



Atharva Institute of Management Studies

Project Friday – 18

Activity Title

Project Friday 18

1. Overview

- The session of Project Friday 18 was conducted on 21st November 2025 for MMS Semester I students, commencing in the afternoon, 11.15am.
- Part of the session was guided and evaluated by Dr. Aman Pal, with the presence of faculty members Dr. Gaanyesh Kulkarni, Dr. Sudhir M. Purohit, Dr. Vaibhav Patil, Dr. Leena Jagawat, Prof. Kajal Desai, Dr. Swati Agarwal 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 push the students with their capability to implement into practical industry.
- To equip students with practical insights through faculty questioning and feedback.

3. Session Highlights

Faculty Guidance:

- Dr. Aman Pal listened to one of the teams' start-up idea and the further updates they have done with their project.
- Samples were tasted and tested in the session for food and skincare, respectively, based projects.
- 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- Snacksters (changed name from Nutribite JM FOODS)

Group members - Snigdha Patil ,Shakhambari Bapat, Neelam Madke , Divyani More

Products Presented:

- Dry Fruit Makhana Mix
- Bitter Gourd Chips

Presentation Highlights:

- Displayed samples of both products.
- Explained the ingredients and nutritional/health benefits.
- Mentioned their USP and covered the 4Ps of marketing.

Response from Audience:

- Faculty and students tasted samples.
- Some faculty members and students placed orders after tasting.
- The group is still deciding on final pricing per quantity for each product.

2. Name- EcoGlow

Group members- Surabhi Raorane, Aditi Dharne, Arya Salvi, Samruddhi Pednekar

Key Points Discussed:

- Presented their product idea and costing.
- Shared their research and marketing concept.

Feedback / Suggestions Given:

- Laboratory testing is required for the product.
- Need to study and estimate the actual target market size.
- Basis of costing must be clear and justified.
- Marketing strategy needs more detailing — especially how they plan to promote and position their product.

4. Key Learnings

- The importance of conducting laboratory testing for consumable products
- Understanding the need for deep research and accurate market size estimation
- Identifying the correct basis of costing to ensure realistic pricing
- The value of product sampling and feedback to test market acceptance

GEO-TAGGED PHOTOS



