



# SIR M. VISVESVARAYA INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF MBA

In association with

## INSTITUTION INNOVATION COUNCIL (IIC)

Organized

## Entrepreneurship Development Activity – AVINYA

**Date:** 3rd May 2024

### Event Overview

The MBA department successfully organized an Entrepreneurship Development Activity titled **“AVINYA – Where Ideas Become Reality”** on **3rd May 2024**. This event was designed to ignite students' interest in entrepreneurship, cultivate their business acumen, and foster creativity through the implementation of innovative business ideas. **AVINYA** served as a platform for students to transform their ideas into tangible projects, offering them a real-world experience of managing business ventures.

### Objectives of the Program

The primary objectives of **AVINYA** were to:

1. **Promote Students' Interest in Entrepreneurship:** Encouraging students to explore the entrepreneurial path by actively participating in hands-on business activities.
2. **Demonstrate Originality in Business Ideas:** Assessing the depth, uniqueness, and feasibility of student-led business concepts.
3. **Generate Tangible Results through Innovative Ideas:** Providing students the opportunity to implement innovative management strategies and measure their success through real-world outcomes.

### Participation and Engagement

The event witnessed active participation from **117 students** across two sections:

- **Section A:** 59 students
- **Section B:** 58 students

A total of **17 food and games stalls** were set up by the students, showcasing a wide array of entrepreneurial ventures that combined creativity with practical business execution. These stalls

offered a mix of products and services, from food items to entertainment options, allowing students to experience the dynamics of operating a small business.

### **Key Outcomes of the Event**

AVINYA offered several key takeaways and learning opportunities for the participating students:

1. **Management Skills Development:** The activity enabled students to apply their classroom knowledge of management in real-world scenarios. By managing their stalls, they developed skills in **marketing, finance, operations, and human resource management**.
2. **Collaboration and Cohesion:** The event fostered a spirit of teamwork, as students worked together to ensure the success of their stalls. This promoted **cohesion and collaboration** among participants, teaching them the importance of mutual support and partnership in a business setting.
3. **Innovative Thinking:** Students demonstrated **innovative ideas and strategies** in both product offerings and business execution. This not only enhanced their creativity but also highlighted their ability to adapt to real-time challenges and generate successful outcomes.
4. **Practical Business Experience:** Through the process of setting up and managing their stalls, students gained hands-on experience in **entrepreneurship**, learning how to handle customer interactions, manage finances, and strategize for business growth.

### **Prize Winners**

To recognize the outstanding efforts of the participants, **four cash prize awards** were given to the top-performing teams:

1. **1st Prize - Presentation Perfectionist Award:**  
Awarded to **Flavour Bridge Team** for their excellence in presentation and innovation.
2. **2nd Prize - Dynamic Duo Award:**  
Awarded to **Champions Team** for their impressive teamwork and execution.
3. **3rd Prize - Marketing Mavericks Award:**  
Awarded to **Sip and Play Team** for their exceptional marketing strategies and customer engagement.
4. **Stall Star Award:**  
Awarded to **Shine Foods Team** for the best stall design and overall management.

### **Event Coordination and Organization**

The event was coordinated by **Ms. Srilakshmi Venkata Rao**, Assistant Professor, and **Ms. Sheethal C**, Assistant Professor, both from the Department of MBA. Their guidance and supervision were instrumental in ensuring the smooth organization and execution of the event.

### **Conclusion**

AVINYA proved to be an enriching and valuable experience for all participants, providing them with an opportunity to implement their **entrepreneurial ideas and management skills** in a practical setting. The event helped foster a deeper understanding of business operations,

teamwork, and strategic thinking, setting the stage for the development of future entrepreneurs. Through the innovative approaches and strategies demonstrated, students were able to showcase their potential for success in the business world.

The MBA department is committed to continuing the tradition of hosting such entrepreneurship development activities, which contribute to the holistic growth of students by merging academic knowledge with real-world applications.

**Organized By:**

Department of MBA

**Coordinators:** Ms. Srilakshmi Venkata Rao and Ms. Sheethal C, Assistant Professors

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