

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.
- Winner will get exciting trophy and cash prize.

### EVENTS



DATE

### ...MARKET KSHETRA...

...Prepare your thriving stalls...

- Art
- Grooming
- Foods
- Games
- Commodity
- Winner will get exciting trophy and cash prize.

10TH, FEBRUARY 2025

### TIMING

08.00 AM TO 05.00PM



### VENUE

DEGREE COLLEGE  
CAMPUS





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Date: 31<sup>st</sup> January 2025

## NOTICE

### UDYAM 2.0: THE ERA OF NEW BUSINESS

On: 10<sup>th</sup> February 2025

Stream: B.COM/BAF

Venue: College Campus


We are thrilled to announce the celebration of "UDYAM 2.0-The Era of New Business" for the year 2021-22. There will be various catagories of sub- events under the following Events:

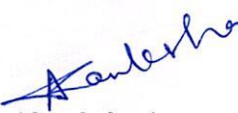
#### 1. Corporate Roadies

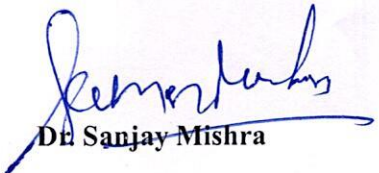
#### 2. Market Kshetra

Participation of all the students is anticipated, where in students will get an opportunity to showcase their entrepreneur skills and get a platform to nurture it with a view to further fulfill the below mentioned objectives:

- **Entrepreneurial Skill Development** – To provide students with hands-on experience in setting up and managing a business.
- **Financial Management** – To help students understand pricing, budgeting, and profit calculations.
- **Marketing and Sales Techniques** – To encourage students to promote their products effectively and improve their persuasion skills.
- **Teamwork and Collaboration** – To enhance students' ability to work together and manage different aspects of a business venture.
- **Creativity and Innovation** – To motivate students to come up with unique product ideas and attractive stall presentations.
- **Customer Interaction and Communication** – To develop confidence in dealing with customers and handling queries efficiently.
- **Problem-Solving and Decision-Making** – To allow students to experience real-world business challenges and find solutions.

  
Asst. Prof. Rambhavan Yadav  
BCOM Co Ordinator

  
Dr. Akanksha Asar  
BAF Co Ordinator

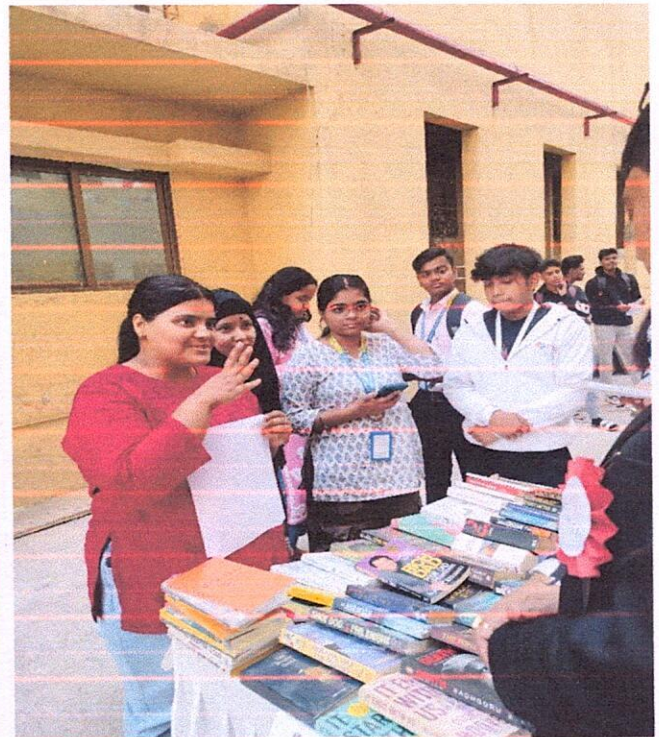
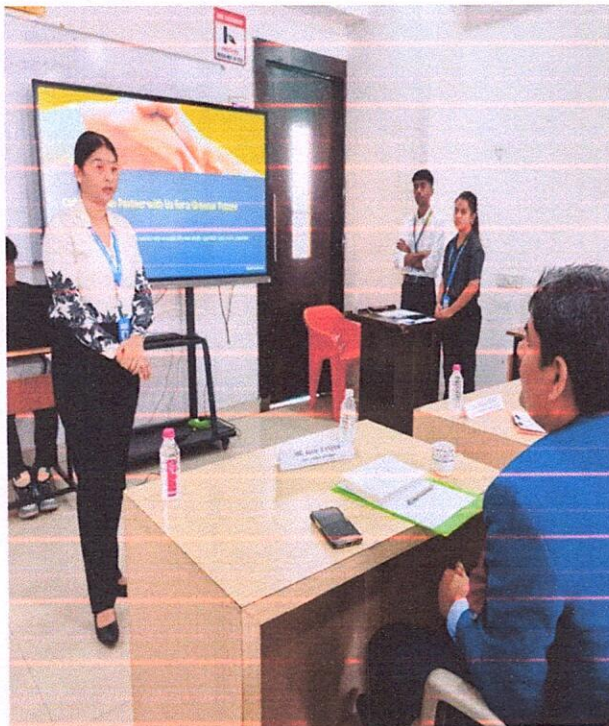
  
Dr. Sanjay Mishra  
I/C Principal



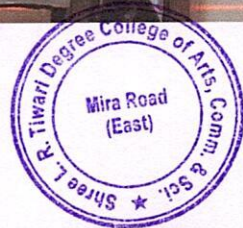
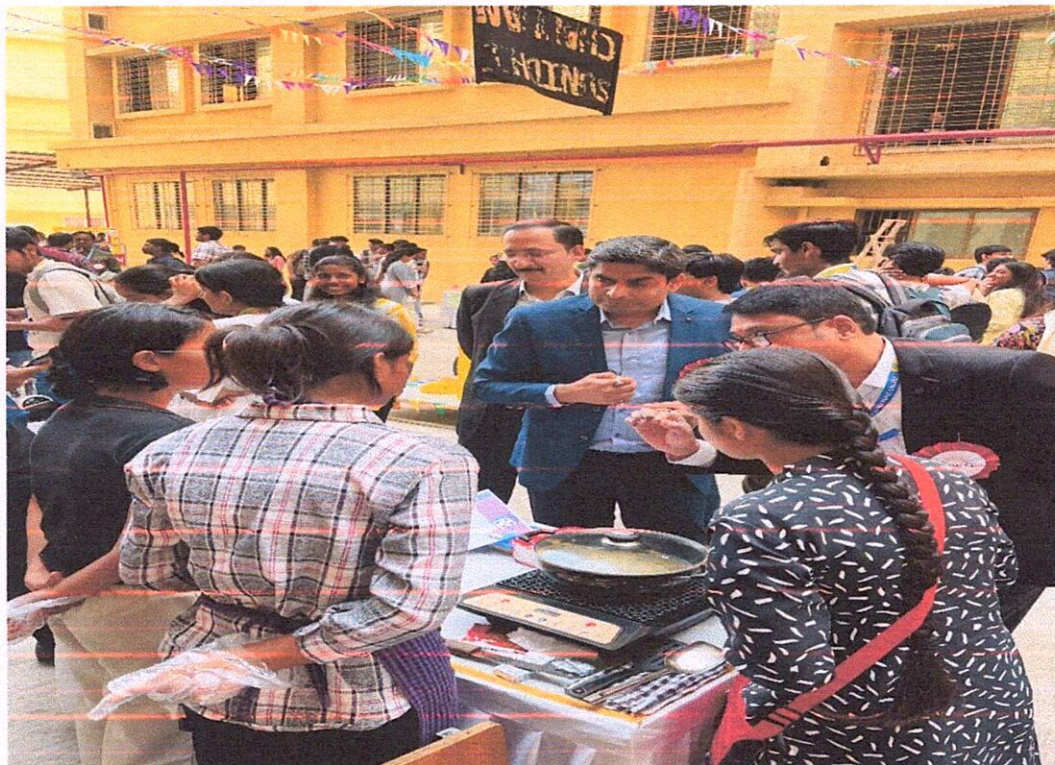






















## Glimpses of the Event







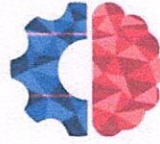
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**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)



**MHRD'S  
INNOVATION CELL**  
(GOVERNMENT OF INDIA)

**Date: - 13<sup>th</sup> February, 202**

**Report on –**

## **UDYAM 2.0: B.COM & B.A.F Department in collaboration with IIC**

**Topic:** UDYAM 2.0 – Corporate Roadies & Market Kshetra

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

**Participants:** Male - 54 , Female - 28 , Total – 26

**Registration Link, if any:**

<https://docs.google.com/forms/d/e/1FAIpQLSfq6iMuM5CVfP7xnhUgzzmsOFDQV77K2jOI KbOF1dxFbhOUqA/viewform?usp=dialog>

**Feedback Link, if any:**

[https://docs.google.com/forms/d/e/1FAIpQLSfhn1tcjlv\\_5kte0TrBEjPpuzjrt2UqlwAEtYYVB vd2VqO3gA](https://docs.google.com/forms/d/e/1FAIpQLSfhn1tcjlv_5kte0TrBEjPpuzjrt2UqlwAEtYYVB vd2VqO3gA)

**Date:** 10<sup>th</sup> February 2025

**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)

### **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.







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## 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 Fibrotic, 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),

## 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 (Shraddha) by Principal Sir, symbolizing prosperity







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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.

## **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.

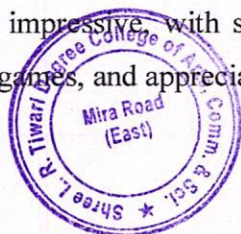
## **Stall Setup & Participation**

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.







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## 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 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.







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## 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

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.

## 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 (T.Y BAF)







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## 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)

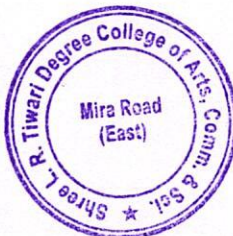
## A GRAND SUCCESS!

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. Sanjay Mishra**

**I/C Principal**

Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.  
Kanakia Park, Mira Road (East),  
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