

Report on Entrepreneurship Mela- 2023

Date	19Th & 20 TH April 2023
Time:	Both the days 10:00 AM to 4:30 PM
Venue:	CMS Business School
Section:	ALL
Batch:	2021-2023 & 2022-24
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. Sakshi Chhabra
Topic:	Entrepreneurship Mela-2023
Moderator (if any)	Dr. Lubna Ambreen & Dr. Sakshi Chhabra
No. of Attendees	All students of MBA
Feedback:	Yes
Brochure: (if any)	Yes, will be enclosed at the end
Revenue Collected: (if any)	12,000

1. Introduction:

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

The event took place on April 19th and 20th, 2023. 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): Inside

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

PO	Program Objective (PO)
PO1	PO1 - Apply knowledge of management theories and practices to solve business problems
PO2	PO2 - Develop analytical and critical thinking abilities for data-based decision making
PO3	PO3 - Understand, analyse and communicate global, economic, legal and ethical aspects of business
PO4	PO4 – Identify and apply trans-disciplinary tools and techniques for projects and solving problems
PO5	PO5- Lead oneself and others in the achievement of organizational goals and contribute effectively to a team environment
PO6	PO6 - Inculcate entrepreneurial mind-set for sustainability
PO7	PO7 - Imbibe value-based leadership for Excellence
PSO	Program Specific Objective (PSO)
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

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. There were 12 teams 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. Dr Monoo John, Dr.Lubna Ambreen, Dr. Saakshi Chabra, Dr. Vijayalakshmi P and Dr.Shalagiya

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. Monoo John, Dr.Lubna Ambreen, Dr. Saakshi Chabra, Dr. Vijayalakshmi P, and Dr. Gaitri Kumari.

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:

JAIN (Deemed-To-Be University)							
CMS Business School							
Entrepreneurship & New Venture Creation- Area							
Entrepreneurship Mela- 2023							
Sl.No	Stall Name	category	products	Participants	USN No.	Specialisation	Semester
1	Ruz	Food and beverages	Cakes	Vishnu Darak	21MBAR0863	ENVC	4
				Dhiraj R Shirurkar	21MBAR0849	ENVC	4
				Yashwanth S	21MBAR0866	ENVC	4



				Rishab Darak	21MBAR0857	BA1	4
2	Dessertopia	Food and beverages	milkshakes and other snacks	Kratika Mathur	21MBAR0853	ENVC	4
				Yash Oswal	21MBAR0865	ENVC	4
				Akshay HonDI	21MBAR0844	ENVC	4
				Vinneth M	21MBAR0862	ENVC	4
				Devansh Gupta	21MBAR0848	ENVC	4
3	Liquidnect or	Food and beverages	Mohabaat ka Sharbat	Amith B	21MBAR0845	ENVC	4
				Viswamitra Munnangi	21MBAR0864	ENVC	4
				Nithin P	21MBAR0855	ENVC	4
				Shameer P	21MBAR0860	ENVC	4
				Akash Shaji	21MBAR0843	ENVC	4
4	Rakshits Plantation		Plants	Rakshith Kumar M	21MBAR0856	ENVC	4
				Amith Gowda	22MBAR0373	LSCM-1	2
5	Adough Cookie	Food and beverages	dough cookies	Boyina Srikanth	22MBAR0408	BA1	2
				Sidharth Choudhury	22MBAR0248	CF3	2
				Harish.N	22MBAR0667	LSCM-1	2
				P. Vijay Kumar	22MBAR0737	CF-4	2
				Boosipalli Meghana	22MBAR0661	CF-4	2
6	Buttermilk	Food and beverages	Buttermilk	T.Rohith	21MBAR0288	CM1	4
				Tanneru Gautham	21MBAR067	CM 1	4
				P. Mahesh	21MBAR0137	CF1	4
7	Pocketsbites	Food and beverages	Salem Thattu Vadai, Cupcakes	Gokul J	22MBAR0576	CM4	2
				Kowsika S.	22MBAR0118	ENVC	2



