



Uka Tarsadia University

SRIMCA-MBA

Report on Entredution 2.0 (A Startup Expo)

Date: 4th February 2025

Venue: UTU Admin. Parking Area.

Time: 08:30am to 04:30 pm

Total No. of Participants: 200+

Name of the Chief Guest: Mr. Anand Nahar, Owner of Zorko Brand of Food Lovers

Name of Guest of Honor: Mr. Jaydeep Sojitra CEO & Founder of Wellgreen Pillow

Name of the Invitees: Mr. Rajiv Kapdee, An International Artists

Event Coordinator: Ms. Krupa Patel and Ms. Nikee Mehta

Program Objective:

To provide a platform to enhance students' entrepreneurship skills in a live business environment.

Program outline:

An event was organized during full working day and students kept them engaged in learning business skills. During the program, the students were judges by the invited judges and the winner names were announced.

Program Outcomes:

At the end of the event, students shall be able to hone their entrepreneurship skills through business competition, supply chain management, teamwork, leadership, crisis management, marketing, and financial management. The event facilitated experiential learning, providing a platform for students to apply theoretical knowledge to practical situations.

Event Details:

Entredution 2.0 a Startup Expo, was organized by SRIMCA – MBA at Uka Tarsadia University on 4th February,2025, from 8:30 am to 04:30 pm. The event served as a practical assignment for the students in the subject of "Small Business and Innovation Management", aiming to provide them with hands-on experience in various aspects of business management.

The event commenced with an expert talk by Mr. Annad Nahar, a renowned entrepreneur from Surat, who spoke on "Entrepreneurship in the World and his journey of success at Ted Fax" Mr. Nahar's insights enriched the students' understanding, and his encouragement further motivated them as he visited their stalls. Mr. Jaydeep Sojitra a well-known businessman from Surat shared his views on various mantras of successful businessman like, clear vision, team work, leadership, future innovative planning etc;

Twenty-Two groups, comprising approximately 200 students from FY and SY MBA, participated in Entredution 2.0, showcasing their management skills through mini enterprises. They introduced innovative products and services, including apparel, accessories, jewelry, perfumes, and food items. Additionally, students effectively negotiated with suppliers to secure profitable deals and employed creative marketing strategies both on campus and across various social media platforms.

The event's inauguration was graced by Dr. D. R. Shah, the Honourable CEO of UTU and honorable Provost Dr. Yogeshwar Kosta of Uka Tarsadia University, and attended by esteemed guests, including deans and directors from various institutes. The campus-wide participation, including students and faculty members, contributed to the event's success.

Conclusion:

Entredution 2.0 served as a significant learning opportunity for MBA students, allowing them to apply classroom knowledge to real-world scenarios. Through active participation in designing, planning, organizing, and marketing their products, students gained hands-on experience in entrepreneurship and business management, preparing them for future challenges in the dynamic world of commerce

Report prepared by:

Ms. Krupa Patel

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