



Report of Meraki Pre-Incubation and Incubation Center

Meraki LinkedIn: [meraki-entrepreneurship-cell](#)

Meraki FB PAGE: [Meraki](#)

Meraki INSTAGRAM: [meraki.vivekcollege](#)

Meraki YOUTUBE: [Meraki Vivek college of commerce](#)

Prof. Incharge

Prof. Anuja Narvankar (Convenor of IIC)

Prof. Lubina Gonsalves (Asst. Prof. of BMS Department)

Mentor: - Daniyal Keshvani

General Manager: - Mehjabin Patel

Asst. General Manager - Saba Memon

Marketing & Communication Department

HOD – Vivek Vasanth & Sunil Maharana

MEMBERS - Sarah Creado, Madiha Shaikh, Alvin Mascreeen,
Vineet Machewar, Madhumita Elangovan.,

Administration & Finance Department

HOD – Satishkumar Kounder & Raveena Jain

MEMBERS – Vasanth Kumar Vadde, Alia Patel, Aswathy Vijaykumar, Ekta Mange.

Events & Operations Department

HOD – Oves Badra & Sriya Kirtikar

MEMBERS – Uttam Kandu, Tabitha Chiraboina, Deep Patel, Sanika Paradkar,
Sushila Pandey, Ryan Chettiar, Kevin Nixon, Vedant Ayre.

IT Department HOD

– Adarsh Mahto

MEMBERS – Riya Singh.

Coordination Department

HOD – Dhruv Poojary

MEMBERS – Namrata Patel, Parthiban Murugesan.

Our Vision and Mission.

Our Vision is to encourage college-level students to start their enterprise. There is a strong vision and dedication to achieve this aim and to carve out and nurture the potential of these students towards entrepreneurial instincts by providing them a platform for actualizing it.

Our Mission Create- Organizing workshops and lectures periodically to create awareness about entrepreneurship.

Motivate- Functioning as a guide for students with creative ideas which can be transformed into successful companies.

Mentor- Providing mentorship through an individual for students launching their start-ups.

Financial Planning Workshop

Date: 3rd July, 2021

Time: 4:00pm-5:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Ms. Nidhi Kothari (financial coach, HERMONEYTALKS)

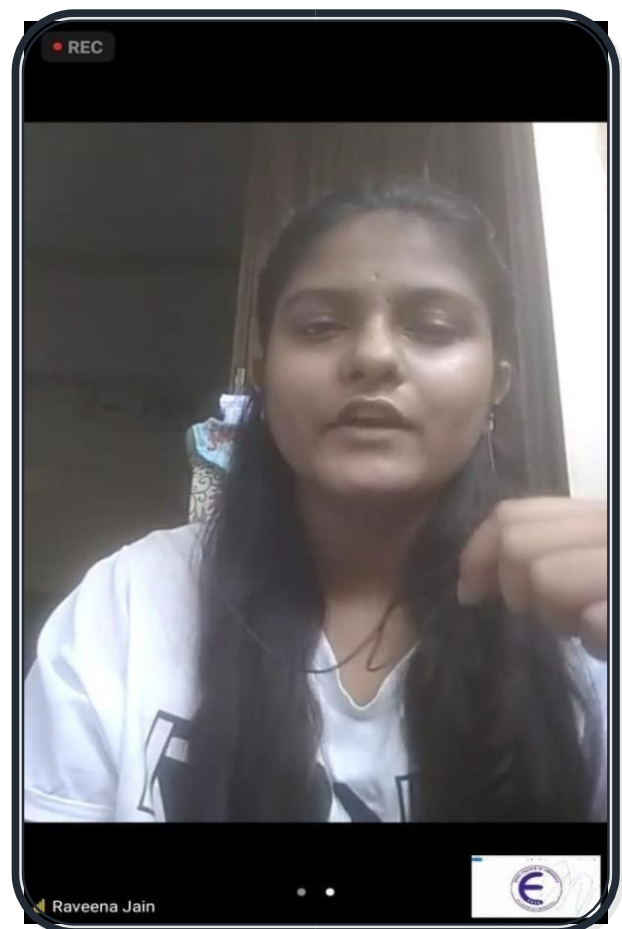
Platform: Zoom

No. of participants: 118

Objective: The main objective of this event was to give the students basic knowledge about financial planning.

