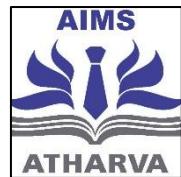


Atharva Institute of Management Studies



Event Report

Atharva's Youngpreneur Fest 2026

Date: 16th January 2026 & 17th January 2026

Organised by: Atharva Institute of Management

Sponsored by: Atharva University

Committee Members: Swamini Khanolkar, Swapnali Shivgan, Sujal Deulkar, Pranjal Kale, Swedel Gomes, Balaji Megajigari, Shantanu Tembhurne, Shrutiika Gosavi, Snigdha Patil.

Introduction:

ATHARVA'S YOUNGPRENEUR FEST 2026 was a two-day entrepreneurship-focused academic initiative designed to provide students with hands-on exposure to business planning, execution, customer interaction, and performance evaluation. The event aimed to bridge the gap between theoretical learning and practical business application.

Pre-Event Planning & Preparations

Preparations for the fest began well in advance with active involvement from faculty coordinators, the student core committee, and various organizing teams. Key pre-event activities included:

- Formation of core committee and allocation of responsibilities
- Stall registrations and shortlisting of product-based businesses
- Design and circulation of posters, stall creatives, and digital promotions
- Creation of promotional reels and content for Instagram and LinkedIn
- Preparation of evaluation criteria, presentation formats, and jury coordination
- Anchoring scripts and event flow planning for both days

These efforts ensured structured execution and smooth coordination during the event.

Expected Outcomes:

- Practical exposure to entrepreneurship and stall-based selling
- Development of leadership, teamwork, and communication skills
- Understanding cost structures, pricing, profit calculation, and customer behaviour
- Experience of presenting real business outcomes to an external jury

DAY 1 (STALL OPERATIONS)

Date: 16 January 2026

Time: 9:30 AM – 4:30 PM

Day 1 focused on live product-based stall operations, where student teams set up non-food product stalls and engaged directly with customers across the campus.

Key Highlights:

- A total of 21 student-led stalls participated
- Products ranged across handmade items, accessories, art, stationery, lifestyle products, and innovative student creations
- Teams independently handled procurement, pricing, promotion, sales, and customer interaction
- Faculty members, students, and visitors actively engaged with the stalls

The day provided students with real-time exposure to sales pressure, customer negotiation, inventory management, and execution under constraints.

Stall No. 1

Stall Name: The Spice Squad

Product Overview: Providing different flavours of pani Puri and Misal Pav

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 7140
Total Revenue Generated	₹ 6690
Profit / Loss	₹ (450)

Key Learnings and Improvements

- Key Learnings of the Team: Importance of Demand Forecasting
- Inventory Management
- Break-Even Analysis Understanding
- Cost Control Awareness

Photographic Evidence:



Stall No. 2

Stall Name: Vasaikar Bhuijing

Product Overview: Showcasing Vasai Delicacies like Poha Bhuijing which will be a blend of Poha and Chicken and Solkadi, Kullad Tea

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 6920
Total Revenue Generated	₹ 9285
Profit / Loss	₹ 2365

Key Learnings of the Team:

- Gained practical experience outside classroom
- Understood customer needs and buying behaviour
- Learned importance of teamwork and role sharing
- Clear roles helped manage rush hours
- Learned basics of pricing, cost, and profit
- Small profit increased confidence
- Got real exposure to entrepreneurship

Photographic Evidence:



Stall No. 3

Stall Name: Shimmer and Shine

Product Overview: Shimmer & Shine is a playful and trendy jewellery pop-up bringing you the perfect mix of elegance and fun. From chic earrings and delicate bracelets to statement neck pieces, every accessory is designed to make you feel effortlessly stylish.

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 7800
Total Revenue Generated	₹ 8340
Profit / Loss	₹ 540

Key Learnings of the Team:

- Visual merchandising importance
- Customer behavior insights
- Stock and demand planning
- Supplier negotiation exposure

Photographic Evidence:



Stall No. 4

Stall Name: The Campus Dairies

Product Overview: An instant photo booth experience using Polaroid cameras to capture the moment, print the memory, take the magic home.

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 6934
Total Revenue Generated	₹ 8700
Profit / Loss	₹ 1766

Key Learnings of the Team:

- Importance of crowd management during live events
- Understanding customer psychology and buying behavior
- Communication and Public Relations are crucial for sales
- Visual appeal directly impacts customer attraction

Photographic Evidence:



Stall No. 5

Stall Name: Cloft

Product Overview: A t-shirt brand that provides a comfortable and quality product at affordable prices with customisation option to our customers with on-spot printing solution.

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 4600
Total Revenue Generated	₹ 12660
Profit / Loss	₹ 8060

Key Learnings of the Team:

- Better stock planning
- Faster printing workflow
- Advance promotion
- Learn more about customer preferences
- Get to know about our brand image

Photographic Evidence:



Stall No. 6

Stall Name: Happy CHARMS

Product Overview: Variety of phone charms, keychains and more.

