

Shree Rahul Education Society's (Regd.)

SHREE L. R. TIWARI DEGREE COLLEGE

(Arts | Commerce | Science)

UGC Recognition under sec 2(f) of the UGC Act 1956 | Approved by Government of Maharashtra |
NAAC Accredited with Grade 'A' (1st Cycle) | Affiliated to University of Mumbai | College Code - 1064 |
ISO Certified 9001:2015 | Hindi Linguistic Minority institution



DEPARTMENT OF BAF AND B.COM PRESENTS

UDYAM 2.0

The new era of Business

...CORPORATE ROADIES...

...Be the young folks...

- A chance to level up your entrepreneurship skills.
- Pitch your business idea.
- The winners will be awarded Trophies, Cash prizes, and Certificates.

EVENTS

DATE

10TH, FEBRUARY 2025

...MARKET KSHETRA...

...Prepare your thriving stalls...

- Art
- Grooming
- Foods
- Games
- Commodity, etc.
- The winners will be awarded Trophies, Cash prizes, and Certificates.

TIMING

08.00 AM TO 05.00PM

VENUE

DEGREE COLLEGE
CAMPUS





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REPORT ON UDYAM 2.0: B.COM & B.A.F DEPARTMENT IN COLLABORATION WITH IIC

Date: 10th February 2025

Topic: UDYAM 2.0 – Corporate Roadies & Market Kshetra

Judges/Speaker: Alok Ranjan Sir (Founder & CEO of Fite Robic, Co-founder of Taurin Advisors)

Time: 10:30 AM – 5:00 PM

Venue: Shree L. R. Tiwari Degree College Campus

Chief Guest: Mr. Alok Ranjan (Founder & CEO of Fiterobic, Co-founder of Tauran Advisors)

Registration Link:

Feedback Link :

https://docs.google.com/forms/d/e/1FAIpQLSfhnl1tcjIv_5kte0TrBEjPpuzjrt2UqlwAEtYYVBvd2VqO3gA/viewform?usp=preview

INTRODUCTION:

UDYAM 2.0 was a spectacular entrepreneurial event that brought together young business minds at Shree L. R. Tiwari Degree College of Arts, Commerce, and Science. Organized by the B.Com and B.A.F Departments, this event provided a vibrant platform for students to showcase their creativity, business ideas, and marketing skills through various stalls and activities. The energy and enthusiasm were contagious as students from all departments participated with great zeal.

OBJECTIVES:

- To provide students with hands-on experience in setting up and managing a business.
- To help students understand pricing, budgeting, and profit calculations.
- To encourage students to promote their products effectively and improve their persuasion skills.



- To enhance students' ability to work together and manage different aspects of a business venture.
- To motivate students to come up with unique product ideas and attractive stall presentations.
- To develop confidence in dealing with customers and handling queries efficiently.
- To allow students to experience real- world business challenges and find solutions.

OUTCOMES:

- Students gained firsthand experience in running a small business.
- They learned to handle transactions, manage resources, and calculate profits.
- Students interacted with customers, improving their confidence and persuasive abilities.
- They collaborated effectively, taking up different roles within their teams.
- Many stalls featured innovative products and unique marketing strategies.
- Students observed customer preferences and adapted their selling techniques accordingly.
- The event encouraged students to consider entrepreneurship as a career path

DIGNITARIES PRESENT:

- Mr. Alok Ranjan (Founder & CEO of Fiterobic, Co-founder of Tauran Advisors)
- Dr. Mayur Dubey (Director – Incubation, Entrepreneurship and Outreach Programs, Rahul Education)
- Dr. Sanjay Mishra (I/C Principal),
- Dr. Vaishali Kothiya (IQAC Coordinator),
- Asst. Prof. Rambhavan Yadav (B.Com Coordinator),
- Dr. Akanksha Gujrati Asar (B.A.F Coordinator).

