

Best Practice II

One Day Entrepreneur Program

Request Letter



14.02.2024

From

Dr.S.Umamaheswari
Professor,
VIMS.

To
The Director,
VIMS.

Sub: Request for Approval of One day Entrepreneurs Program

Dear Madam,

We have a proposal for conducting One Day Entrepreneur Program for the current batch on 23.02.2024. In this regard a detailed action plan enclosed here. Kindly accord permission for the same.

Thank You.

Regards



Dr. A. VALARMATHI
DIRECTOR

Vivekananda Institute of Management Studies
SF.No. 143/1A2, Devampalayam,
S.S. Kulam, Coimbatore-641107.

Details of One Day entrepreneur Program

Details of One Day Entrepreneur Program

Activity:	One Day Entrepreneurial Activity
Name of the Coordinator	Dr.S.Umamahesari, Professor
Nature of the Activity	Group Performance
Date	23.02.2024
Number of Teams participating	18 (7 members in each team)
Amount to be given as advance for investment:	Rs. 1000 * 18 = 18000.
Description of the proposed event in Brief:	The students as teams generate business idea, mobilise resources, share responsibility and roles and execute the activities. They prepare a report and make presentation on a day scheduled. Runners and winners will be recognised.



Aravali
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Circular



16.02.2024

CIRCULAR

The One Day Entrepreneur Program is scheduled on 23. 02.2024. All the first year MBA students are asked to form teams and register your names with business idea planned. The registration must be completed on or before 19.02.2024.

Director

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Invitation of One day Entrepreneur Program

Invitation of the Program

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(A Stand alone B-School)
Coimbatore

Entrepreneurship Development Cell Organises
ONE DAY ENTREPRENEUR
a Skill Development Program



FRIDAY
23 Feb 2024

Mr. P. Saravanakumar
Secretary

Dr. A. Valarmathi
Director

 PTE VIMS is in association with the parent organization M/s. Savewi Powertech Engineering L.L.C., a renowned MNC, operating from Institute of Dean which supports in accessing corporate insights and placements. VIMS - Campus to Corporate Connect




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S.S. Kalam, Coimbatore-641107

Attendance and activity Performed

List of Activities Performed

Team Number	Name of the Students	Activity Performed	Attendance
I	Cecilia	Juice Stall	<i>[Signature]</i>
	Mugesh Kumar		<i>[Signature]</i>
	Pavithra		<i>[Signature]</i>
	Sreejaya		<i>[Signature]</i>
	Rajesh		<i>[Signature]</i>
	Pramodh		<i>[Signature]</i>
II	Vinoth	Fruits stall	<i>[Signature]</i>
	Kaleeswari		<i>[Signature]</i>
	Manikanda Balaji		<i>[Signature]</i>
	Muthu Lakshmi		<i>[Signature]</i>
	Vishali		<i>[Signature]</i>
	Baskar		<i>[Signature]</i>
	Rajprabath		<i>[Signature]</i>
III	Ahirami	Snacks Stall	<i>[Signature]</i>
	Sriharipriya		<i>[Signature]</i>
	Sandhya		<i>[Signature]</i>
	T.Priyanka		<i>[Signature]</i>
	Tamil Selvi		<i>[Signature]</i>
	Guruprasath		<i>[Signature]</i>
	Tamilazhan		<i>[Signature]</i>
IV	Dhanukailash	Healthy Food: Green Leaves & Juices	<i>[Signature]</i>
	Siva		<i>[Signature]</i>
	Mohanakrishnan		<i>[Signature]</i>
	Arslaan		<i>[Signature]</i>
	Inparaj		<i>[Signature]</i>
	Selvayazhini		<i>[Signature]</i>
	Arthi		<i>[Signature]</i>
	Sivasakthi		<i>[Signature]</i>
	Thanalakshmi		<i>[Signature]</i>
Yoga Praveena	<i>[Signature]</i>		
V	Lakshmi	Shawarma Puri	<i>[Signature]</i>
	Lavanya		<i>[Signature]</i>
	Gowsalya		<i>[Signature]</i>
	Ronisha		<i>[Signature]</i>
	Gayathri		<i>[Signature]</i>
	Karan Rahul		<i>[Signature]</i>



