

Entrepreneurship Mela- 2024

Date	5 th and 6 th March 2024
Time:	Both the days 10:00 AM to 4:30 PM
Venue:	CMS Business School
Section:	ALL
Batch:	2022-2024 & 2023-25
Semester:	2 nd & 4 th
Guest/Speaker Name:	NA
Guest/Speaker Designation	NA
Guest/Speaker Contact No & Email Id:	NA
Guest/Speaker Company/ Institute Name:	NA
Faculty Coordinators Name:	Dr. Lubna Ambreen & Dr. Shalaghya Sharma
Topic:	Entrepreneurship Mela
Moderator (if any)	Dr. Lubna Ambreen & Dr. Shalaghya Sharma
No. of Attendees	All students of MBA
Feedback:	Yes
Brochure: (if any)	Yes, will be enclosed at the end
Revenue Collected: (if any)	

1. Introduction:

The ENVC Area, Innovation Station club, hosted the Entrepreneurship Mela.

The event took place on 5th March 2024 and 6th March 2024. It was a two-day festival of pleasure and games. The students were given the opportunity to demonstrate their creativity and originality by developing their own products and services. Through business stations, the students learnt the skills of procuring the things required to run a business and also they learnt the sales skills. The business stations had products and services in the category of food (Vegetarian), Painting, services, accessories, Utility products, Green Products, decorations items, artisanal products, hoodies, T Shirts, Stationery, Recycled and Upcycled Products etc. It was in the form of an Entrepreneurial management carnival.

2. Venue (Outside/Inside the campus): CMS Business School

3. Program Objectives:

1. Experience ideation, marketing, and financial planning
2. Opportunity to sell products and services through business stations

4. Relevance to PO, Relevance to PEO and PSOs

PO1	Apply knowledge of management theories and practices to address and resolve business challenges
PO2	Demonstrate analytical and critical thinking abilities for information-based decision making
PO3	Analyse global, economic, legal and ethical aspects of business
PO4	Apply trans-disciplinary tools and techniques towards effective problem solving
PO5	Assist others and self in accomplishing organizational objectives and contribute effectively to a collaborative team setting.
PO6	Exhibit an entrepreneurial mindset for the establishment of sustainable businesses and societies.
PO7	Exemplify value-based leadership for excellence

5. Activity Overview:

The event was organized with the goal of encouraging students to develop an entrepreneurial mindset through the study of concept generation, creation, development, marketing, and financial planning. The focus of the event was to develop and assist students who desire to earn money and start their own businesses.

The students responded enthusiastically to the occasion. Twenty teams had applied, each with three to five members. On the day of the event, all the students, faculty, and administrative staff participated to support the students and purchase items from the business stations.

12 teams were finally selected to host the stations. The ENVC specialization students were present in full strength. The entrepreneurial faculty supported and guided the event.i.e.

Thanks to Dean Sir Dr. Harold Andrew Patrick for giving the opportunity and to all the faculty colleagues for participating in the event. A special thanks to Mr. Harsha and his team, for their support to ensure the event runs smoothly.

6. Guest/Speakers' Profile: NA

7. Summary and Key Learnings of the session:

12 teams were finally selected to host the stations. The ENVC specialization students were present in full strength. The entrepreneurial faculty supported and guided the event by Dr Kumar Mukul, Dr.Lubna Ambreen, Dr. Vijayalakshmi P, Dr.Shalaghya and Mr P K Thomas

Thanks to Dean Sir Dr. Harold Andrew Patrick for giving the opportunity and to all the faculty colleagues for participating in the event. A special thanks to Mr. Harsha and his team, for their support to ensure the event runs smoothly.

Key Learnings:

- OPPORTUNITY TO DEMONSTRATE CREATIVITY AND INNOVATION IN PRODUCTS AND SERVICES
- SHOWCASE VALUE IN PRODUCTS AND SERVICES OFFERED ON CAMPUS