FLOW OF THE EVENTS:

Inauguration Ceremony

The event commenced with the arrival of our chief guest, Mr. Alok Ranjan Sir, along with our respected Principal Sir and other dignitaries. They were warmly welcomed by the UDYAM Team and the enthusiastic crowd. The inauguration was marked by a ribbon-cutting ceremony by Mr. Alok Ranjan Sir and the traditional coconut-breaking (Shrifal) by Principal Sir, symbolizing prosperity and success. Following the inauguration, the anchoring team officially introduced the events and extended heartfelt greetings to the distinguished guests. To mark the auspicious beginning, the lighting of the lamp ceremony was conducted, accompanied by the melodious Saraswati Vandana, seeking the blessings of the goddess of wisdom and knowledge.

valuable feedback and encouragement to improve their marketing strategies and business management skills.

Outcome & Impact

The event proved to be highly successful, with each stall receiving great customer engagement and achieving maximum profit. Students learned real-world business tactics, including customer interaction, sales management, and teamwork.

Overall, Market Kshetra at UDYAM 2.0 was a memorable and impactful event, leaving a lasting impression on everyone involved. It successfully combined learning, business, and fun, making it a valuable experience for students to develop their entrepreneurial mindset and teamwork abilities.

UDYAM 2.0 – Corporate Roadies

The Corporate Roadies event at UDYAM 2.0 was a platform where students pitched their creative and innovative business ideas through Video-presentations. The event was designed to test participants' critical thinking, problem-solving abilities, and entrepreneurial mindset.

Participation & Presentation

A total of **08** teams participated, each ready to pitch their unique business ideas with confidence and creativity. The presentations were visually engaging, with students making full use of slides, data, and storytelling techniques to convince the judge of their idea's feasibility, scalability, and innovation.

Key Highlights of Corporate Roadies

One of the highlights of the event was the sharp and analytical judging by Mr. Alok Ranjan Sir. He actively engaged with each team, carefully analysing their business models and testing their problem-solving abilities. His questioning style was both direct and indirect, challenging participants to think on their feet and defend their ideas with logic and clarity. Each team was given ample time to present their ideas, answer questions, and receive feedback. The judge's queries were aimed at testing not only the practicality of the business concepts but also the participants' ability to adapt, think critically, and present persuasively.

Evaluation & Results

The competition was intense, as each team brought a distinct and well-researched idea to the table. However, only the most innovative, well-structured, and convincing pitches stood out. Mr. Alok Ranjan Sir's final judgment was fair and well-analyzed, ensuring that the best teams were recognized for their effort, creativity, and business acumen.

Conclusion & Impact



Guest Felicitation & Encouragement

After the formal inauguration, the felicitation of our esteemed guests took place. Principal Sir addressed the gathering, highlighting the importance of such events in developing students' entrepreneurial mindset, leadership qualities, and teamwork skills.

Our chief guest, Mr. Alok Ranjan Sir, then shared his valuable insights and experiences, inspiring students with his words. He praised the efforts of the organizing team and participants for putting together such a dynamic and engaging event.

UDYAM 2.0 – Market Kshetra

The Market Kshetra event at UDYAM 2.0 was an exciting and highly successful initiative, bringing together students from various colleges to showcase their entrepreneurial skills. The event started with great enthusiasm and energy, with participants, faculty members, and guests eagerly awaiting the inauguration.

Stall Setup & Participation

With the formal proceedings concluded, the much-awaited Market Kshetra was declared open. Students from various departments enthusiastically set up their stalls, showcasing their creativity and business acumen. The event saw wide participation from Degree College, Junior College, Engineering College, Architecture College, Law College, making it a truly collaborative and diverse platform.

A total of 25 stalls were set up, featuring a wide range of products and activities, including:

- Food stalls with delicious snacks and beverages
- Handmade accessories and art showcasing students' creativity
- Gaming stalls offering fun and engaging experiences
- Unique and innovative business ideas presented by students

As the event progressed, a large crowd gathered, creating a vibrant and lively atmosphere. Students enthusiastically marketed their products, convincing customers, and handling business transactions. The footfall at each stall was impressive, with students, faculty members, and visitors actively engaging in shopping, playing games, and appreciating the hard work of the participants.

