46	Sarmalkar Gauri Tukaram					
A-47	Shetty Preeti Shashidar					
A-48	Shinde Hrutwik Manish	Hr.H.Shinde	Hr.H.Shinde			
A-49	Shinde Sharad Eknath	E.N.Shinde	E.N.Shinde			
A-50	Shirfule Pavan Rajkumar	P.R.Shirfule	P.R.Shirfule			
A-51	Shirsat Siddhi Ramesh					
A-52	Shukla Riya Dharmendra					
A-53	Singh Abhishek Namvar	N.V.Abhishek Singh	N.V.Abhishek Singh			
A-54	Singh Vedika Premkumar	Vedika Singh	Vedika Singh			
A-55	Soni Kasturi					
A-56	Sukka Sushmitha Krishna	Krishna Sukka	Krishna Sukka			
A-57	Susne Prachi Pramod					
A-58	Talwatkar Pallavi Shashikant					
A-59	Vanja Harikrishna Narasimham					
A-60	Vishwakarma Priyal Rakesh	Priyal Vishwakarma	Priyal Vishwakarma			
A-61	Vishwakarma Rohit Umashankar	Rohit V.K.	Rohit V.K.			
A-62	Zitre Mitali Suresh					
A-63	Darade Achal Ramdas	A.Ch.Darade				
A-64	Ayushi Vishwakarma					
A-65	Mahalik Sumit Suresh					
A-66	Sharma Arya Shivkant					
Total Number of Students Present						
Faculty Signature						

ATHARVA INSTITUTE OF MANAGEMENT STUDIES						
MMS Sem- III Seminar/Workshop Attendance Sheet 2025 - 2026						
(Batch - 2024 - 2026) Division - B						
	Date	7/8/25	8/2/25			
Roll No.	Name of Seminar/Workshop					
B-1	Aishwarya Raghavan					
B-2	Banote Om Vijay	<i>Banote</i>	<i>Banote</i>			
B-3	Bansode Shraddha Kiran					
B-4	Bhagwat Keshav Gokul	<i>Bh</i>	<i>Bh</i>			
B-5	Channa Jasneet Manjeetsingh	<i>Jasneet</i>	<i>Jasneet</i>			
B-6	Chauhan Anshu Kapildev	<i>Anshu</i>	<i>Anshu</i>			
B-7	Choudhari Priyanka Aba	<i>Priyanka</i>	<i>Priyanka</i>			
B-8	Chougule Nishita Dilip					
B-9	Chourasiya Radhika Chandrabhan					
B-10	Dhamne Chirag Lalit	<i>Chirag</i>	<i>Chirag</i>			
B-11	Dholwade Akshata Narendra	<i>Akshata</i>	<i>Akshata</i>			
B-12	Gaikwad Shweta Suresh					
B-13	Gawande Nikhil Bhagvan					
B-14	Halwai Khushi Subhash					
B-15						
B-16	Jadhav Akash Shivaji	<i>Akash</i>	<i>Akash</i>			
B-17	Jadhav Rani Kishan	<i>Rani</i>	<i>Rani</i>			
B-18	Jasani Mahek Chetan	<i>Mahek</i>	<i>Mahek</i>			
B-19	Jha Manisha Bablu					
B-20	Kadam Dhananjay Subhash					
B-21	Kadam Trupti Rakesh					
B-22	Kadam Yash Hemant					
B-23	Kathar Bhavesh Madhukar					
B-24	Khanvilkar Shubham Vinay					
B-25						
B-26	Kulkarni Pranav Nandkumar					
B-27	Kulsange Raj Bhiwa	<i>Raj</i>	<i>Raj</i>			
B-28	Lalwani Ekta Suresh					
B-29	Lathi Khushi Swapnil					
B-30	Malode Sanket Somnath					
B-31	Mane Pratik Dada					
B-32	Mhatre Adesh Vinod					
B-33	More Chinmay Rajendra					
B-34	Paithankar Priyanka Vilas					
B-35	Palkar Rohit Waman	<i>Rohit</i>	<i>Rohit</i>			

