

Report on the “One Day Entrepreneur” competition at Atharva Institute of Management Studies.



Pre-Event Report: One Day Entrepreneur (ODE 2.0)

Introduction

A lively one-day event, the One Day Entrepreneur (ODE 2.0) was held on 27/03/2025 and 28/03/2025 at Atharva Institute of Management Studies (AIMS), Phase-III that aimed to highlight the student’s inventive spirit and entrepreneurial skills. Students had a rare chance to enter the world of entrepreneurship through this event, where they could market their goods and services to the campus community and acquire priceless business experience. In addition to showcasing their inventiveness and business savvy, students got the opportunity to speak with prospective clients face-to-face and get immediate feedback through this event.

Organized and managed by the student body, with guidance and support from the faculty, ODE 2.0 represented a collaborative effort to bring entrepreneurial ideas to life. This year, a total of **15 student teams** were set to participate, bringing their ideas, products, and services to life. The event aimed to offer a glimpse into the daily life of an entrepreneur and create an engaging, informative, and exciting experience for all involved.

Highlights of Event Preparation

The preparation for ODE 2.0 has been an extensive process that began over a month ago. The planning phase involved various tasks aimed at ensuring the event’s success, from the creation of promotional materials to strategic communication efforts. Here are some key highlights:

- **Teaser Videos and Instagram Reels:** Each participating team was tasked with creating and releasing a teaser video to generate buzz for their business idea. The videos and reels not only

promoted each team's products but also conveyed the excitement and energy surrounding the event. The teams were encouraged to be creative, using humour, visual storytelling, and interactive elements to capture the audience's attention. The videos and reels have been instrumental in sparking curiosity and engagement among the student body.

- **Posters and Banners:** In addition to digital promotion, traditional marketing materials were created to spread the word about ODE 2.0. Eye-catching posters and banners with detailed event information were strategically placed around campus, including high-traffic areas like the dormitories, canteen and corridors.
- **Planning and Execution:** Planning for the event was a collaborative effort between students and faculty, ensuring that every logistical aspect was covered. The event layout, including the allocation of stalls, seating arrangements, and decoration, was carefully designed to create a welcoming, vibrant atmosphere. The student organizing team worked with faculty advisors to ensure all necessary permits were in place and that the event adhered to safety protocols.
- **Coupon Sales:** To further build anticipation, event coupons were made available for purchase a day before ODE 2.0. These coupons not only served as a way to generate excitement and early participation but also provided students with a convenient way to pay for products at the event. The pre-sale included coupons at various price ranges, allowing everyone to contribute and participate in the event, while also promoting it effectively.

Expected Outcomes

The One Day Entrepreneur event is expected to deliver several key outcomes:

- **Skill Development:** Participants will have the opportunity to develop various skills, such as leadership, financial management, and strategic thinking. By navigating the complexities of running a business, students will gain invaluable experience that can be applied in both entrepreneurial and corporate environments.
- **Collaboration and Teamwork:** The event will encourage collaboration among students, allowing them to work in teams and leverage each other's strengths. This collaborative environment will not only foster teamwork but also teach participants how to manage diverse perspectives and work effectively toward a common goal.
- **Increased Awareness of Entrepreneurship:** One of the primary goals of ODE 2.0 is to increase awareness of entrepreneurship as a viable career path. By highlighting the entrepreneurial efforts of students, the event will spark interest and inspire others to consider starting their own businesses. It will also promote a culture of innovation and creativity within the campus community.
- **Networking Opportunities:** The event will foster networking opportunities for students with common interests in entrepreneurship. It will also connect students with faculty members, local business leaders, and potential mentors who can offer valuable insights into the entrepreneurial journey.

Conclusion

The One Day Entrepreneur event is poised to be a landmark occasion, bringing together student entrepreneurs, the campus community, and faculty to celebrate innovation and creativity. With the extensive planning and promotional efforts already underway, the event is expected to attract a large turnout, creating a vibrant and energizing atmosphere on campus.

The ODE 2.0 event offers more than just a platform for business ventures; it serves as a learning experience, providing participants with real-time feedback, professional exposure, and a deeper understanding of the entrepreneurial process. The event is sure to leave a lasting impact on all those involved, fostering a spirit of innovation that will resonate across campus for years to come.

Pre-Event Photos:



Report written by Hetal Sancheti and Aishwarya Raghavan.



The Event Day Report

Date: March 27, 2025

Introduction:

The most awaited event “ONE DAY ENTREPRENEUR” hosted at the Atharva Institute of Management Studies. This event was held on 27th March 2025, and was found to be an event to connect, an event to develop & display ability in the way of creative concepts. An event to showcase talent in the form of new and innovative business ideas. The competition was a remarkable event to imbibe entrepreneurship in the blood of the young management graduates

In order to inspire aspiring management graduates to become entrepreneurs and transform their innovative ideas into viable and long-lasting company endeavors, the competition was designed to ignite their entrepreneurial spirit.

The event “One Day Entrepreneur” was helpful for aspiring management grads to get a taste of running their own business, working in a team, and working on their profitability and much more. It was a full-day competition from 9.00 a.m. to 4.30 p.m. that brought together a young and diverse group of talented individuals to work together for a common goal which is to “learn and earn”. The event was designed to foster creativity, inspire innovation, and offer practical exposure to entrepreneurship.

The first day of event was judged on parameters such as freshness of ingredients used while preparing the food, taste, cleanliness maintained by students at each particular stall, food storage and handling, the marketing and selling techniques or skills used, speed of service after placing an order, fair pricing and decoration of stall. The event was judged by Dr. Kishor Saha, director and Mr. Siddhart as the head chef of Hotel Management.

Highlights:

1. Innovative Ideas: The participants of the competition showcased a wide range of innovative and creative business ideas. The participants proposed business ideas suitable for the target audience including a variety of fusion food businesses, confectionaries, gifting articles, and much more. Each business showcased its talent to deliver promotional strategies which in turn helped to create awareness amongst our target audience.

2. Learning opportunities: We the students of the Atharva Institute of Management Studies are earnestly thankful to our Director Dr. D Henry sir for their constant guidance and support in making this event successful. This event didn't just aim at competition standpoint but also ensured to help provide some valuable entrepreneurial lessons to all the participants. A total of 16 businesses were running their business and each business showed its talent and skills. Participants benefited from constructive feedback and advice from the panel of judges, which will help them refine and develop their ideas further.

3. Networking: An immense opportunity to connect with the faculties of the Atharva Group of Institutes. An opportunity to build new connections with students, teaching and nonteaching staff from different departments namely viz., Atharva College of Engineering, Atharva Institute of Film and Television, Atharva Institute of Management Studies, Atharva Institute of Technology, Atharva Institute of Hotel Management, Atharva School of Business, and all the other institutes under Atharva Group of Institutes. The event provided a unique opportunity for participants to network with like-minded individuals, mentors, and potential co-founders. These connections are invaluable for future entrepreneurial endeavors.

4. Marketing: A temporary one day entrepreneurship opportunity can be a powerful learning environment. By actively gathering and applying customer feedback and market intelligence, students can improve their marketing effectiveness and drive sales. It developed creativity by designing visually appealing posters and signs for their stall. The students practiced social skills by interacting with customers and explaining about their products. It not only enhanced their communication skills by engaging in persuasive speech to attract customers to their stall but improved their marketing products using various adjectives and descriptive phrases.

Key Takeaways:

- The "One Day Entrepreneur" competition held at Atharva Institute of Management Studies on 27th March 2025, was a resounding success.

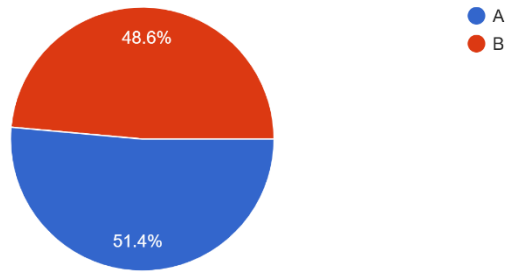
- It brought together young, passionate minds with a shared goal of fostering entrepreneurship.
- This competition is an excellent example of how educational institutions can play a crucial role in nurturing the next generation of entrepreneurs.
- It is expected that the impact of this event will be felt in the entrepreneurial ecosystem, as these young minds go on to develop their innovative ideas into successful businesses.
- The future of entrepreneurship looks promising, with fresh and innovative business ideas poised to make a significant impact on the business world.

Event photos:



Feedback Analysis

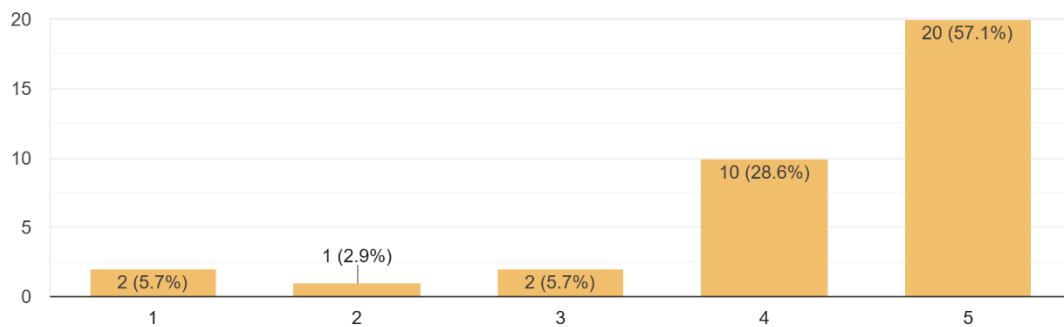
Division
35 responses



Data Analysis and Interpretation

1. How would you rate your overall experience as a stall owner?

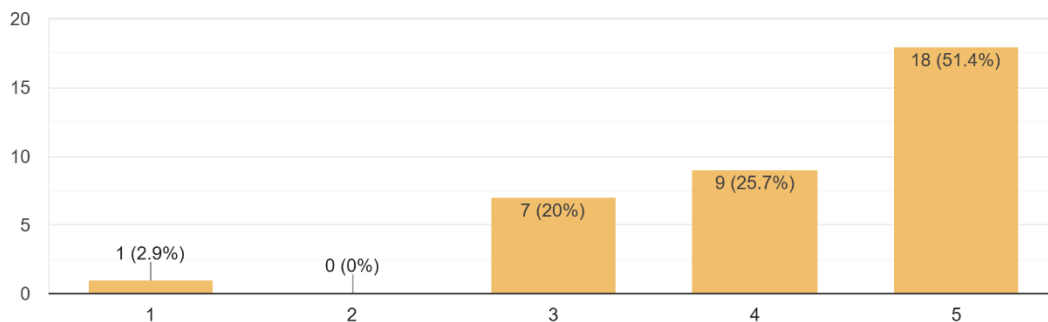
35 responses



- The majority of respondents rated their overall experience positively.
- The highest number of responses (20) was for the highest rating (5).
- The number of responses generally increases as the rating increases, indicating a positive overall experience for most participants.
- Ratings 1 and 2, representing fewer positive experiences, received the fewest responses.

