

Workshop on Idea Generation and Implementation

Date: Tuesday, 29th March, 2022

No. of Attendees: 50

Platform: Offline

Objectives:

1. To equip students with first hand knowledge about various dimensions of making a business plan.
2. To make students aware about various prospects of how a business plan can be executed practically.

The Centre for Innovation and Entrepreneurship in collaboration with the Department of Commerce organized the workshop on 29th March 2022. Our guest speaker for the day was Mrs. Rasika Datar, Founder of Synergy Communications .

After a quick presentation which included details about the business plan and its basics, the workshop started. The audience was instructed to divide themselves into groups of six and develop a business plan.

GROUP 1- Ghar ka Khana (Ready to eat a meal) - Their business plan is to serve ready-to-eat meals to working professionals and students at pocket-friendly prices.

GROUP 2- Brain Lift – Their business plan is to target students and provide them with career counselling by charging a subscription fee. Their main aim is to help students to explore their interests.

GROUP 3- Ecoville- Their idea is around sustainability. They will develop an application through which customers can buy products (alternative to plastics) that will be delivered to their doorsteps.

GROUP 4- MARK- Their business plan is to produce locally grown fabric to provide them to customers at pocket-friendly prices. Their vision is to create employment in rural areas.

GROUP 5- Made to size- To make an application where customers can select colour, measurement, fabric, etc. from different shops under the website which can customise their apparel.

GROUP 6- Munch Mobiles (Meals on Wheels) – It will be a food truck which will provide budget friendly food. Their vision is to serve meals in a sustainable manner. Their truck will have transparent kitchens by which customers can assure that food is being cooked in a hygienic way. They will also provide food at lower cost at the end of the day to avoid wastage of food.

GROUP 7- Students Hub- They will develop an application for students to help with their daily needs (Academics, cooking, etc.). It will provide information to students which will solve their basic problems. Their vision is to create all in one application.

GROUP 8- Sports for you- It will be a non-profit organisation that will aim to help young sports talent through donations and to create awareness regarding the importance of sports nationwide.

GROUP 9- Their application will act as a mediator between home cooks and students, working professionals to provide them with a home cooked meal at pocket-friendly prices. Their vision is to provide employment to home cooks and healthy meals to their customers.

GROUP 10- Musafir- It will be a travel buddy application that will connect locals and tourists through which locals can visit different hotspots of that city or place.

There were also some individual business plans in Group no. 3 which were 'L TO XL' and 'Act 2 Char'

L TO XL: They will develop an application on which customers can customize their apparel according to their desired size/measurement based on how they want to look. For example, If a chubby customer wants to look a little thin then he can customize his look according to his needs through their application.

Act 2 Char: They will use the residual product to make charcoal and will supply it to different restaurants in this way the residual product would be utilized.

After listening to every team's pitch, Mrs. Datar selected three winning teams and certificates for their business plans.

Position 1 - Ghar ka khana - Pratham Chitlangya and Team

Position 2- Munch mobiles (Meals on wheels) - Deepak Waghire and Team

Position 3 - Musafir - Aastha Kumaarr and Team

Winners for special business plan were-

1. Tushar Singh
2. Amit Kumar
3. Musaib Ahmed
4. Aman Bharti

Learning Outcomes:

1. Students will learn about the various different avenues of making a business plan
2. Students will learn to explore the various creative ideas of their own and develop them further.
3. Students will learn about the nitty gritty of converting a business plan into an actual business.

Teachers Incharge - Mrs Alka Arora

Student Coordinator - Divyanshu

Student Committee - Goutami Rane, Atharva Tidke, Varun Deshpande, Manish Agarwal, Aastha Kumaarr, Divyanshi Arora, Arth Pande



