

Intent - Entrepreneurship Development Cell



Report 2024-2025

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Business Plan Competition

Event Date:- 28th September

Timings:- 10:30 am onwards

Venue:- Seminar Hall 5th Floor

Number of participants: 19 business plans

Business Plan Competition, a flagship event organized by Intent, the Entrepreneurship Development Cell at our esteemed college. This exciting event provides a platform for budding entrepreneurs and innovators to showcase their ideas, products, and business plans. In this arena, ideas collide, strategies ignite, and dreams find wings. Whether you're a seasoned entrepreneur or a first-time pitch artist, this stage belongs to you. This event isn't just about business plans; it's about shaping the future. Here, we celebrate the audacity of those who dare to dream beyond the ordinary. We believe that every scribbled concept, every late-night brainstorm, and every pivot holds the potential to change industries, communities, and lives.

The judges were Mr. Devansh Lakhani, a Chartered accountant and founder of Lakhani Financial Services, has been instrumental in helping start-ups raise funds, mentor them, and build business plans. CA Siddhant Gupta, a senior business analyst and a visiting professor at a college, has worked with India's first domestic consumer-focused venture fund. Prof. Vidyanand Joshi, a corporate trainer, behavioural consultant, and management educator, has over 25 years of experience in various sectors, including corporate sector and academics. He has conducted behavioural development programs for corporates, academic institutes, and NGOs, and is a trained psychological counsellor.

Total Plans Received: 19

Number of plans selected in first round: 12

Following are the details of winners of Intent's Business Plan Competition September 2024.

| | Business Name | Full Name | SAP ID | Course Name | Class | Div, Roll no | About the business plan |
|--------------------|---------------|-------------------------|-------------|-------------|-------|--------------|---|
| 1st Prize 25000 | Talina | Priyal Vipul Maru | 45614230036 | BMS | SY | B021 | Talina is an interconnected sustainable agriculture ecosystem focused on growing Ayurvedic herbs and organic crops. It aims to transform farming by |
| | | Shreyas Santosh Sarvade | 45614230108 | BMS | SY | B058 | |

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|--------------------|--------|-----------------------|-------------|----------------|----|------|--|
| | | | | | | | connecting its fresh produce directly to various dining ventures through a farm-to-table model. |
| 2nd Prize 15000 | Niara | Rajavi Avinash Shetty | 45101241042 | Junior College | FY | G052 | Purity Of Mind Follows From The Purity Of Food. Our mission is to build a legacy of delicious, nutritious food that consumers can truly trust. We're more than just a brand — we're creating a community, a family that believes in healthy, wholesome snacking. |
| 3rd Prize 10000 | Koopan | Aadesh Jain | 45614230129 | BMS | SY | A014 | Koopan is the next-generation revolution in the coupon industry, turning unused, soon-to-expire deals into real savings. Buy, sell, and unlock discounts—before it's too late. |
| | | Keshav Dani | 45614230126 | BMS | SY | B047 | |

The business plan competition offered a platform for participants to showcase their entrepreneurial ideas and receive feedback from experienced judges. Participants honed their presentation skills, received constructive feedback on their plans, and connected with like-minded individuals. They gained confidence in their entrepreneurial abilities and the potential for social impact. Judges noted the level of innovation and social impact in the business plans, the growing trend of startups focusing on sustainable and socially responsible solutions, and the strong problem-solving skills and willingness to take risks demonstrated by the participants. Overall, the competition was a rewarding experience, providing valuable skills and knowledge that will benefit participants in their future endeavors. The competition highlighted the importance of innovation, social impact, and strong problem-solving skills in the entrepreneurial world.

Entrepreneurship Summit- Session I

Event Date:- 12th February Timings:- 9:00 am onwards

Venue:- Seminar Hall 5th Floor

No. of participants: 120

The Speaker Session on February 12, 2025, at 9:00 AM, organized by Intent – The Entrepreneurship Development Cell of Narsee Monjee College, was an engaging event aimed at educating students about the startup ecosystem, venture capital, and the business landscape. Devansh Lakhani, the Founder of Lakhani Financial Services, was the keynote speaker, sharing insights from his experience in investment banking, venture capital, and startup mentorship. The session included expert insights, real-world examples, and audience interaction, creating a unique learning environment. It ended with a Q&A segment where students could ask Lakhani about startup fundraising challenges, investor expectations, and future business opportunities. This event provided students with valuable knowledge and inspiration for their entrepreneurial journeys.

The event was held at Baghubai Mafatlal Complex, opposite Copper Hospital, Navpada, Suvarna Nagar Vile Parle West, in Seminar Hall on the 5th Floor. Various questions were posed during the session, including what inspired Lakhani's career shift from Chartered Accountant to venture capital, and common mistakes made by startup founders in investor pitches. He emphasized the importance of execution over just having a good idea and highlighted that strong founding teams and clear monetization strategies are key factors for investors.