The outcome of the Event: All the participants interacted with the speaker and got a very clear knowledge of financial planning.

Images



Tax Planning

Date: 4th July, 2021

Time: 12:00pm

Type of program: Webinar

Nature: College level

Speaker: Mr. Amith Gujarati (Financial trainer, HERMONEYTALKS)

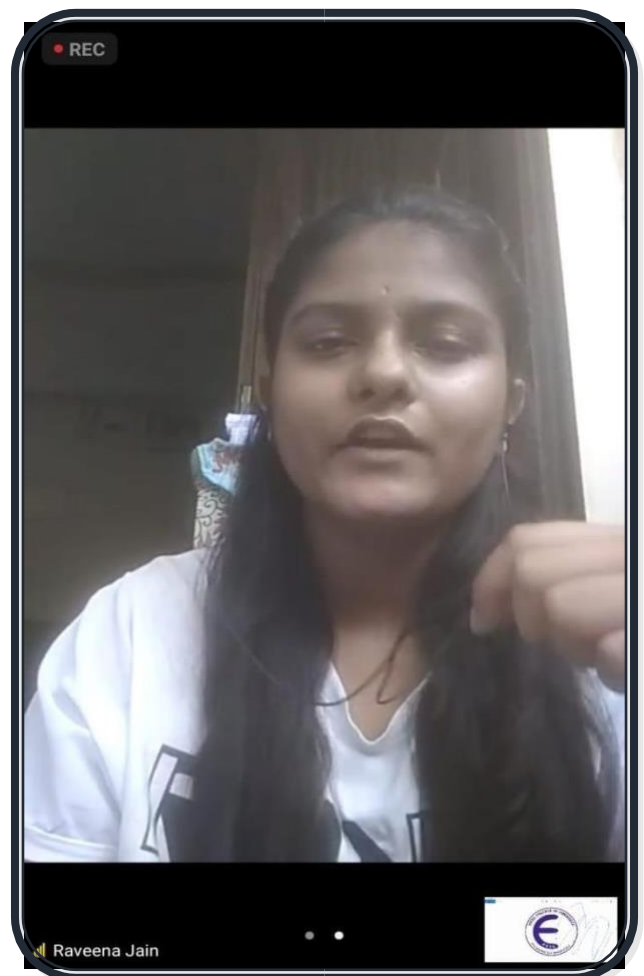
Platform: Zoom

No. of participants: 90

Objective: The main objective of this event was to give the students basic knowledge about tax planning.

The outcome of the Event: All the participants interacted with the speaker and got information about tax planning.

Images



Advertising Appeal

Date: 17th August, 2021

Time: 4:00pm-5:00pm

Type of program: Webinar

Nature: College level

Speaker: Prof. Manisha Naik (HOD of commerce department)

