Report on the Venture Fest 7.0 2k25	
Date: August 6th -7th, 2025	**Venue: RVIM, Jayanagar, Bangalore**
Time: 9.00 am to 9.45 pm	**Event : Venture Fest 7.0, 2k25**
No. of Participants: 1000	**Event Coordinators: Dr. Rashmi Shetty, Dr. Uma Sharma, Dr. Sumera Aluru**

RVIM Centre for Innovation, Entrepreneurship and incubation organized Venture Fest 7.0, 2k25 for the MBA students or second semester on August 6th and 7th, 2025.

Venture Fest is a two-day exhibition celebrating entrepreneurship, innovation, and cultural heritage.

This year's theme, **FOOD PLAY League**, brings a vibrant and exciting twist by celebrating India's culinary diversity through an experiential food festival. 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. Venture Fest 7.0 aims to create an engaging platform where students, food enthusiasts, and visitors can experience the rich flavours and cultural essence of India's regional cuisines. The event is designed as a **food carnival**, incorporating not only food stalls but also interactive culinary experiences and competitions.

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:

1. Idea generation:
2. Business Model Canvas
3. Business Plan
4. Final Implementation (Profit, Revenue, Marketing, Ethical conduct, etc,

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.

Event Overview

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

• **Key Objectives Achieved**

- Encourage entrepreneurial thinking through food-based ventures.
- Promote cultural exchange and appreciation.
- Provide a platform for creativity, teamwork, and innovation through food activities.
- Offer opportunities for learning event management, customer engagement, and experiential marketing.

Highlights of the Exhibition

- **Pan-Indian Food Experience:** Dishes and flavors from regions such as Punjab, Gujarat, Goa, Andhra Pradesh, Karnataka, Rajasthan, Maharashtra, Delhi, Odisha, and Tamil Nadu.
- **Interactive Activities:**
Live cooking demos, cooking games, blind tastings, spice challenges, food trivia, and more.
- **Stalls Featured:**
Warli Rasoi, Mogachi Goa, Kolhapuri Katta, Rimbik Ruchis, Mathura Darbaar, Banarasi Bites, Dil Amritsari, Surati Swaad, Ras Rang Gujarat, Godavari Ruchulu, Kolkata Khana Rasoi, Odisha Delights, Delhi da Dhaba, and many others.
- **Student-Centric Engagement:**
The event promises fun, learning, and entrepreneurial exposure through creative food-based experiences.

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.

