



Atharva Institute of Management Studies

Project Friday – 15

Activity Title

Project Friday 15

1. Overview

- The session of Project Friday 15 was conducted on 31st October 2025 for MMS Semester I students of Division A, commencing in the afternoon, 11.15am.
- The introductory talk was delivered by Dr. Henry Babu, who motivated students with insights into entrepreneurship.
- The session was guided and evaluated by Dr. Gaanyesh Kulkarni, with the presence of faculty members Dr. Sudhir M. Purohit, Dr. Vaibhav Patil, Dr. Monika Shrimali, Dr. Leena Jagawat and Dr. Nitin Godse who actively interacted with the teams and provided constructive feedback.

2. Objective

- To evaluate business ideas based on problem identification, solution, USP, feasibility and 4Ps of Marketing.
- To help students brainstorm more ideas to come up with more leads regarding their respective projects.
- To equip students with practical insights through faculty questioning and feedback.

3. Session Highlights

Faculty Guidance:

- Dr. Henry Babu listened to all the teams' further updates they have done with their respective projects.
- Sample checking was done of the products of few groups by the entire faculty.
- The faculty panel actively engaged with the teams, asking critical questions and offering valuable suggestions.

The following are the insights of the groups that presented:

1. Name- Nutribite JM FOODS
Group members - Snigdha Patil ,Shakhambhari Bapat, Neelam Madke , Divyani More
Idea - Healthy Snacks like makhana , millet chips.
Update- Brought samples of their Products for tasting like potato chips, karela chips, and makhana .
To be done- They will have to make a google form for class feedback . Will have to bring the millet chips samples next time.
2. Name- EcoGlow
Group members- Surabhi Raorane, Aditi Dharne, Arya Salvi, Samruddhi Pednekar
Idea - Eco friendly Skincare products.
Update- presented their 2 sample products i.e Face pack and Face scrub.
The team distributed their samples to Faculties and some Students .
To be done- Need to get the feedback from those who took their samples and present them, and also present competitor analysis.
3. Name-Thrift Flip
Group members - Tanvi ghag, Sudhanshu singh, Namrata Yadav
Idea- Upcycling pre-owned clothes into customisable accessories.
Update- Showed one sample
To be done- needs to work on the cost structure and get more samples.
4. Group 4 - Tiffin Connect
Group members- Shreya Dixit, Tanvi Pawar, Nikita Kadyan, Unmesha Patil
Idea- A tiffin service for students and working professionals.
To be done- Collect information from Campuses and Corporates and find ways to acces them, build a network and spend 15 days on testing
5. Group 5 - next gen innovators
Group members- Tulsi More, Priyam Dhakan, Balaji Meghajigari, Swedel Gomes.
Update- Showed prototype examples of Wallet/Card Holder also a Small Coin Pouch for women.
To be done- Advantages of Vegan Leather over Normal Or Rexin Leather, needf to look for deep marketing pitch, mechanism and machinery for the new range of Products; Procurement & Space. Also need to set their target audience (new idea to make Visiting Card Pouches).
6. Group 6 - Wellness Warriors
Group members- Anishka Chaudhary, Samruddhi Save, Sakshi Bandgar, Mansi Patil.
Update- Presented their drink samples today.
To be done- Have to conduct market research of similar products and come up with more customisations including honey and jaggery.
7. Group 8 - Unify - Student Welfare App
Group members- Saail Kondawar, Aditya Salve, Vighnesh Mejari, Siddhant Moon.
To be done- Have to find ways on how to develop the app and the cost and workforce required.
8. Group 9- small maintenance plants
Group members- Raj Bhawe, Suresh Rana, Shubham Gupta, Piyush Tripathi.
Update- Changed their plants which were not upto the mark.
To be done- Find out cost and pot price and make a pitch for each segment.

9. Group 10- Seven Petals.(Changed from convertible heels)
Group members- Aryan Manuja, Vighnesh Gawali, Prasad Thakur, Rohan Pongde.
Update- Brought samples of printed clothing today.
To be done- Have to work on getting the costs down.

4. Key Outcomes

- Exposure to faculty feedback provided clarity on feasibility, innovation, and market relevance.
- Students learnt how to implement the business ideas in the practical world and to look for the probability of execution.
- Groups are heading towards sample building and cost calculation.

GEO-TAGGED PHOTOS

