

## Kohinoor Business School

# National Entrepreneurship Network

Report 2024-25

### Introduction

At Kohinoor Business School, we run a comprehensive 14-week Entrepreneurship Course for our MMS students, which is under the aegis of National Entrepreneurship Network with affiliation with Wadhvani Foundation. We offer this course as an Elective in Semester – II. The entire course is regulated through Online portal (<https://web.nen.wfglobal.org/>). Every year 30 students are shortlisted for this course through Personal interview. The students are divided into group of 3 and are facilitated to create their own ventures and go through the entire cycle of entrepreneurship, right from problem identification to their Market launch. The entire course is assessed through practical submissions and a final presentation of their business venture. Three Batches of this NEN Program has been rolled out since 2023.

This NEN Program is guided by Prof. P.K. Mishra and conducted by Dr. Niyat Shetty. A brief about the faculty members is mentioned below:

- **Prof. P.K. Mishra** got certified by Wadhvani Foundation for clearing the highest possible Platinum Level of contribution across Global Jury member in evaluating student start up proposals from across the world. He has mentored more than 100 ventures globally and continue to promote entrepreneurship in education institutes worldwide.
- **Dr. Niyat Shetty** got certified by Wadhvani Foundation as a Trainer to conduct their NEN course of Entrepreneurship and completed a rigorous Certification program being eligible to teach their IGNITE X version of entrepreneurship program.

### Course Outcomes:

CO1: **REMEMBER** Concepts of Entrepreneur, Entrepreneurship, and Enterprise

CO2: **UNDERSTAND** the frameworks and key concepts in entrepreneurship management.

CO3: **APPLY** the model of the entrepreneurial process for new venture development.

CO4: **ANALYSE** the entrepreneurial environment, legal framework, and expansion strategies.

CO5: **EVALUATE** various types of entrepreneurship (social, opportunity, techno, intra & women) and suitable routes to start a business.

CO6: **CREATE** a business plan/model based on the innovative ideas and concepts of entrepreneurship.

### Objectives of the Course:

This NEN Program was conducted to attain certain basic objectives mentioned hereunder:

- To make students understand the basic entrepreneurship concepts.
- To equip and upskill the students with the hip-pocket skill of entrepreneurship to ensure the student develops a mind-set of a Job Giver instead of a Job seeker.
- To enhance the creativity and problem –solving skills of students.

To build an essence of team-work in students and groom their personality holistically.

A total of 33 Ventures in the past 3 years have been registered and mentored under this program. The details of these ventures are explained in brief below:

## BATCH 1 (Year 2022-24)

There were 10 groups comprising three members each who have initiated their ideas to be converted into a business venture briefly described as below:

- **Persona Stiches** – Providing customized tailoring and design printed shirts and trousers targeting youth.
- **ChargeNav** - A mobile –app based service providing real-time information to customers about waiting time at Electric charging stations status.
- **Inkymagine** – A publishing house concentrating only on first-time authors also mentoring and consulting them to groom them as authors
- **Stratton Oakmont** – Providing investment and financial advice to potential investors
- **AMV Hygiene** – Providing organic and hygienic sanitary pads at very low cost, targeting primarily to the rural markets
- **Step & Style** – Providing customized hand painted and machine printed footwear suiting to different age and gender
- **AnimEducate** – An education based app for school children where all subjects will be explained using animation videos for better clarity and creating fun while learning
- **NJoi** – Providing cost effective space on rent for meeting and celebrating some occasion or family get-together with provisions of indoor games, catering and screens if needed.
- **Nutrisoul** – Providing healthy tiffin options for health conscious people searching for tasty food without compromising on health.
- **Tasty traditions** – A mobile based app where one can order tasty, hygienic and healthy homemade food, specially prepared only by home chefs and delivered to your home anytime.