2. How satisfied were you with the overall organisation of the event?

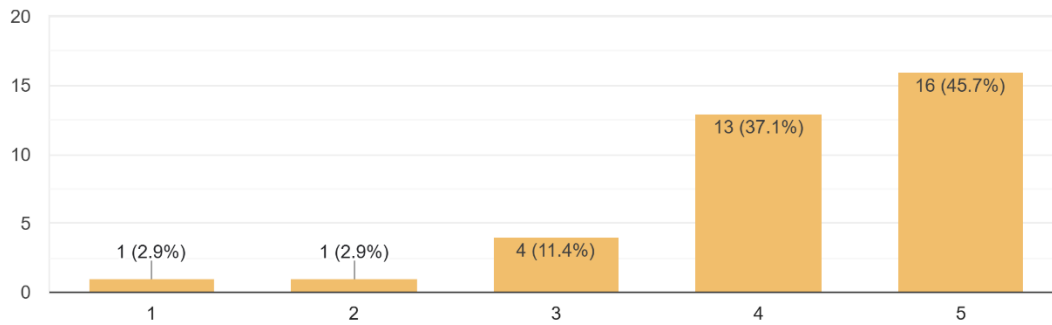
35 responses



- Most participants had a favorable opinion of the event organization.
- The highest number of responses (18) was for rating 5, followed by 9 responses for rating 4.
- Lower ratings (1 and 3) were given by fewer participants, showing some concerns but overall satisfaction.
- The distribution suggests a generally well-organized event with some room for improvement.

3. How adequate was the setup provided (tent, table fan, socket, refrigerator access)?

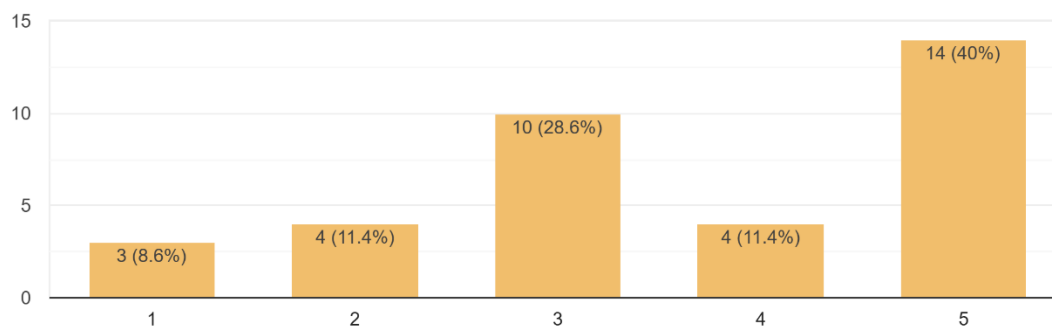
35 responses



- A large portion of the participants were satisfied with the setup provided.
- The highest rating (5) received 16 responses, and rating 4 received 13.
- Ratings 1 to 3 were given by fewer participants, showing that while most found the setup adequate, a few faced challenges.
- The trend reflects a mostly positive experience with minor dissatisfaction.

4. How satisfied were you with the payment methods (UPI and pre-sale coupon)?

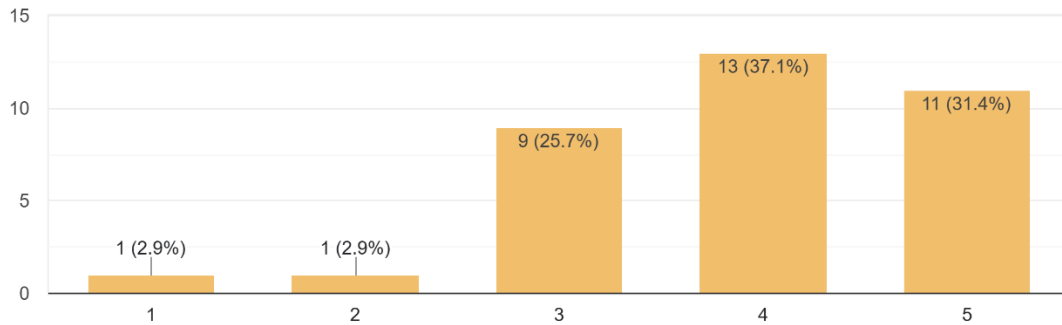
35 responses



- Feedback on payment methods was mixed.
- Although 14 participants gave the highest rating, a significant number (10) rated it a 3, and 7 gave it a 1 or 2.
- The distribution is less skewed toward positive responses, indicating that the payment process needs improvement.
- Participants had varied experiences with the current system.

5. How well did the judges' feedback and scoring help your business/product?

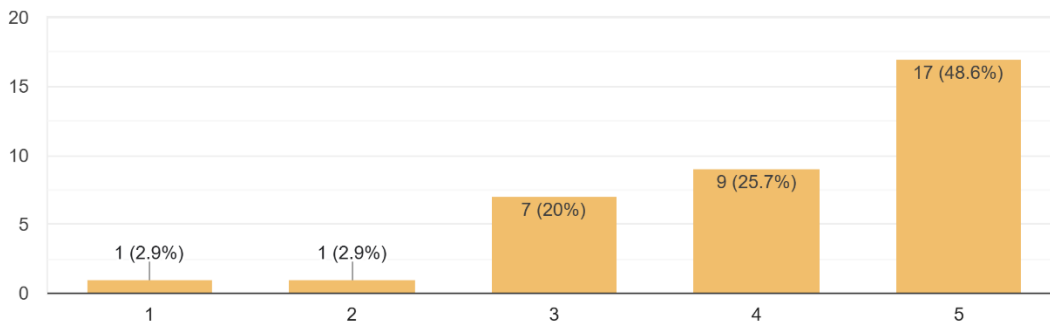
35 responses



- The majority found the judges' feedback helpful.
- 11 respondents gave a rating of 5 and 13 gave a 4, indicating that many gained value from the feedback.
- However, 9 participants gave a neutral rating of 3, suggesting the feedback could be made more actionable or detailed.
- Very few gave low ratings.

6. How would you rate the foot traffic (number of visitors) to your booth?

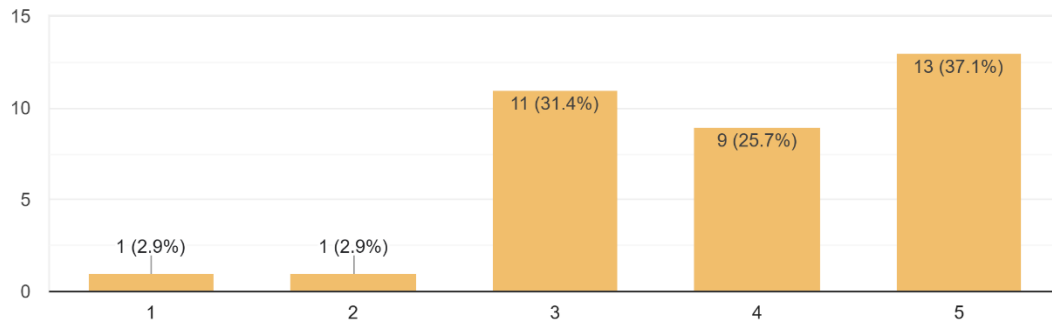
35 responses



- Most participants were satisfied with visitor turnout.
- 17 gave a 5 and 9 gave a 4, showing strong foot traffic at most stalls.
- A smaller group rated 3 or below, suggesting that a minority felt under-visited.
- Overall, footfall was seen as good by the majority.

7. How easy was it to engage with potential customers at your booth?

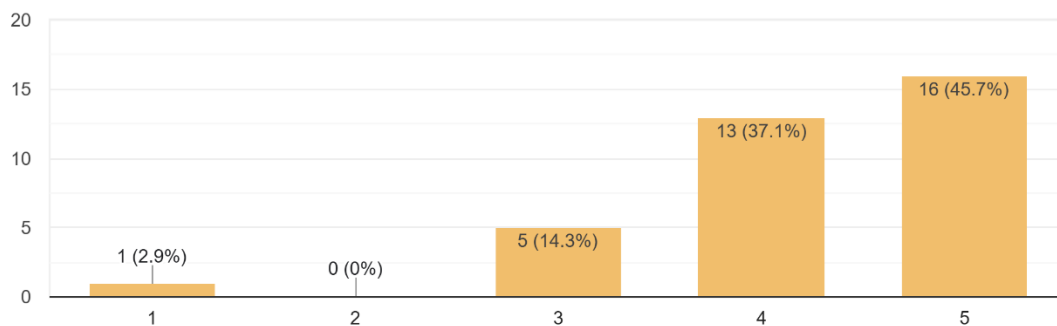
35 responses



- Opinions on customer engagement were somewhat mixed.
- 13 respondents rated it 5, but 11 rated it 3, indicating a divide in experience.
- Lower ratings (1 and 2) were minimal, but suggest a few participants struggled significantly.
- While most could engage customers easily, some needed support.

8. How did you find the event duration in terms of your product sales and customer interactions?

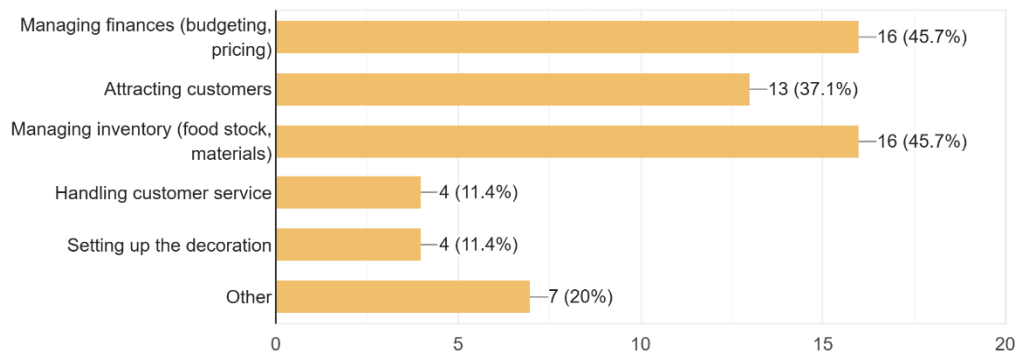
35 responses



- Most participants were happy with the event duration.
- 16 rated it 5 and 13 rated it 4, indicating alignment between event length and stall performance.
- Only 6 respondents rated it 3 or below.
- The data reflects strong satisfaction with the timing and schedule.