Key Highlights of Market Kshetra

One of the highlights of the event was the active participation of our chief guest, faculty members, and Principal Sir, who visited each stall individually. They interacted with the stall owners, analysed their business ideas, and appreciated their efforts. This interaction provided students with

Corporate Roadies provided students with an excellent opportunity to develop their presentation skills, business thinking, and ability to handle challenging questions. The event encouraged participants to step out of their comfort zones, think critically, and gain real-world exposure to corporate decision-making.

The success of Corporate Roadies at UDYAM 2.0 reinforced the importance of entrepreneurial thinking, adaptability, and communication skills, making it a truly enriching experience for all who participated.

Key Highlights:

1. Marksheet Kshetra" – 25 Student-Led Stalls showcasing unique products, services, and business ideas.
2. Corporate Roadies" – 8 Business Pitch Presentations judged by industry experts, offering mentorship and feedback. Interactive Session with Mr. Alok Ranjan on startups, innovation, and financial literacy.

Impact Metrics:

Visitors Attracted: 2,000+

Total Customers: 1,144

Total Sales by Students: Rs 63,800

AWARD CATEGORIES AND WINNERS:

CORPORATE ROADIES:

Recognizing the most innovative and strategic business minds:

- **1st Place:** ARMADA – Sahil Shaikh (BSc CS)
- **2nd Place:** Avrak – Lucky Singh (FY BCom)
- **3rd Place:** NIVALA – Ashir Sable (BSc DS)

MARKET KSHETRA –

SARVASHRESTHA VIKRETA:

Honouring the best market sellers who displayed exceptional sales and business skills:

- **1st Place:** Desserts - Aqsa Khan & Aditi Singh –(T.Y B.Com)
- **2nd Place:** Purfect Bites – Supriya Singh (T.Y B.Com)
- **3rd Place:** Vadapav – Suneri & Team (F.Y BAF)

VYAPAR PROFIT CHAMPION:

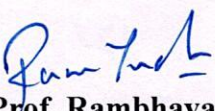
Celebrating the most profitable and successful ventures of the event:

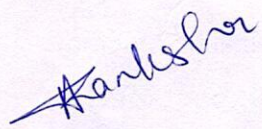
- **1st Place:** Aqsa Khan & Aditi Singh (TY BCom)
- **2nd Place:** Anisha & Ritesh (HS)
- **3rd Place:** Meenakshi Mandal & Team (SYBMS)

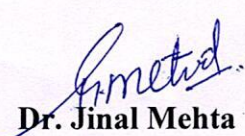
A GRAND SUCCESS!

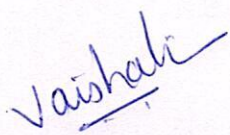
UDYAM 2.0 was more than just an event; it was a celebration of creativity, teamwork, and entrepreneurial spirit. The participants showcased incredible talent, and their dedication and enthusiasm made the event truly remarkable. The presence of esteemed guests and faculty members added to the grandeur of the occasion.

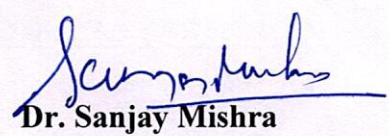
A huge congratulations to all the winners and participants for making this event an unforgettable experience. We look forward to many more such inspiring and enterprising events in the future!