				Anbu Saravanan .S	22MBAR0295	CF1	2
				Aswin Preetha	22MBAR0853	BA1	2
8	Baketopoia	Food and beverages	Eggless cakes and chocolates, tea cakes, jar cakes, mocktails, veg subs	G Dinesh	21MBAR0779	MHR2	1
				Ugesh GR	22MBAR0693	MHR	2
				Chidambaram p	21MBAR0067	MHR2	1
				M Hari Hara Suthan	21MBAR0789	BA1	1
9	Mumbaikar Chaats	Food and beverages	Maharashtrian Chaat Counter with some twists. 2-3 , Lassi Shots	Gauri Prasad	21MBAR0643	CM1	1
				Bharath Gowda	21MBAR0581	CF3	1
				Ritik Dugar	21MBAR0143	CF3	1
				Srinandan NR	21MBAR0623	CF3	1
10	Golisoda	Food and beverages	goli soda available in different flavours	Tanmay P	22MBAR0109	ENVC	2
				Sahishnu A	22MBAR0654	ENVC	2
				Mithilesh VP	22MBAR0107	ENVC	2
				Pavan O.R	22MBAR0085	ENVC	2
				Akshara Krishna Sajjan	22MBAR0120	ENVC	2
11	Jalebi Fafda	Food and beverages	Jalebi, Fafda, Samosa	Dhruval Patel	22MBAR0105	ENVC	2
				Sudarshan Darak	22MBAR0925	ENVC	2
				Yashas Raju	22MBAR0949	ENVC	2
				Udit Narayan	22MBAR0978	ENVC	2
				Abel Veghese	22MBAR0771	ENVC	2
12	Nandini	Food and beverages	Brevages and Self Brand Promotions	Mohit Gowda M	22MBAR0108	ENVC	2
				Rohan U	22MBAR0574	ENVC	2



				Prahalad Goud KR	22MBAR0828	ENVC	2
				Jinith Jain	22MBAR0867	MF1	2
				Sankara Krishnasri	22MBAR0902	MF2	2
13	MBA LITTI Chokha	Food and beverages	litti chokhaa and vada pav	Shreya	22MABR0599	CM	2
				Simran Anand	22MBAR0312	CM1	2
				Aditi Jain	22MBAR0436	MF2	2
14	Sampurna Food Products	Food and beverages	Home made Chocolates	Arjun Deshpande	22MBAR0655	CHR2	2
				Bazila Arsh	22MBAR0533	CHR2	2
15	Golstar	Fashion Items	Self Manufactured Watches	Sahana K	22MBAR0967	IFA2	2
				Yogesh G	22MBAR0149	IFA2	2
				Lakshitha Rajam	22MBAR0228	IFA2	2
				Hari Smaran	22MBAR0078	IFA2	2
16	Hennaya	Fashion Items	Mehndi	Tejaswini PV	22MBAR0184	CF1	2
				Arun Kumar T	22MBAR0340	CM3	2
				Shashi Rekha K.U	22MBAR0646	IFA1	2
17	Pabbati Decors	Hand made products	The famous Kondapalli toys are made in Kondapalli of Krishna district near Vijayawada. Also Known as Bommala Koluvu.	Dandamudi Sairaja	21MBAR0462	SOM	4



			The art is believed to be ancient with Mythological roots, originating from MuktaRishi who obtained the Knowledge from Lord Shiva	Pabbathi Satyanarayana	21MBAR0840	SOM	4
				Akula Amruta Rao	22MBAR0651	SOM	2
18	Kuteer Store	Hand made products	Handmade Paintings and Designer Artifacts, Books and glass ware	Anushuya Gosh	22MBAR0185	CF3	2
				Jothsna Krishnamani	22MBAR0505	MHR	2
				Gayatri B	22MBAR0700	MHR	2
				Viswamitra Munnangi	21MBAR0864	ENVC	4
				Rakshith Kumar M	21MBAR0856	ENVC	4
19	Tessa	Health care products	menstrual cup	Pradeepa S	22MBAR0521	MHR	2