9. What was the most challenging part of setting up and running your stall?

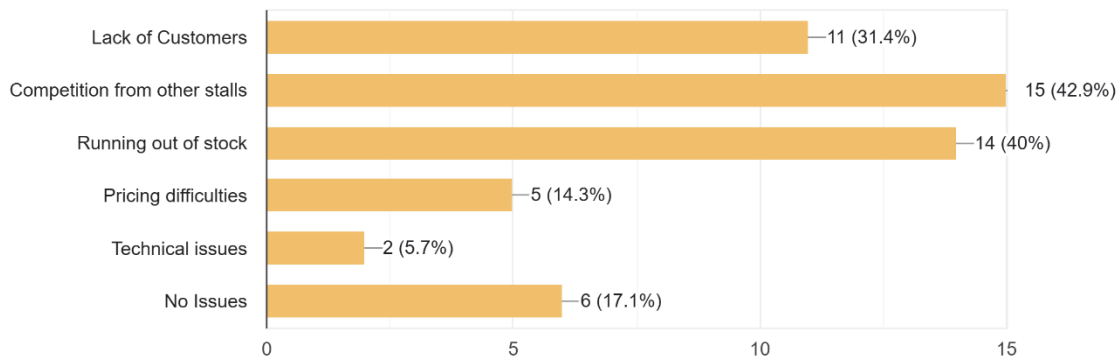
35 responses



- The most common challenges cited were managing finances, attracting customers, and inventory control.
- Finance-related issues were mentioned by over 20 respondents.
- Many participants also noted difficulty in customer engagement and maintaining stock.
- Less frequent but notable challenges included decoration setup and customer service.

10. Did you face any issues during the event?

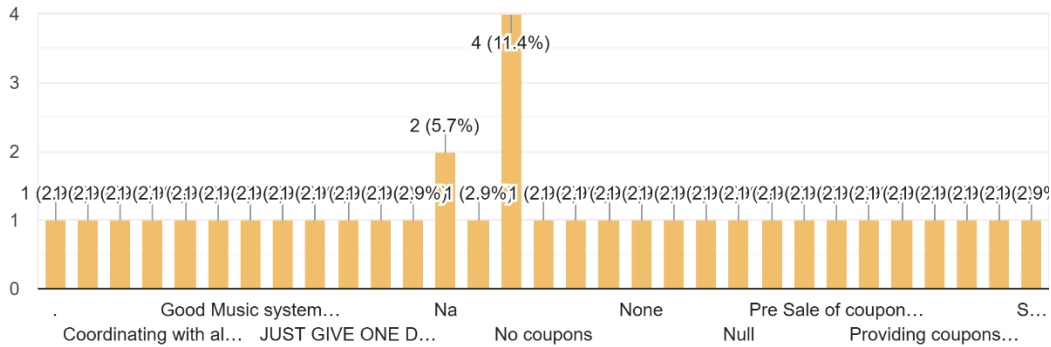
35 responses



- The most common issues reported were running out of stock and competition from other stalls.
- Lack of customers and pricing difficulties were also frequently mentioned.
- A minority of participants reported no issues at all.
- The responses highlight logistical and strategic challenges during the event.

11. What improvements would you suggest for the next event?

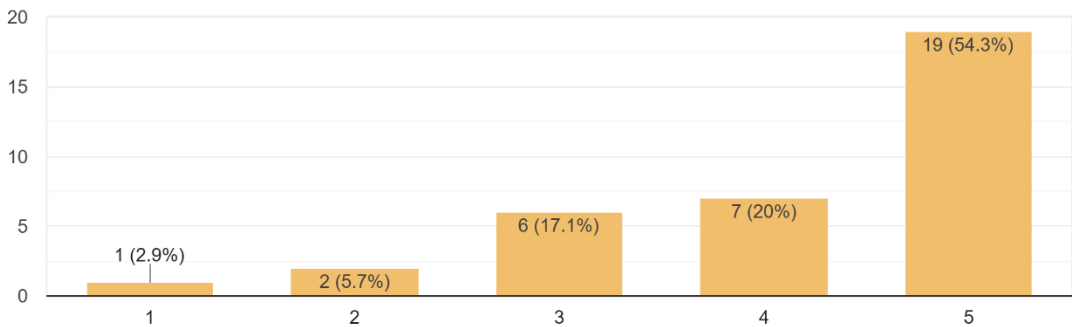
35 responses



- Participants suggested improvements in preparation time, marketing, and setup logistics.
- Several respondents requested elimination of the coupon system due to calculation difficulties.
- Some asked for better infrastructure (larger tables, more space) and better coordination.
- A notable portion of respondents (about 8) felt no improvements were needed.

12. Would you participate in a similar event again in the future?

35 responses



- A large majority expressed interest in future participation.
- 19 respondents gave the highest rating (5), followed by 7 rating it 4.
- Lower ratings were minimal, indicating broad enthusiasm for similar future events.
- Overall, the response strongly favors continued engagement in such initiatives.

Report written by: Tanaya Lokhande & Vandana Paliwal

Post Event Report

Date: 28th March, 2025.

Time: 10:00 am - 6:00 pm

Venue: Atharva Institute of Management Studies, 4th Floor Seminar Hall

Event Summary

The One Day Entrepreneur (ODE) event was a resounding success, featuring 15 teams showcasing their entrepreneurial skills through captivating presentations. Our esteemed judges evaluated the teams based on key criteria, including:

1. Business product: A clear and brief explanation about the business idea and the reason for choosing the product based on the target market, value proposition, and profitability.

2. Marketing Mix (4Ps):

Product: Assessing the uniqueness and feasibility of the product.

Price: Evaluating the pricing strategy and its alignment with market demand.

Place: Analyzing the distribution channels and market reach.

Promotion: Reviewing the marketing strategies and promotional efforts.

3. Sales, Cost, and Profit: Examining the financial viability and growth potential of each entrepreneurial idea, including revenue projections and cost management.

4. Q&A Session: Teams' ability to respond confidently and effectively to questions from the judges and audience.

Key Highlights

- The event showcased exceptional talent, creativity, and entrepreneurial spirit among the participating teams.

- Our distinguished judges, Dr. Suresh N Shan, Prof. Deepali Maste, and Ms. Radhika Ahuja, shared their expertise and provided valuable feedback.

Award Winners

1. First place: The Chatori Kart
2. Second place: 8 Ajube Iss Duniya Ke
3. Third Place: Flavour Fusion

Recognition and Awards

The winning teams were felicitated with medals and certificates, acknowledging their outstanding entrepreneurial acumen and innovative ideas.

Jury insights:

The esteemed judges had glowing remarks for the participants. Here are some of the remarks and comments they shared.

Dr. Suresh A Shan

Dr. Suresh A Shan appreciated Flavour Fusion's customer-centric marketing strategy and transparent pricing. The Pani Puri Challenge—a 25-puri in 1-minute contest—stood out as an engaging tactic, attracting customers while boosting sales. They commended the seamless blend of tradition with innovative engagement, making the business both appealing and financially viable.

Prof. Deepali Maste

Prof. Deepali Maste was impressed by Chatori Kart's profit margin of 225%, she appreciated the efficient cost management and minimal expenses. They were particularly impressed by the business concept, which uniquely embraced tradition. Every raw material, from the serving plates to the curd, was handcrafted, adding authenticity to the venture

Ms. Radhika Ahuja

Ms. Radhika Ahuja appreciated the 8 Ajoobe iss duniya k team's well-planned contingency strategy for Magneto and their skilled approach to outsourcing. She also praised the thoughtful addition of coffee and kharwas, enhancing the customer experience by offering a refreshing option while placing orders or simply enjoying a break. Impressed by the overall execution, she even offered the team an opportunity for a potential business plan meeting they had in mind.

Dr. Henry Babu

Dr. Henry Babu commended the teams for their dedication and effort, expressing satisfaction with the overall outcome. He particularly emphasized the strong marketing strategies implemented by each team. Additionally, he highlighted the importance of financial prudence in entrepreneurship, encouraging participants to stay focused on the bottom line for long-term success.

Conclusion:

ODE 2.0, conducted at Atharva Institute of Management Studies, was an interactive and engaging experience in which students took on the role of an entrepreneur—handling live sales, cost management, and customer interactions. The next day, teams presented their business ideas, revenue projections, marketing plans, and finance management in a comprehensive PPT presentation. The renowned jury—Dr. Suresh A Shan, Prof. Deepali Maste, Ms. Radhika Ahuja, and Dr. Henry Babu—all industry veterans, offered wise comments, enriching the learning experience even more.

We take the occasion to send our warmest congratulations to the winning teams—The Chatori Kart, 8 Ajube Iss Duniya Ke, and Flavour Fusion—for their brilliant innovation and implementation. ODE 2.0 not only commemorated entrepreneurial spirit but also re-emphasized the values of strategy, flexibility, and customer interaction, providing a strong platform for future business leaders.

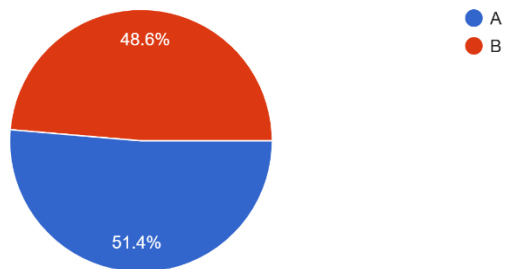
This experience was a launching pad for would-be entrepreneurs, providing them with first-hand exposure to the ins and outs of business ownership. The hands-on experience of taking care of everything from product selection to sales and customer maintenance has certainly armed participants with valuable expertise that will stand them in good stead in the future.





Feedback Analysis

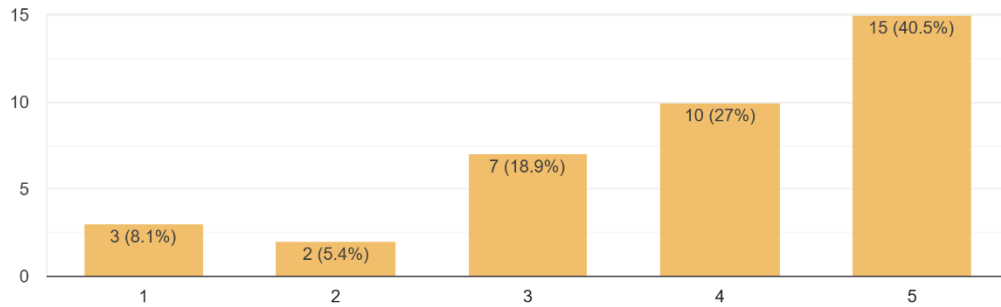
Division
37 responses



Data Analysis and Interpretation

1. How would you rate your overall experience on day 2?

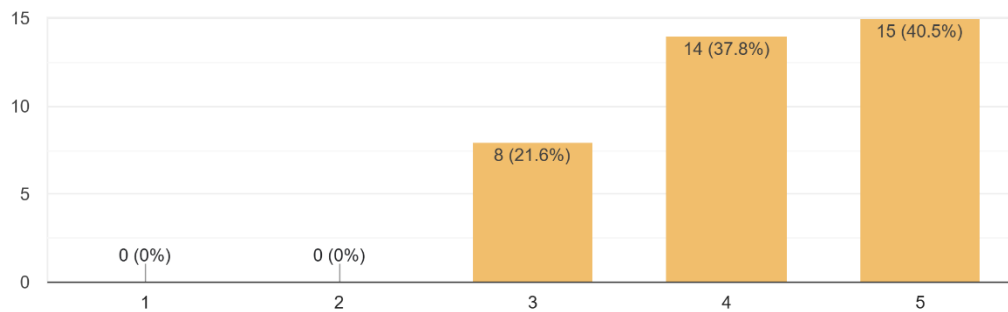
37 responses



- The majority of respondents rated their overall experience on day 2 positively.
- The highest number of responses (approximately 15) was for the highest rating (5).
- The number of responses generally increases as the rating increases, indicating a positive overall experience for most participants.
- Ratings 1 and 2, representing less positive experiences, received the fewest responses.