Asst. Prof. Rambhavan Yadav
B.Com Coordinator


Dr. Akanksha Gujrati Asar
B.A.F Coordinator


Dr. Jinal Mehta
IIC Convenor

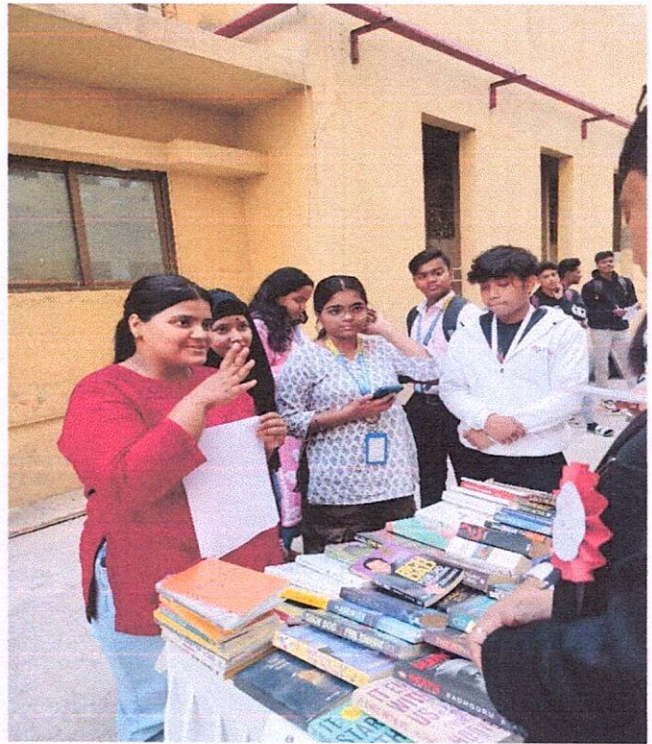
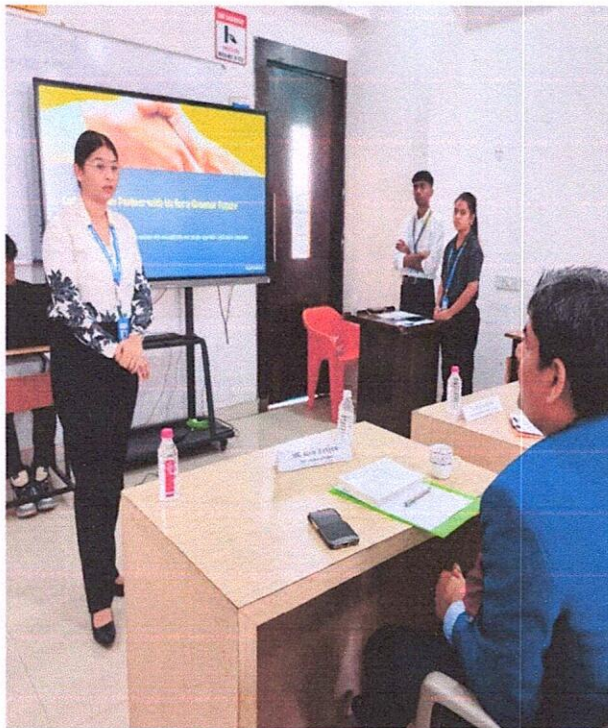
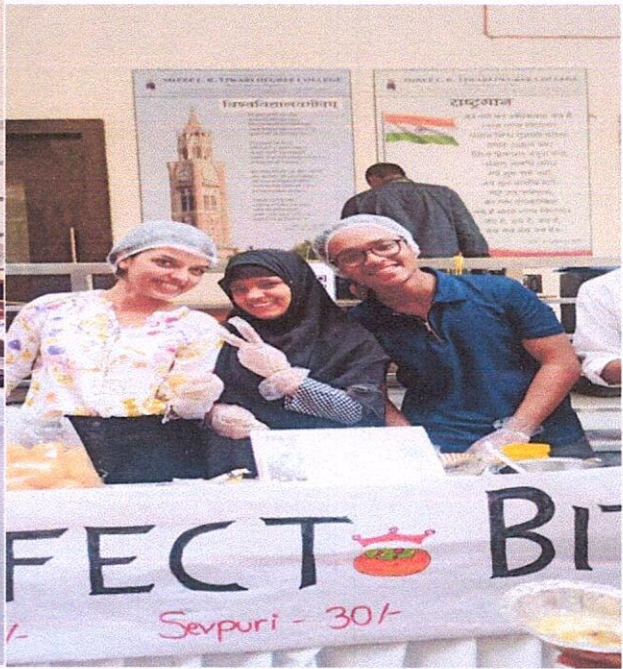

