

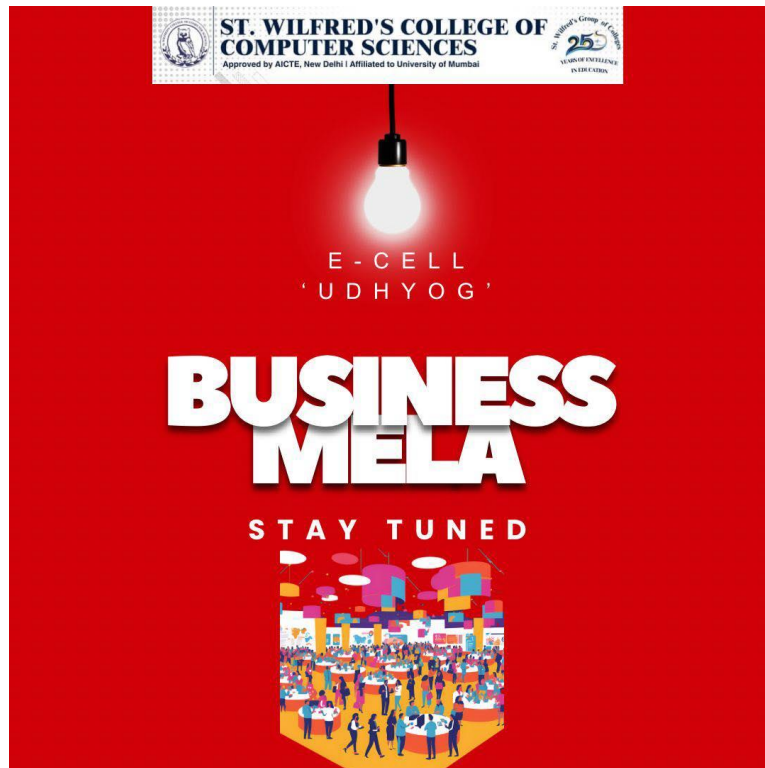


ST. WILFRED'S COLLEGE OF COMPUTER SCIENCES

Approved by AICTE, New Delhi | Affiliated to University of Mumbai

Business Mela Powered by E Cell 'Udhyog' and IQAC

15th March | SWCCS Campus | 9.00 am – 5.00 pm



A REPORT

Prepared By:

Ms. Sathiyabama

Head, E Cell 'Udhyog'


Submitted to:

Dr Shubhi Lall Agarwal

Accelerator, E Cell 'Udhyog' &

Director, SWCCS, Thane, Maharashtra


Flyer of Business Mela



St. Wilfred's Education Society's
ST. WILFRED'S COLLEGE OF COMPUTER SCIENCES
Affiliated to Mumbai University, Approved by AICTE- New Delhi, DTE Maharashtra (DTE Code-3539)

E-CELL & IQAC PRESENTS
Business
MELA
March 15, 2025 | 9:00 - 5:00 hrs

About Business Mela
Join the tech hub junction and full stack developers at this transformational Business Mela to witness their innovation. The event features live stalls for various services and products. The event will imbibe entrepreneurial mindset amongst the youth.

Director's Message


Prof. (Dr) Shubhi Lall Agarwal
Director (SWCCS)
Accelerator - E Cell

Dear Students,


Business mela is an opportunity for you to showcase your products, applications, online services and innovative ideas to solve various problems.

You can display your applications and services for a day and the visitors will get a chance to experience your product. This event will bring out the entrepreneurial mindset inside you and give you a chance to sell your products and services. You will get a chance to understand the 7 Ps of marketing as well.


Book your stall and get a chance to win the best idea titles and many more.

Happy Learning!


LINK TO REGISTER
SWCCS Campus, Bappa Sitaram Road, Hatkesh, Sanghvi Nagar, Near MBMC Garden, Mira Road-401107, Thane, Maharashtra
<https://stwilfredscollege.co.in>

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About St. Wilfred's
In the suburbs of Mumbai, there is an institution that is creating an ideal place for tech savvy students and gain knowledge and experience in the field of Information Technology and Computer Science. The Wilfred's Group of Colleges is a conglomerate of premiere educational institutions, driven by a single-minded focus on imparting quality education to build responsible citizens.


Established in the year 2000 in Jaipur, Rajasthan, with a mission to redefine the system of education, St. Wilfred's Education Society is a professionally managed and multi-disciplinary hub of knowledge. Its premiere educational institutes conduct university accredited and autonomous courses.

Training is imparted throughout the year. Projects and assignments are given highest importance and students learn on the job. Application-oriented knowledge, garnered in the lecture theatre, is applied to industry assignments.

At Wilfred's thousands of students and faculty are involved in delivering unique learning systems through ultra-modern infrastructure and academic rigor. Wilfred's Institutes are affiliations to the University of Mumbai, Directorate of Technical Education, All India Council of Technical Education, Pharmacy Council of India and Bar Council of India.

There are 20+ Institutes, Colleges and Schools of ST. Wilfred's Education Society spread across 4 cities in state of the art campuses located in Jaipur, Ajmer, Navi Mumbai and Thane.

Book your stall now!



A Pre-session on ‘Marketing Strategies and Business Development’ to boost business and innovation among the students and provide employment to the youth.



A session on ‘Marketing strategies and Business Development’ for BusinessMela was conducted by Ecell ‘Udhyog’ on 10th March 2025 under the mentorship of Dr Shubhi Lall Agarwal, Director & E-cell accelerator of swccs, Mumbai.

Ms. Sakshi Joshi, a marketing specialist associated with godrej group was invited as a Guest Speaker to interact with the teams and aspiring entrepreneurs. She discussed how to create a brand and how to build the business model.