2. How satisfied were you with the technical arrangements for the presentations ?

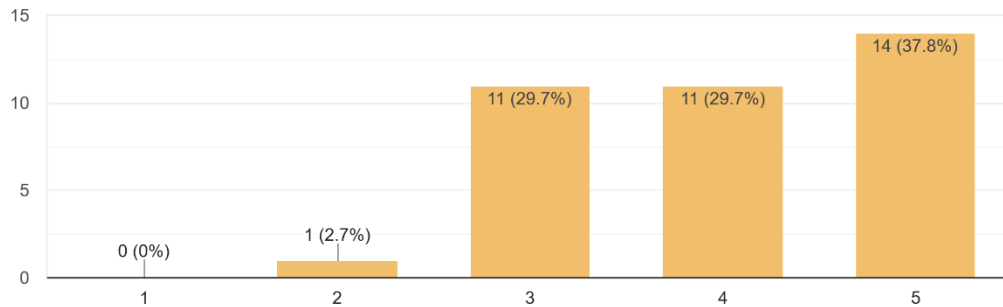
37 responses



- The majority of respondents were satisfied with the technical arrangements for the presentations.
- The highest number of responses (approximately 14) was for the highest satisfaction level (5).
- Similar to the overall experience, the number of responses generally increases with higher satisfaction levels.
- The lower satisfaction levels (1 and 2) received the fewest responses.

3. How satisfied were you with the overall organisation of the event?

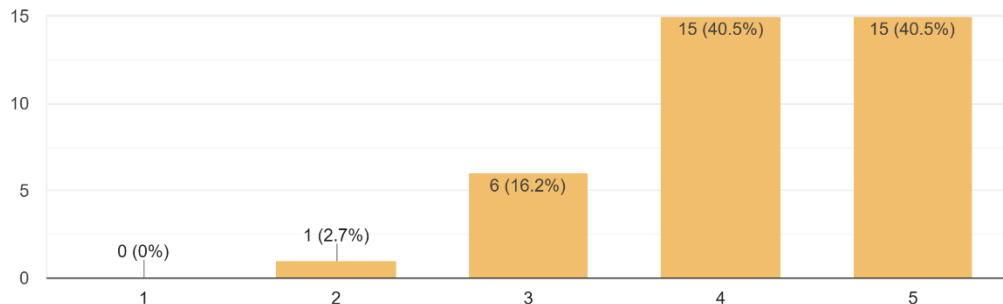
37 responses



- The majority of respondents were highly satisfied with the overall organization of the event.
- The highest number of responses (approximately 17, representing 45.9%) was for the highest satisfaction level (5).
- The number of responses generally increases with higher satisfaction levels, indicating a positive perception of the event's organization.
- The lower satisfaction levels (1 and 2) received the fewest responses, suggesting that only a small minority were dissatisfied.
- There's a noticeable jump in responses at the highest satisfaction level (5), indicating a strong positive sentiment towards the event's organization.

4. How effective was the Jury Panel on day 2 ?

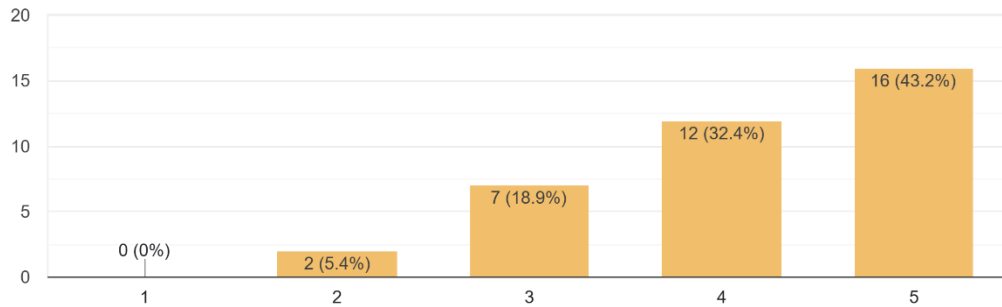
37 responses



- The responses regarding the helpfulness of the jury's feedback and scoring are more evenly distributed compared to the effectiveness rating.
- The highest number of responses is shared across the middle to highest levels of helpfulness (3, 4, and 5).
- While there is still a tendency towards the positive end of the scale, a noticeable number of respondents selected the lower to middle ratings. This suggests a more varied perception of the helpfulness of the feedback.

5. How well did the Jury's feedback and scoring help your business/product?

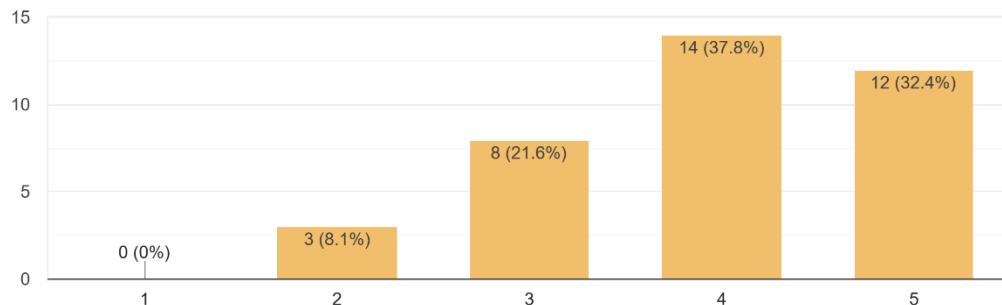
37 responses



- **Positive Trend:** The data shows a clear trend towards the higher end of the helpfulness scale. The majority of respondents found the jury's feedback and scoring to be helpful.
- **Highest Positive Response:** The highest number of respondents (16, representing 43.2%) selected the highest level of helpfulness (5).
- **Significant Positive Feedback:** A substantial portion of respondents also selected rating 4 (12 responses, 32.4%), indicating that they found the feedback quite helpful.
- **Moderate Helpfulness:** 7 respondents (18.9%) selected rating 3, suggesting a moderate level of helpfulness.
- **Low Negative Feedback:** Very few respondents found the feedback unhelpful, with 2 responses (5.4%) for rating 2 and no responses (0%) for rating 1.

6. How satisfied were you with the parameters and marking scheme of the judges?

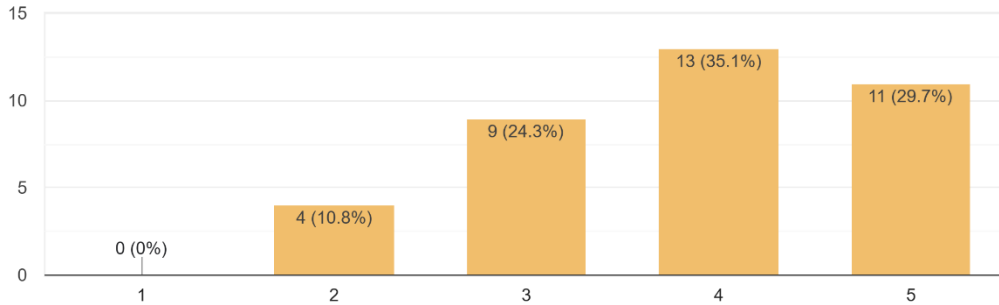
37 responses



- **Generally Positive Satisfaction:** The majority of respondents expressed satisfaction with the parameters and marking scheme used by the judges. Ratings 4 and 5 together account for 26 out of 37 responses (70.2%).
- **Highest Satisfaction Level:** Rating 4 received the highest number of responses (14, representing 37.8%), indicating a significant level of satisfaction.
- **Second Highest Satisfaction:** Rating 5 was the second most frequent response (12 responses, 32.4%), further supporting the overall positive sentiment.
- **Moderate Satisfaction:** 8 respondents (21.6%) selected rating 3, indicating a neutral or moderately satisfied stance.
- **Low Dissatisfaction:** Very few respondents expressed dissatisfaction, with 3 responses (8.1%) for rating 2 and no responses (0%) for rating 1.

7. How satisfied were you with the business model Canvas template provided to you?

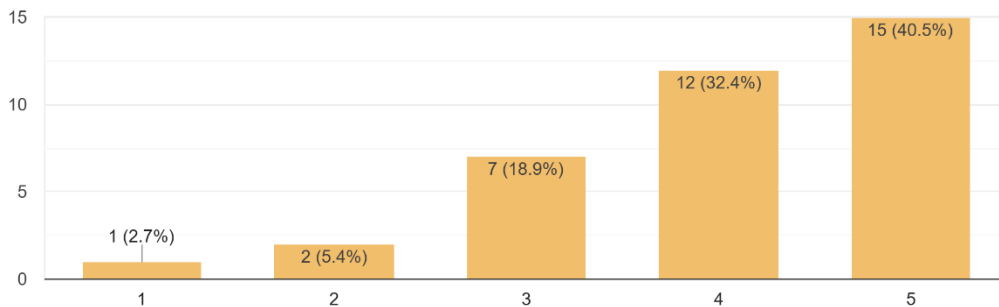
37 responses



- **Positive Event Perception:** Across various aspects, including overall experience, technical arrangements, organization, jury effectiveness, and judging process, participants have shown a tendency towards positive ratings.
- **Satisfaction with the Template:** The majority were also satisfied with the Business Model Canvas template provided. While there's a slightly larger proportion of neutral responses (Rating 3) compared to some other aspects, the overall sentiment remains positive.
- **Valuable Resource:** The high number of responses for ratings 4 and 5 suggests that the template was likely a useful and well-received resource for the participants.