Roll No.	Date	7/8/25	8/8/25			
	Name					
B-36	Pateliya Smeet Kishorbhai					
B-37	Patil Mayur Pramod	<u>Patil</u>	<u>Patil</u>			
B-38	Patil Viraj Vilasrao					
B-39	Pawar Abhiraj Abhay					
B-40	Pawar Hrishik Sanjay					
B-41	Pawar Vaishnavi Shankar					
B-42	Pednekar Shreyash Shrikant					
B-43	Pimple Mansi Bhushan					
B-44	Rane Rucha Ravindra	<u>Rane</u>	<u>Rane</u>			
B-45	Rathod Siddhi Rajesh	<u>Rathod</u>	<u>Rathod</u>			
B-46	Sanap Shruti Ramdas	<u>Sanap</u>	<u>Sanap</u>			
B-47	Sancheti Hetal Rahul					
B-48	Sanghvi Vidhi Prashant					
B-49	Saroj Khushi Sajanlal					
B-50	Sathe Sarvesh Sunil					
B-51	Sharma Shivani	<u>Sharma</u>	<u>Sharma</u>			
B-52	Shirke Tanvi Mohan					
B-53	Sonone Atharva Vinay					
B-54	Sontakke Abhishek Sagarchand					
B-55	Tarambale Tejas Sanjay					
B-56	Thakur Aditi Gopal					
B-57	Tiwari Sudhir Kumar Vijayshankar	<u>Tiwari</u>	<u>Tiwari</u>			
B-58						
B-59	Udavant Malhar Ramesh	<u>Udavant</u>	<u>Udavant</u>			
B-60	Valvi Tanay Lotan	<u>Valvi</u>	<u>Valvi</u>			
B-61	Vyas Kinjal Ghanshyam					
B-62	Waghmare Disha Nirmal					
B-63	Walunj Supriya Shantaram	<u>Walunj</u>	<u>Walunj</u>			
B-64	Yadav Kiran Dnyandeo					
B-65	Yadav Sanskriti Suryaprakash					
B-66	Dubey Abhay Kumar Rajeshwamath	<u>Dubey</u>	<u>Dubey</u>			
B-67						
	Total Number of Students Present					
	Faculty Signature					

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
MMS Sem- III Attendance Sheet 2025 - 2026
(Batch - 2024 - 2026) (Finance)

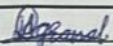

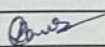





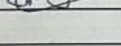
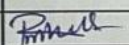
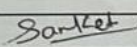