Lakhani also discussed how the Indian startup ecosystem has matured recently, shifting focus towards profitability and sustainability. He recommended that startups should analyze investor feedback upon facing rejections and adapt accordingly. He concluded with advice for entrepreneurs to solve real problems, remain adaptable, and prioritize execution. Overall, the session was a valuable learning experience for students interested in entrepreneurship. The Entrepreneurship Development Cell plans to host more such events in the future.



Devansh Lakhani sharing insights from his experience with students

Entrepreneurship Summit- Session II

Event Date:- 14th February Timings:- 9:00 am onwards

Venue:- Seminar Hall 5th Floor

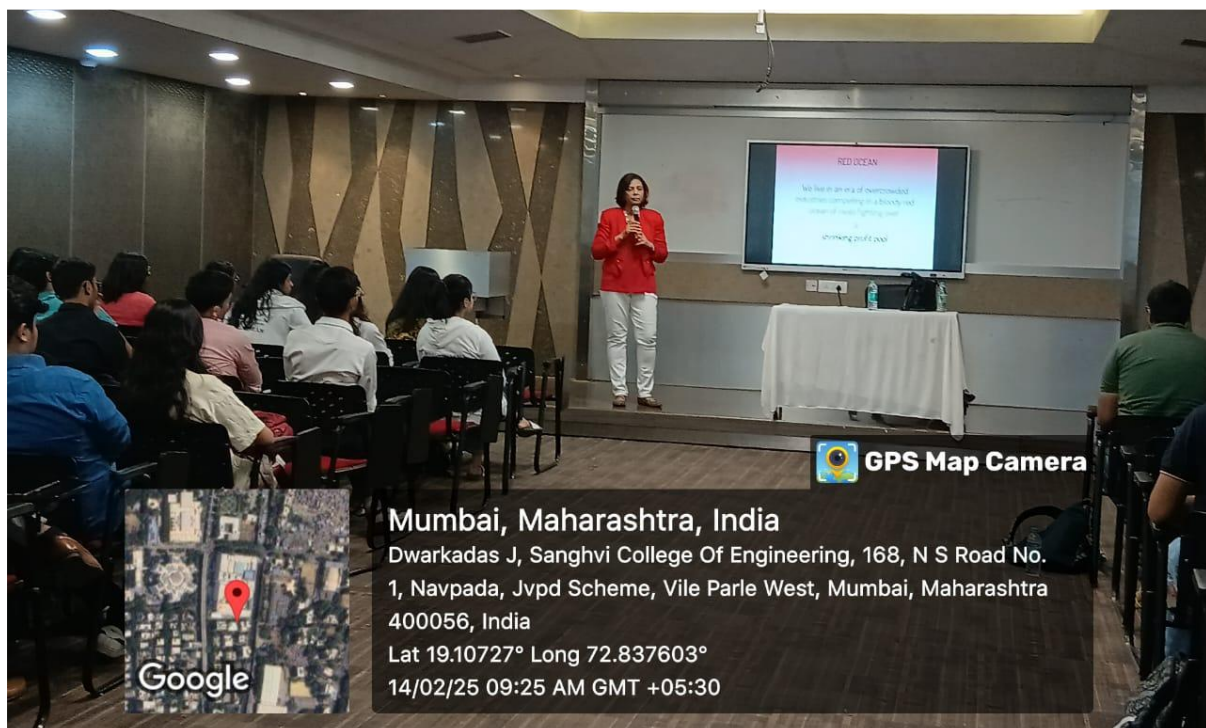
No. of participants: 120

On February 14, 2025, the Entrepreneurship Development Cell of Narsee Monjee College of Commerce and Economics (Autonomous) hosted a Speaker Session to educate aspiring entrepreneurs and students on identifying and establishing their niche in today's competitive market. Dr. Haseena Sayed, a renowned entrepreneur and business strategist, shared her insights on market positioning, leveraging strengths, overcoming challenges, and sustaining a

competitive edge. The session was interactive, with Dr. Sayed engaging in discussions and providing strategic advice. The session concluded with a Q&A segment, where students sought guidance on personal branding, industry trends, and market adaptation strategies.

Key factors for finding a niche include understanding market needs, leveraging unique strengths, and continuous adaptation to trends. Challenges faced by entrepreneurs include market saturation and differentiation, which can be overcome through innovation, customer engagement, and strategic marketing. Personal branding plays a crucial role in standing out in the market, and identifying market gaps can be achieved through thorough market research and consumer behavior analysis.

Emerging sectors like sustainable products, AI-driven services, and personalized healthcare solutions offer unique opportunities for entrepreneurs to carve out a niche. Networking is vital for collaboration, knowledge sharing, and creating business opportunities. Dr. Sayed's advice to students is to stay adaptable, focus on problem-solving, and build a strong support network.