## BATCH 2 (Year 2023-25)

There were 10 groups comprising three members each who have initiated their ideas to be converted into a business venture briefly described as below:

- **Lawable:** A mobile application platform connecting lawyers and clients according to their case files, location and lawyer preference.
- **Quick Trip:** A tours and travels company catering to the niche requirements of adventurous tourists.
- **VAYA:** A queue management system to manage waiting time of customers in hotels and hospitals
- **Parkaro:** A parking application where commuters can easily find and navigate parking spaces without any hassles
- **Mehmaan Niwaas:** A community based Paying guest accommodation system where one can identify and search accommodation according to our preferences
- **Samvaad:** A social community where one can locate and connect to likeminded individuals and help dealing with loneliness
- **Dream Home:** A pre-fabricated home construction company where people can get customized pre-fabricated flexible homes
- **Eco Eats:** A food company catering vegan food among health enthusiasts and customized food varieties for healthy people.
- **MedicMate:** An appointment platform helping patients getting appointments with their preferred doctor and clinics with ease.
- **Comparex:** An e-commerce website where people can compare different categories of products on price and features before purchasing

**BATCH 3 (Year 2024-26)**

There were 13 groups comprising three members each who have initiated their ideas to be converted into a business venture briefly described as below:

- **Royal Crimson Saffron:** A venture dealing with indoor saffron farming providing high quality saffron at affordable pricing. This is achieved by growing saffron scientifically and economically indoors and simulating the environment required for its production.
- **Angel Distributors:** As the name suggests, they will provide distribution system services to small companies, mostly start-ups, who don't have money to build a large distribution network in its initial development stage.
- **Pawfect Travels:** Nowadays, population of pet parents are increasing and with it, the issues of pet traveling are also increasing manifold. This venture will curate specific pet travel plans and also provide exclusive pet care services.
- **Bhumi Traders:** There are many people who are very proficient in stock market trading skills but do not possess required capital required for trading purposes. This venture gives such talented people a platform to trade on their behalf and earn handsome commission in returns.
- **Sunnewala.com:** In today's world, numerous youngsters are suffering from depression. This venture is a counselling cum consulting application where like-minded people can be grouped together and companionship can be created so as to tackle depression issues.
- **SWADFIT:** This food service provides nutritious Vegan food for health-enthusiasts and fitness freaks. It also delivers food 24x7 customizing food according to the diet requirements of the customers.
- **FISH HOUSE:** This exclusive Fish-based restaurant caters to all fish lovers in town, who along with tasting the best fresh fish, also gets information about the history of fish, its catching techniques and the habitat they live. In short, this venture is the place to get fresh fish.
- **Aapka Thela:** It's basically a Zomato/Swiggy for the roadside vendors. This food-based application delivers tasty street food directly to your door steps.
- **Fashion Point:** This venture customizes and provides dresses you would like to wear imitating any Bollywood character. It will provide the exact design and delivers to you according to your size and preferences.
- **Yojana Connect:** This website will provide information regarding all government schemes, grants and funds available under various categories which a common man is not aware – be it education, or starting a start-up or any agricultural schemes.
- **Glamour Gear:** This is a one-stop-solution to all your wedding purchases – although by rent. It provides dresses, accessories, car or any other things on rental basis. It saves cost for the customers drastically.
- **Ethos Connect:** This venture connects with all the religious priests to undertake any religious ceremonies across all religions and castes.
- **DIGI- SAHAY:** This learning platform teaches senior citizens to use and exercise all major and important basic applications like OLA, ZOMATO, GOOGLE PAY etc. so that they are not dependent on the younger generation and are not stuck anywhere in emergency.

**Value Added Activities under NEN**

**A.** Guest Lecture has been conducted by Certified Innovation Ambassador, Dr. Vedika Sharma on the Topic of "Market-Product Fit" for NEN Students



**B.** Workshop Conducted on Entrepreneurship by Mr. Vikas Koli, President, Fisheries Association of Mumbai.



**C.** Workshop conducted by Dr. Tushar Panchal, Group CEO of Innovation and Startup Center of Gujarat Technical University in Ahmedabad. Gujarat.



**Classes of NEN being conducted**



## An Inter-College Photography Competition

“Venture in Visuals” was held at our institute where students displayed their entrepreneurship stories through the medium of photos.



## NEN Course Completion Certificate



## Certification distribution ceremony was held at the end of the course