Dr. Vaishali Kothiya
Dean - Research, Innovation,
Incubation & IPR Cell

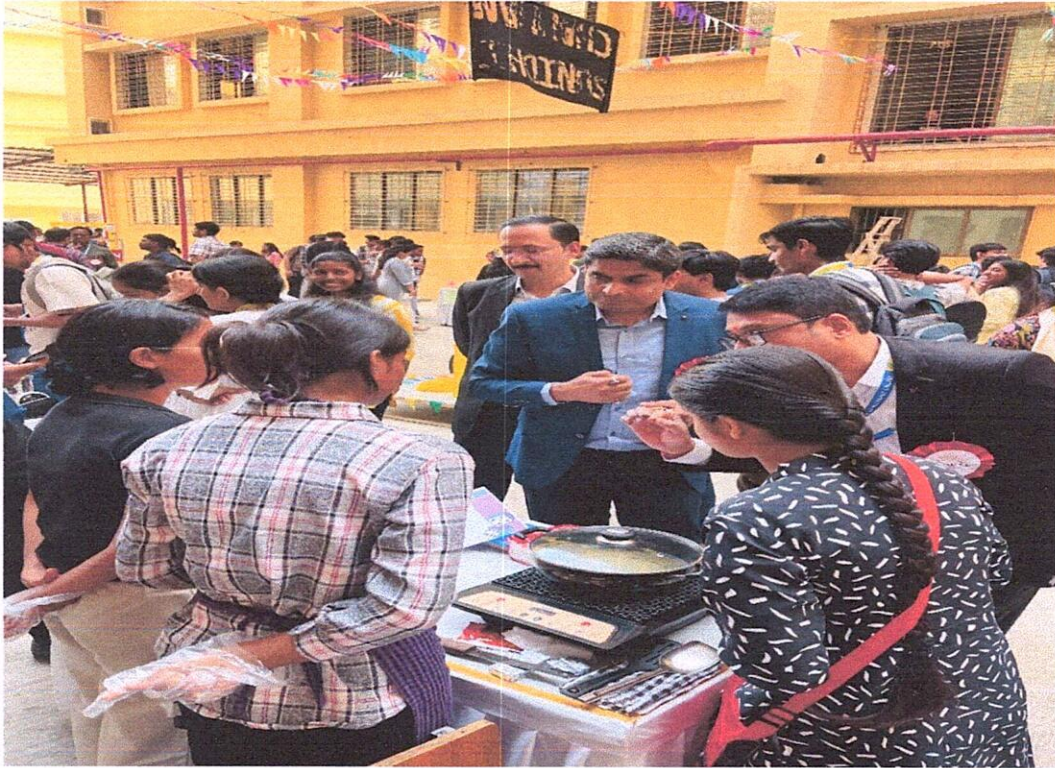

Dr. Sanjay Mishra
I/C Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kanakla Park, Mira Road (East),
Dist. Thane - 401107, Maharashtra















Feedback Analysis of "Udyam 2.0"

'Corporate Roadies' and 'Market Kshetra' of Udyam 2.0 organized by the department of B.Com. and BAF at Shree L. R. Tiwari Degree College campus.

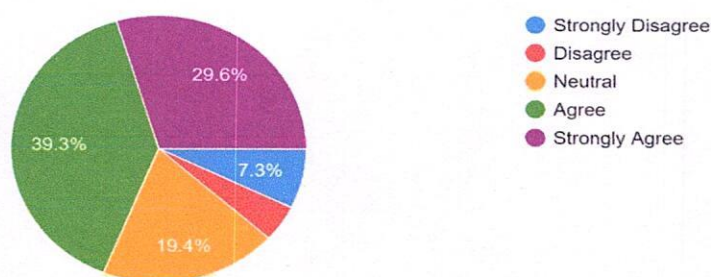
Resource person: Mr. Alok Ranjan and Dr. Mayur Dubey

Date: 10th February, 2025

Time: 8:30 am onwards

1. How satisfied were you with the overall organization and setup of the stalls in Market Kshetra?

206 responses

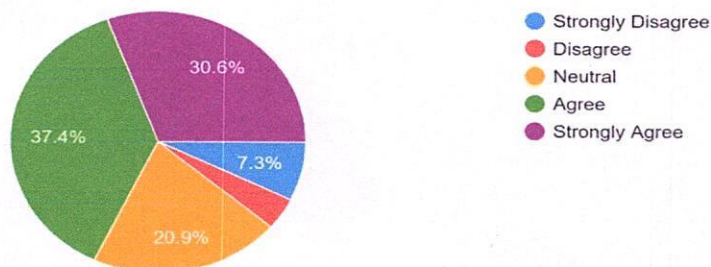


Interpretation:

The feedback on the overall organization and setup of the stalls in Market Kshetra reveals a generally positive response, with 68.9% of participants either agreeing (39.3%) or strongly agreeing (29.6%) that they were satisfied with the event's setup. However, 11.7% of respondents expressed dissatisfaction, with 7.3% strongly disagreeing and 4.4% disagreeing, while 19.4% remained neutral. This indicates that while the majority of attendees were pleased, there is a small group that felt improvements could be made, and a significant portion had a neutral stance, suggesting potential areas to enhance the experience for future events.

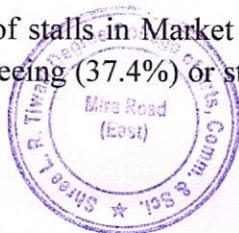
2. Did you find the variety of stalls (art, grooming, food, games, etc.) adequate and diverse?

206 responses



Interpretation:

The feedback on the variety of stalls in Market Kshetra shows a positive reception, with 68% of respondents either agreeing (37.4%) or strongly agreeing (30.6%) that the range of

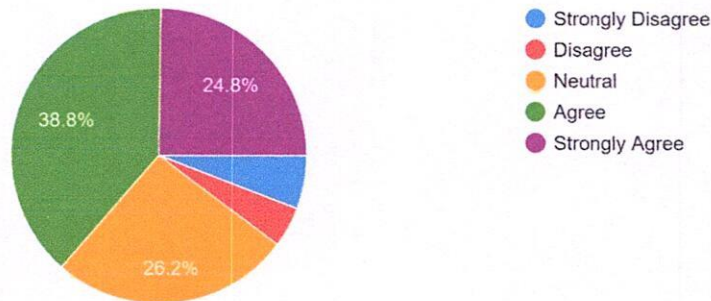




stalls, including art, grooming, food, and games, was adequate and diverse. However, 11.2% of participants were dissatisfied, with 7.3% strongly disagreeing and 3.9% disagreeing, indicating that some felt the variety could have been better. Additionally, 20.9% of respondents were neutral, suggesting that while the diversity of stalls was generally appreciated, there is room to further enhance the range of offerings to engage a broader audience.

3. How would you rate the quality of the products or services offered at the stalls?

206 responses

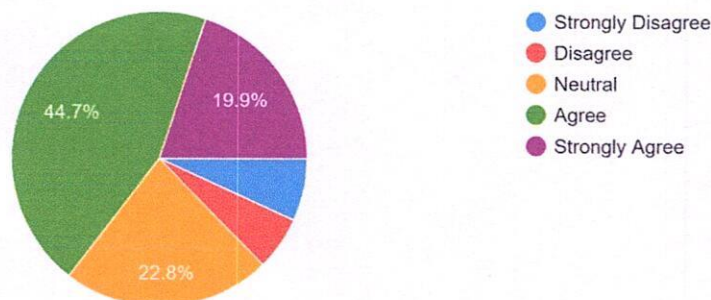


Interpretation:

The quality of products or services offered at the stalls in Market Kshetra reflects a mixed but generally favourable opinion according to the feedback. 38.8% of respondents either agreed and 24.8% strongly agreed that the quality was satisfactory, indicating a positive experience for the majority. However, 10.2% expressed dissatisfaction, with 5.8% strongly disagreeing and 4.4% disagreeing, suggesting that a small portion of attendees were dissatisfied with the quality. Additionally, 26.2% were neutral, implying that while the quality met expectations for some, there is potential to improve and make the offerings more consistent for others.

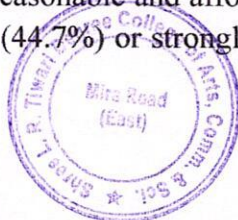
4. Were the pricing of the products or services reasonable and affordable?