8. How did you find the time duration in terms of presentations and Q&A session?

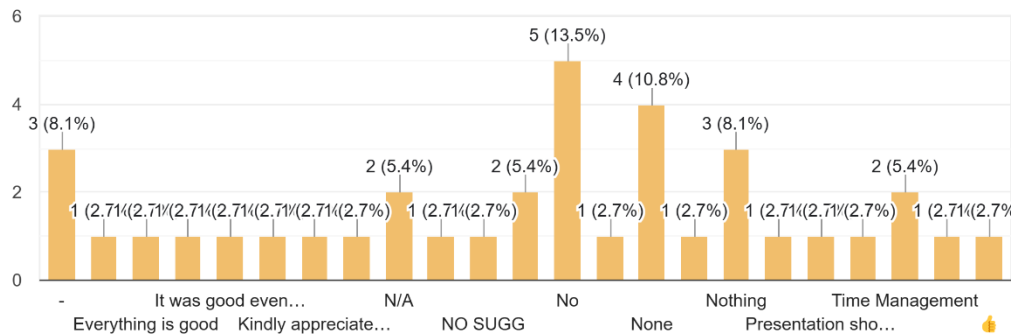
37 responses



- **Tendency Towards "Too Long":** The majority of respondents felt that the time duration for the presentations and Q&A session was on the longer side. Ratings 4 and 5 together account for 27 out of 37 responses (72.9%).
- **Strong "Too Long" Perception:** The highest number of respondents (15, representing 40.5%) selected rating 5, indicating they found the time duration to be "Too Long".
- **"Somewhat Long" Perception:** A significant portion (12 respondents, 32.4%) also felt the duration was "Somewhat Long" (rating 4).
- **"Just Right" Perception:** Only a minority (7 respondents, 18.9%) felt that the time duration was "Just Right" (rating 3).
- **"Too Short" Perceptions:** Very few respondents felt the time was too short (1 response, 2.7% for rating 1) or somewhat short (2 responses, 5.4% for rating 2).

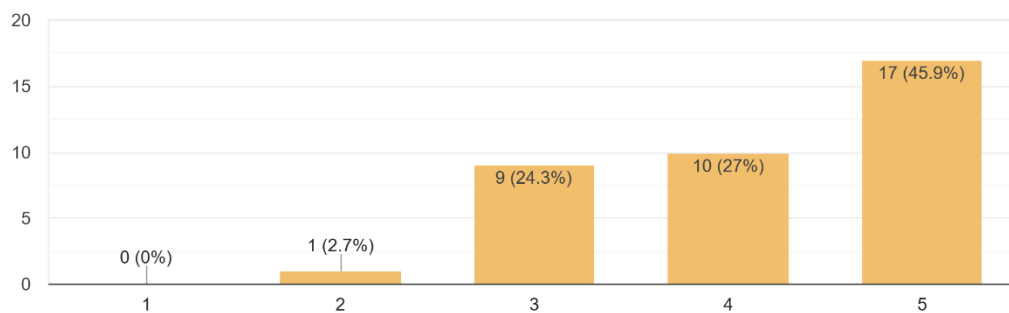
9. What improvements would you suggest for the next event?

37 responses



10. Would you participate in a similar event again in the future?

37 responses



- **High Likelihood of Return:** The overwhelming majority of participants expressed a willingness to attend a similar event in the future.
- **Positive Overall Experience:** This reinforces the positive feedback received across various aspects of the event, suggesting that participants found it valuable and worthwhile.
- **Potential for Future Growth:** The strong positive intent to return bodes well for the future of similar events organized by the same entity.

Report Written by: Jyeshna Bandaru & Khushi Lathi

Activity/Event Report

Name of event: One Day Entrepreneur 2.0

Date of conduction: 27th-28th March 2025.

Class/semester: MMS Batch 2024-2026

No. of students in a team: 7

Faculty Coordinator for stall: Dr. Nitin Godse

Student Coordinator/Committee: Entrepreneurship Cell

Team Leader: Jyeshna Bandaru

Stall No: 1

Stall Name: Banta & Bites



Objectives:

- To take part in a management event that encourages creativity, leadership, and innovativeness.
- To improve our capacity to create and carry out entrepreneurial ideas successfully by giving us practical experience.
- To develop managerial abilities and entrepreneurial perspective via teamwork, networking, and real-world difficulties.
- To manage costs efficiently by controlling expenses like ingredients, packaging, and stall setup.
- To test pricing strategies to find the right balance between affordability and profitability.
- To attract customers with an appealing stall setup, signage, and promotions.

Description:

The event was held on 27th March,2025, from 9:30 am with all the teams showing great enthusiasm and vibrancy. Stall no. 1 was Banta and Bites, which had Crunchizza, Anar blush Mojito, and Mojo Mojito (having a mix of green apple and refreshing mint), which was the top-selling amongst.

The team had done various promotional activities like including a spin wheel and selfie point, to attract customers and keep a marketing team to attract the customers and promote the stall. The team also did pre-promotional activities like putting posters all around the campus, making teaser videos, and distributing personalized discount coupons with a bar code, which would give access to the menu.

The team was able to sell out all the items, especially the Mojo Mojito, which where the highest profit-generating item, followed by the Crunchizza. The team touched 110 customers mark resulting in achieving a successful profit percentage of 24%.

The second day, 28th March,2025, was all about presenting the day 1 business with the help of PPT and explaining the business model canvas in front of the judges. The judges also asked various questions and gave their suggestions on the same. After all the presentations, the winners were declared. All the winners, as well as the participants, were given medals, which encouraged everyone.

The ODE 2.0 entrepreneurship event provided a hands-on experience in business operations. The event highlighted the importance of teamwork and organization in running a business efficiently. It also enhanced our entrepreneurial mindset, preparing us for future ventures. The enthusiasm and participation reflected the program's success.



Key takeaways:

- Focus on the 4Ps (Product, Price, Place, Promotion) for success.
- Offer unique, memorable products to stand out.
- Stay innovative and adapt to market changes.
- Listen to customer feedback and improve accordingly.
- Build a strong, motivated team with a positive culture.
- Be agile, manage risks, and learn from every experience.



Report prepared by: Samwad Sameer Raul

Guidance of: Prof. Gaanyesh Kulkarni

Submitted to: Dr. D. Henry Babu (Director, Atharva Institute of Management Studies)

Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	27 th - 28 th March.
Class/semester	MMS Batch 2024 - 2026
No. of Students in a team	9
Faculty Coordinator for stall	Prof. Nitin Godse
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Ms. Rucha Rane
Stall No.	2
Stall Name	God Tikhat Vaara

Objective:

1. To provide a diverse range of snacks that cater to different taste preferences.
To gain hands-on experience in business operations, including product marketing, sales, and customer interaction.

Description:

The 'One Day Entrepreneur' event was a two-day program aimed at fostering business acumen among participants. The first day was dedicated to actual business operations, where teams set up stalls and sold their products. The second day involved presenting the business model, performance, and learnings in front of a panel.

Our food stall, named '**God Tikhat Vaara**', was a part of this initiative and represented **The Munch Club**. We curated a selection of three products, each offering a unique flavour profile:

Dark Temptation: A sweet delight, highly popular among customers (59 units sold).

White Punch: A mild and creamy treat (19 units sold).

Potato Crunch: A crispy, spicy snack (19 units sold).

The stall successfully attracted a diverse customer base, allowing us to test consumer preferences and optimize pricing strategies. We managed inventory efficiently and employed effective sales tactics to maximize profitability.

Key Takeaways:

Understanding Consumer Behaviour: Sales data highlighted a preference for sweet over spicy and crunchy items, guiding future product strategies.

Business Operations & Teamwork: Coordinating pricing, sales, and marketing under a time constraint enhanced our teamwork and decision-making skills.

Marketing & Customer Engagement: Engaging with customers and implementing persuasive sales techniques played a crucial role in our stall's success.

Presentation Skills: The second day challenged us to articulate our business insights effectively before a panel, refining our public speaking and analytical abilities.

The event was an enriching experience that provided us with valuable entrepreneurial lessons, paving the way for future business endeavours.

Report Under the Guidance Submitted To: Dr. D Henry (Atharva Institute of Management Studies) By: Prof. Chinmay Gaanyesh More Kulkarni





Activity / Event Report

Name of event : One Day Entrepreneur 2.0

Date of conduction : 27th-28th March 2025.

Class/semester : MMS Batch 2024-2026

No. of students in a team : 8

Faculty Coordinator for stall : Prof. Ganesh Apte

Student Coordinator/Committee : Entrepreneurship Cell

Team Leader : Chirag Lalit Dhamne

Stall No : 03

Group name : The Crispy Crew

Stall Name: Gossip With Chaat

Objectives:

- To help the management students of MMS batch 2024-2026 understand the importance of entrepreneurship.
- To understand various aspects of running a business, decision making, and overall testing our management skills.
- To take part in a management event that encourages creativity, leadership, and innovativeness.
- To improve our capacity to create and carry out entrepreneurial ideas successfully by giving us practical experience.
- To develop managerial abilities and entrepreneurial perspective via teamwork, networking, and

real-world difficulties

Description :

The event was held on 27th March, 2025 from 9:30 am with all the teams showing great enthusiasm and vibrancy. Stall no.3 was Gossip with chaat, which had virgin mojito, spicy guava, Dal-licious (Dal pakwan) and a surprise element which was the top selling amongst all is the spicy guava.

The team had done various promotional activities like including a Selfie booth to attract customers toward stall or meme posters to attract customers and keeping a marketing head to attract the customers and promote the stall. The team also did pre-promotional activities like putting posters all around the campus and making teaser videos.

The team was able to sell out most of items especially the spicy guava which where the highest profit generating item followed by the virgin mojito . The team sold approx. 45 plates of Dal-licious and 50 virgin mojito also the spicy guava drink that were sold were near to 60 glasses. In total, amount invested was Rs.7394/-and generated a total revenue of Rs.6707. and had loss of Rs.687/- .And The team has shown remarkable teamwork.

The second day 28th March, 2025 was all about presenting the day 1 business with the help of ppt and explaining the business model canvas in front the judges. The judges also asked various questions and gave their suggestions on the same. After all the presentations the winners were declared. All the winners as well as the participants were given medals which encouraged everyone.

The ODE 2.0 entrepreneurship event provided a hands-on experience in business operations. The event highlighted the importance of teamwork and organization in running a business efficiently. It also enhanced our entrepreneurial mindset, preparing us for future ventures. The enthusiasm and participation reflected the program's success.

Key takeaways :

- Focus on the 4Ps (Product, Price, Place, Promotion) for success.
- Offer unique, memorable products to stand out.
- Listen to customer feedback and improve accordingly.
- Build a strong, motivated team with a positive culture.
- Build your product after understanding the persona of your target audience.

Report prepared by : Chirag Lalit Dhamne

Guidance of : Prof. Gaanyesh Kulkarni

Submitted to : Dr. D. Henry Babu (Director, Atharva Institute of Management Studies)





Activity / Event report

Name of event: One Day Entrepreneur

Date of conduction: 27th-28th March 2025

Class/semester: MMS Batch 2024-2026

No. of students in a team: 8

Faculty Coordinator for the stall: Prof. Ganesh Apte

Student Coordinator/Committee: Entrepreneurship Cell

Team Leader: Shruti Sanap

Stall No.: 4

Stall Name: The Biryani Affair

Objective:

- To provide a platform for students to showcase their entrepreneurial skills, innovative ideas, and products.
- To help students understand and experience various aspects of business, including planning, marketing, finance, and operations.
- To create a learning environment where students can test their business acumen in a real-world scenario.

