

Atharva Institute of Management Studies

Project Friday – 12

1. Activity Title

Project Friday 12 (Div A)

1. Overview

- The session of Project Friday 12 was conducted on 10th October 2025 for MMS Semester I students, commencing in the afternoon, 1:45pm.
 - 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. Monika Shrimali, Swati Agrawal, Leena Jagawat, Dr. Reena Poojari and Dr. Vaibhav Patil who actively interacted with the teams and provided constructive feedback.
-

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, feasibility and 4Ps of Marketing.
 - To inspire innovative thinking and motivate students towards sustainable entrepreneurship.
 - To equip students with practical insights through faculty questioning and feedback.
-

3. Session Highlights

Faculty Guidance:

- Dr. Henry Babu listened to all the teams' start-up ideas and the further updates they have done with their respective projects.
- 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
 - 4Ps of Marketing
 - 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 Name- Nutribite

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

Idea - Healthy Snacks like makhana , millet chips

Key takeaways - Introduced 7-8 products and have to bring samples. Already have Semi automatic machinery and has to calculate the cost of automation.

2 Name- EcoGlow

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

Idea - Eco friendly Skincare products

Keytakeaways - made and packaged in eco friendly ingredients, need to rework on costing of all areas needs to study 4ps and Stpd of competitors, needs to be clear about production process.

3 Name-Thrift Flip Group members - Tanvi ghag, sudhanshu singh, namrata yadav

Idea- Upcycling used clothes into customisable accessories

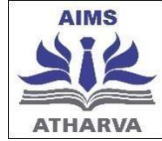
Keytakeaways - Product cost is too high , Need to research on operational aspects of the business, Needs to standardise the process

4. Key Outcomes

- 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





Atharva Institute of Management Studies

Project Friday - 12

Objective- To develop entrepreneurship skills among students and provide them with opportunities to grow and collaborate as a team.

The faculty members introduced *Project Friday* to the Semester I students, followed by engaging presentations of innovative ideas by the Semester I students



Project Ideas Presented by Sem I Students

1.G.I.Y (Grow it yourself)

- By: Riddhika Bhandari (2), Divya Bike (5), Anushka Sable (36), Soham Shinde (39), Sanket Waghmare (43)