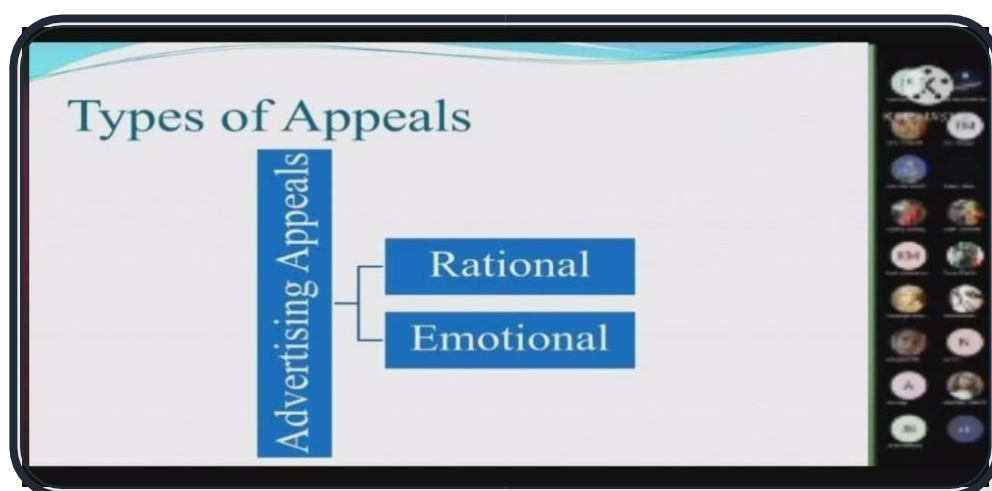
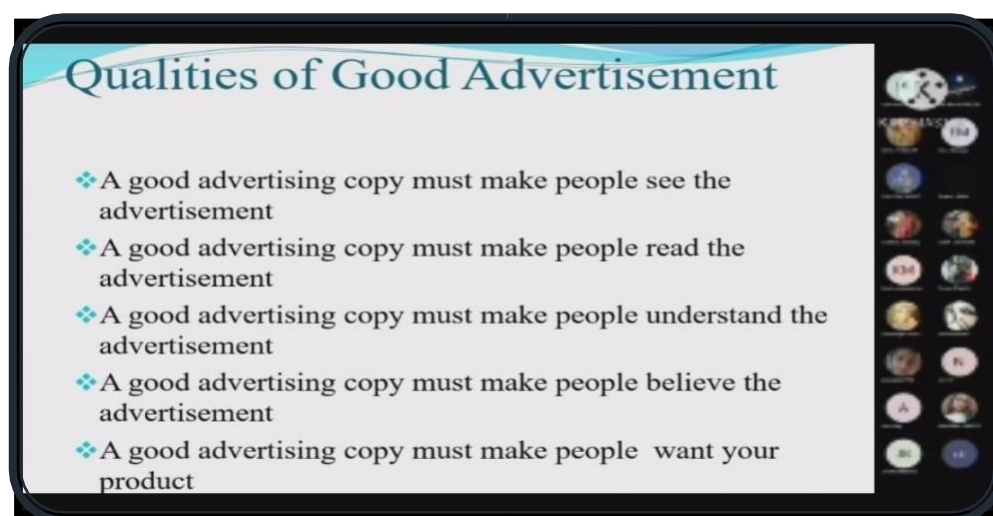
Platform: Zoom

No. of participants: 40

Objective: The main aim of the event was to give information about advertisements to the students and help them in creating one.

The outcome of the Event: All the participants gained a lot of knowledge about advertising and various forms of it. Participants understood the expertise for an effective advertisement.

Images



Freshman's Orientation

Date: 6th October, 2021

Time: 3:00pm

Type of program: Webinar

Nature: College level

Speaker: Prof. Lubina Gonsalves (Asst. Prof. of BMS Department)