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 4998
Total Revenue Generated	₹ 7170
Profit / Loss	₹ 2172

Stall Performance Summary

Key Learnings of the Team

- Customers are attracted by aesthetics but final purchase decisions are highly price-sensitive.
- Adjusting prices based on demand and competition helps clearing inventory and maximize overall profit.
- Combo deals attracted more potential buyers and helped us increasing the average order value.
- A well-designed stall enhances customer engagement and drives higher sales conversions.

Photographic Evidence:



Stall No. 7

Stall Name: Bhutta Breeze

Product Overview: Offering a delicious combination of flavoured Corn Chaat and refreshing Mojito drinks, prepared using fresh ingredients and served hygienically

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 7000
Total Revenue Generated	₹ 8075
Profit / Loss	₹ 1075

Key Learnings of the Team:

- Time management and quick service under pressure
- Co-ordination among team members
- Proper role distribution improves speed and service efficiency
- Customer handling and working on their feedback

Photographic Evidence:



Stall No. 8

Stall Name: Mandarya

Product Overview: Mandala art (mandala art wall frames (decorative purpose) keychains, bookmarks, unique gift options.

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 2930
Total Revenue Generated	₹ 2274
Profit / Loss	₹ (656)

Key Learnings of the Team:

- We learned how to talk politely and convince customers.
- A good stall setup attracts people quickly.
- Work becomes easy when roles are properly divided.
- Reels, stories, and word-of-mouth helped increase customers.

Photographic Evidence:



Stall No. 9

Stall Name: Urban Aroma

Product Overview: We will provide different types of aromatic perfumes at affordable prices. Fresh, long-lasting perfume with a pleasant vibe

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 7600
Total Revenue Generated	₹ 9500
Profit / Loss	₹ 1900

Key Learnings of the Team:

- Importance of customer interaction
- Stock planning for popular fragrances
- Better crowd handling techniques
- Improve stall branding visuals next time
- Persuading customers thoughts

Photographic Evidence:



Stall No. 10

Stall Name: WAFFLES AND CROCHET CO

Product Overview: Where warm, freshly made waffles blend with cozy, handcrafted crochet creations to create a comforting and creative experience.

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 4860
Total Revenue Generated	₹ 12258
Profit / Loss	₹ 7398

Key Learnings of the Team:

- Time and order management
- Stock and inventory
- Control Maintaining hygiene and quality
- Basic sales and payment handling skills.

Photographic Evidence:



Stall No. 11

Stall Name: Chococrew

Product Overview: Products based on gifting chocolates

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 6935
Total Revenue Generated	₹ 15410
Profit / Loss	₹ 8475

Key Learnings of the Team:

- Good communication matters – Talking confidently and politely helps attract customers.
- Presentation is important – A well-decorated stall and attractive bowls bring more attention.
- Customer feedback is valuable – Student suggestions helped us understand what they like.

Photographic Evidence:



Stall No. 12

Stall Name: DRIPINK

Product Overview: Express yourself with colourful acrylic and temporary tattoos! Choose from exciting designs or get a custom one made. Safe, painless, and perfect for adding flair to your event look.

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 3410
Total Revenue Generated	₹ 7220
Profit / Loss	₹ 3810

Key Learnings of the Team:

- We learned how to talk politely and convince customers by persuasive selling.
- A good stall setup attracts people quickly.
- Work becomes easy when roles are properly divided.
- Reels, stories, and word-of-mouth helped increase customers.

Photographic Evidence:



Stall No. 13

Stall Name: STYLE AND WEAR

Product Overview: Sunglasses and other items for everyday style. Trendy designs that match any outfit. Comfortable, affordable, and easy to wear.

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 5302
Total Revenue Generated	₹ 6333
Profit / Loss	₹ 1031

Key Learnings of the Team:

- How to deal with customers
- Customer Psychology
- Management
- Inventory Management: Next time, we would stock more of the mid-range (₹80–₹120 cost) glasses as they had the highest turnover.

Photographic Evidence:



Stall No. 14

Stall Name: CUTE BAZAAR

Product Overview: A cute corner for simple aesthetics like printed tote bags, designer pouches, fridge magnets, jewellery, accessories.

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 6000
Total Revenue Generated	₹ 4500
Profit / Loss	₹ (1500)

Key Learnings of the Team:

- Gained hands-on experience beyond classroom
- Learned to understand customer preferences and purchasing patterns
- Realized the importance of teamwork and task distribution
- Proper role allocation helped manage peak-hour pressure
- Understood basic concepts of costing, pricing, and profit margins
- Even small profits boosted confidence and motivation
- Experienced real-world entrepreneurial challenges

Photographic Evidence:



Stall No. 15

Stall Name: Clay & Charms

Product Overview Handmade Products

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 580
Total Revenue Generated	₹ 1000
Profit / Loss	₹ 420

Key Learnings of the Team:

- We learn how to talk politely and confidently with customers.
- Greeting customers nicely helps attract and engage them.
- We understand what customers like and expect.
- We learn that pricing depends on the place and crowd.
- College stalls need low and affordable prices.
- Premium locations allow higher pricing.
- We learn how to handle bargaining.
- Good behaviour brings repeat customers.