[Signature]
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VI	Vinotha	Tea Stall	<i>[Signature]</i>
	Deepak SK		<i>[Signature]</i>
	Roshan Akthar		<i>[Signature]</i>
	SivaPrakash		<i>[Signature]</i>
	Saran		<i>[Signature]</i>
	Muthu		<i>[Signature]</i>
VII	Karthick Pandian	Saree and Flower Draping	<i>[Signature]</i>
	Surya		<i>[Signature]</i>
	Soundarya		<i>[Signature]</i>
	Haribalaji		<i>[Signature]</i>
	Dinesh Kumar		<i>[Signature]</i>
	Priyanka		<i>[Signature]</i>
VIII	Daniel Joseph	Snacks Stall	<i>[Signature]</i>
	Komala		<i>[Signature]</i>
	Gowsalya		<i>[Signature]</i>
	Rajadharshini		<i>[Signature]</i>
	Ragavi		<i>[Signature]</i>
	Harshavardhini		<i>[Signature]</i>
	Boopal		<i>[Signature]</i>
	Balanagadevesh		<i>[Signature]</i>
IX	Abirami M	Cosmetics	<i>[Signature]</i>
	Visali A		<i>[Signature]</i>
	Suraj		<i>[Signature]</i>
	Bharanidharan R		<i>[Signature]</i>
	Divakaran D		<i>[Signature]</i>
	Bhuvanesh S		<i>[Signature]</i>
X	Dineshkumar S K	Mobile Accessories	<i>[Signature]</i>
	Aditya Suresh		<i>[Signature]</i>
	Bharathkumar R		<i>[Signature]</i>
	Ajithkumar E		<i>[Signature]</i>
	Anushuya N		<i>[Signature]</i>
	Vinotha R		<i>[Signature]</i>
XI	Aldrin Sager	Coffee	<i>[Signature]</i>
	Anghna Sannith		<i>[Signature]</i>
	Arun K		<i>[Signature]</i>
	Arun C		<i>[Signature]</i>
	Pradeep		<i>[Signature]</i>
	Sivasankar		<i>[Signature]</i>
	Pavithran		<i>[Signature]</i>
	Sandeep		<i>[Signature]</i>
	Suraj		<i>[Signature]</i>
Prabhu	<i>[Signature]</i>		
XII	Arun Prasad S V	Social Media marketing	<i>[Signature]</i>
	Atchaya Cathrin. C		<i>[Signature]</i>
	Bojan		<i>[Signature]</i>

[Signature]
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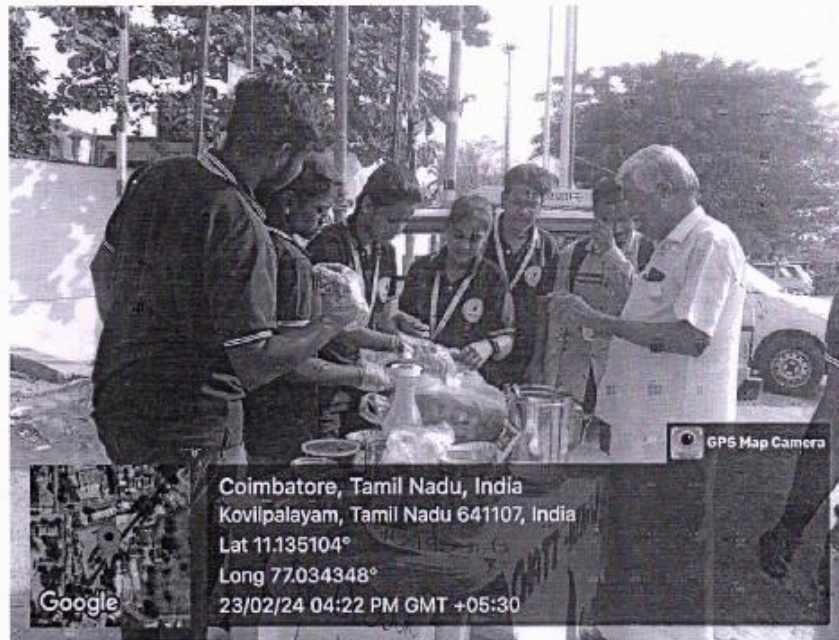


	Boopal		<i>Boopal</i>
	Rajavarman K		<i>Raj</i>
	Ramya D		<i>Ramya</i>
	Ramya C.K.		<i>Ramya C.K.</i>
XIII	Hari Doss	Dresses	<i>Hari Doss</i>
	Jagannathan		<i>Jagannathan</i>
	Jaya Balaji		<i>Jaya Balaji</i>
	Sunil		<i>Sunil</i>
	Shri Sudharsan		<i>Shri Sudharsan</i>
	Rubesh		<i>Rubesh</i>
	Sabirson		<i>Sabirson</i>
XIV	Jesika	Stationeries	<i>Jesika</i>
	Jothimeena		<i>Jothimeena</i>
	Sridevi		<i>Sridevi</i>
	Deepakraj		<i>Deepakraj</i>
	Gopalakrishnan		<i>Gopalakrishnan</i>
	Kamaleswaran		<i>Kamaleswaran</i>
	Harshini		<i>Harshini</i>
XV	Naveen Chandru	T shirts	<i>Naveen Chandru</i>
	Guruprasath		<i>Guruprasath</i>
	Hari Balaji		<i>Hari Balaji</i>
	Jenseena		<i>Jenseena</i>
	Naresh KumarKavin		<i>Naresh KumarKavin</i>
	lakshmi Prabha		<i>lakshmi Prabha</i>
	Jayabalaji		<i>Jayabalaji</i>
XVI	Manikanda Balaji	Craft Works	<i>Manikanda Balaji</i>
	Keerthiraj		<i>Keerthiraj</i>
	Manish Ananth		<i>Manish Ananth</i>
	Maria Klintin		<i>Maria Klintin</i>
	Ronisha		<i>Ronisha</i>
	Kailash		<i>Kailash</i>
	Nandhini		<i>Nandhini</i>



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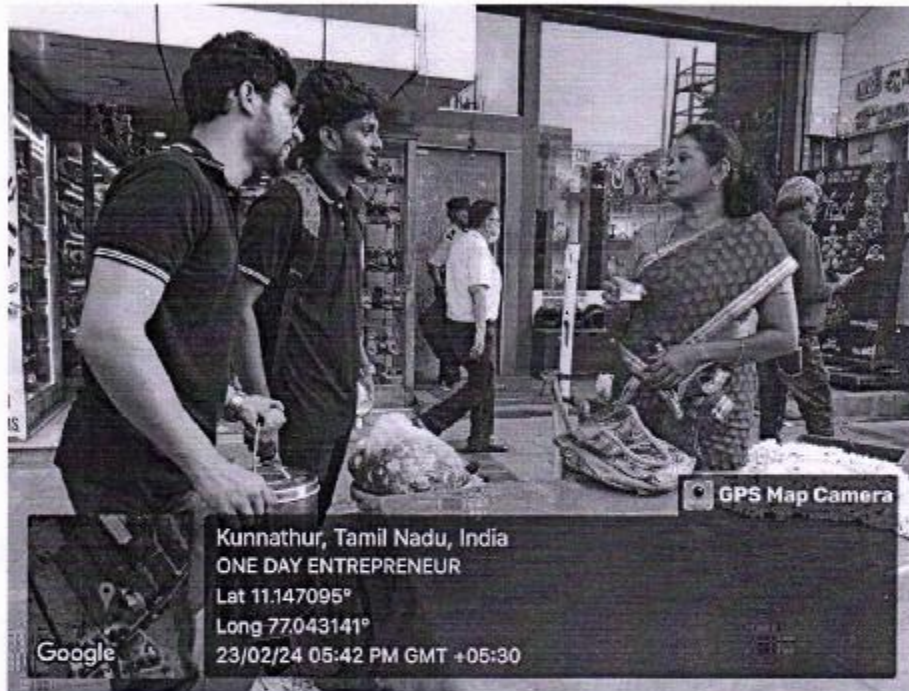
Activity Photos



Service to the customer



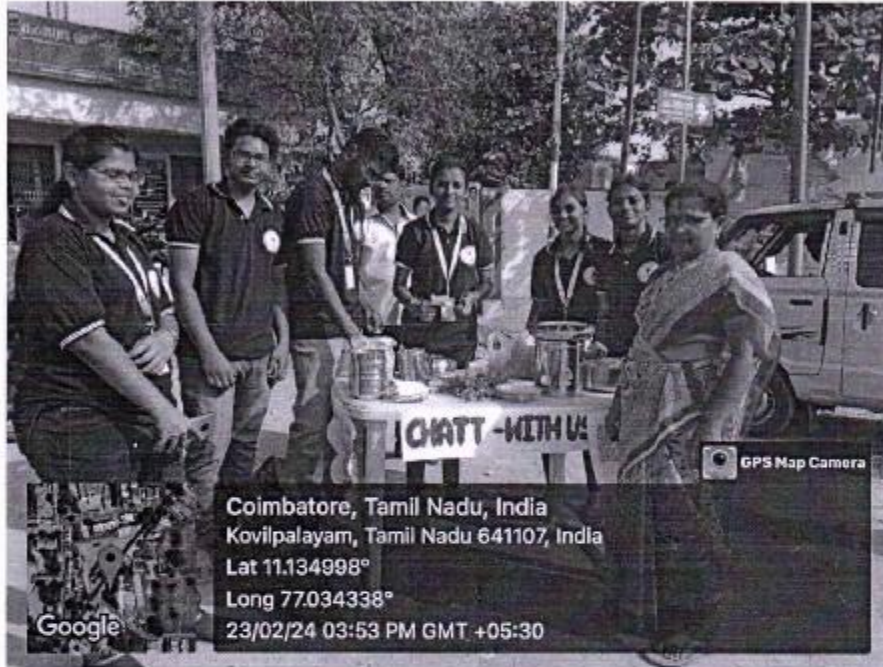
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Interaction with the customer



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Entrepreneurship in action




Dr. A. Valarmathi
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Presentation Slides of the Students

CITRUS DAIRY DELIGHTS


Entrepreneurship Development Cell
 Organizes:
 "One Day Entrepreneur"
 (A Skill Development Program)
 Presentation:
 On
 "SIPPING SUCCESS - BUILDING A THRIVING BUSINESS
 WITH LIME JUICE AND BUTTERMILK"
 By

PRAMOD C S	SREEJAYAJ
MUGESH KUMAR K	PATITHRAG
VINOTH M	BHAVANAC
CECILIA CINDRELLA J	

Master of Business Administration "1st Year"

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SYNOPSIS

- Business Idea Accelerator
- Citrus Dairy Delights
- Project Team
- Key activities & resources
- Unique Value Proposition
- Customer Segments
- Customer Relationship Strategies
- Revenue Streams & Cost Structure
- Marketing and Promotion
- Conclusion





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BUSINESS IDEA ACCELERATOR

- The One Day Entrepreneur Program is an intensive workshop designed to immerse MBA students in the world of entrepreneurship. It offers hands-on experience, networking opportunities, and exposure to real world entrepreneurial challenges.
- The program aims to supplement traditional MBA coursework by providing practical insights, fostering innovation, and inspiring entrepreneurial thinking among students.



CITRUS DAIRY DELIGHTS

- "Citrus Dairy Delights" is a student-led project from the One-Day Entrepreneur Program where we experimented with lime juice and buttermilk to create refreshing beverages.



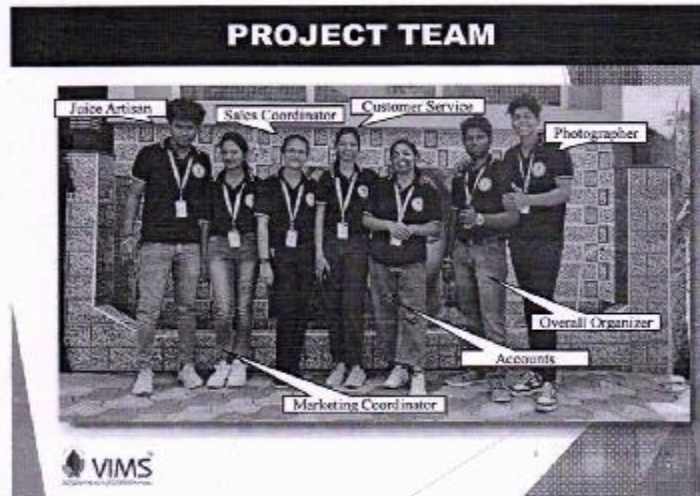
CITRUS DAIRY DELIGHTS
 Taste the bright taste of life with every sip!

- We've learnt about sourcing ingredients, testing recipes, this hands-on experience helps us understand the basics of entrepreneurship while promoting healthy drink options.



Anely
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KEY ACTIVITIES & RESOURCES

- Sourcing high-quality ingredients (limes & buttermilk).
- Recipe development and Product innovation.
- Quality control and assurance.
- Marketing and Promotional activities.
- Customer Service and Feedback Management

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Aravaly

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UNIQUE VALUE PROPOSITION



- Refreshing and healthy beverage options.
- Locally sourced ingredients for freshness.
- Customizable flavors and mixes.
- Affordable pricing for students.
- Emphasis on freshness and quality.
- Community Engagement & Support.



CUSTOMER SEGMENTS

- College students
- Young professionals
- Fitness enthusiasts
- Office workers seeking healthy alternatives
- Parents looking for nutritious options for their children
- Local cafes and restaurants
- Gyms and fitness centers
- Convenience stores and supermarkets
- Tourists and travelers seeking local specialties
- Event organizers for parties and gatherings.



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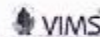
CUSTOMER RELATIONSHIP STRATEGIES

- Friendly and helpful customer service.
- Quick response to customer inquiries.
- Providing useful tips or recipes related to the products.
- Inviting customers to participate in surveys for feedback.
- Present useful product tips or recommendations.
- Offer personalized recommendations or advice based on participant interests



MARKETING & PROMOTION

- Word of Mouth
- Public Announcements
- Door – to – Door Canvassing
- Collaboration with Local Influencers
- Referral community
- Targeting local Business areas
- Offered Group Discounts



Aravly
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REVENUE STREAMS & COST STRUCTURE

- Direct Sales at local business areas.
- Seasonal Promotions.
- Customization options.
- Merchandise sales.



Ingredients: Costs for Lemons, Buttermilk, Sugar, Salt, Mint, Green Chilli (Rs.278)

Equipment: Expenses for juicers, blenders, cups and other. (Rs.22)

Investment : Rs. 300 out of 1000

Net Profit made : Rs.750 (not included investment)

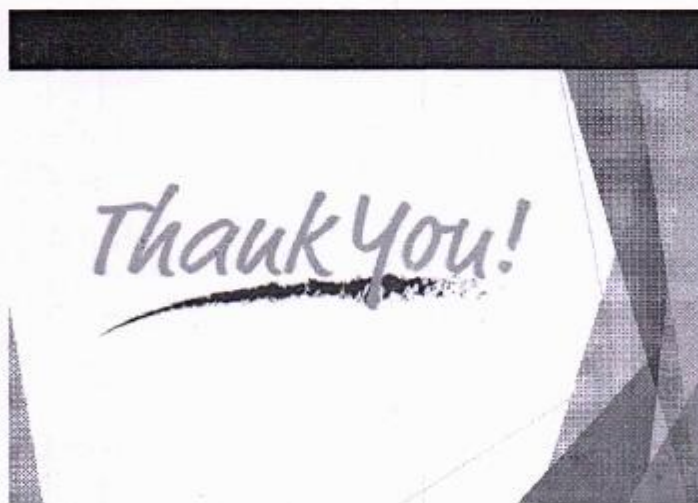
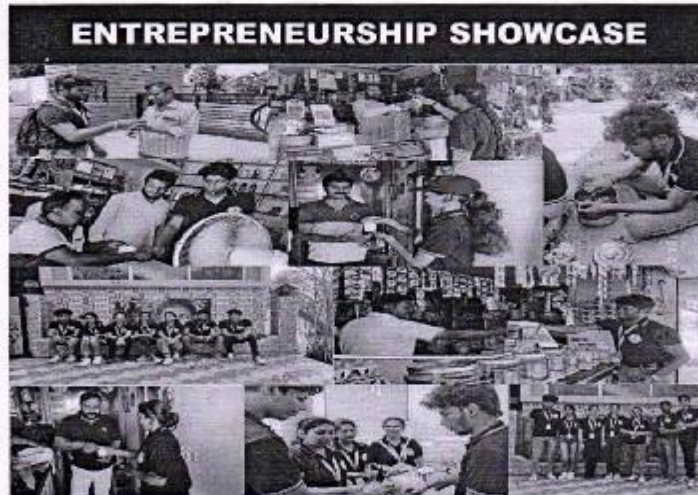


CONCLUSION

In conclusion, the one-day Entrepreneur Program led by MBA students and our team successfully showcased the potential of the lemon juice and buttermilk business. Through collaboration, innovation, and dedication, we demonstrated the viability of turning simple recipes into profitable ventures. This experience not only provided valuable entrepreneurial insights but also highlighted the power of teamwork and creativity in achieving success in the food and beverage industry.



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Report on One Day Entrepreneur by the Students

Report on One Day Entrepreneur -

Members Participated

1. Pramod. G.S
2. Mugesh Kumar K
2. Vinodh. M
4. Sreejaya . J
5. Pavithra . R.G
6. Bhavana . C
7. Cecilia Cindrella J
8. Rajesh.

Dr. A. Valarmathi

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Name of the Venture

Citrus Dairy Delights



Nature of Business or Activity

Lime Juice and Buttermilk to
Create refreshing beverages.

Amount Invested :- ~~1500~~ 300 out of 1000

Profit - 750 (not included invest...)



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Description :-

The One Day Entrepreneur Program is an intensive workshop designed to immerse MBA students in the world of entrepreneurship. It offers hands-on experience, networking opportunities, and exposure to real world entrepreneurship challenges.

Citrus Dairy Delights is a student-led project from one day Entrepreneur Program where we experimented with lime juice and Buttermilk to create refreshing beverages.

We've learnt about sourcing ingredients, testing recipes, this hands-on experience helps us understand the basics of entrepreneurship while promoting healthy drink options.

Resources & Key Activities

- > Sourcing high-quality ingredients (limes and Buttermilk).
- > Recipe Development and Product Innovation.



Analy

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- > Quality Control and Assurance .
- > Marketing and Promotional Activities .
- > Customer Service and Feedback Management .

Customer Relationship Strategies :

- Friendly and helpful customer service .
- Quick response to customer inquiries
- Providing useful tips or recipes related to the products .
- Inviting customers to participate in survey for feedback .

Marketing & Promotion

- > word of mouth .
- > Public Announcements
- > Door-to-Door Canvassing
- > Collaboration with local influencers
- > Targetted local Business Areas .



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Unique Value Proposition

> Refreshing and healthy Beverages

Options :

> Locally sourced ingredients for freshness.

> Affordable Pricing

> Community engagement & support.

Learning Outcome:

He learnt how to start a Business and to utilize resource. We made a proper plan to get or to Attain Profit. It gives Practical insights about the Business. Gives a knowledge about the Business process, Innovation and Inspiring entrepreneurial Thinking. And Also Power of Teamwork.



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