

FDP/MDP/Workshop/Club Activities/Chai peCharcha/Symposium/FEP and any other Training Programmes

Report on Entrepreneurship Mela

Date	24 TH & 25 TH March 2022
Time:	Both the days 10:00 AM to 4:30 PM
Venue:	CMS Business School
Section:	ALL
Batch:	2020-2022 & 2021-23
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
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)	85,094 was the profit generated form the stations but was given back to the participants.

1. Introduction:

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

The event took place on March 24th and 25th, 2022. It was a two-day festival of pleasure and games. The students were given the opportunity to demonstrate their creativity and originality by developing

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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	Foster learning through accumulation of knowledge.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop value based leadership.
PO5	Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.
PO6	Ability to lead self and others in the achievement of organisational goals, contributing effectively to a team environment.
PO7	Ability to adopt various tools decision making and problem solving.
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

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PSO3	Develop a holistic thinking solopreneur for a self-sufficient society
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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 32 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.

The data on the business station provided below:

Sl. No	Station Description	Team Lead	Total Investment	Number of units sold	Total Sales	Total Profit
1	Vada pav stall	Akshay Hondi	1100	70	2100	1000
2	Chocolate, brownies, cupcake and cookies	Sidharth Singhee	3000	202	8760	5760
3	Arts and crafts	Sanjivani pargal	500	18	3260	2760
4	Ruchi Mulethi - Herbal Flavoursome Mouthfreshner	Megha Lohia	11200	85	5200	Nil
5	Soda juice	Ankita raj	1500	169	3530	2030
6	Pani Puri , paneer tikka , katori chart	Shiwangi rawat	3100	190	9230	6130
7	Stationery	Pinnaparaju Manoj	4280	116	4800	520
8	Plants, filter coffee Powder, pepper	Tanisha K G	3000	38	9490	6490
9	Mandala art	Charitha suru	3500	25	12,350	8850
10	Brownie With Ice Cream	B F Mubarak Ahmed	6480	200	12314	5834

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11	Desserts	Dhiraj R Shirurkar	1900	120	3350	1450
12	Goli Soda, Cup cakes and	ANIKET CHOUDHURY	2160	120	5115	2995
13	Jewellery and scrunchies	Tisha shah	4635	50	9020	4385
14	Our product was chocolates of two flavours namely roasted almond and pistachio and rose, and desserts like Nutella banoffee pie and cake pops.	Muskan Azad	9,105	120	13500	4495
15	Crochet clothing- The Crochet Chemistry	Priti Mandal	10850	12	17500	6650
16	Scrunchies	Uthra	1500	109	6155	4665
17	Providing service of delivering messages and gifts	Misty Mail	1676	112	2930	1390
18	Mock tails	viswamitra	1600	85	2560	960
19	Masala kichaya and fruit chia salad , masala wai wai , cheesy crunchy bites	Yash oswal	2190	90	1610	3800
20	Sugarcane and leaves paper	Mohammed Mujahid	600	35	1380	780
21	Chinese Food Corner	Sonal Goyal	4400	340	18850	14150
	TOTAL			2306	153004	85094

21 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.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.

6. Guest/Speakers' Profile: NA

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7. Summary and Key Learnings of the session:

21 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:

2nd & 4th Semester Students of MBA

9. Details of Winners (if applicable): - Sonal Goyal & Team, Tanisha KG & Team, and Priti Mandal & Team.

10. Details of the judges (if applicable): - Dr. Monoo John

11. Attendance records:

E-Melal Attendance	
Sl. No	Name
1	Akshay Hondi
2	Sidharth Singhee
3	Sanjivani pargal
4	Megha Lohia
5	Ankita raj
6	Shiwangi rawat
7	Pinnaparaju Manoj
8	Tanisha K G

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9	Charitha suru
10	B F Mubarak Ahmed
11	Dhiraj R Shirurkar
12	ANIKET CHOUDHURY
13	Tisha shah
14	Muskan Azad
15	Priti Mandal
16	Uthra
17	Misty Mail
18	viswamitra
19	Yash oswal
20	Mohammed Mujahid
21	Sonal Goyal

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

Questions to Map Pos	Wt Score □ List of Pos & PSOs	Wt Score					Wt. Score	Max score	%age
		5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 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%

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ENVC ACTIVITY

POs	Q1	Q2	Q3	Q4	Q 5	Q 6				Q 7	Q 8	Capture d 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
PSO 1		92 %										Q2	92%	3
PSO 2	90 %		89 %									Q1 Q3	90%	3
PSO 3				89 %								Q4	89%	3

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13. Proposals for the Event/Programme:

19 February 2022

Respected Dean,

Faculty of Management Studies

CMS Business School

Bangalore

Sub: Proposal for Entrepreneurship Mela on 3 & 4 March 2022 – ENVC Area

Respected Sir,

An Entrepreneurship Mela/ Fest event is planned by the ENVC Area under the auspices of Innovation Station – E Cell on 3 & 4 March 2022 campus wide. A Registration form is being circulated for the event.