Photographic Evidence:



Stall No. 16

Stall Name: Snehinman

Product Overview: Gifting accessories which will include: Jewelleries (chains / earrings / jhumkas/bracelets)

anti tarnish Keychains Clutches Mini Frames Scrunchies Etc.
Something Unique about the stall customized bracelets on the spot with names etc.
Customized phone charms Fun games - mystery boxes

Photographic Evidence:



Stall No. 17

Stall Name: The Unique Finds

Product Overview: Gifting accessories which will include: Jewelleries (chains / earrings / jhumkas/bracelets)

anti tarnish Keychains Clutches Mini Frames Scrunchies Etc.
Something Unique about the stall customized bracelets on the spot with names etc.
Customized phone charms Fun games - mystery boxes

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 6000
Total Revenue Generated	₹ 8500
Profit / Loss	₹ 2500

Photographic Evidence:



Stall No. 18**Stall Name:** Mystery Scoop**Product Overview:** Hair accessories (clips, scrunchies, pins), Earrings, Bracelets, necklaces and many more**Cost & Pricing Details**

Particulars	Amount (₹)
Total Cost Incurred	₹ 5727
Total Revenue Generated	₹ 7016
Profit / Loss	₹ 1289

Key Learnings of the Team:

- Customer handling
- Team coordination
- Presentation skills Improvements
- Better stock planning
- Faster game handling
- More promotional posters

Photographic Evidence:

Stall No. 19

Stall Name: The Fun-damental

Product Overview: Affordable, quick-play games with instant rewards

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 1000
Total Revenue Generated	₹ 2821
Profit / Loss	₹ 1821

Key Learnings of the Team:

- Strong teamwork and role clarity improve efficiency.
- Value-based and bundled pricing drive higher customer spend.
- Visual merchandising (hanging gifts) attracts footfall.
- Payment flexibility is critical to avoid lost sales.
- Quick decision-making helps manage peak-time pressure,
- Selling inventory at cost ensures capital recovery and zero wastage.

Photographic Evidence:



Stall No. 20

Stall Name: Pranmika

Product Overview: Handmade Nail extensions, Bags and more

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 7000
Total Revenue Generated	₹ 5100
Profit / Loss	₹ 1900

Key Learnings of the Team:

- Importance of creativity and uniqueness in products
- Better understanding of customer preferences
- Value of pricing and presentation
- Effective communication and selling skills

Photographic Evidence:



Stall No. 21

Stall Name: Bling Boulevard

Product Overview: Bling Boulevard is where everyday elegance meets statement style. Our necklaces and rings are designed to add effortless sparkle to your look, blending modern trends with timeless charm. Whether layered or worn solo, each piece is crafted to make you feel confident, bold, and beautifully you.

Cost & Pricing Details

Particulars	Amount (₹)
Total Cost Incurred	₹ 4140
Total Revenue Generated	₹ 5875
Profit / Loss	₹ 1735

Key Learnings of the Team:

- Visual merchandising transformed basic setup into premium presentation with organized black fabric displays and clear handwritten price tags.
- The 10% discount strategy for boys buying for girls and besties/couples drove aggressive buying from targeted customer segments.
- Active customer pulling by Shrishty combined with Muskaan's product pitching created high conversion rates.

Photographic Evidence:



3. DAY 2 (PRESENTATIONS & EVALUATION)

Date: 17 January 2026

Venue: Seminar Hall, Atharva Institute of Management Studies

Day 2 was dedicated to business presentation and evaluation, where teams presented the outcomes of their stall operations conducted on Day 1.

Presentation Structure

- Business overview and product details
- Cost structure and pricing strategy
- Sales performance and profitability
- Learnings, challenges, and execution insights

Evaluation Parameters

- Product presentation and innovation
- Stall setup and promotion strategies
- Business approach and profit understanding
- Presentation quality and clarity
- Team coordination and execution

The jury panel provided constructive feedback, helping students reflect on their decisions and improve their business thinking.

JURY & FACULTY CONTRIBUTION

The success of the fest was strongly supported by the guidance of faculty members and the insights shared by the jury panel. Their feedback added significant academic and practical value to the learning experience of the participants.

WINNERS ANNOUNCEMENT

Based on the evaluation conducted by the esteemed jury panel across both days of the fest, the following teams were declared winners for their outstanding performance, innovation, and business execution during **ATHARVA'S YOUNGPRENEUR FEST 2026**, held on **16th & 17th January 2026**.

🏆 Winner - CLOFT:



🥈 First Runner-Up - DRIPINK



3. Second Runner-Up - Waffles & Crochet Co.



6. CONCLUSION

ATHARVA'S YOUNGPRENEUR FEST 2026 successfully created a platform that combined experiential learning, leadership development, and real-world business exposure. The two-day format allowed students to not only execute a business idea but also critically analyze and present their outcomes.

The event stands as a strong example of how academic institutions can promote entrepreneurship through action-based learning.

Photos of the event