The groups were interviewed for passion and the business plan that they had in mind. It was a great opportunity for the students to learn from each other’s perspectives and ideas and rethink on their product/services.

GLIMPSES OF THE PRE-SESSION CONDUCTED IN MINI SEMINAR HALL:





Dr. Shubhi Lall discussing the marketing strategies with the students



Ms. Sakshi Joshi explaining the 7 Ps of marketing



Ms. Sakshi discussing the marketing strategies with students and faculty members

Objective of the Business Mela:

The objective of "Ecell Udhog" through the Business Mela is to foster entrepreneurship, encourage innovation, and contribute to economic growth by bringing new business ideas and technologies into the country. This initiative aims to create a platform for aspiring entrepreneurs, startups, and small businesses to showcase their products, services, and innovative solutions. By facilitating networking opportunities, mentorship, and market exposure, the Business Mela helps entrepreneurs gain insights into industry trends, business strategies, and funding opportunities.



Ms. Sakshi discussing the marketing strategies and product selection with teams

Additionally, Ecell Udhyog focuses on generating employment opportunities for the youth by promoting skill development, self-reliance, and job creation. By encouraging young minds to develop and implement innovative business ideas, the initiative helps bridge the gap between talent and industry demand.

The event also serves as a catalyst for fostering a culture of entrepreneurship, inspiring individuals to take up leadership roles and contribute to the nation's economic development. Through collaborations with investors, industry leaders, and policymakers, Ecell Udhyog ensures a supportive ecosystem that nurtures business growth and sustainable development.

Purpose of Ecell Udhyog through the Business Mela:

The purpose of Ecell Udhyog through the Business Mela is to promote entrepreneurship, innovation, and economic development by providing a platform for aspiring entrepreneurs and startups to showcase their ideas and products. This initiative aims to encourage business growth by connecting young innovators with industry leaders, investors, and potential customers, helping them gain valuable market exposure and business insights.

Additionally, the Business Mela serves as a key driver for employment generation by equipping the youth with the skills, resources, and opportunities needed to become self-reliant and contribute to the economy.

By fostering a culture of entrepreneurship, the event inspires individuals to develop innovative solutions, create job opportunities, and drive sustainable business ventures. It also facilitates knowledge sharing, mentorship, and collaboration, ensuring that young entrepreneurs receive the necessary support to transform their ideas into successful businesses. Ultimately, the purpose of Ecell Udhyog is to strengthen the entrepreneurial ecosystem and contribute to the overall economic growth of the country.

GIMPSES OF THE Business Mela:

Stall “Hurairas Café – The products were chocolates and drinks



Stall : Story Board:

The product was animation Courses and games



Stall : Story Board: Students playing games



Stall : Pyaas Ka Sagar. The product was juices.

Outcome /Observations:

The Ecell Udhyog through the Business Mela has been highly impactful, fostering a spirit of entrepreneurship and innovation among aspiring business owners. The event successfully provided a platform for startups, small businesses, and young entrepreneurs to showcase their ideas, products, and services, gaining valuable exposure to potential investors, customers, and industry experts. Participants observed a significant enhancement in their business knowledge, networking opportunities, and market understanding.



Dr. Shubhi Lall promoting techfest of AIMS in Business Mela



The core committee of Business Mela

Feedback:

The Business Mela organized by Ecell Udhyog was a highly successful and impactful event, providing a great platform for aspiring entrepreneurs, startups, and small businesses to showcase their ideas and innovations. The event effectively facilitated networking, mentorship, and business exposure, helping participants connect with industry experts, investors, and potential customers. The interactive sessions, expert guidance, and hands-on experience added significant value to the attendees, equipping them with essential business skills and market insights.

One of the most commendable aspects of the event was its role in fostering entrepreneurship and employment generation, empowering the youth with opportunities to develop their business ventures. The inclusion of workshops, panel discussions, and live demonstrations enhanced the learning experience, making the event informative and engaging.

However, for future editions, incorporating more interactive activities such as business pitch competitions, funding opportunities, and real-time collaborations could further enhance the impact. Additionally, expanding outreach to a larger audience, including students, budding entrepreneurs, and established businesses,



would make the event even more inclusive and beneficial. Overall, the BusinessMela was a well-organized and inspiring initiative that successfully contributed to innovation, business growth, and economic development.

Conclusion:

Total 10 stalls were organized by the students and the staff members of SWGC in SWCCS Campus. The best stall prize was given to South Ka Khazana 'Idli Sambhar' because they reached the stock out state at 4.30 pm. This proved that they had just sufficient amount of raw material and planning to market their product for a day.

The BusinessMela organized by Ecell Udhyog was a significant step toward fostering entrepreneurship, innovation, and employment generation. The event successfully provided a platform for startups and aspiring entrepreneurs to showcase their ideas, gain market exposure, and connect with industry experts, investors, and customers. Through mentorship, networking, and hands-on learning, participants acquired valuable business knowledge and skills, empowering them to develop and sustain their ventures.

The initiative not only encouraged self-reliance but also contributed to economic growth by promoting job creation and startup culture. The positive outcomes of the event highlight the importance of such platforms in nurturing entrepreneurial talent and supporting business development. Moving forward, expanding the reach of the BusinessMela and incorporating more interactive elements can further enhance its impact.

Overall, the event was a resounding success, reinforcing the vision of Ecell Udhyog in driving innovation and empowering the next generation of entrepreneurs.

Picture Gallery





Teachers of St. Wilfred's Schools enjoying the juices



Stall : 'South Ka Khazana' was a joint venture of two faculty members who kept delicious south indian food for the day along with tea and coffee.





Stall : South Ka Khazana



The visitors posing with the banner of 'Business Mela' and the faculty members