



Uka Tarsadia University

SRIMCA-MBA

Report on: ENTREDUCTION- A Startup Expo

Date: March 13, 2024

Time: 9:00 AM to 4:30 PM

Venue: SRIMCA Dome

Total No. of Participants:100+

Name of the Expert: Mr. Meet Zaveri - Tedx Speaker | Founder At The DiGiNEER & MARKETIVITY | IIM Indore MDP'22 | 100+ Speeches On Branding, Paid Media, Web3, Metaverse, Blockchain & AI

Event Coordinator: Ms.Krupa Patel &Ms. Nikee Mehta

Program objective: To immerse students in a live Business Environment.

Program outcomes: Students honed their skills in business competition, supply chain management, teamwork, leadership, crisis management, marketing, and financial management. The event facilitated experiential learning, providing a platform for students to apply theoretical knowledge to practical situations.

Introduction:

Entredution, a Startup Expo, was organized by SRIMCA – MBA at Uka Tarsadia University on 13th March 2024, from 9:00 am to :30 pm. The event served as a practical assignment for the students in the subject of "Small Business and Innovation Management", aiming to provide them with hands-on experience in various aspects of business management.

Objective:

The primary objective of Entredution was to immerse students in a live business environment, fostering practical learning in areas such as designing, planning, organizing, controlling, budgeting, marketing, teamwork, leadership, and other managerial skills. By engaging in the event, students were expected to deepen their understanding of management education.

Outcomes:

At the culmination of the program, participating students gained invaluable insights into management principles through exposure to real-world scenarios. They honed their skills in business competition, supply chain management, teamwork, leadership, crisis management, marketing, and financial management. The event facilitated experiential learning, providing a platform for students to apply theoretical knowledge to practical situations.

Event Highlights:

The event commenced with an expert talk by Mr. Meet Zaveri, a renowned entrepreneur from Surat, who spoke on "Entrepreneurship in the World of AI." Mr. Zaveri's insights enriched the students' understanding, and his encouragement further motivated them as he visited their stalls.

Fifteen groups, comprising approximately 150 students from FY and SY MBA, participated in Entredution, showcasing their management skills through mini enterprises. They introduced innovative products and services, including apparel, accessories, jewelry, perfumes, and food items. Additionally, students effectively negotiated with suppliers to secure profitable deals and employed creative marketing strategies both on campus and across various social media platforms.

The event's inauguration was graced by Dr. D. R. Shah, the Honourable Provost of Uka Tarsadia University, and attended by esteemed guests, including deans and directors from various institutes. The campus-wide participation, including students and faculty members, contributed to the event's success.

Financial Impact:

Participating groups collectively generated an average revenue of approximately 20,000 INR, demonstrating their ability to translate theoretical knowledge into practical profitability within a simulated business environment.

Conclusion:

Entredution served as a significant learning opportunity for MBA students, allowing them to apply classroom knowledge to real-world scenarios. Through active participation in designing,

planning, organizing, and marketing their products, students gained hands-on experience in entrepreneurship and business management, preparing them for future challenges in the dynamic world of commerce.

List of Stalls & Participants:

Stall No.	Enrollment Number	Group Members	Stall Name
1	202304100710024	Amisha Chaudhary	Frozen Flavours
	202304100710008	Urmi Naik	
	202304100710056	Ankita Maurya	
	202304100710039	Jeel Thakkar	
	202304100710006	Ishita Mistry	
	202304100710013	Shreyash Tanti	
	202304100710022	Hinal Prajapati	
	202304100710054	Akhil Thomas	
	202304100710034	Ajay Aneri	
	202304100710037	Moin Praniya	
	202304100710055	Naman Haria	
2	202304100710104	Rajput Bhagyashree	All In One Clothing
	202304100710102	Modi Jency	
	202304100710101	Shah Vandit	
	202304100710098	Shaikh Maruf	
	202304100710099	Gamit Nirav	
	202304100710116	Prajapati Harsh	
	202304100710109	Tailor Karan	
	202304100710115	Singh Harsh	
	202304100710096	Patel Rutvik	
	202304100710090	Purohit Sneha	
3	202304100710081	Gujar sachin	Frutopia Fresh Bites
	202304100710105	Janvi Bhakta	
	202304100710080	Prince Tiwari	
	202304100710097	Bhavik Patel	
	202304100710076	Twinkle goswami	
	202304100710077	Dubey pratiksha	
	202304100710091	Prajapati Divya	
	202304100710119	Nevil Darji	
	202304100710113	Denim Patel	

