



### REPORT ON VENTURE FEST

Report on Venture Fest 2020	
Date: 17 <sup>th</sup> August'2020 (Final Round)	Venue: RV Institute of Management Online Mode
Time: 10..00 to 2.30	Faculty In-Charge: Prof. Rashmi Shetty
<b>About The Activity:</b> 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. 2020 Venture fest is the third edition of the program.	
<b>Objective of the activity:</b> <ul style="list-style-type: none"><li>• Experiential Learning Module Conducted for Third Semester MBA Students (batch 2019-21). The activity aims at providing students the platform for planning and presenting their business plan and executing their business idea for a day.</li></ul>	

**Design of the Activity:** This is an experiential activity providing students the ability to plan and execute their business based on 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. In this year the Batch 2019-21 participated in the event with a total of 18 teams.

**Rules of the activity:** The venture fest was designed around the 6 thinking hats idea of Edward De Bono, this was adapted to encourage students to ideate, innovate and identify with the theme of each bulb. Each team that participated had to pick a type of entrepreneurial idea that are associated with six colour bulbs, these themes have to be represented in the type of entrepreneurial idea they were planning and proposing.

Six bulbs were as follows-

Pink Bulb -this bulb represented the gender-based entrepreneurship,

Black Bulb represented Rural Entrepreneurship,

Red Bulb represented Service Entrepreneurship,

Blue Bulb represented Technology based Entrepreneurship,

Green Bulb represented Eco - Entrepreneur,

Yellow Bulb represented Agri based Entrepreneurs.

Total of 18 teams participated in the first rounds with three teams picking similar colour bulb.

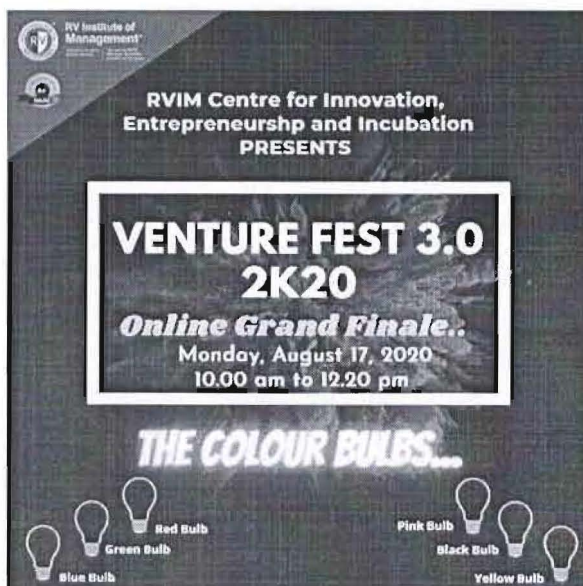
**Activity was conducted in two rounds:**

- The fest is conducted in two rounds –
  - First round is idea generation and finalisation round. And the
  - 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. Due to pandemic situation this year this round was modified with students doing a presentation of their business plan) was conducted.
- The students presented their business plan to a panel of experts and their business ideas were judged by the panel of experts.

**Date of the rounds:**

- First round was announced in the month of March'2020.
- Final Round Presentation was on 17<sup>th</sup> August'2020. Results were announced on 20<sup>th</sup> August'2020.

Creative Poster circulated and displayed to announce the event to students.



Final Round announcement poster – Announcing the Panellist for the presentation.



The poster is for the 'VENTURE FEST 3.0 2K20 Online Grand Finale..'. It features a dark background with a tree silhouette. At the top left, there are logos for 'RV Institute of Management' and 'RV'. The event details are: 'Monday, August 17, 2020 10.00 am to 12.20 pm'. The 'Judges' section lists three judges with their names, titles, and photos: Blue Bulb (Dr. Karthik Nagendra), Green Bulb (Dr. Karthik Nagendra), Black Bulb (Mr. Gurudutt Shenoy), Pink Bulb (Mr. Gurudutt Shenoy), Red Bulb (Mr. Arvind Jyot Sabhaney), and Yellow Bulb (Mr. Arvind Jyot Sabhaney). The 'Convenors' section lists four names: Dr. Purushottam Bung, Prof. Rashmi Shetty, Prof. Uma Sharma, and Prof. Anitha D'Silva.

**RV Institute of Management**

**VENTURE FEST 3.0 2K20**  
**Online Grand Finale..**  
**Monday, August 17, 2020**  
**10.00 am to 12.20 pm**

**Judges**

**Blue Bulb Green Bulb**  
Dr. Karthik Nagendra, Founder & CEO,  
ThoughtStarters & Co-Founder, Pink Ladder

**Black Bulb Pink Bulb**  
Mr. Gurudutt Shenoy,  
Founder partner in SetConnect Inc

**Red Bulb Yellow Bulb**  
Mr. Arvind Jyot Sabhaney,  
Chairman and CEO, TEAM.i

**Convenors**

Dr. Purushottam Bung, Professor & Director, RVIM  
Prof. Rashmi Shetty, Coordinator, RVIM Centre for IEI  
Prof. Uma Sharma, Asst. Professor, RVIM  
Prof. Anitha D'Silva, Asst. Professor, RVIM

Zoom Link to the Final Presentation Session:

<https://drive.google.com/file/d/1svmTH9rMjS6DtgrPk2o1N6HrosRRjcFq/view?usp=sharing>

List Team Participating in the final round:

Green Bulb Team	
Leader	Shreya Deshpande
Co Leader	Leelavathi B Thite
	Shravya Shetty
	Nikita L
	S Pavan Kumar
	Vikram Rathod
	Rakshith P S
	Srinidhi B K
	K R Akshay
	R N Rohit

Red Bulb	
Leader	Rajashri
Co Leader	Poornim
	Prajna
	Shreya S
	Shahista
	Shruthi
	Smeetha
	Ashwath

Black Bulb Team	
Leader	Prajeeth A Goutham
Co Leader	Rashmi
	Karan
	Keerthan
	Tejashwini
	Sandesh
	Pranav
	Mahesh
	Zeeshan
	Shivaprasad

Yellow Bulb	
Leader	Keshav A
Co Leader	Suraj Mu
	Thanika I
	Shreya S
	Rahul Na
	Swati Ku
	Prateek I
	Manoj K
	Pooja Bil
	Prathikst

Pink Bulb Team	
Leader	Thejasvi N
Co Leader	Sagar Desai
	Sushmitha P
	Sushma Bhat
	Mallikarjun
	Narahari
	Prithvi Hegde
	Sheela Hegde
	Priyashree
	Syed Asif Pasha

Blue Bulb	
Leader	T.H.V. Ta
Co Leader	Pushpa F
	Sravanth
	Reshma
	Vandana
	Nithin V
	Nikhil
	Nithin S
	Sainath
	Sumanth

Faculty In-charge

Prof. Rashmi Shetty

Director

RVIM