2nd & 4th Semester Students of MBA

9. Details of Winners (if applicable): - Pocket Bites, Pabbati Décor and MBA Butter Milk

- Pocket Bites
- Pabbati Décor and
- Kuteer



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 PSO2	11	10	0	0	0	95		105	90%
The Theme was relevant to the entrepreneurship and new venture creation.	PO5 PO7 PSO1	13	8	0	0	0	97		105	92%
The Content was relevant to entrepreneurship and new venture creation.	PO1 PO2 PO3 PO4 PSO2	9	12	0	0	0	93		105	89%
The event helped me gain a better understanding of trends, opportunities and practices in the entrepreneurship domain.	PO1 PO3 PO5 PO6 PO7 PSO3	9	12	0	0	0	93		105	89%

ENVC ACTIVITY

POs	Q1	Q2	Q3	Q4	Q5	Q6				Q7	Q8	Captured By	Total Attainment Score	Level Achieved
PO1	90%		89%	89%								Q1 Q3 Q4	89%	3
PO2	90%		89%									Q1 Q3	90%	3
PO3			89%	89%								Q3 Q4	89%	3
PO4	90%		89%									Q1 Q3	90%	3
PO5		92%		89%								Q2 Q4	90%	3
PO6	90%			89%								Q1 Q4	90%	3
PO7		92%		89%								Q2 Q4	90%	3
PSO1		92%										Q2	92%	3
PSO2	90%		89%									Q1 Q3	90%	3
PSO3				89%								Q4	89%	3



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**CMS
BUSINESS
SCHOOL**

13. Proposals for the Event/Programme:

17.09.2022

ENTREPRENEURSHIP MELA - "S- PRENEURS-SUSTAINABLE VALUE CREATION
FACULTY OF MANAGEMENT STUDIES CMS BUSINESS SCHOOL
ENVC AREA

Sub: Request for Approval for **Entrepreneurship Mela** under the theme "**S- Preneurs-Sustainable value creation economically, socially and environmentally**".

Dear Sir,

The ENVC Area, FMS CMS BS proposes to conduct an **Entrepreneurship Mela** under the theme "**S- Preneurs-Sustainable value creation - economically, socially and environmentally**" for Jain (Deemed-to-be University) on 11th and 12th April 2023.

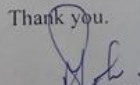
The students will be provided with an opportunity to showcase their creativity and originality by developing their own products and services. The event will be organized with the aim of encouraging students to cultivate an entrepreneurial mindset through the study of concept generation, creation, development,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

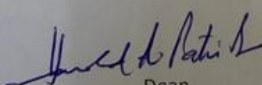
- The Skills for procuring the resources necessary to operate a business
- To identify the Opportunities for demonstrating creativity and innovation in product and service development
- To showcase the value of their products and services offered on campus.

The event will be supported and guided by Dr Monoo John, Dr. Kumar Mukul, Dr. Lubna Ambreen, Dr. Sakshi Chhabra, Dr. Vijayalakshmi P and Dr. Shalagya Sharma.

Kindly permit us to conduct the event and please approve the below mentioned budget towards expenses.

Thank you.


Area Head - ENVC
Signature


Dean
Approval Authority
Signature

Director
Approval Authority
Signature



14. Minutes of Meetings:

Meeting Title	Entrepreneurship Mela 2022	
Date of Meeting	2 nd April 2023	
Meeting Venue	310	
Meeting Agenda	Discussion to organise Entrepreneurship Mela 2022	
In Attendance	Name	Title/Department/Organization
1	Dr. Monoo John	Area Chair-ENVC
2	Dr.Lubna Ambreen	Asst. Professor
3	Dr. Sakshi Chhabra	Adjunct Faculty
4	Dr. Shalagiya	Asst. Professor
Key Meeting Outcomes		
	<ul style="list-style-type: none">• To organize Entrepreneurship Mela• Dr.Lubna and Dr. Sakshi 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 19th & 20th April 2023	



15. Budget Letter:

Budget

To,

The Director/ Dean for Kind Approval

Sub: Budget for ENTREPRENEURSHIP MELA - "S- PRENEURS-SUSTAINABLE ECONOMICALLY, SOCIALLY AND ENVIRONMENTALLY"

The ENVC Area is proposing to ENTREPRENEURSHIP MELA - "S- PRENEURS-SUSTAINABLE ECONOMICALLY, SOCIALLY AND ENVIRONMENTALLY" on 11th and 12th April 2023 at Faculty of Management Studies, JAIN (Deemed-to-be University), Bengaluru.

