



Report on the Venture Fest 5.0 2k23	
Date: November 4th -5th, 2023	Venue: MES Ground, Jayanager, Bangalore
Time: 9.00 am to 9.45 pm	Event : Venture Fest 5.0, 2k23
No. of Participants: 500	Event Coordinators: Dr. Rashmi Shetty, Prof. Anitha D'Silva, Prof. Uma Sharma
<p>RVIM Centre for Innovation, Entrepreneurship and incubation organized Venture Fest for the MBA students or second semester on November 4th and 5th, 2023.</p> <p>Venture Fest is a two-day exhibition celebrating entrepreneurship, innovation, and cultural heritage. Held in MES Ground, Jayanagar.</p> <p>The event showcased a blend of traditional crafts, modern products, and artistic creations, all curated to provide a unique experience for visitors. The exhibition served as a platform for the students to demonstrate their entrepreneurial skills, offering a wide variety of stalls that highlighted the cultural and creative richness of India. There were 18 stalls.</p> <p>Background: This is a flagship event conducted every year as an experiential learning approach for the subject Entrepreneurship and Startup Management. The students are divided into 15 groups of 12 students and they had to come up with a business idea involving artisanal products. The rounds were as follows:</p> <ol style="list-style-type: none">1. Idea generation:2. Business Model Canvas3. Business Plan4. Final Implementation (Profit, Revenue, Marketing, Ethical conduct, etc, on November 4th and 5th, 2023) <p>Students had to raise the funds and get sponsorship for their business. A total of 200 marks is allotted as part of Internal assessment for the subject.</p> <p>Event Overview</p>	



- **Participants:** MBA students as stall organizers, local artisans, and entrepreneurs

- **Key Objectives Achieved**

1. **Entrepreneurial Development:** Students gained practical exposure to marketing, customer interaction, and sales. They demonstrated creativity and strategic thinking through their stalls.
2. **Cultural Preservation:** Showcased traditional arts like Mysore inlay work and Rajasthani puppetry and promoted indigenous crafts and knowledge.
3. **Sustainability Advocacy:** Highlighted eco-friendly products like bamboo tableware and sabai grass items. Encouraged sustainable practices among attendees.

Highlights of the Exhibition

1. Mysore Inlay Work

- **Description:** Intricately crafted woodwork with designs inlaid using ivory substitutes.
- **Attraction:** Unique patterns reflecting Mysore's heritage.
- **Visitor Engagement:** Live demonstrations of the inlay process attracted art enthusiasts.

2. Mallakhamba Show

- **Description:** A mesmerizing performance of traditional pole gymnastics.
- **Purpose:** Highlighting India's indigenous sports.
- **Audience Interaction:** Opportunity for attendees to try basic Mallakhamba moves.

3. Rajasthani Puppet Show

- **Description:** A colorful performance showcasing folk tales through puppetry.
- **Significance:** Preserving and promoting Rajasthan's traditional storytelling art.



- Impact: Engaged families and children with its vibrant visuals and narratives.

4. Organic Honey

- Description: Varieties of raw, organic honey sourced from local apiaries.
- USP: Pure, unadulterated, and packed with health benefits.
- Sales Tactic: Free tasting sessions and information on health benefits.

5. Unique Bamboo Tableware and Dinnerware

- Description: Sustainable products made from eco-friendly bamboo.
- Significance: Promoting sustainable living.
- Popular Items: Plates, bowls, and cutlery with intricate designs.

6. Magical Terracotta Pots

- Description: Handcrafted pots with a blend of traditional and modern aesthetics.
- Unique Feature: Pots with innovative self-watering designs.
- Demonstration: Pottery-making workshops for visitors.

7. Intricately Designed Oxidized Jewelry

- Description: Statement jewelry pieces with an antique finish.
- Target Audience: Women and fashion enthusiasts.
- Best Sellers: Necklaces, earrings, and bangles.

8. Ceramic Odyssey

- Description: An exclusive collection of ceramic homeware.



- Showcase: Mugs, vases, and wall hangings with contemporary designs.
- Visitor Engagement: Painting workshops on ceramic items.

9. Rare Agarbatti Collection

- Description: Unusual fragrances in handmade incense sticks.
- Highlight: Natural ingredients like sandalwood, lavender, and frankincense.
- Experience: A calming aroma station for sampling.

10. Artistry Abode

- Description: A curated stall of paintings, sculptures, and mixed media art.
- Focus: Local and student artists' work.
- Sales: Affordable art pieces for home decor.

11. Home Decorative Plants

- Description: A variety of ornamental plants for indoor spaces.
- Special Feature: Air-purifying plants like snake plants and peace lilies.
- Add-ons: Stylish planters and gardening tips.

12. Traditional Cycle Khova

- Description: Authentic khova (reduced milk dessert) made traditionally.
- Showcase: Demonstrations of the traditional preparation method.
- Taste Appeal: Sampling sessions to attract dessert lovers.



13. Products Made of Sabai Grass

- Description: Handwoven items like baskets, mats, and coasters made from sabai grass.
- Focus: Eco-friendly, durable, and intricately crafted designs.
- Highlight: Storytelling sessions on the craftsmanship involved.

14. Homemade Chocolates

- Description: Artisanal chocolates in unique flavors like saffron, cardamom, and chili.
- USP: Handmade and customizable gift packs.
- Crowd Puller: Live chocolate-making demonstrations.

15. Thodadevu

- Description: A traditional Mysore sweet made from jaggery and coconut.
- Popularity: Known for its rich taste and cultural significance.
- Sales Tactic: Packaging for gifting.

16. Animi Paintings

- Description: Vibrant, contemporary paintings inspired by anime culture.
- Audience: Younger visitors and pop-culture enthusiasts.
- Engagement: Custom commissions offered for fans.



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Visitor Engagement:

Interactive activities like pottery workshops, live demonstrations, and tasting sessions enhanced the visitor experience.

Visitors Feedback

- The variety and uniqueness of the products were widely appreciated.
- Interactive and engaging events drew large crowds.
- Some visitors recommended adding more food stalls and cultural performances.
- A request for digital payment options was noted.

Conclusion

Venture Fest was a resounding success, blending tradition and innovation while promoting entrepreneurial skills among MBA students. The event not only showcased the creative and managerial potential of the students but also provided a platform for celebrating cultural heritage and sustainable living. Future iterations of Venture Fest promise to build on this momentum and offer even more enriching experiences.

