



Atharva Institute of Management Studies

Project Friday **22-08-2025**

1. Activity Title

Innovative Product Pitches

2. Overview

The session was conducted on **22nd of August 2025** for **MMS Semester III** students.

In this session, Students of MMS Semester III presented their product ideas for a start-up.

Team 1 (PurePouch – Care for YOU):

Presenters: Jyeshna Bandaru & Priyal Vishwakarma Leveraged redefining discreet hygiene for women using eco-friendly solutions for sanitary disposal.

Team 2 (Fire Shield):

Presenters: Prajwal Bapurao Salunke, Sharad Eknath Shinde & Pavan Rajkumar Shirful Introduced a fire detection system powered by AI, which provides quicker and smarter workplace safety.

The event was coordinated by **Prof. Gaanyesh Kulkarni (Faculty Coordinator)** and **Ms. Jyeshna Bandaru (Student Coordinator)**.

3. Objective

- To provide students with a platform to showcase entrepreneurial and technical ideas..
 - To practice structuring product ideas with clear frameworks: problem statement, features, scalability, and future scope.
 - To inspire students to think critically and creatively about real-world issues.
-

4. Session Highlights

Team 1 – PurePouch (Hygiene & Sustainability):

- Biodegradable pop-up pouches for sanitary disposal.
- Compact, wall-mounted design for easy access in washrooms.
- Leak & odor prevention with plant-based biodegradable material.
- Vision to make PurePouch a mandatory fixture like toilet paper.
- Future scope includes CSR collaborations, government mandates, and global expansion.

Team 2 – Fire Shield (AI & Safety):

- Problem: Traditional smoke/heat detectors delay fire response.
 - Solution: AI-based detection using YOLOv3 + CNN with real-time alerts.
 - Features: Multi-user login, live video monitoring, automated notifications via email/buzzer.
 - Technical setup: Python, Anaconda, large fire/non-fire datasets.
 - Future scope includes IoT sensor integration, mobile app with GPS alerts, cloud dashboards, and predictive analytics.
-

5. Key Outcomes

- Students understood the importance of identifying problems before starting a business.
- They learned how to present product ideas in a structured business format.
- Understood the role of sustainability in hygiene solutions and AI in workplace safety.
- Realized the scalability potential of student-led innovations from local use to global application.

FLYER OF THE EVENT

AIMS PRESENTS

PROJECT FRIDAY-3

CEO *Ms. Khushi Mandlik*
Founder of Pretty Little Shopp

FEATURED IN

 Shark Tank India

 Josh Talks

TOPIC
From Idea to Start-up

EVENT DETAILS
1st Aug, 2025
11:15 Am - 1:15 Pm
Classroom - 6,
3rd Floor, Phase - 3

ALUMNI TALK

GEO-TAGGED PHOTOS





EVENT REPORT PREPARED BY: Jyeshna Bandaru

Verified by: Prof. Gaanyesh Kulkarni

Submitted to: Dr. Reena Poojara