8. Participant details:

2nd & 4th Semester Students of MBA

S. No.	Name	USN No.
1	Rohith Oommen	23MBAR0449
2	Sankalp	23MBAR0328
3	Aleeda Ann George	23MBAR0451
4	Deravar Singh	23MBAR0811
5	Pranav R	23MBAR0640
6	Akshay H	23MBAR0807
7	Sumanth GL	23MBAR0262
8	Purnendu S	23MBAR0190
9	Keerthi Reddy Kolan	23MBAR0584
10	Manjusha Nadella	23MBAR0891
11	Janani S	23MBAR0532
12	B Naga Bhavika	23MBAR0665
13	Shreya R Joshi	23MBAR0969
14	Yashwitha Prasanth Bhandary	23MBAR0201
15	M.K.Lodi	Faculty
16	Kowsika S	22MBAR0217
17	Gokul J	23MBAR0382
18	Gokul V	23MBAR0029
19	Aswin Sivakumar	23MBAR0306
20	Monish M M	23MBAR0441
21	Prajwal Bafna	23MBAR0971
22	Sruthi Sharma	23MBAR0791
23	A M Akhil	23MBAR0791
24	Abhinav Anand Shete	23MBAR0984
25	Ashik Kushwaha	23MBAR0374
26	Asser Chandra Lal	23MBAR0062
27	Sushrut Paudel	23MBAR0872
28	Jasmine Yadav	23MBAR0875
29	Dhanavarshini D	23MBAR0824
30	Gundu Mrunalini	23MBAR0777
31	Pothina Hanisha	23MBAR0478
32	Ariz Iqbal	23MBAR0623
33	Bonesh Ramchiary	23MBAR0692
34	Sridhar Patra	23MBAR0651
35	Pranav Bhatai	23MBAR0639
36	Rakhi Kumari,	23MBAR0836
37	Ranjith AV	23MBAR0784
38	Salman Khan	23MBAR0386



39	Alisha	23MBAR0656
40	Deepak Kumar	23MBAR0236
41	Wangdem Dema	23MBAR0285
42	Vishva	23MBAR0192
43	Nikitha Phandarkar	23MBAR0206
44	Muzammil Kazi	23MBAR0238
45	Shovan Bohidar	23MBAR0693
46	Renita Baruah	23MBAR0719
47	Praduman Yadav	23MBAR0209
48	Vedant Sharma,	23MBAR0193
49	Ravichandran M	23MBAR0569
50	Tulsi Agarwal	23MBAR0205
51	Akash Heda	23MBAR0834
52	Abel Varghese Mulavana	22MBAR0673
53	Liya Anna Tommy	23MBAR0257
54	Dwithin Govind	23MBAR0901

9. Details of Winners (if applicable):

1. Purnendu S, Sumanth GL – Biking Accessories
2. Kowsika S, Gokul – Doodle Art

10. Details of the judges (if applicable): NA**11. Score Record**

STALL NUMBER	NAME	INVESTMENT	SALES	PROFIT
1	Rohith Oommen, Sankalp, Aleeda Ann George	10540	16653	6113
2	Deravar Singh	9000	6500	LOSS
3	Akshay H , Pranav R	1500 (stall cost)	790	790
4	Purnendu S, Sumanth GL	5000	12550	6500
5	B Naga Bhavika, Keerthi Reddy Kolan, Manjusha Nadella, Janani S	7000	6200	LOSS
6	Yashwitha Prasanth Bhandary, Shreya R Joshi	17000	14500	LOSS
7	M.K.Lodi	12741	17130	4389
8	Kowsika S, Gokul J	12600	16292	3692
9	Aswin Sivakumar, Gokul Dev	5000	6100	1100
10	Monish M M	9000	4500	LOSS
11	Prajwal Bafna, Sruthi Sharma	3200	2900	Loss
12	A M Akhil, Abhinav Anand Shete	4500	2700	1800



13	Ashik Kushwaha, Sushrut Paudel, Asser Chandra Lal, Jasmine Yadav	10000	7000	LOSS
14	Dhanavarshini D, Gundu Mrunalini, Pothina Hanisha	15000	12000	LOSS
15	Rakhi Kumari, Ariz Iqbal, Bonesh Ramchiary, Sridhar Patra, Pranav Bhatai	5256	8281	3000
16	Ranjith AV, Salman Khan, Alisha, Deepak Kumar, Wangdem Dema, Vishva	10500	8320	LOSS
17	Nikitha Phandarkar, Muzammil Kazi, Shovan Bohidar, Renita Baruah, Pradumn Yadav	6250	5030	LOSS
18	Vedant Sharma, Ravichandran M	4000	5080	1080
19	Akash Heda, Tulsi Agarwal	10980	13200	2220
20	Abel Varghese Mulavana, Liya Anna Tommy, Dwithin Govind	4000	3900	LOSS