The following are the requirements for the same:

Total in Words: Seventy Eight Thousand Nine Hundred Fifty.

The Dean has recommended this proposal. Kindly approve and sanction the request.

Kind Regards

Area Head

Dean

Director

S. No.	Item	Quantity	Amount
1.	Canopies	20 @ Rs 2000	40000.00
2	Tables	40 @ Rs 150	6000.00
3	Chairs	60 @ Rs 10	600.00
3	T Shirts	50 @ Rs.300 approx.	15000.00
4.	Trophies for Winners	5 @ Rs. 1000/-	5000.00
5.	Banners & 2 Standies	2 @ Rs. 1000/-	4000.00
6.	Badges	50 @ Rs. 35/- (with name) approx.	1600.00 1750.00
8.	Miscellaneous (Stationary/ Decoration)	5000/-	5000.00 1000
TOTAL			78950

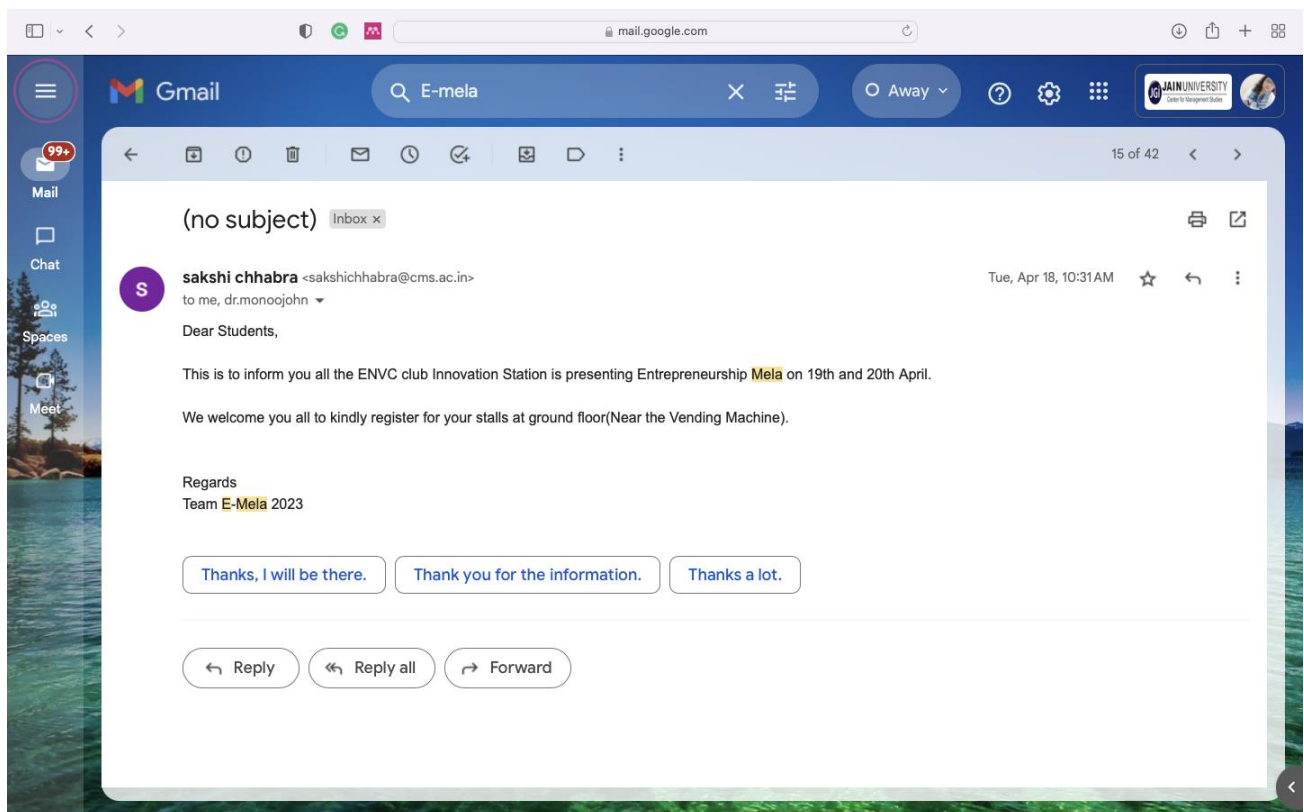
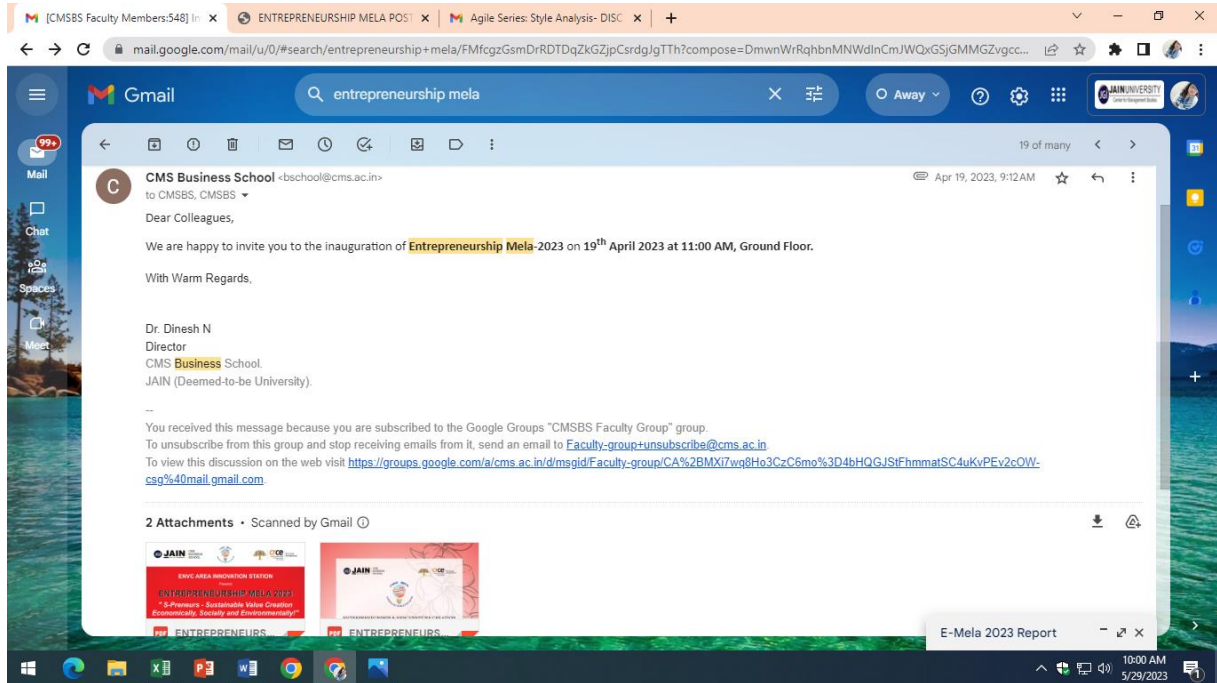
Approval Authority
Signature

Approval Authority
Signature

Approval Authority
Signature

5x5 = 66x20
Cost = 15/-

16.Trailing Emails/communications:



mail.google.com

Gmail E-mela Away

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ENVC - Designs for the Merchandise Inbox x

S **Srinivasalu N C** <srinivasalu.nc@cms.ac.in>
to Harsha, me

Mon, Apr 17, 3:54 PM

Dear Sir,

The details of the units required are as follows:

1. T-shirts:

XS	1
S	2
M	13
L	15
XL	5
XXL	3
XXXL	1

2. Badge: 100 Nos
3. Faculty E-Mela Invite- 100 Nos
4. Standee - 1 Nos
5. Posters- 20 Nos


Thanks & Regards
Srinivasalu NC
Graphic - Designer

mail.google.com

Gmail E-mela Away

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One attachment • Scanned by Gmail



ENTREPRENEURS...