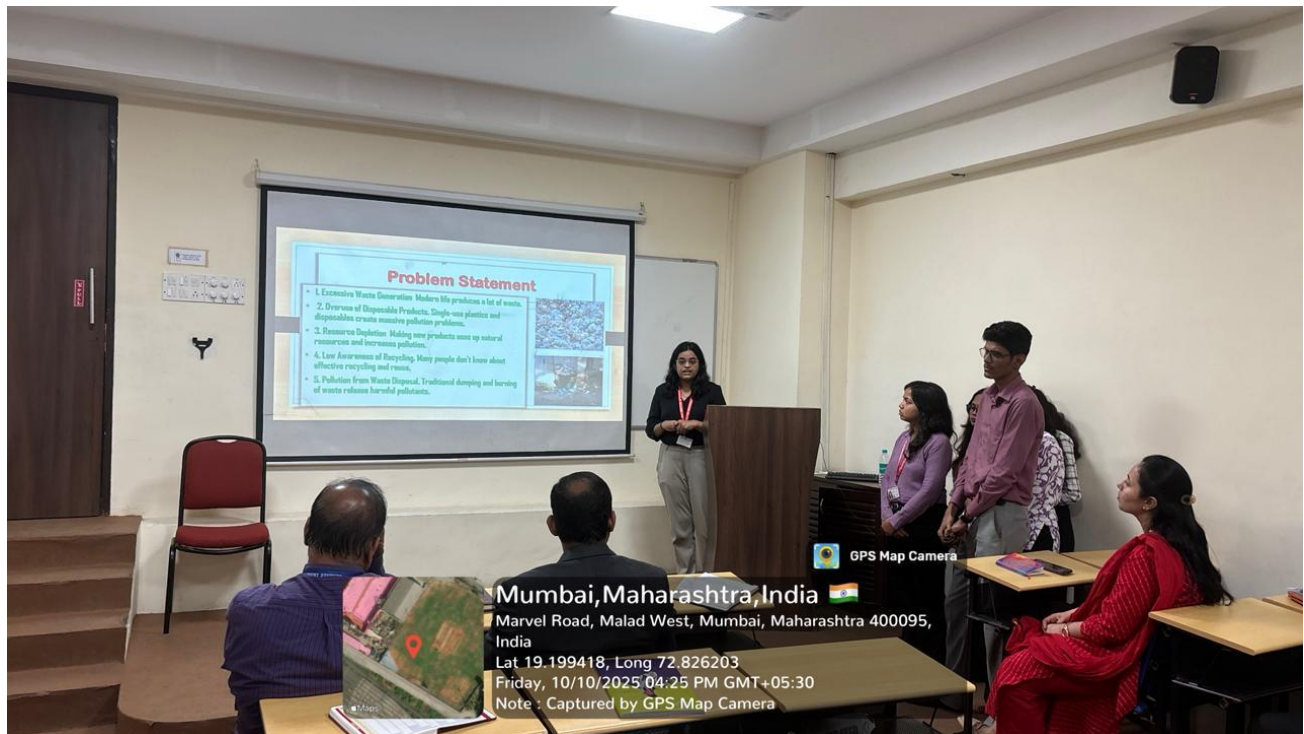


Key points –

- We're trying various seed types to test feasibility.
- We will creating a prototype and experimenting with soil mixes for rapid green growth it's an all in one kit and chemical free.
- Main motive is lower price and everyone can afford it

2. Vasundhara

-By: Shreya Desai (7), Prachi Gudekar (12), Pranali Nachnekar (24), Priyal Patil (28), Shreya Patil (30)



Key points –

- Every element of vasundhara tells a story about reusing reducing recycling
- They are mostly using waste product to showcasing the potential of upcycled material in innovative way and it's an art of creativity
- Upcoming deco mat made with waste cloths and use for decoration purpose

3. Wild Man : A Clothing Brand

- By: Sujal Deulkar (08), Pranjal Kale (15)



Key points -

- Presented prototype
- Displayed 2 designs of printed Tshirt
- Explain costing

Attendance (10/10/2025)

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

Events Attendance Sheet

Academic Year- 2025-2026

Event Name: Project Friday

Faculty Coordinator : Dr. Swati Agrawal & Dr. Vaibhav Patil

		Date	26-09-2025	03-10-2025	10-10-2025
Sr. No.	Roll No.	Name of the Student	Signature		
1	B-1	Bhansare Durgesh Pradip			
2	B-2	Bhandari Riddhika Rajesh			
3	B-3	Bhise Rahul Rajesh			
4	B-4	Bhosale Kaustubhi Ajay			
5	B-5	Bike Divya Rambabu			
6	B-6	Chaudhari Durvesh Pramod			
7	B-7	Desai Shreya Hemant			
8	B-8	Deulkar Sujal Suresh			
9	B-9	Dikkar Prajwal Murlidhar			
10	B-10	D'Souza Chris Collin			
11	B-11	Gosavi Shrutika Sham			
12	B-12	Gudekar Prachi Shashikant			
13	B-13	Gupta Suraj Deepak			
14	B-14	Joshi Nimish Kishorkumar			
15	B-15	Kale Pranjal Rajesh			
16	B-16	Khachane Mohit Avinash			
17	B-17	Khanolkar Swamini Jitendra			
18	B-18	Kolambekar Awani Vijaykumar			
19	B-19	Kumar Naveen Manoj			
20	B-20	Kurhade Anyush Ganesh			
21	B-21	Mali Ujjwal Bapu			
22	B-22	Mallah Sneha Santakumar			
23	B-23	Mankar Rishita Vijay			
24	B-24	Nachnekar Pranali Prakash			
25	B-25	Nambiar Vihara Murali			
26	B-26	Pandey Shreyush Umesh			
27	B-27	Patil Dimple Suresh			
28	B-28	Patil Priyal Vijay			
29	B-29	Patil Riya Vijay			
30	B-30	Patil Shreya Rajesh			
31	B-31	Patil Shruti Dilip			
32	B-32	Patil Sushant Dattaram			
33	B-33	Patkar Yash Gorakhnath			
34	B-34	Pawar Harsh Suhas			
35	B-35	Pawar Ragini Chintaman			
36	B-36	Sable Anushka Milind			
37	B-37	Sargun Yash Prakash			
38	B-38	Shikode Kalyani Ganraj			
39	B-39	Shinde Soham Rajendra			

ATHARVA INSTITUTE OF MANAGEMENT STUDIES

Events Attendance Sheet

Academic Year- 2025-2026

Event Name: Project Friday

Faculty Coordinator : Dr. Swati Agrawal & Dr. Vaibhav Patil

		Date	26-09-2025	03-10-2025	10-10-2025
Sr. No.	Roll No.	Name of the Student	Signature		
40	B-40	Shirsath Raj Ravindra			
41	B-41	Shivgan Swapnali Sunil			
42	B-42	Tembhurne Shantana Satish			
43	B-43	Waghmare Sanket Vinod			
44	B-44	Wakude Tushar Vijjanath			
45	B-45	Wankhede Prachi Anil			
46	B-46	Yadav Aditi Rajesh			
Total students present					
Faculty Signature					

[Faint, illegible handwritten signatures and text are visible below the table, likely representing additional student entries or faculty notes.]