	202304100710095	Animesh solanki	
4	202304100710007	Panchal Vaishnavi	Kraft O'Mania
	202304100710041	Ruta Barvalia	
	202304100710042	Alay Desai	
	202304100710029	Pratham Umrigar	
	202304100710026	Karna Desai	
	202304100710051	Rucha Chauhan	
	202304100710052	Vairaj Tailor	
	202304100710053	Vaibhavi Patel	
	202304100710057	Anita Choudhary	
	202304100710027	Aryan Bharucha	
5	202304100710083	Khan Shahnili R.	Guptaji Ka Khana
	202304100710103	Yadav Kiran	
	202304100710084	Thakor Rutviksinh H.	
	202304100710114	Patel Niki	
	202304100710127	Patel Dhruv N	
	202304100710085	Patel Snehal	
	202304100710086	Goswami Mihir	
	202304100710123	Patel Jayvik	
	202304100710079	Singh Laval	
	202304100710070	Kush Naik	
6	202304100710064	Bhavya Joshi	Sweetilicious
	202304100710120	Riya Kumari	
	202304100710062	Drashti Chauhan	
	202304100710093	Shubham singh	
	202304100710094	Vasava Vivek	
	202304100710092	Vishal singh	
	202304100710122	Bhargav Pandhi	
	202304100710078	Tithi Patel	
	202304100710063	Jitendra Sisodiya	
	202304100710100	Ganesh Tiwari	
7	202304100710028	Ayush Shah	Pick & Buy
	202304100710018	Vivek Patil	
	202304100710017	Yash Patel	

	202304100710035	Dhruv Patel	
	202304100710009	Bhavin Mevada	
	202304100710025	Hitanshi Vekariya	
	202304100710050	Riddhi Mali	
	202304100710033	Janvi Patel	
	202304100710031	Mahima Shastri	
	202304100710046	Darshak Rathod	
8	202304100710021	Busha Jensi	Get Vibe Fusion
	202304100710032	Mangoliya Khushi	
	202304100710004	Sabhadiya Sandhya	
	202304100710040	Chhowala Sakshi	
	202304100710030	Balar Krish	
	202304100710023	Borda Dixit	
	202304100710049	Chauhan Niyati	
	202304100710075	Bhavik D. Prajapati	
	202304100710060	Riya Parmar	
	202304100710002	Vrunda Lad	
9	202304100710066	Prutha Bharatia	Hungry Heads
	202304100710067	Harsh Padalia	
	202304100710071	Manisha Yadav	
	202304100710072	Dip Lad	
	202304100710073	Yashvi Joshi	
	202304100710074	Sarang Patel	
	202304100710111	Chirag Mandaviya	
	202304100710112	Vivek Uchadadiya	
	202304100710125	Harshkumar Patel	
	202304100710126	Amruta Koranne	
12	202304100710038	Divyangi Pandya	Chaat Fantasy
	202304100710003	Aayushi Khandawala	
	202304100710043	Alsafa Shaikh	
	202304100710058	Priya Patel	
	202304100710014	Rutika Bhatt	
	202304100710001	Dimple Jain	
	202304100710015	Rakhi Dohare	
	202304100710047	Janvi Pandya	

	202304100710005	Bansri Patel	
	202304100710012	Anulakshmi Nair	
13	202304100710020	Monika Shinde	Style & Beyond
	202304100710019	Yukta Dhanani	
	202304100710036	Preet Parmar	
	202304100710059	Rahul Chaudhary	
	202304100710044	Rana Fenil D.	
	202304100710048	Yusuf Gamit	
	202304100710011	Raj Pandya	
	202304100710045	Piyush purohit	
15	202304100710010	Maitri	Games Zone
	202304100710065	Pawar Teena	
	202304100710068	Vaishnav Priyanka	
	202304100710082	Ardesna Prince	
	202304100710087	Patel Shraddha	
	202304100710088	Patel Hetal	
	202304100710089	Panchal Drashti	
	202304100710106	Nathani Harsh	
	202304100710110	Mittal Monika	
	202304100710124	Patel Shreya	

Few Glimpses of the Event:

