

## **“Vyaparniti 2024- The Business Plan Competition”**

**Bharati Vidyapeeth (Deemed to be University)**

**Department of Management Studies (Off Campus), Navi Mumbai**

**13 Jan 2024**

The Department of Management Studies (DMS) (Off Campus), Bharati Vidyapeeth (Deemed to be University), Navi Mumbai, had recently organised “Vyaparniti”, a Business Plan Competition on 13 January 2024 to celebrate the birthday of Dr. Vishwajit Kadam, Hon’ble Pro Vice-Chancellor, Bharati Vidyapeeth (Deemed to be University). Around 40 MMS, BBA and BCA students had participated in the competition, out of which a few of them took part individually while the majority contested in groups. It was an inter-college competition that featured student participation from the aforementioned Bharati Vidyapeeth campus and other eminent institutes like Atharva Institute of Management Studies, Malad and SIES College of Commerce and Economics, Sion.

The first round of the competition was held on 10 January 2024 (Wednesday). This round aimed at providing insights to participants on their respective business pitches so as to help them improve the same and improve their presentations for the final round (13 January 2024). The jury of the first round were Prof. Neel Ramesh, Business Consultant, Coach, Corporate trainer and Professor of Practice at DMS, Dr. Mona Sinha, Professor and Head of the Department, Dr. Rupali Taru, Assistant Professor Information System Management (MBA) and Dr. Pawan Koul, Assistant Professor – Operations Management.

The second and final round of the event started with Saraswati Vandana and lighting of the lamp. It was followed by the welcome address of Dr. Premasish Roy, Dean, Faculty of Management Studies (FMS) and Director, DMS and the introduction of the jury by anchor, Ms. Shreya Bose, Student, MBA 2<sup>nd</sup> Year. The panel of judges included Prof. Neel Ramesh and Dr. Murali Krishnamurthy, a Senior BFSI Professional, Teacher and Trainer. The event was graced by the august presence of Swami Devakantyananda, Ramakrishna Mission, Khar. The honourable faculty members of the institute were present at the event, to cheer and celebrate the participants. It was also attended by Mr. Mohammad E M Zaidi, Managing Director, SKKR Maritime Pvt. Ltd. and Prof. Kajal Desai from Atharva Institute of Management Studies. All the illustrious guests were felicitated by Dr. Premasish Roy. After the felicitation, Swami Devakantyananda enlightened the gathering with his wise and powerful words. His speech primarily revolved around the inspiring teachings of Swami Vivekananda. He spoke about leadership and the importance of sacrifice in one’s life. Some of the highlights of his address included – the inspiring life journey of Sister Nivedita and the importance of equipping and educating ourselves with adequate skills and values to be an active part of today’s rapidly developing India. He gave the example of MTHL or the Atal Setu to throw light on India’s capabilities in the area of engineering and construction. Swamiji shared several other examples highlighting the country’s progress and put forth his recollections of Swami Vivekananda’s thoughts on the future of India. Following this, the audience was addressed by Mr. Zaidi of SKKR Maritime Pvt. Ltd. An entrepreneur, Mr. Zaidi discussed the trials and tribulations associated with running a business in the shipping industry. His speech charged

the room with inspiration, encouraging the entrepreneurs of tomorrow to rise above all personal and professional roadblocks and preventing the same from defining who a person is and can be.

The competition was kickstarted with a lot of enthusiasm. The participants pitched their business plans through engaging and well-researched presentations, like visionaries. From an idea to build a café for cats, developing smart eyewear, developing sensor-driven aids for the differently abled to generating electricity using weights - the participants presented an array of diverse ideas and strategies.

The pitches were evaluated using the parameters – Originality; Convincing power of the pitch; Quality; Technical and economic viability; Value of the Idea to the society; Learning outcomes. The judges were very impressed by all the business pitches and gave them detailed, workable inputs to finetune their plans. The jury had a hard time figuring out the winners, due to the sheer brilliance of each contender. However, after conducting a thorough analysis of all the presentations, the winners of Vyaparniti 2024 were announced by the judges. The first prize was awarded to Ms. Jyoti Patel (Bharati Vidyapeeth (Deemed to be University), Navi Mumbai) and her idea, “The Right Path” an advanced educational application focussed on imparting significant lessons from Indian mythology and culture to children, among other disciplines and subjects. The second prize went to the group- Ms. Suhasi Jain, Mr. Abhishek Sirsath, Mr. Shankar Badgular, Mr. Chaitanya Thombare and Mr. Adesh Raut (Atharva Institute of Management Studies). Their business pitch was on “Environics” which was centred around developing protective accessories to manage the generation of harmful radiation from electrical devices. At last but not the least, the third position was held by Mr. Akshay Mendon (SIES College of Commerce and Economics) whose business pitch was about his ongoing business, “Scrapmitra”, a solution dedicated to facilitate the collection and recycling of scrap from homes, hotels, offices and many other locations. The three winners received Rs. 7,000, Rs. 5,000 and Rs. 3,000, respectively. The competition prizes were sponsored by Evonix Technologies Pvt. Ltd. and SKKR Maritime Pvt. Ltd. All the other participants were awarded participation certificates.

Before the event was concluded, jury member, Dr. Krishnamurthy talked about his new book titled, “Management A to Z for Fresh Graduates” and gifted a few copies of the same to the institute. Dr. Rupali Taru, Assistant Professor Information System Management (MBA) also introduced the audience to her recently published book, “Information System Security and Audit”. The event was concluded with a vote of thanks, delivered by Dr. Pawan Koul, Assistant Professor – Operations Management.

The event was truly a celebration of entrepreneurship. It acted as a platform for a group of immensely talented and gifted students, encouraging them to showcasing their novel ideas. The institute looks forward to conduct more such events in the days to come, with the hope to inspire students to tap into their own entrepreneurial selves.

## Vyaparniti 2024

### At a Glance



1. Student and faculty organisers, jury members and students at the end of the event



2. Ms. Jyoti D. Patel, 1<sup>st</sup> prize winner with Prof. Neel Ramesh, Dr. Premasish Roy and Dr. Murali Krishnamurthy





3. Ms. Suhasi Jain, Mr. Abhishek Sirsath, Mr. Shankar Badgujar, Mr. Chaitanya Thombare and Mr. Adesh Raut, 2<sup>nd</sup> prize winner with Prof. Neel Ramesh, Dr. Premasish Roy and Dr. Murali Krishnamurthy



4. Mr. Akshay Mendon- 3<sup>rd</sup> prize winner with Prof. Neel Ramesh, Dr. Premasish Roy and Dr. Murali Krishnamurthy



5. Swami Devakantyananda addressing the audience

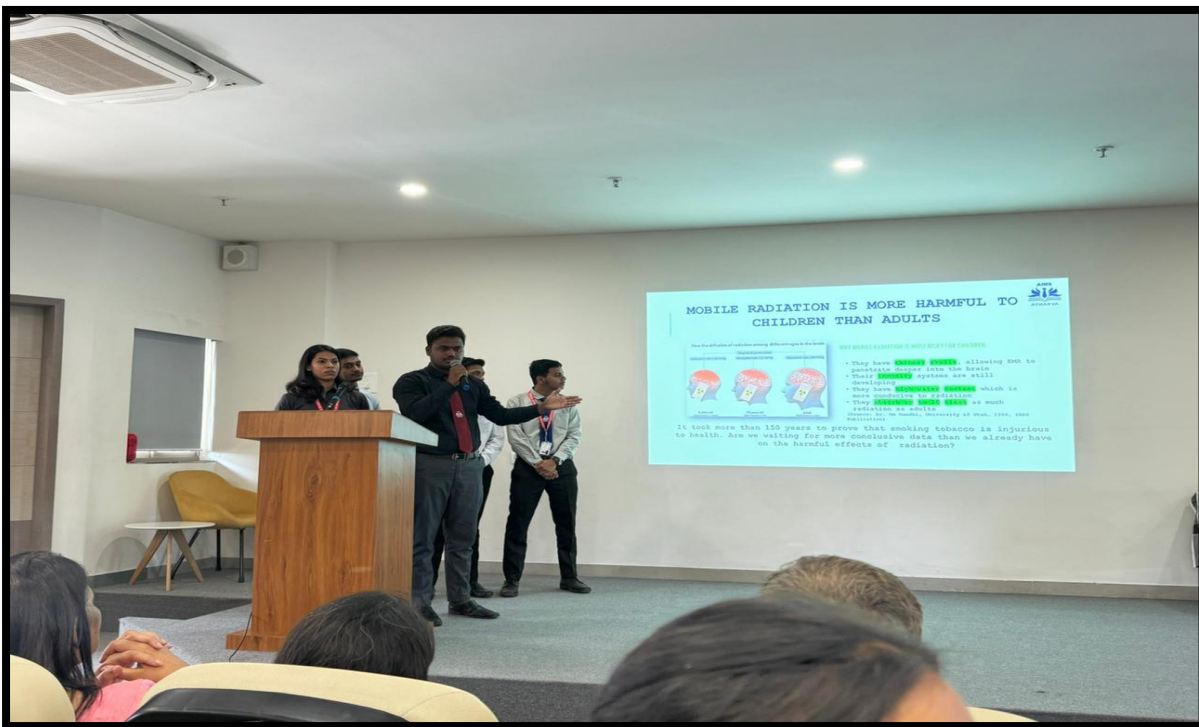


6. Mr. Mohammad E M Zaidi  
addressing the audience

**Participants in Action**













Dr. Murali Krishnamurthy introducing his book "A to Z FOR Fresh Graduate"



Dr. Rupali Taru introducing her book "Information System Security and Audit"

 **GPS Map Camera**

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