Description:

The event began with a grand opening at 9:30 AM on 27th March 2025, setting an energetic tone for the day.

Our team participated with Stall No. 4, named "The Biryani Affair," offering a delicious menu of Veg Biryani, Chicken Tikka Biryani, and Shikanji. To attract customers, we conducted various promotional activities, including live singing performances, creative posters, banners, and engaging social media reels. The marketing efforts successfully drew a large crowd, leading to high sales.

By the end of the day, most of our items were sold out, especially Veg and Chicken Tikka Biryani, making us the first stall to go "all sold out." Careful pre-event cost estimation and efficient cost management played a crucial role in maximizing our profits which was 112%.

On the second day, 28th March 2025, teams presented their business performance using PowerPoint presentations and explained their Business Model Canvas before a panel of judges. The judges asked insightful questions and provided valuable suggestions for improvement. After all presentations, the winners were announced, and both winners and participants were awarded medals as a token of appreciation, boosting motivation and enthusiasm.

The ODE 2.0 entrepreneurship event offered a real-world experience in business operations, highlighting the importance of teamwork, organization, and strategic planning. The event not only enhanced our entrepreneurial mindset but also prepared us for future business ventures. The overwhelming participation and enthusiasm made the event a great success, inspiring students to explore entrepreneurship further.

Key Takeaways:

- **Entrepreneurial Experience** – Provided hands-on exposure to business operations, from planning to execution.
- **Teamwork & Coordination** – Highlighted the importance of collaboration and efficiency in running a business smoothly.
- **Problem-Solving & Adaptability** – Tackling real-time challenges enhanced decision-making and adaptability.
- **Networking & Collaboration** – Engaging with fellow participants, mentors, and judges provided valuable insights into entrepreneurship.
- **Real-World Business Simulation** – The event provided a mini-start up experience, simulating the challenges and excitement of running a real business.

Report prepared by: Shraddha Bansode

Guidance of: Prof. Gaanyesh Kulkarni

Submitted to: Dr. D. Henry Babu (Director, Atharva Institute of Management Studies)

Photos:



Activity/Event report

Name of event	One Day Entrepreneur
Date of conduction	27th-28th March 2025
Class/semester	MMS Batch 2024-2026
No. of students in a team	9
Faculty Coordinator of the Stall	Dr. Swati Agrwal
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Trupti Kadam
Stall No.	5
Stall Name.	Chatpate Champs

Objective:

- To help the management students of MMS batch 2024-2026 understand the importance of entrepreneurship.
- To understand different aspects of running a business.
- To inculcate entrepreneurial spirit and culture amongst the youth.

Description

The event began on 27th March 2025 at 9:00 a.m. with all the other participating teams showing their utmost enthusiasm for the event. Stall number 5 was Chatpate Champs wherein the participants were selling 2 chat dishes and 1 desert variants: Banana Chat, Khakra Chat and Kulfi.

The whole event was carried out in a number of promotional activities wherein the team was engaged in creating hype for the event starting to promote right on 17th March, 2025 by using a board and reaching out to potential suspects and generating leads.

The team successfully sold all of their stock. It generated a 5% net profit, selling 26 plates of Banana Chat, 31 plates of Khakra Chat, and 260 Kulfi with a total of 317 products sold in a day generating revenue of Rs.7832.

The team has shown remarkable teamwork and jointly worked to achieve their goal. The team also printed and posted 2 banners of the menu and the brand name and tagline. Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes.

Finally, after the event, the following day a group presentation was done in front of the jury panel for assessment.

Key Takeaways:

- The 4Ps of the marketing mix are vital during any venture establishment.
- Try and understand the persona of your target audience and build your product.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am-trustee of Atharva Group: Dr. D. Henry sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Mr. Pranav Kulkarni

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni.

Submitted to: Dr. D. Henry sir, Director, Atharva Institute of Management Studies



Activity/Report

Name of Event: One Day Entrepreneur

Date of conduction: 27-28 March, 2025.

Class/Semester: MMS BATCH 2024-2026 No.
of students in a team: 8

Faculty coordinator for stall: Prof. Kajal Desai.
Student coordinator /committee: Entrepreneurship cell.

Team leader: Mr. Raj Kulsange
Team Members: Tanay Valvi , Abhiraj Pawar , Abhishek Sontakke

Atharva Sonone , Sudhir kumar Tiwari , Kiran Yadav and Abhay Dubey

Stall Name: Maharashtrian Zaika

Stall No: 6

Objectives:

1. To Create a rich, aromatic, and well-spiced chicken gravy that complements the subtle, cumin-infused jeera rice and the tangy, coconut-based solkadi.
2. To Provide Healthy Home Cooked Food for the Students who Stay far from Home.
3. To Maintain traditional cooking methods and spice blends to preserve the authentic taste of Maharashtrian cuisine.

Description:

Day 1 - The Event Day....(27 March, 2025).

The event ODE (One Day Entrepreneur) held on 27th March was successfully inaugurated at 9.00 am with enthusiastic participants. Stall no 11 was Inaugurated by Mr.Kapil Kapoor. Stall no 06 – **Maharashtrian Zaika** consist of mainly 4 products

- 1 . Chicken Rassa (Gravy)
2. Jeera Rice
3. Solkadi
4. Combo (Chicken Rassa with jeera Rice with Solkadi)

Maharashtrian Zaika brings you an authentic and flavorful culinary experience with our delicious **Chicken Gravy with Jeera Rice and Solkadi**. This classic combination is a perfect blend of rich, aromatic spices, smoky cumin-infused rice, and the refreshing tang of Solkadi. Each bite takes you on a journey through Maharashtra's vibrant food culture, where bold flavors meet comfort and tradition. Savor the essence of home-cooked goodness with **Maharashtrian Zaika**.

Marketing strategies used were word of mouth, online promotion, reels , posters where the whole team was engaged in promoting our products through applying posters throughout the campus, making of reels and promotional videos and also interacting with other department students and faculties describing about the event and our products.

The pre-sale card was the one of the most effective strategic idea which ensured that the customer visits every stall and explore variety of dishes available.

The total sales of Solkadi was – 41 , Chicken Rassa (Gravy) – 8, Chicken Rassa with Jeera Rice -20 & for Combo - 20

Amongst the Four items Solkadi was the most sold product and truly appreciated by the customers as this item holds 45% of our sale

Day 2 - The Presentation day... (28th March,2025)

The day started with presentation which followed the criteria where the chits were prepared with the team no. of every team and on a random basis teams would be selected for presentation.

Where the teams had to present their brand name, the origin of their brand name, the products they catered to the customers, the cost and revenue incurred and with the explanation of their Business Model Canvas.

Followed by an Question and Answer round by the jury members. All the teams performed their best out of all and the winners and runner ups were declared.

Even all the participants were awarded with medal of participation.

Key Takeaways

1. Taking analytical and strategic decision is very important in every business.
2. The **4P's (Product, Price, Place, Promotion)** of marketing plays an vital role in taking every business decision.
3. Selecting right product according to the market requirement is crucial to attract customers and generate sales.
4. Providing quality product is essential in any business to gather the customers and increase sales of the product.
5. Team coordination plays a vital role.

The event ended with a Vote of Thanks to Shri. Sunil Rane Sir - The Executive President of Atharva Group of Studies. Ms. Pallavi Rane Ma'am - Trustee of Atharva Group of Studies and Dr. Henry Babu - Director of Atharva institute of Management Studies. The event was wholly conducted under the guidance and support of Prof. Gaanyesh Kulkarni Sir and respected Director sir and esteemed faculty members.

At the end of the session students had an interactive session with Shri. Sunil Rane Sir where he provided students with a piece of wisdom about the importance of entrepreneurship.

Report prepared by : Mr. Tanay Valvi

Under the guidance of: Prof. Gaanyesh Kulkarni Sir

Submitted to : Dr. Henry Babu (Director of Atharva Institute of Management Studies).



EVENT REPORT

Name of event	:One Day Entrepreneur 2.0
Date of conduction	:27 & 28 March 2025
Class/semester MMS	:Batch 2024-2026
No. of students in a team	:8
Faculty Coordinator for stall	:Prof. Vaibhav Patil
Committee	:Entrepreneurship Cell
Team Leader	:Ms. Radhika Chaurasiya
Stall No	:7
Stall Name	:CHATORI KART

Objective

- To enhance student's entrepreneurial skills, including problem solving, leadership, decision making, and financial management
- To provide practical knowledge of business operations.
- Focusing on how to create, develop, or manage a business.

Description

The event began on 27th March 2025 at 9:30 a.m. with all the other participating teams showing their utmost enthusiasm and engagement for the event.

Stall number 7 was Chatori Kart wherein the team members were selling Katori Chaats, Chole Paapdi and Masala Chaas. The entire event was executed through a series of promotional activities conducted pre-event and on the day of event in which the team worked to generate excitement for the occasion by beginning promotions through flyers, posters and social media engagement. The team also printed and posted a poster of the menu, brand name and tagline. Different teasers and flyers and coupons were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes.

The team sold a total of 129 Katori Chaats, 76 Masala Chaas & 13 Chole Paapdi in a day, generating revenue of Rs.9085 and a 225% net profit. The team has shown remarkable teamwork and coordination to achieve their goal. The highest profit generating item were the Katori Chaats and Masala Chaas(hot selling combo).

On the second day of ODE 2.0, held on 28th March 2025, participants presented their business ideas developed on Day 1. Each team delivered a comprehensive PowerPoint presentation and explained their business model canvas in front of a panel of judges. The judges actively engaged with the teams, posing insightful questions and offering constructive feedback to help refine their ideas.

Following which, the winners were announced, and medals were awarded to both the winners and all participants. This recognition not only celebrated the efforts of the top performers but also motivated and encouraged everyone involved.

The ODE 2.0 event provided a practical, hands-on experience in business operations, highlighting the significance of teamwork, strategic planning, and effective management in running a successful venture. It played a crucial role in shaping our entrepreneurial mindset, equipping us with the skills and confidence needed for future business endeavors. The overwhelming enthusiasm and participation clearly reflected the event's success in fostering a strong entrepreneurial spirit among students.

Key Takeaways

- The 4Ps of the marketing mix (Product, Place, Price, Promotion)
- Offering unique and delicious flavors can help differentiate the business from competitors and attract customers.
- The event was engaging, and the students learned about different aspects related to entrepreneurship.

The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir (Executive president of Atharva Group) & Dr. D Henry Babu (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Ms. Karina Jaiswal.

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni.

Submitted to: Dr. D Henry Babu, Director, Atharva Institute of Management Studies.

Photos



Activity / Event Report

Name of event: One Day Entrepreneur 2.0

Date of conduction: 27th-28th March 2025.