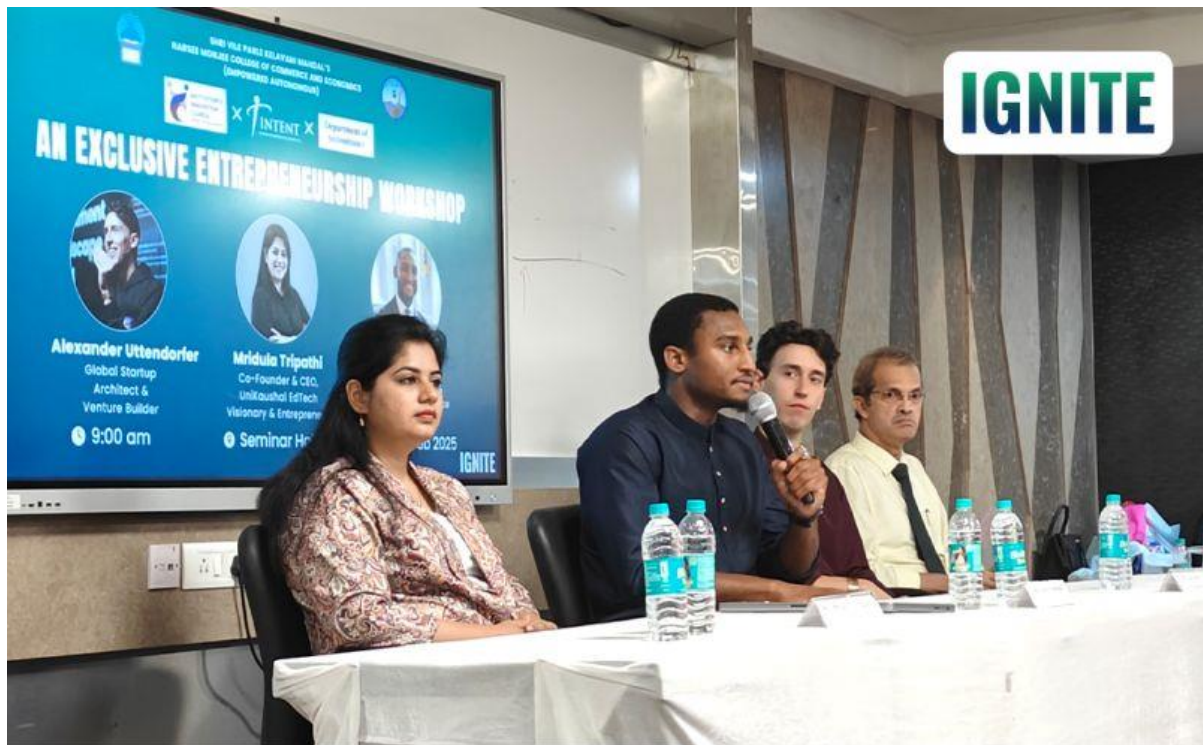
Dr. Haseena Sayed interacting with students

Exclusive Entrepreneurship Workshop and Master Class

Intent - Entrepreneurship Development Cell and Department of Accountancy in association with Ms. Mridula Tripathi of Unikaushal conducted an Exclusive Entrepreneurship Workshop and Master Class for NM College students on 17th February 2025 in Seminar Hall from 10.30 am to 12.30 pm. The partners of the globally acclaimed 'Relevant Venture Studio' - Mr. Alexander Uttendorfer and Mr. Ashir Nelson were the resource persons for this exclusive workshop. This provided the global insights from leaders who've scaled startups across industries, practical lessons and a question-answer session to inspire the students for entrepreneurship.

This workshop was a houseful session with full of energy, intellectual exchange, an entrepreneurial deep-dive, and a showcase of some of the sharpest young minds. From the warmest welcome by the management, faculty and the students of the ever-dynamic team at Intent - The Entrepreneurship Development Cell, N.M. College, every detail of this event reflected NM College's commitment to empowering students with the right ecosystem, mentorship, and inspiration.

The Q&A session at NM College was a success, with students challenging perspectives and exchanging insights. The seminar hall became an impromptu think tank, with some students even staying back post-event to continue the conversation. The students brought prototypes, MVPs, and business models to discuss, demonstrating a passion for building, innovation, and execution. The campus's facilities, infrastructure, and premium learning environment left us in awe, showcasing the institution's commitment to excellence. The event was not just an event, but a reminder of what's possible when institutions create the right space for students to thrive. NM College not only creates graduates, but also pioneers, demonstrating the potential of institutions to create the right space for students to thrive.



Intent Masterclass - Students interacting with speakers - (from left) Ms. Mridula Tripathi, Mr. Ashir Nelson, Mr. Alexander Uttendorfer and Dr. Parag Ajagaonkar