

POST-EVENT SUMMARY REPORT

EVENT: JUGAADU ENTREPRENEUR PITCH COMPETITION'23
DATE: September 1, 2023
LOCATION: Seminar Hall,
N.L. Dalmia Institute of Management Studies and Research
ORGANIZER: Nurtur-E Cell

On September 1, 2023, **Nurtur-E Cell**- the Entrepreneurship cell of *N.L. Dalmia Institute of Management Studies & Research* conducted the event '**Jugaadu Entrepreneur Pitch Competition**'. The event encompassed the electrifying business pitch competition that celebrates innovation, creativity, and entrepreneurial spirit.

The event was hosted by Jagdish Mali and Darshan Shah. The judges for the event were Prof. Dr. Chitra Gounder and Dr. Nazia Ansari.

The event began with a brief introduction of the committee, followed by a showcase of previous events, such as the E-summit 2023 and the Case-A-Thon. The judges were also briefly introduced as part of the opening proceedings.

A total of 7 teams participated in the competition. The teams were:

Team 1-Tomatino

Students- Aanchal Tulsayn and Edison Lewis

About: Tomatino is a home-grown brand which sells tomato puree made with organic tomatoes.

Target audience is hotels, restaurants, caterers etc.

Team 2-Saarathi

Students-Chaitali Chavan and Rudraksh Parmar

About: Saarthi provides hassle free travel to commuters carrying large quantities of luggage from station to their respected destination.

Team 3-HAH

Brand name: Safe Ride Co.

Students- Hammad Siddiqui, Aditya Saboo and Harshveer Chandel

About: Safe Ride Co. develops cutting-edge dashcam solutions to promote road safety.

Features: Crash detection, Emergency contact alert, GPS.

Team 4- Flavor Fusion Delight

Students- Satchel R Rebello, Lavish Mittal and Aarya Gajiwala

About: Flavor Fusion Delight offers tiffin services mainly targeting working professionals, students, health-conscious consumers etc. They allow customers to select the service providers within a radius of 12km.

Team 5-Team Innovators:

Brand name: Finone

Students-Dheer, Suryakash and Saurabh

About: Finone provides a Machine learning driver software platform for personalized financial coaching, assisting users with budgeting, investments and savings plans.

Team 6- Trinity

Brand name: UnityVault

Students-Prathmesh Parab, Bhavya Mamania and Lalit Awte

About: UnityVault provides warehousing, storage and supply chain management targeting manufacturing companies, resident individuals, importers and exporters.

Team 7- Genzify: Sustainable clothing for Gen-Z

Students-Harsh Shah, Bhavya Dave and Jay Patel

About: Genzify provides sustainable and affordable clothing prioritizing eco-friendly materials. They use organic cotton, recycled polyester, bamboo and Tencel.



During the evaluation phase of the competition, a logo quiz game was organized by Virag Mehta for all audiences. This quiz not only entertained the audience but also tested their knowledge and awareness of logos of popular brands.

Following this, Nishi Sheth introduced the eagerly anticipated annual magazine 'Udyamee'. She not only unveiled the magazine but also delved into the current year's theme 'Social

Entrepreneurship'. This theme aims to inspire and educate readers about the transformative power of entrepreneurial initiatives in addressing societal challenges.

After the introduction of the magazine, the results were announced by the judges.

The judges evaluated the teams based on the following criteria:

- Business model
- Market potential
- Presentation skills

The winners were announced as follows:

- **Winner: Team 3: HAH Safe Ride Co.**
- **Runner-up: Team 6: Trinity UnityVault**
- **Second Runner-up: Team 4: Flavorfusion Delight**

Prof. Dr. Chitra Gounder shared insights on how to leverage opportunities to bring forth ideas and business plans to execution. Faculty head Mr. Anand Dhutraj gave a brief overview of the student-driven entrepreneurship cell's objectives, highlighted the timeline of events, and emphasized the importance of having a clear vision and purpose for starting a business.

Overall, the judges provided valuable insights into the world of entrepreneurship and highlighted the key attributes required for success in every aspect of business. They emphasized the importance of understanding the market, being adaptable, persevering, focusing on customer satisfaction, taking calculated risks, and having a clear vision and purpose.

The event concluded with a vote of thanks, delivered by the coordinator of Nurtur-E Cell Madhav Gaggar and the joint co-ordinator Ayush Gupta. The event adjourned at 1.15 PM. Overall, the event was a grand success and provided valuable insights into instilling an entrepreneurial spark within oneself and to come out with unique solutions to complex business problems.