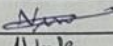

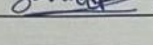

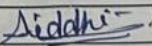



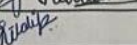

Project Friday 04 - Workshop on Developing Business Plan

Roll No.	Name	Signature
A-1	Agrawal Devesh Ashish	<i>Devesh</i>
A-3	Bhanji Purvaja Ajay	
A-4	Bhoi Chetan Gyanlal	
A-5	Chavan Isha Santosh	<i>Isha</i>
A-6	Dalvi Sushant Dattatray	
A-9	Dhadiwal Kavish Nirbhay	<i>Kavish</i>
A-11	Ghadi Geetika Sanjay	<i>Geetika</i>
A-12	Ghotekar Sagar Ashok	<i>Sagar</i>
A-14	Gothi Sanyam Pravinkumar	<i>Sanyam</i>
A-15	Gupta Ritika Anilkumar	<i>Ritika</i>
A-17	Ingale Varsha Janardan	<i>Varsha</i>
A-19	Jakhad Sangeeta Rajuram	<i>Sangeeta</i>
A-22	Keny Gauravi Shambho	<i>Gauravi</i>
A-24	Kharatmol Shubham Mahadev	
A-26	Malvi Shrutika Kishor	
A-28	Mhatre Riddhi Sachin	<i>Riddhi</i>
A-29	More Krutika Dilip Dipali	
A-30	Narole Sanket Salba	<i>Sanket</i>
A-31	Nimkar Anaya Vivek	
A-33	Pantoji Anushka Ramakant	<i>Anushka</i>
A-35	Patil Vidit Vilas	<i>Vidit</i>
A-38	Pokale Utkarsha Pramod	<i>Utkarsha</i>
A-40	Raul Samwad Sameer	<i>Samwad</i>
A-42	Sable Jaydeep Jalindar	
A-45	Sapkal Rajashree Ramchandra	
A-46	Sarmalkar Gauri Tukaram	<i>Gauri</i>
A-47	Shetty Preeti Shashidar	
A-51	Shirsat Siddhi Ramesh	<i>Siddhi</i>
A-52	Shukla Riya Dharmendra	<i>Riya</i>
A-56	Sukka Sushmitha Krishna	<i>Sushmitha</i>
A-57	Susane Prachi Pramod	<i>Prachi</i>
A-58	Talwatkar Pallavi Shashikant	<i>Pallavi</i>
A-62	Zitre Mitali Suresh	<i>Mitali</i>

Roll No.	Name	Signature
A-65	Mahadik Sumit Suresh	
A-66	Sharma Arya Shivkant	<u>Arya</u>
B-1	Aishwarya Raghavan	<u>Aishwarya</u>
B-3	Bansode Shraddha Kiran	
B-9	Chourasiya Radhika Chandrabhan	<u>Radhu</u>
B-13	Gawande Nikhil Bhagvan	
B-14	Halwai Khushi Subhash	
B-19	Jha Manisha Bablu	<u>Manisha</u>
B-20	Kadam Dhananjay Subhash	<u>Dhananjay</u>
B-21	Kadam Trupti Rakesh	
B-24	Khanvilkar Shubham Vinay	<u>Shubham</u>
B-26	Kulkarni Pranav Nandkumar	
B-28	Lalwani Ekta Suresh	<u>Ekta</u>
B-29	Lathi Khushi Swapnil	
B-30	Malode Sanket Somnath	
B-31	Mane Pratik Dada	<u>Mane</u>
B-32	Mhatre Adesh Vinod	<u>Adesh</u>
B-33	More Chinmay Rajendra	<u>More</u>
B-36	Pateliya Smeet Kishorbhai	<u>Smeet</u>
B-38	Patil Viraj Vilasrao	
B-40	Pawar Hrishik Sanjay	<u>Shreshth</u>
B-41	Pawar Vaishnavi Shankar	<u>Pawar</u>
B-42	Pednekar Shreyash Shrikant	
B-43	Pimple Mansi Bhushan	<u>Mansi</u>
B-47	Sancheti Hetal Rahul	<u>Hetal</u>
B-48	Sanghvi Vidhi Prashant	<u>Vidhi</u>
B-50	Sathe Sarvesh Sunil	<u>S.S. Sathe</u>
B-52	Shirke Tanvi Mohan	<u>Shirke</u>
B-53	Sonone Atharva Vinay	
B-54	Sontakke Abhishek Sagachand	
B-55	Tarambale Tejas Sanjay	<u>Tarambale</u>
B-56	Thakur Aditi Gopal	<u>Aditi</u>
B-61	Vyas Kinjal Ghanshyam	<u>Kinjal</u>
B-65	Yadav Sanskriti Suryaprakash	<u>Yadav</u>
	Total Number of Students Present	
	Faculty Signature	

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
MMS Sem- III Attendance Sheet 2025 - 2026
(Batch - 2024 - 2026) (Finance)