206 responses



Interpretation:

Pricing was generally seen as reasonable and affordable by most participants, with 64.6% of respondents either agreeing (44.7%) or strongly agreeing (19.9%) that the pricing was

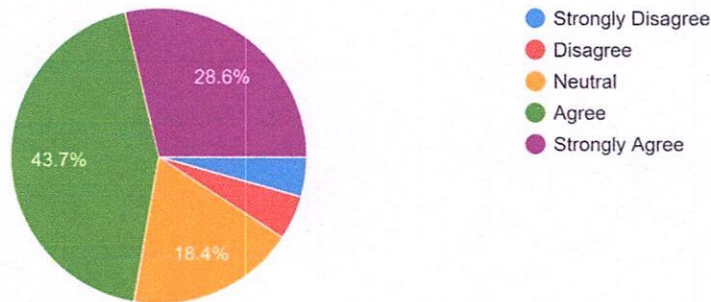




appropriate. However, 12.6% of attendees disagreed, with 6.8% strongly disagreeing and 5.8% disagreeing, indicating that a portion of individuals felt the prices were not in line with expectations. Additionally, 22.8% of respondents were neutral, suggesting that while many found the pricing acceptable, there remains some uncertainty or inconsistency in perception about the affordability for certain groups.

5. How polite and engaging were the stall owners or participants?

206 responses

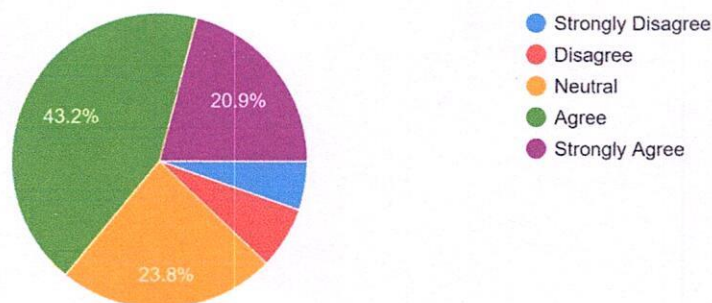


Interpretation:

Most respondents found the stall owners or participants to be polite and engaging, with 72.3% either agreeing (43.7%) or strongly agreeing (28.6%) that the interactions were positive. However, 9.3% expressed dissatisfaction, with 4.4% strongly disagreeing and 4.9% disagreeing, suggesting that a small portion of participants experienced less than favorable interactions. Additionally, 18.4% of respondents were neutral, indicating that while the majority had positive experiences, there is room for improvement in ensuring all interactions are consistently welcoming and engaging.

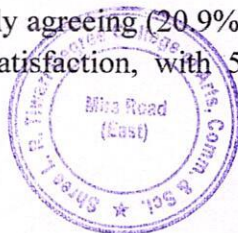
6. How convenient was it to navigate between stalls during the event?

206 responses



Interpretation:

A majority of respondents found it convenient to navigate between stalls, with 64.1% either agreeing (43.2%) or strongly agreeing (20.9%) that the layout was easy to navigate. However, 12.1% expressed dissatisfaction, with 5.3% strongly disagreeing and 6.8%

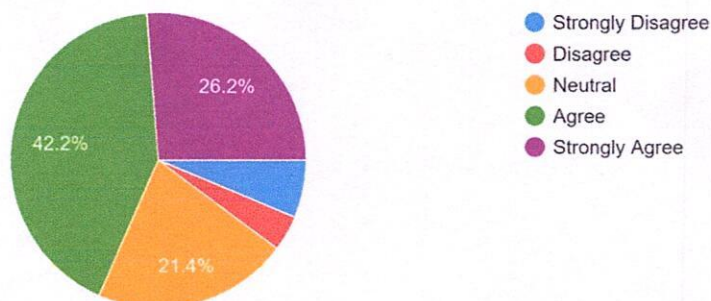




disagreeing, indicating that some attendees faced challenges in moving between the stalls. Additionally, 23.8% were neutral, suggesting that while many found navigation smooth, there is room to improve the flow or layout for those who experienced difficulty.