Class/semester: MMS Batch 2024-2026

No. of students in a team: 8

Faculty Coordinator for stall: Dr. Monika Shrimali

Student Coordinator/Committee: Entrepreneurship Cell

Team Leader: Vandana Paliwal

Stall No: 08

Stall Name: Fusion Fiesta

Brand Name: Wow Tasty Food

Objectives:

1. To outline the stall name, brand name, menu, pricing, and decide roles and responsibilities for team members
2. To assess business performance by analyzing sales figures, profit margins, and overall financial outcome.
3. To evaluate customer engagement and measure foot traffic, customer reviews, and satisfaction levels.
4. To identify operational challenges by highlighting any difficulties faced during an event, such as inventory management, service delays, or competition.
5. To review the impact of promotional strategies like social media, posters, or word-of-mouth
6. To learn and enhance entrepreneurship which reflect on key business skills, such as budgeting, teamwork, and problem-solving.
7. To get suggestions and recommendations for better efficiency and profitability in future prospects.

Description:

The One-Day Entrepreneurship (ODE) event was held on 27th March, 2025 from 9:30 am with all the teams showing great enthusiasm and vibrancy. Stall no.08 was Wow Tasty Food (WTF), which had Desi Tacos of two variety (Mumbai masala taco, Mumbai masala cheese paneer taco), vada pav of two variety (grill vada pav, grill schetzwan cheese vada pav, cupcakes with three variety of flavours (red-velvet, pineapple, blueberry) , chocolate ball which was the best seller of our stall.

The team had done various promotional activities like including BTL (below the line) in which the promotion was done one to one with customers or posters to attract customers and promote the stall. The team also did pre-promotional activities like putting posters all around the campus and making reels and teaser videos and by the word of mouth.

The team was able to sell out most of items especially the cupcake and chocolate balls which were the highest profit generating item. The estimation of cost before the event helped the team to make a profit. The team sold approx. 85 cupcakes and 90 chocolate balls , vada pav also the taco that were sold were near to around 40.

The second day 28th March, 2025 was all about presenting the day 1 business with the help of ppt and to explain the business model canvas in front of the judges. The judges also asked various questions and gave their suggestions on the same. After all the presentations the winners were declared. All the winners as well as the participants were given medals which encouraged everyone.

The One-Day Entrepreneurship (ODE) 2.0 event was a valuable and enriching experience, providing participants with hands-on business exposure and teamwork. All stalls successfully attracted a diverse

customer base with its unique ideas which received positive feedback for their taste, presentation, and affordability. Overall, the event was a great success, reinforcing key entrepreneurial skills like decision-making, adaptability, and collaboration.

Key takeaways:

- Increased Awareness of Entrepreneurial Opportunities
- Practical Skills and Knowledge
- Inspiration from Success Stories
- Networking and Mentorship
- Confidence in Pursuing Ventures

Report prepared By: Shweta Gaikwad & Riya Shukla

Guidance of: Prof. Gaanyesh Kulkarni

Submitted to: Dr. D. Henry Babu (Director, Atharva Institute of Management Studies)



Activity / Event Report

Name of event : One Day Entrepreneur 2.0

Date of conduction : 27th-28th March 2025.

Class/semester : MMS Batch 2024-2026

No. of students in a team : 8

Faculty Coordinator for stall : Prof. Kajal Desai

Student Coordinator/Committee : Entrepreneurship Cell

Team Leader : Ritika Gupta

Stall No : 09

Stall Name. Taste Buddies

Objectives:

- To take part in a management event that encourages creativity, leadership, and innovativeness.
- To improve our capacity to create and carry out entrepreneurial ideas successfully by giving us practical experience.
- To develop managerial abilities and entrepreneurial perspective via teamwork, networking, and real-world difficulties.
- To manage costs efficiently by controlling expenses like ingredients, packaging, and stall setup.
- To test pricing strategies to find the right balance between affordability and profitability.
- To attract customers with an appealing stall setup, signage, and promotions.

Description :

The event was held on 27th March, 2025 from 9:30 am with all the teams showing great enthusiasm and vibrancy. Stall no.09 was Taste Buddies, which had coleslaw sandwich, nachos chat, blue lagoon drink and a surprise element which was the top selling amongst all the cheesecake.

The team had done various promotional activities like including a lucky discount bowl or meme posters to attract customers and keeping a marketing head to attract the customers and promote the stall. The team also did pre-promotional activities like putting posters all around the campus and making teaser videos.

The team was able to sell out most of items especially the cheesecakes which were the highest profit generating item followed by the coleslaw. The estimation of cost before the event helped the team to make a profit. The team sold approx. 50 cheesecakes and 25 sandwiches also the blue lagoon drink that were sold were near to 30 glasses.

The second day 28th March, 2025 was all about presenting the day 1 business with the help of ppt and explaining the business model canvas in front the judges. The judges also asked various questions and gave their suggestions on the same. After all the presentations the winners were declared. All the winners as well as the participants were given medals which encouraged everyone.

The ODE 2.0 entrepreneurship event provided a hands-on experience in business operations. The event highlighted the importance of teamwork and organization in running a business efficiently. It also enhanced our entrepreneurial mindset, preparing us for future ventures. The enthusiasm and participation reflected the program's success.

Key takeaways :

- Focus on the 4Ps (Product, Price, Place, Promotion) for success.

- Offer unique, memorable products to stand out.
- Stay innovative and adapt to market changes.
- Listen to customer feedback and improve accordingly.
- Build a strong, motivated team with a positive culture.
- Be agile, manage risks, and learn from every experience.

Report prepared by : Shrutika Malvi

Guidance of : Prof. Gaanyesh Kulkarni

Submitted to : Dr. D. Henry Babu (Director, Atharva Institute of Management Studies)



Activity / Event Report

Name of event: One Day Entrepreneur 2.0

Date of conduction: 27th-28th March 2025.

Class/semester: MMS Batch 2024-2026

No. of students in a team: 9

Faculty Coordinator for stall: Dr. Vaibhav Patil



Student Coordinator/Committee: Entrepreneurship Cell

Team Leader: Mr. Hrutwik Shinde

Stall No: 10

Stall Name: आठ Ajubes ∞

Objective:

To provide MBA students with hands-on entrepreneurial experience by fostering creativity, business acumen, and strategic thinking. The event enhances leadership, teamwork, and problem-solving while offering practical insights into Finance, Marketing, HR, Operations, and IT. It promotes innovation, risk-taking, and real-world business execution in a dynamic learning environment.

Description:

The ODE 2025 event, held on 27th March 2025, was a vibrant display of entrepreneurial spirit. Our stall, आठ Ajubes ∞, stood out as the only stall providing a physical product, offering a unique mix of Kharvas, Thick Cold Coffee (Normal & Cold Coffee with Kit- काट), and Fridge Magnets (Magneto)—our highest-selling item.

USP & Market Differentiation:

Our Unique Selling Proposition (USP) was the blend of food and utility items, ensuring a diverse customer appeal. The Magneto fridge magnets set us apart, making us the only team offering a long-lasting, tangible product beyond food and beverages.

Marketing & Promotion:

To attract and engage customers, we implemented:

- Pre-event marketing with posters across all departments.
- Live demonstrations by offering fridge magnet samples.
- Creative callouts like " अंडी मंडी शंडी कॉफी पीयो ठंडी !!!" to capture attention and boost sales.

Sales & Profitability :

- Total Customers Served: 169
- Total Cost: ₹7,974
- Total Sales: ₹16,605
- Profit: ₹8,631
- Profit Margin: 108.24%

Presentation & Recognition:

On 28th March 2025, we presented our business model, including the story behind our stall name. The judges were highly impressed, and we were honoured to be declared **1st Runner-Up at ODE 2025**.

This journey was a hands-on learning experience, refining our skills in marketing, finance, sales, and strategic decision-making, while demonstrating the impact of innovation, teamwork, and business acumen in a competitive setting.



Key Takeaways:

- Unique Product Offering helped us stand out from the competition.
- Effective Marketing Strategies like catchy slogans and product sampling attracted more customers.
- Understanding Customer Demand was crucial for maximizing sales and profitability.
- Strategic Pricing & Cost Control ensured a high profit margin.
- Teamwork & Coordination played a vital role in our success.
- Presentation & Business Insights helped us gain recognition and refine our entrepreneurial skills.
- Adaptability & Risk Management enabled us to overcome challenges and seize opportunities.
- Learning from Competitors helped us identify best practices and improve strategies.
- Guerrilla Marketing: Used creative slogans ("अंडी मंडी शंडी कॉफी पीयो ठंडी !!! ") and energetic promotions to attract attention.
- Strategic Market Segmentation: Focused on students as the primary target audience.

Report prepared by: Sagar Ashok Ghotekar

Guidance of: Prof. Gaanyesh Kulkarni

Submitted to: Dr. D. Henry Babu (Director, Atharva Institute of Management Studies)



Activity / Event Report

Name of event: One Day Entrepreneur 2.0

Date of conduction: 27th-28th March 2025.

Class/semester: MMS Batch 2024-2026

No. of students in a team: 8

Faculty Coordinator for stall: Dr. Monika Shrimali

Student Coordinator/Committee: Entrepreneurship Cell

Team Leader: Mr. Sharad Shinde

Stall No: 11

Stall Name: Startup Spotlight

Objectives:

1. To cater healthy food to the customers with a mexican luxurious twist of taste.
2. To boost the spirit of entrepreneurship among students and explore various aspects of business to manage the resources effectively.

Description:

Day 1 - The Event Day....(27 March, 2025).

The event ODE (One Day Entrepreneur) held on 27th March was successfully inaugurated at 9.00 am with enthusiastic participants. Stall no 11 was Inaugurated by Dr. Suvarna Pansambal (HOD & Associate professor - Computer Engineering). Stall no 11 - STARTUP SPOTLIGHT consist of mainly 3 products

1. Monaco stuff
2. Corn chaat
3. Chia drink

The name of the brand was newly invented as VELORA - from the shore of Monaco to the city of Mexico. VELORA is the combination of both Monaco stuff and corn chaat.

Marketing strategies used were word of mouth, online promotion, reels , posters where the whole team was engaged in promoting our products through applying posters throughout the campus, making of reels and promotional videos and also interacting with other department students and faculties describing about the event and our products.

The pre-sale card was the one of the most effective strategic idea which ensured that the customer visits every stall and explore variety of dishes available.

The total sales of corn chaat was - 65, Monaco Stuff - 26 & for Chia Juice - 24

Amongst the three items Cheese corn chaat was the most sold product and truly appreciated by the customers as this item holds 65% of our sale.

Day 2 - The Presentation day... (28th March,2025).

The day started with presentation which followed the criteria where the chits were prepared with the team no. of every team and on a random basis teams would be selected for presentation.

Where the teams had to present their brand name, the origin of their brand name, the products they catered to the customers, the cost and revenue incurred and with the explanation of their Business Model Canvas.