Project Friday 04 - Brain Mapping Session

Roll No.	Name	Signature
A-1	Agrawal Devesh Ashish	
A-3	Bhanji Purvaja Ajay	
A-4	Bhoi Chetan Gyanlal	
A-5	Chavan Isha Santosh	
A-6	Dalvi Sushant Dattatray	
A-9	Dhadiwal Kavish Nirbhay	
A-11	Ghadi Geetika Sanjay	
A-12	Ghotekar Sagar Ashok	
A-14	Gothi Sanyam Pravinkumar	
A-15	Gupta Ritika Anilkumar	
A-17	Ingale Varsha Janardan	
A-19	Jakhad Sangeeta Rajuram	
A-22	Keny Gauravi Shambho	
A-24	Kharatmol Shubham Mahadev	
A-26	Malvi Shrutika Kishor	
A-28	Mhatre Riddhi Sachin	
A-29	More Krutika Dilip Dipali	
A-30	Narole Sanket Salba	
A-31	Nimkar Anaya Vivek	
A-33	Pantoji Anushka Ramakant	
A-35	Patil Vidit Vilas	
A-38	Pokale Utkarsha Pramod	
A-40	Raul Samwad Sameer	
A-42	Sable Jaydeep Jalindar	
A-45	Sapkal Rajashree Ramchandra	
A-46	Sarmalkar Gauri Tukaram	
A-47	Shetty Preeti Shashidar	
A-51	Shirsat Siddhi Ramesh	
A-52	Shukla Riya Dharmendra	
A-56	Sukka Sushmitha Krishna	
A-57	Susane Prachi Pramod	
A-58	Talwatkar Pallavi Shashikant	
A-62	Zitre Mitali Suresh	

Roll No.	Name	Signature
A-65	Mahadik Sumit Suresh	
A-66	Sharma Arya Shivkant	<u>Arya</u>
B-1	Aishwarya Raghavan	<u>Aishwarya</u>
B-3	Bansode Shraddha Kiran	
B-9	Chourasiya Radhika Chandrabhan	<u>Radhika</u>
B-13	Gawande Nikhil Bhagvan	
B-14	Halwai Khushi Subhash	
B-19	Jha Manisha Bablu	<u>Manisha</u>
B-20	Kadam Dhananjay Subhash	<u>Dhananjay</u>
B-21	Kadam Trupti Rakesh	
B-24	Khanvilkar Shubham Vinay	<u>Shubham</u>
B-26	Kulkarni Pranav Nandkumar	
B-28	Lalwani Ekta Suresh	<u>Ekta</u>
B-29	Lathi Khushi Swapnil	
B-30	Malode Sanket Somnath	
B-31	Mane Pratik Dada	<u>Mane</u>
B-32	Mhatre Adesh Vinod	<u>Adesh</u>
B-33	More Chinmay Rajendra	<u>More</u>
B-36	Pateliya Smeet Kishorbhai	<u>Smeet</u>
B-38	Patil Viraj Vilasrao	
B-40	Pawar Hrishik Sanjay	<u>Hrishik</u>
B-41	Pawar Vaishnavi Shankar	<u>Vaishnavi</u>
B-42	Pednekar Shreyash Shrikant	
B-43	Pimple Mansi Bhushan	<u>Mansi</u>
B-47	Sancheti Hetal Rahul	<u>Hetal</u>
B-48	Sanghvi Vidhi Prashant	<u>Vidhi</u>
B-50	Sathe Sarvesh Sunil	<u>S.S. Sathe</u>
B-52	Shirke Tanvi Mohan	<u>Shirke</u>
B-53	Sonone Atharva Vinay	
B-54	Sontakke Abhishek Sagachand	
B-55	Tarambale Tejas Sanjay	<u>Tarambale</u>
B-56	Thakur Aditi Gopal	<u>Aditi</u>
B-61	Vyas Kinjal Ghanshyam	<u>Kinjal</u>
B-65	Yadav Sanskriti Suryaprakash	<u>Sanskriti</u>
	Total Number of Students Present	
	Faculty Signature	

EVENT REPORT PREPARED BY: Sukka Sushmitha & Shirsat Siddhi