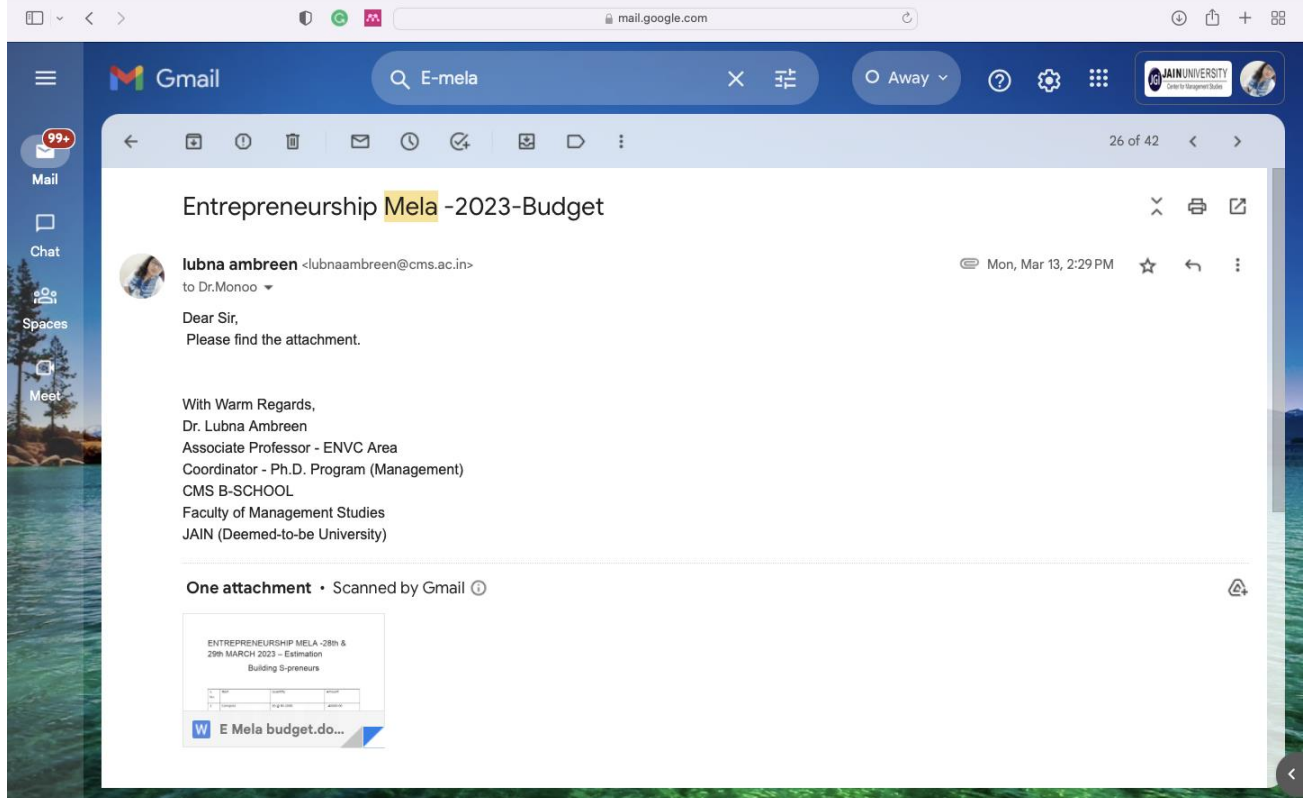
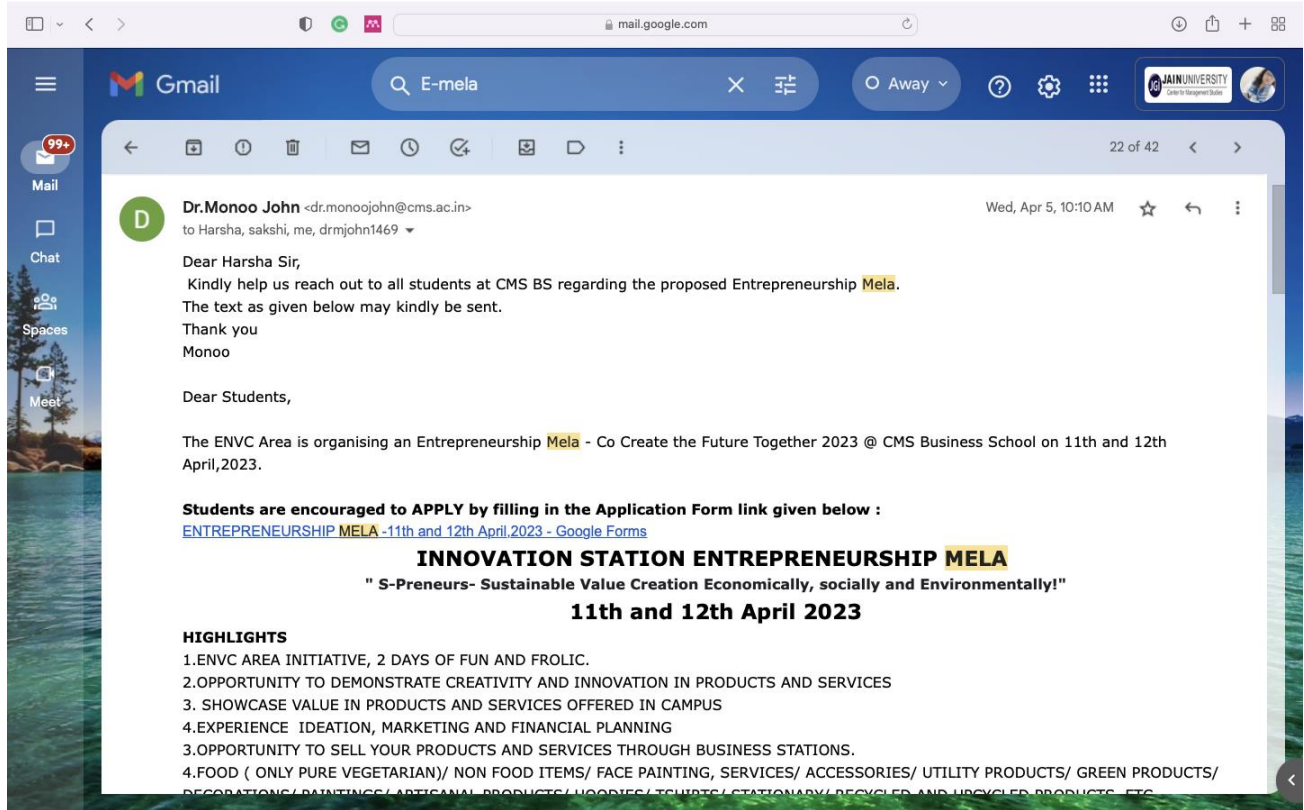
lubna ambreen <lubnaambreen@cms.ac.in>
to Harsha