12. Participants' Feedback, Feedback Analysis and Attainment Calculation:

Questions to Map Pos	List of Pos & PSOs	Wt Score ▶					Wt. Score	Max score	%age
		5	4	3	2	1			
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
The session was experiential with real world illustrations.	PO1 PO2 PO4 PO6	8	5	0	0	0	60	65	92%
The Theme was relevant to the entrepreneurship and new venture creation.	PO5 PO7	7	6	0	0	0	59	65	91%
The Content was relevant to entrepreneurship and new venture creation.	PO1 PO2 PO3 PO4	10	3	0	0	0	62	65	95%
The event helped me gain a better understanding of trends, opportunities and practices in the entrepreneurship domain.	PO1 PO3 PO5 PO6 PO7	9	4	0	0	0	61	65	94%

13. Proposals for the Event/Programme:

To,
The Area Head,
ENVC Area

22.02.2024

**ENTREPRENEURSHIP MELA'24 - "*Sanskruithi Sangama: Way of life*"
FACULTY OF MANAGEMENT STUDIES CMS BUSINESS SCHOOL
ENVC AREA**

Sub: Request for Approval for **Entrepreneurship Mela'24 under the theme "*Sanskruithi Sangama: Way of life*"** to Fostering cultural orientation in the business ideas at Jain (Deemed-to-be University) CMS B-School.

The ENVC Area, FMS CMS BS proposes to conduct an **Entrepreneurship Mela'24 under the theme "*Sanskruithi Sangama: Way of life*"** on 5th and 6th March 2024.

The students will be provided with an opportunity to showcase their creativity and originality by developing their own products and services. An event will be organized with the aim of encouraging students to cultivate an entrepreneurial mindset through implementing the concept idea generation, development, marketing, and financial planning. The primary focus of the event will be to support and guide students who aspire to become entrepreneurs and launch their own businesses. Through business stations, the students will learn:

- The Skills for procuring the resources necessary to operate a business
- To identify the Opportunities for demonstrating creativity and innovation in product and service development
- To showcase the value of their products and services offered on campus.

The event will be supported and guided by Dr Kumar Mukul, Dr.Lubna Ambreen, Dr. Shalagya Sharma, Dr. Vijayalakshmi P and Prof. P.K Thomas. Kindly permit us to conduct the event and please approve the below mentioned budget towards expenses.

Thank you.

Faculty Coordinator
ENVC Area
Signature

Area Head
Approval Authority
Signature

14. Budget Letter:

To,
The Dean for Kind Approval

Sub: Budget for ENTREPRENEURSHIP MELA - “Sanskriti Sangama: Way of life”

The ENVC Area is proposing to ENTREPRENEURSHIP MELA - “Sanskriti Sangama: Way of life” on 5th and 6th March 2024 at JAIN (Deemed-to-be University), CMS Business School, Bengaluru.

The following are the requirements for the same:

S. No.	Item	Quantity	Amount
1.	Canopies	20 @ Rs 2000	40000.00
2	Tables	40 @ Rs 150	6000.00
3	Chairs	50 @ Rs 10	500.00
3	T Shirts	35 @ Rs.250 approx.	10000.00
4.	Trophies for Winners	5 @ Rs. 1000/-	5000.00
5.	2 Banners & 2 Standies	2 @ Rs. 1000/-	4000.00
6.	Badges	100 @ Rs. 20/	2000.00
8.	Certificates	100 @ Rs. 10	1000.00
9.	Posters	10 @ Rs. 40	500
10.	Faculty Invitation (Printing)	100 @ Rs. 10	1000.00
11.	Miscellaneous (Stationary/ Decoration)	5000/-	5000.00
TOTAL			75,000.00

Total in Words: Seventy-Five Thousand.

Note: Expected to generate a revenue of 30000 (750/day*2dys*20stations)

Kind Regards.

Area Head
ENVC Area
Signature

Dean
Approval Authority
Signature



15. Minutes of Meetings:

Meeting Title	Entrepreneurship Mela 2022	
Date of Meeting	15 th February 2024	
Meeting Venue	202	
Meeting Agenda	Discussion to organise Entrepreneurship Mela 2022	
In Attendance	Name	Title/Department/Organization
1	Dr. Kumar Mukul	Area Chair-ENVC
2	Dr.Lubna Ambreen	Associate. Professor
3	Dr Vijayalakshmi P	Associate Professor
4	Dr Shalaghya	Assistant Professor
5	Mr P K Thomas	Adjunct Faculty
Key Meeting Outcomes		
	<ul style="list-style-type: none">• To organize Entrepreneurship Mela• Dr. Lubna and Dr. Shalaghya will coordinate the event	
Action Plans, if any (along with the First Person Responsible)		
	<ul style="list-style-type: none">• .The event is scheduled for 5th and 6th March 2024	

16.Trailing Emails/communications:

Entrepreneurship Mela'24 (E-Mela'24) - Proposal External Inbox x



lubna ambreen <lubnaambreen@cms.ac.in>
to Harsha, Harold, Dr.kumar, me, P, Jayashree ▾

Thu, Feb 22, 3:16 PM ☆ ↶ ⋮

Dear Sir,

Please find the attached proposal for Entrepreneurship Mela'24. The event is scheduled to be hosted on 5th & 6th March 2024.

