



Deccan Education Society's
**NAVINCHANDRA MEHTA INSTITUTE OF
TECHNOLOGY AND DEVELOPMENT**

DES Mumbai Campus, Kirti College Road, Off- Veer Sawarkar Marg, Dadar (W), Mumbai-400 028.
Tel.: 022-62764582/83/84 | Website : www.nmitd.edu.in | E-mail : director.nmitd@despune.org

Approved by AICTE, DTE, and Affiliated to University of Mumbai.
NAAC Accredited : B++ | MCA Programme Accredited by NBA

A Report on
Prayas
E Cell Startup Stall Exhibition

At

DES's Navinchandra Mehta Institute of Technology and Development

Conducted by

The MCA and MMS departments

Introduction: The "Prayas" Startup Stall Exhibition was organized on March 7, 2024, by the E Cell committee of DES's NMITD to provide a platform for first-year MCA and MMS students to showcase their entrepreneurial ideas. The event featured a variety of stalls covering services from cloth rentals to customized products and digital marketing services.

This initiative allowed students to demonstrate their business acumen and innovation, contributing to a hands-on learning experience as part of their educational journey.

The objective of the Competition: The E-Cell Startup Stall Exhibition "Prayas" aimed to showcase various innovative student startups, offering them a platform to present their business ideas, engage with potential customers, increase brand awareness among college students, and gain real-world market experience and customer feedback.

Activity conduct and observations: Prayas commenced at 9:30 AM at DES's NMITD Campus featuring four stalls covering services from cloth rentals to customized products and digital marketing services.

Stalls Description:

1. **Stall Name: Zarento**

- **Startup: Cloth Renting Service**
- **Participants:** Aaditya Mourya, Anamay Potdar, Rushi Patil (MCA First Year Students)
- **Description:** This startup offers a platform for renting clothes, catering to people who seek affordable yet fashionable options for different occasions.



Mallya
In-Charge Director
DES'S NMITD



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2. Stall Name: Kalavant Production

- **Startup: Customized Clothes, Bags, Caps**
- **Participant: Hina Hate(MCA First Year Students)**
- **Description: Kalavant Production specializes in personalized clothing and accessories, including custom designs on clothes, bags, and caps.**

3. Stall Name: Food Stall

- **Participants: Riya Pawar and Aakansa Kathe (MMS First Year Students)**

4. Stall Name: Pine Media

- **Startup: Digital marketing service**
- **Participant: Shubham Bhausheb Patekar(MMS First Year Student)**
- **Description: Pine Media provides digital marketing services to help businesses enhance their online presence and reach a wider audience.**
- **Website: www.pinemedia.in**

Participants actively engaged with visitors, explaining their business models, product features, and services. This interaction provided valuable feedback and insights into customer preferences. The event provided insights into the preferences and needs of the target audience, especially college students. Startups learned valuable lessons in brand presentation and customer engagement, which will be beneficial for future endeavors.

Conclusion

The E-Cell Startup Stall Exhibition "Prayas" was a significant success, achieving its goals of promoting student entrepreneurship, offering practical business experience, and enhancing networking opportunities. The event not only showcased innovative ideas but also provided participants with the confidence and knowledge to pursue their entrepreneurial dreams.



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Photographs of the event:



Prepared by: Mrs.Monisa Rodrigues

Checked by: Dr. Girish Jadhav, Convener E-Cell Committee



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DECCAN EDUCATION SOCIETY'S
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PRESENTS



**E CELL STARTUP STALL EXHIBITION
PRAYAS**

Date: 7th March 2024
Time: 9.30 AM to 5.30 PM
Venue: DES's NMITD Campus

More Information

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In Charge Director
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