The following expenses are estimated as per details given below:

S. No.	Item	Quantity	Amount
1	T Shirts	50 @ Rs. 450/-	22500.00
2.	Trophies for Winners	5 @ Rs. 1000/-	5000.00
3.	Banners	2 @ Rs. 1000/-	2000.00
4.	Caps	80 @ Rs. 100/-	800.00
5.	Badges	80 @ Rs. 5/-	400.00
6.	Miscellaneous (Stationary/ Refreshments)	2000/-	2000.00
TOTAL			32700.00

We request your kind approval and disbursement at the earliest.

Coordinators: Dr. Lubna A & Dr. Sakshi C.

Thank you

Dr. M John
Area Chair – ENVC Department

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14. Minutes of Meetings:

Meeting Title	Entrepreneurship Mela 2022	
Date of Meeting	2 nd March 2022	
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. Gaitri Kumari	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 24th & 25th March 2022 	

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15. Budget:

To,

Directors for kind approval

Sub: Budget to conduct Entrepreneurship Mela 2022

Entrepreneurship Mela 2022 is scheduled to be conducted on 24th & 25th March 2022, in the campus , CMS Business School, Sheshadri Road, Bengaluru.

The following are the requirements for the same:

S. No.	Item	Quantity	Amount
1	T Shirts	50 @ Rs. 450/-	22500.00
2.	Trophies for Winners	5 @ Rs. 1000/-	5000.00
3.	Banners	2 @ Rs. 1000/-	2000.00
4.	Caps	80 @ Rs. 100/-	800.00
5.	Badges	80 @ Rs. 5/-	400.00
6.	Miscellaneous (Stationary/ Refreshments)	2000/-	2000.00
TOTAL			32700.00

Director, kind approval is requested for conducting the ‘Entrepreneurship Mela, and incurring the expenses Rupees Thirty-Two Thousand One Hundred Only towards the same.

The Dean has recommended this proposal

Kind Regards

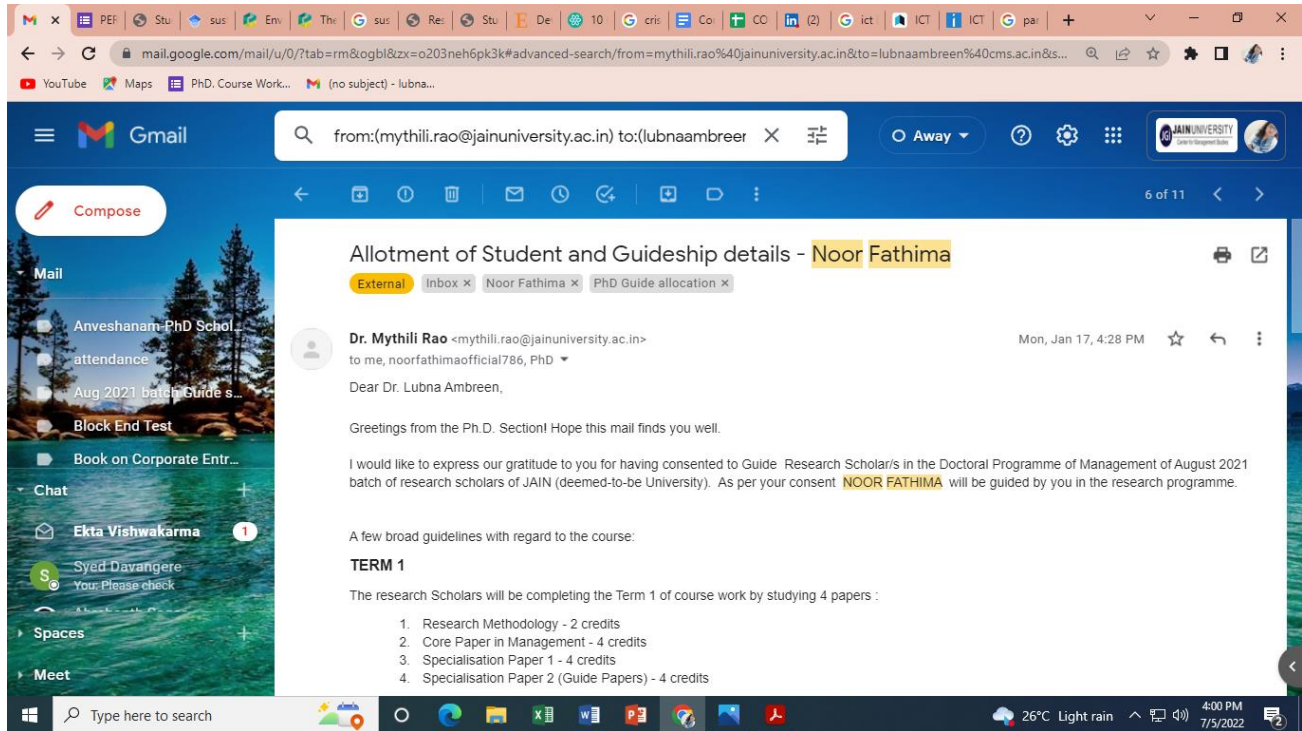
Faculty Coordinator
ENVC Department
Signature

Dean
Approval Authority
Signature

Director
Approval Authority
Signature

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16. Trailing Emails/communications:



17. Any other related details: NA

18. Pictures for the Event:



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)

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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)