



Atharva Institute of Management Studies

Project Friday – 11

1. Activity Title

Project Friday 11

1. Overview

- The session of Project Friday 11 was conducted on 3rd October 2025 for MMS Semester I students, commencing in the afternoon, 11:15am.
 - The introductory talk was delivered by Dr. Henry Babu, who motivated students with insights into entrepreneurship and encouraged them to confidently present their business ideas.
 - The session was guided and evaluated by Dr. Gaanyesh Kulkarni, with the presence of faculty members Dr. Sudhir M. Purohit, Dr. Nitin Godse, and Prof. Ganesh Apte, who actively interacted with the teams and provided constructive feedback.
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2. Objective

- To provide students with a platform to present their entrepreneurial ideas through concise 5–7 slide PPTs.
 - To evaluate business ideas based on problem identification, solution, USP, and feasibility.
 - To inspire innovative thinking and motivate students towards sustainable entrepreneurship.
 - To equip students with practical insights through faculty questioning and feedback.
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3. Session Highlights

Faculty Guidance:

- Dr. Henry Babu explained the purpose of the Project Friday initiative and motivated students to think beyond academics into the entrepreneurial ecosystem. Few groups were suggested to rethink and come up with better start up ideas.
- Dr. Gaanyesh Kulkarni outlined the presentation scheme:
 - Group Introduction (Names & Roll Numbers)
 - Idea – Problem Definition & Objectives
 - Solution to the Problem
 - USP & Value Proposition
 - How It Works
 - Product Sourcing & Prototyping
- The faculty panel actively engaged with the teams, asking critical questions and offering valuable suggestions.

Team Presentations:

The following business ideas were presented by the groups:

1. Nutri Bite – Healthy Snacking Brand
Members: Neelam Madke (19), Shakhambhari Bapat (2), Snigdha Patil (28), Divyani More (25)
2. Eco Glow – Chemical-Free Skincare Brand
Members: Surabhi Raorane (36), Samruddhi Pednekar (31), Aditi Dharne (08), Arya Salavi (38)
3. Thrift Flip – Recycling Clothes into Accessories
Members: Tanvi Ghag (11), Sudhanshu Singh (42), Namrata Yadav (46)
4. Pet Insurance Card
Members: Shreya Dixit (9), Tanvi Pawar (30), Nikita Kadian (16)
5. Next Gen Innovators – Vegan Leather
Members: Priyam Dhakan (7), Tulsi More (26), Sweedel Gomes (13), Balaji Megajigari (21)
6. Wellness Warriors – Gut Health Enhancing Drinks
Members: Anishka Chaudhary (5), Mansi Patil (27), Sakshi Bandgar (1), Samruddhi Save (40)
7. Mechanic Franchises – Automobile Repair Model
Member: (Roll no. 24)
8. Eco & Eco – Refurbishing Old Cycles
Members: Sahil Kondawar (18), Aditya Salve (7), Vighnesh Mejari (22)
9. Small Plant Maintenance
Members: Nilesh Dongre (10), Raj Bhawe (3), Shubham Gupta (14), Suresh Rana (25)
10. Cold Hub – Cold Storage & Preservation Solutions
Members: Vighnesh Ghavali (12), Prasad Thakur (44), Aryan Manuja (20)

4. Key Outcomes

- Students gained confidence in presenting and pitching entrepreneurial ideas.
- They learned how to define problems, propose solutions, and highlight value propositions effectively within a short presentation format.
- Exposure to faculty feedback provided clarity on feasibility, innovation, and market relevance.
- Teams understood the importance of teamwork, presentation skills, and sustainability in business planning.
- The session helped students refine raw ideas into structured startup concepts.

GEO-TAGGED PHOTOS