With Warm Regards,

Dr. Lubna Ambreen

Associate Professor

Program Coordinator - ENVC Area

Coordinator - Ph.D. Program (Management)

CMS B-SCHOOL

Faculty of Management Studies

JAIN (Deemed-to-be University)

One attachment • Scanned by Gmail ⓘ



17.Brochure-



18. Pictures for the Event:



Fig : 1.1 Entrepreneurship Mela held on March 5th and 6th March 2024 (Batch and Event: 2022-2024 & 2023-2025; Programme: 2nd & 4th Semester MBA)



Fig : 1.2 Entrepreneurship Mela held on March 5th and 6th March 2024 (Batch and Event: 2022-2024 & 2023-2025; Programme: 2nd & 4th Semester MBA)



Fig : 1.3 Entrepreneurship Mela held on March 5th and 6th March 2024 (Batch and Event: 2022-2024 & 2023-2025; Programme: 2nd & 4th Semester MBA)



Fig : 1.4 Entrepreneurship Mela held on March 5th and 6th March 2024 (Batch and Event: 2022-2024 & 2023-2025; Programme: 2nd & 4th Semester MBA)



Fig : 1.5 Entrepreneurship Mela held on March 5th and 6th March 2024 (Batch and Event: 2022-2024 & 2023-2025; Programme: 2nd & 4th Semester MBA)



Fig : 1.6 Entrepreneurship Mela held on March 5th and 6th March 2024 (Batch and Event: 2022-2024 & 2023-2025; Programme: 2nd & 4th Semester MBA)



Fig : 1.7 Entrepreneurship Mela held on March 5th and 6th March 2024 (Batch and Event: 2022-2024 & 2023-2025; Programme: 2nd & 4th Semester MBA)



Fig : 1.8 Entrepreneurship Mela held on March 5th and 6th March 2024 (Batch and Event: 2022-2024 & 2023-2025; Programme: 2nd & 4th Semester MBA)



Fig : 1.9 Entrepreneurship Mela held on March 5th and 6th March 2024 (Batch and Event: 2022-2024 & 2023-2025; Programme: 2nd & 4th Semester MBA)



Fig : 1.10 Entrepreneurship Mela held on March 5th and 6th March 2024 (Batch and Event: 2022-2024 & 2023-2025; Programme: 2nd & 4th Semester MBA)

19. Winner Certificate





CERTIFICATE OF APPRECIATION

This is to certify that

Kowsika S

is Runner-up at

ENTREPRENEURSHIP MELA 2024, organised by Entrepreneurship and New Venture Creation (ENVC) Area,
JAIN (Deemed-to-be University), CMS Business School
on 5th & 6th March 2024

Dr. Harold Andrew Patrick
Professor & Dean
JAIN (Deemed-to-be University)
CMS Business School

Dr. Dinesh Nilkant
Pro Vice Chancellor
JAIN (Deemed-to-be University)

bschool.cms.ac.in



CERTIFICATE OF APPRECIATION

This is to certify that

Pumendu S

is Winner at

ENTREPRENEURSHIP MELA 2024, organised by Entrepreneurship and New Venture Creation (ENVC) Area,
JAIN (Deemed-to-be University), CMS Business School
on 5th & 6th March 2024

Dr. Harold Andrew Patrick
Professor & Dean
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CMS Business School

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JAIN (Deemed-to-be University)

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**CMS
BUSINESS
SCHOOL**

JGI JAIN CMS
BUSINESS
SCHOOL



CERTIFICATE OF APPRECIATION

This is to certify that

Sumanth G L

is Winner at

ENTREPRENEURSHIP MELA 2024, organised by Entrepreneurship and New Venture Creation (ENVC) Area,
JAIN (Deemed-to-be University), CMS Business School
on 5th & 6th March 2024

Dr. Harold Andrew Patrick
Professor & Dean
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