Mon, Apr 17, 1:14 PM

Dear Sir,
Please find the updated invite.

Thank you.

With Warm Regards,
Dr. Lubna Ambreen
Associate Professor - ENVC Area
Coordinator - Ph.D. Program (Management)
CMS B-SCHOOL
Faculty of Management Studies
JAIN (Deemed-to-be University)



17. Any other related details:






ENVC AREA INNOVATION STATION
Presents

ENTREPRENEURSHIP MELA 2023
"S-Preneurs - Sustainable Value Creation Economically, Socially and Environmentally!"

MELA Highlights:

- Two Days of Fun and Frolic
- Opportunity to Demonstrate Creativity and Innovation in Products and Services
- Showcase Value in Products and Services Offered on Campus
- Experience Ideation, Marketing and Financial Planning
- Opportunity to "SELL YOUR" Products and Services through Business Stations
- Stalls can have 2-5 team members and be rented for Rs. 1000 for 2 days
- Top 20 teams with the best ideas will be selected to setup the stalls

What you can Sell:

- Food (only Pure Vegetarian)/ Non Food Items/ Face Painting
- Services/ Accessories/ Utility Products/ Green Products
- Decorations/Paintings/Arts and Crafts/Hoodies
- T-shirts/Stationery/ Recycled and Upcycled Products

Date: 19th & 20th April 2023

Posters, Banners & Teaser Campaigns are encouraged for Your Stations

Patrons:

Dr. Chandraj Rajchand
Chancellor, JAIN (Deemed-to-be University)

Col (Retd.) Dr. N. Sandrarajan
Pro-Chancellor, JAIN (Deemed-to-be University)

Professor (Dr.) Raj Singh
Vice-Chancellor, JAIN (Deemed-to-be University)

Dr. Easwaran Iyer
Pro Vice-Chancellor, JAIN (Deemed-to-be University)

Organizers:

Dr. Manoj John
Dr. Lubna Ambreen
Dr. Kumar Mukul
Dr. Sakshi Chhabra
Dr. Vijayalakshmi P
Dr. Shalaghya Sharma

Student Coordinators:

Rashmi Kumar : +91 97858 81043
Kritika : +91 903017 43057
Tanmay : +91 70071 37905

Scan QR for Registration:



bschool.cms.ac.in

18. Pictures for the Event:



Fig : 1.1 Entrepreneurship Mela held on March 19th and 20th April 2023 (Batch and Event: 2021-2023 & 2022-2024; Programme: 2nd & 4th Semester MBA)



Fig : 1.1 Entrepreneurship Mela held on March 24th and 25th March 2022 (Batch and Event: 2020-2022 & 2021-2023; Programme: 2nd & 4th Semester MBA)



Fig : 1.2 Entrepreneurship Mela held on March 24th and 25th March 2022 (Batch and Event: 2020-2022 & 2021-2023; Programme: 2nd & 4th Semester MBA)



Fig : 1.3 Entrepreneurship Mela held on March 24th and 25th March 2022 (Batch and Event: 2020-2022 & 2021-2023; Programme: 2nd & 4th Semester MBA)



Fig : 1.2 Entrepreneurship Mela held on March 19th and 20th April 2023 (Batch and Event: 2021-2023 & 2022-2024; Programme: 2nd & 4th Semester MBA)



Fig : 1.3 Entrepreneurship Mela held on March 19th and 20th April 2023 (Batch and Event: 2021-2023 & 2022-2024; Programme: 2nd & 4th Semester MBA)



Fig : 1.4 Entrepreneurship Mela held on March 19th and 20th April 2023 (Batch and Event: 2021-2023 & 2022-2024; Programme: 2nd & 4th Semester MBA)



Fig : 1.5 Entrepreneurship Mela held on March 19th and 20th April 2023 (Batch and Event: 2021-2023 & 2022-2024; Programme: 2nd & 4th Semester MBA)



Fig : 1.6 Entrepreneurship Mela held on March 19th and 20th April 2023 (Batch and Event: 2021-2023 & 2022-2024; Programme: 2nd & 4th Semester MBA)



Fig : 1.7 Entrepreneurship Mela held on March 19th and 20th April 2023 (Batch and Event: 2021-2023 & 2022-2024; Programme: 2nd & 4th Semester MBA)



Fig : 1.8 Entrepreneurship Mela held on March 19th and 20th April 2023 (Batch and Event: 2021-2023 & 2022-2024; Programme: 2nd & 4th Semester MBA)



Fig : 1.9 Entrepreneurship Mela held on March 19th and 20th April 2023 (Batch and Event: 2021-2023 & 2022-2024; Programme: 2nd & 4th Semester MBA)