Followed by an Question and Answer round by the jury members. All the teams performed their best out of all and the winners and runner ups were declared.

Even all the participants were awarded with medal of participation

Key Takeaways

1. Taking analytical and strategic decision is very important in every business.

2.The 4P's (Product, Price, Place, Promotion) of marketing plays an vital role in taking every business decision.

3.Selecting right product according to the market requirement is crucial to attract customers and generate sales.

4.Providing quality product is essential in any business to gather the customers and increase sales of the product.

5.Team coordination plays a vital role.

The event ended with a Vote of Thanks to Shri.Sunil Rane Sir - The Executive President of Atharva Group of Studies. Ms.Pallavi Rane Ma'am - Trustee of Atharva Group of Studies and Dr. Henry Babu - Director of Atharva institute of Management Studies. The event was wholly conducted under the guidance and support of Prof. Gaanyesh Kulkarni Sir and respected Director sir and esteemed faculty members.

At the end of the session students had an interactive session with Shri. Sunil Rane Sir where he provided students with a piece of wisdom about the importance of entrepreneurship.

Report prepared by : Ms. Isha Chavan.

Under the guidance of: Prof. Gyaanesh Kulkarni Sir

Submitted to : Dr. Henry Babu (Director of Atharva Institute of Management Studies).



Activity / Event report

Name of event: One Day Entrepreneur 2.0

Date of conduction: 27th- 28th March 2025

Class/semester: MMS Batch 2024-2026

No. of students in a team: 09

Faculty Coordinator for the stall: Dr. Swati Agarwal

Student Coordinator/Committee: Entrepreneurship Cell

Team Leader: Tanvi Shirke

Stall No: 12

Stall Name: Bite & Sip Delight

Objective:

A one-day event focused on entrepreneurship aims to empower and encourage people to explore their entrepreneurial goals by giving them the information, resources, and drive to begin the process of launching their own companies.

Description:

The event began on March 27th, 2025, at 9:30 AM, with all participating teams exhibiting exceptional enthusiasm. Stall number 12, operated by the Bite & Sip Delight team, showcased five unique culinary offerings from various regions of India:

1. Corn Sandwich: Golden bread and sweet corn ooze together in a delightful bite.
2. Corn Cheese Sandwich: Golden bread, melted cheese and sweet corn ooze together in a delightful bite.
3. Hara Bhara Bhel: A crunchy mix of puffed rice, veggies, and chutneys, bursting with zesty flavors.
4. Chatpata Shots: Zesty chatpata puris with spicy chutneys, crunchy sev, and tangy flavors in a bite-sized shot.
5. Kiwi Crush: A refreshing and tangy kiwi drink
6. Saunfi Sharbat: A cooling blend of fennel, tangy syrup, and chilled water, offers a refreshing burst of flow.

These appetizing dishes were offered at reasonable prices to ensure accessibility for a diverse customer base. The team adopted a value-based pricing approach to draw in more patrons. Promotional activities for the event commenced on March 21, 2025, utilizing a range of strategies such as social media marketing, word-of-mouth referrals, and the distribution of posters and flyers throughout the campus. As a result of these initiatives, the team successfully sold out their inventory, achieving a net profit of 593. After the event, the team presented their findings to a jury panel for evaluation.

Key Takeaways:

- Effective use of value-based pricing strategy.
- Strong promotional efforts using social media and campus outreach.
- Successful sales performance leading to significant profits.
- Team collaboration and enthusiasm played a crucial role.
- Practical application of business and marketing skills.

Report prepared by: Tanvi Shirke

Guidance of: Prof. Gaanyesh Kulkarni

Submitted to: Dr. D. Henry Babu (Director, Atharva Institute of Management Studies)



Activity / Event report

Name of event: One Day Entrepreneur 2.0

Date of conduction: 27th- 28th March 2025

Class/semester: MMS Batch 2024-2026

No. of students in a team: 8

Faculty Coordinator for the stall: Dr. Sudhir Purohit

Student Coordinator/Committee: Entrepreneurship Cell

Team Leader: Kasturi Soni

Stall No: 13

Stall Name: Chaska Maska

Objectives :

- Connect aspiring entrepreneurs with experts and investors & encourage them for future.
- Encourage teamwork and partnerships for making valuable connections

Description:

The event began on 27 March 2025 at 9:00 a.m. with all the other participating teams showing their utmost enthusiasm for the event. Stall number 13 was Chaska Maska wherein the participants were selling Docha(Doritos chat) & Malvan Magic(Kokam sharbat),Panna Punch(Kairi Panha). The entire event was executed through a series of promotional activities in which the team worked to generate excitement for the occasion by beginning promotions from March 20, 2025, and contacting both teaching and non-teaching staff as well as students about the event throughout the campus.

The team has sold 148 Doritos chat & 100 Drinks including kokam sharbat & Kairi Panha generating revenue of Rs.5718 & profit margin of 106%. We have main attraction for the event is our Maskot Tom. The team has shown remarkable teamwork and jointly worked to achieve their goal. The team also printed and posted a banner of the menu, brand name and tagline. Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes. Finally, after the event, the following day a group presentation was done in front of the jury panel for assessment.

Key Takeaways:

The 4Ps of the marketing mix are vital during any venture establishment. Offering unique and delicious flavors can help differentiate the business from competitors and attract customers. The event was interactive and engaging, and the students learned about different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms Pallavi Rane Ma'am- trustee of Atharva Group; Dr. Henry Babu (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Miss kasturi soni & Anaya Nimkar . This event was conducted under the guidance of Prof. Gaanyesh Kulkarni. Submitted to: Dr. Henry Babu, Director, Atharva Institute of Management Studies.



Activity / Event Report

Name of event : One Day Entrepreneur 2.0

Date of conduction : 27th-28th March 2025.

Class/semester : MMS Batch 2024-2026

No. of students in a team : 09

Faculty Coordinator for stall : Dr. Sudhir Purohit

Student Coordinator/Committee : Entrepreneurship Cell

Team Leader : Sushant Dalvi

Stall No : 14

Stall Name. Shake Chatkara

Objectives:

- To provide students with a real-time entrepreneurial experience by setting up and managing a food stall.
- To understand key aspects of business such as product selection, pricing, customer service, and financial management.
- To enhance teamwork, leadership, and decision-making skills.
- To evaluate customer preferences and analyze sales performance.

Description :

Day 1

Products Sold & Sales Performance

At our stall, we offered four different food items, and the sales were as follows:

Chicken Momos: 22 plates sold

Veg Momos: 31 plates sold

Tari Bhel: 19 plates sold

Kesar Milkshake: 14 glasses sold

Experience & Operations

Our team carefully selected the menu based on popular street food choices and local preferences.

The preparation process required efficient coordination to ensure timely cooking and serving of fresh food.

We priced our products competitively while maintaining quality and profitability.

The stall was designed to be visually appealing to attract customers, and we actively engaged with visitors to promote our offerings.

We faced a few challenges, such as managing the high demand for momos during peak hours, ensuring quick service, and keeping track of sales while maintaining hygiene.

Despite these challenges, we successfully managed inventory and ensured that every customer received their order promptly.

The feedback from customers was overwhelmingly positive, with many appreciating the taste, portion sizes, and quality of our food.

At the end of the event, we calculated our earnings and analyzed which products performed best.

Day 2

The following day, we presented our experience in front of all students, faculty, and guests.

We shared our journey from planning to execution, highlighting the challenges we faced and the lessons we learned.

The presentation helped us improve our communication skills and allowed us to reflect on areas for improvement in future entrepreneurial ventures

Key takeaways :

- Focus on the 4Ps (Product, Price, Place, Promotion) for success.
- Offer unique, memorable products to stand out.
- Stay innovative and adapt to market changes.
- Listen to customer feedback and improve accordingly.
- Build a strong, motivated team with a positive culture.

Report prepared by : Prajwal Salunke

Guidance of : Prof. Gaanyesh Kulkarni

Submitted to : Dr. D. Henry Babu (Director, Atharva Institute of Management Studies)



Activity / Event report

Name of event	: - One Day Entrepreneur 2.0
Date of conduction	: -27/03/2025
Class/semester	: - MMS batch 2024-26
No of students in a team	: - 8
Faculty Coordinator of the stall	: Prof. leena Jagawat
Student Coordinator/Committee	: Entrepreneurship Cell
Team Leader	: Aachal Darade
Stall no.	: 15
Stall Name	: Flavour Fusion

Objective:

- To help the management students understand the significance of entrepreneurship.
- To learn about the entire process of setting & running a business.
- To promote entrepreneurial spirit, passion & culture amongst the youth.

Discription

The event was held on 18th October, 2023 starting at 9.00 am, going on till 4:30 pm with all the other participating teams displaying their utmost enthusiasm for the event. Stall number 15 was 'Flavour fusion', which was a setup of 3 Strategic Business Units (SBUs) consisting of 'Pani puri shorts' selling handmade assorted spicy and chill pani puri shots, 'Dahi papadi chat' selling handmade chat consisted of different mouth watering flavours and curd' – 'kala khata mohito' selling handmade refreshments in sunny day. The entire event 40 was promoted through a variety of events, with the team working to build anticipation for the event beginning on Marc 27, 2025 by using direct marketing technique and reaching out to potential suspects and generating leads. Team 'flavour and fusion' provided bite- sized samples of mohito ,pani puri & dahi papadi to faculties, non- teaching staff, students, etc. for overall promotions. The team successfully sold all of their stock, generating an overall profit of almost 27 %. With the profit of Rs. 2127. Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes. The team has conducted the entire production, promotion, logistics, sales; each process with utmost dedication & hard work to achieve this success. The complete journey of ODE was a remarkable experience for all of us. Finally, after the event, on 28th March 2025, the following day, the team presented the significance of the '4P's' in the business conducted, in front of the Panel of Jury for assessment. Eventually, Team 'flavour fusion' was announced as 'Winner'(second runner up) of ODE.

Key Takeaways:

Several key takeaways emerged from this event:

- A food cart business can be a profitable and cost-effective venture, making it an attractive option for entrepreneurs.
- The selection of a suitable location is crucial to attract more customers and generate sales.
- Providing affordable prices can make the food items accessible to a wider range of customers, thereby increasing sales and profitability.
- Offering unique and delicious food items can help differentiate the business from competitors and attract a broader customer base.

The event concluded with a Vote of Thanks extended to the following individuals:

- Shri. Sunil Rane - Executive President of Atharva Group

Ms. Pallavi Rane - Trustee of Atharva Group

- Dr. D. Henry - Director, Atharva Institute of Management Studies
- The dedicated faculty and students whose contributions led to the success of this event.
- Mr. Gaanyesh Kulkarni – HOD marketing (AIMS)

Report Prepared By: Mr. Pavan R Shirfule

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni and is submitted to Dr. D. Henry, Director, Atharva Institute of Management Studies.

