



RVIM Centre for IEI REPORT ON VENTURE FEST 4.0 2k22

Date: November 14 and 15

Venue: Jayanagar Park

Faculty In-Charge: Dr. Rashmi Shetty, Prof. Uma Sharma, Prof. Anitha D'Silva

About The Activity: RVIM Centre for Entrepreneurship Incubation and Innovation and General Management Department has organized the Venture Fest Activity as an annual program to encourage student's entrepreneurial venture. 2022 Venture fest is the fourth edition of the program.

Objective of the activity:

- Experiential Learning Module Conducted for Second Semester MBA Students (batch 2021-23). The activity aims at providing students the platform for planning and presenting their business plan and executing their business idea for a day.

Design of the Activity: This IS an experiential activity providing students the ability to plan and execute their business based the business plan. It is a group activity where a team of 12 students. Each team work on the business idea and propose their business plan. A total of 18 teams participated.

Each team executed their business for two days and made profits.

The fest is conducted in two rounds o First round is idea generation and finalisation round. And the o Final round-presentation round (This year the final round was stipulated only to presenting the business plan as against every other year students would set up stalls of their enterprise and sell the products. • Winners are picked based on their stall sales.





President: Dr. Rashmi Shetty

Date: December 30, 2022

Place: Bangalore