7. Did the event provide a good platform for showcasing entrepreneurial skills?

206 responses

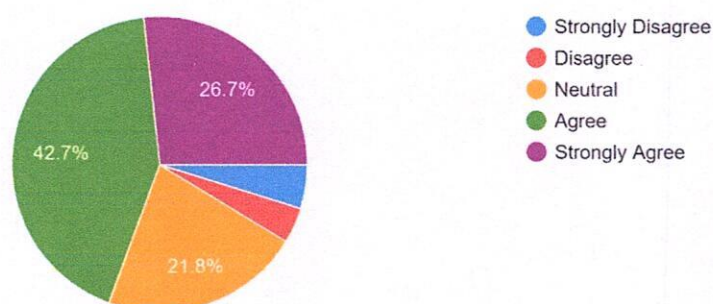


Interpretation:

A majority of respondents felt that the event provided a good platform for showcasing entrepreneurial skills, with 68.4% either agreeing (42.2%) or strongly agreeing (26.2%) that it was effective in this regard. However, 10.2% expressed dissatisfaction, with 6.3% strongly disagreeing and 3.9% disagreeing, suggesting that a small group of attendees felt the event did not fully meet expectations in showcasing entrepreneurial talents. Additionally, 21.4% of respondents were neutral, indicating that while the event may have been beneficial for many, there is potential to further highlight and support entrepreneurial skills for others.

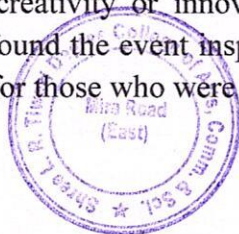
8. How impactful do you feel the event was in encouraging creativity and innovation?

206 responses



Interpretation:

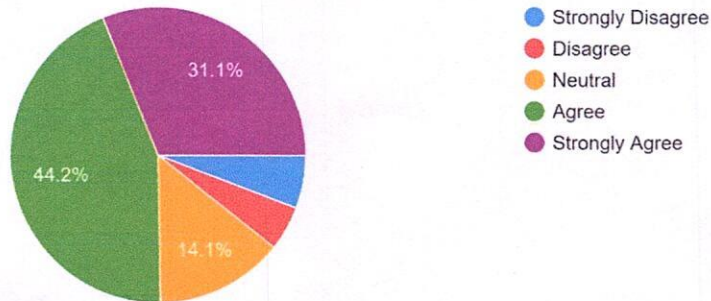
The event was generally seen as impactful in encouraging creativity and innovation, with 69.4% of respondents either agreeing (42.7%) or strongly agreeing (26.7%) that it effectively fostered these qualities. However, 8.8% of participants disagreed, with 4.9% strongly disagreeing and 3.9% disagreeing, indicating that some attendees felt the event did not sufficiently inspire creativity or innovation. Additionally, 21.8% were neutral, suggesting that while many found the event inspiring, there is room to enhance its impact on creativity and innovation for those who were less engaged.





9. Would you like to see more stall-based activities or events like Market Kshetra in the future?

206 responses

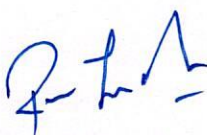


Interpretation:

A large majority of respondents expressed interest in seeing more stall-based activities or events like Market Kshetra in the future, with 75.3% either agreeing (44.2%) or strongly agreeing (31.1%) that they would welcome similar events. However, 10.7% disagreed, with 5.8% strongly disagreeing and 4.9% disagreeing, suggesting that a small portion of participants were not as enthusiastic about the idea of future events. Additionally, 14.1% were neutral; indicating that while most enjoyed the event, there is still a group that is unsure or indifferent about its recurrence.

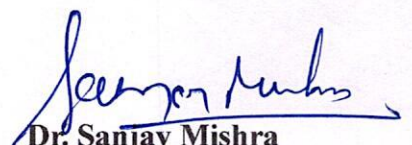
Conclusion:

To conclude, the feedback from the "Market Kshetra" event was largely positive, with most participants expressing satisfaction with the organization, variety of stalls, and the engagement of stall owners. The event was appreciated for its potential to showcase entrepreneurial skills and encourage creativity. However, some areas, such as stall navigation, product quality consistency, and pricing perception, were identified as opportunities for improvement. Overall, there is strong interest in future events, suggesting that the event was successful and well-received by the majority.


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