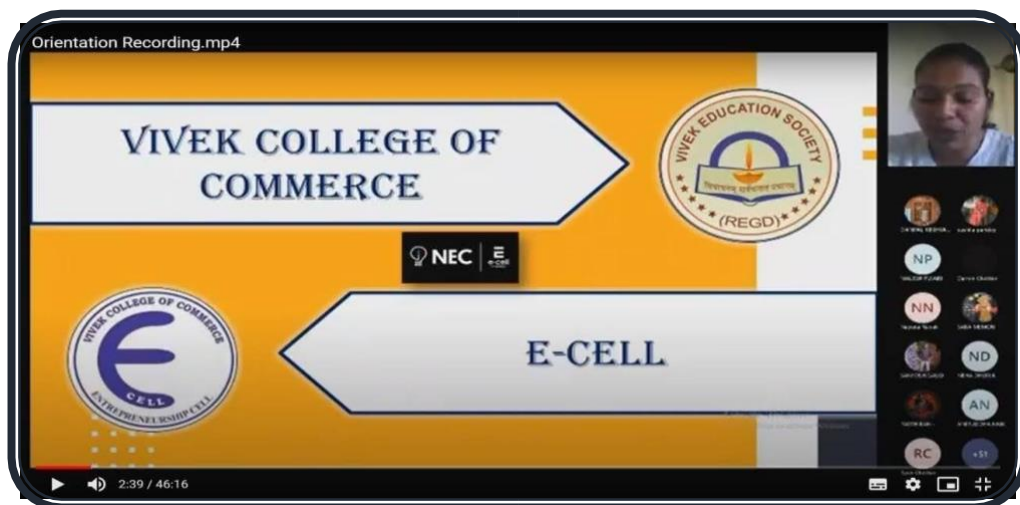
Platform: Microsoft Teams

No. of participants: 71

Objective: The main aim of this event was to introduce E- Cell to First-year students. And explain to them the working pattern of E-Cell.

The outcome of the Event: The students participated in huge numbers. All the participants understood the working pattern of E- Cell.

Images



What Is Entrepreneurship?

Date: 10th October, 2021

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Mr. Pratyush Kamal (Co-founder of Instibuddy)

Platform: Microsoft Teams

No. of participants: 47

Objective: The main aim of this session was to aspire students to be entrepreneurs.

The outcome of the Event: All the participants of the session gained basic knowledge about entrepreneurship and even got all the basic information about E- Cell, its work ethics, etc.

Images



Eureka Junior/ Session on Problem Solving and Ideation Workshop

Date: 20th October, 2021

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Ms. Prajakta Joshi (Founder and CEO of Pune Women Solo Travellers & T-Konnect Home & Stay)

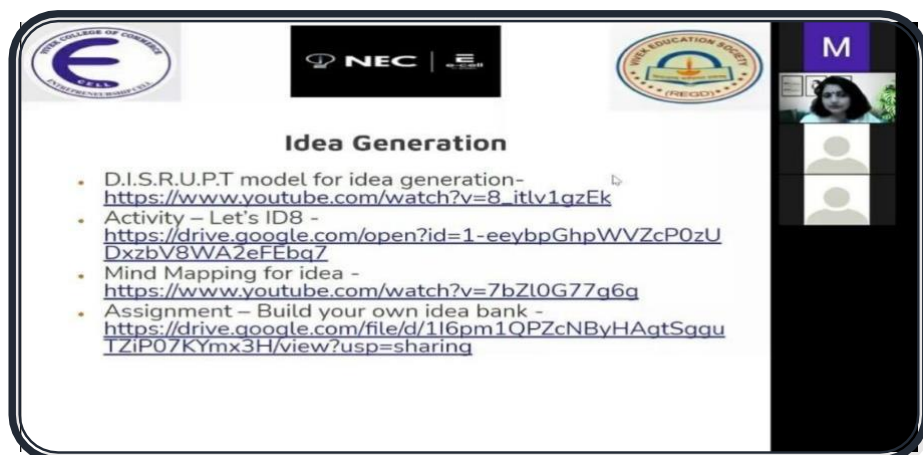
Platform: Zoom

No. of participants: 93

Objective: Eureka Junior is an initiative to promote entrepreneurship among the students of classes 6th to 12th. Through workshops, we guide them along with their startup journey.

The outcome of the Event: The participants got to know about the techniques and skills required for entrepreneurship. The concept of developing ideas for a startup was explained to them.

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SOCIAL MEDIA CHALLENGE

Date: 16th October, 2021 - 20th October, 2021

Type of program: Filmmaking

Nature: College level

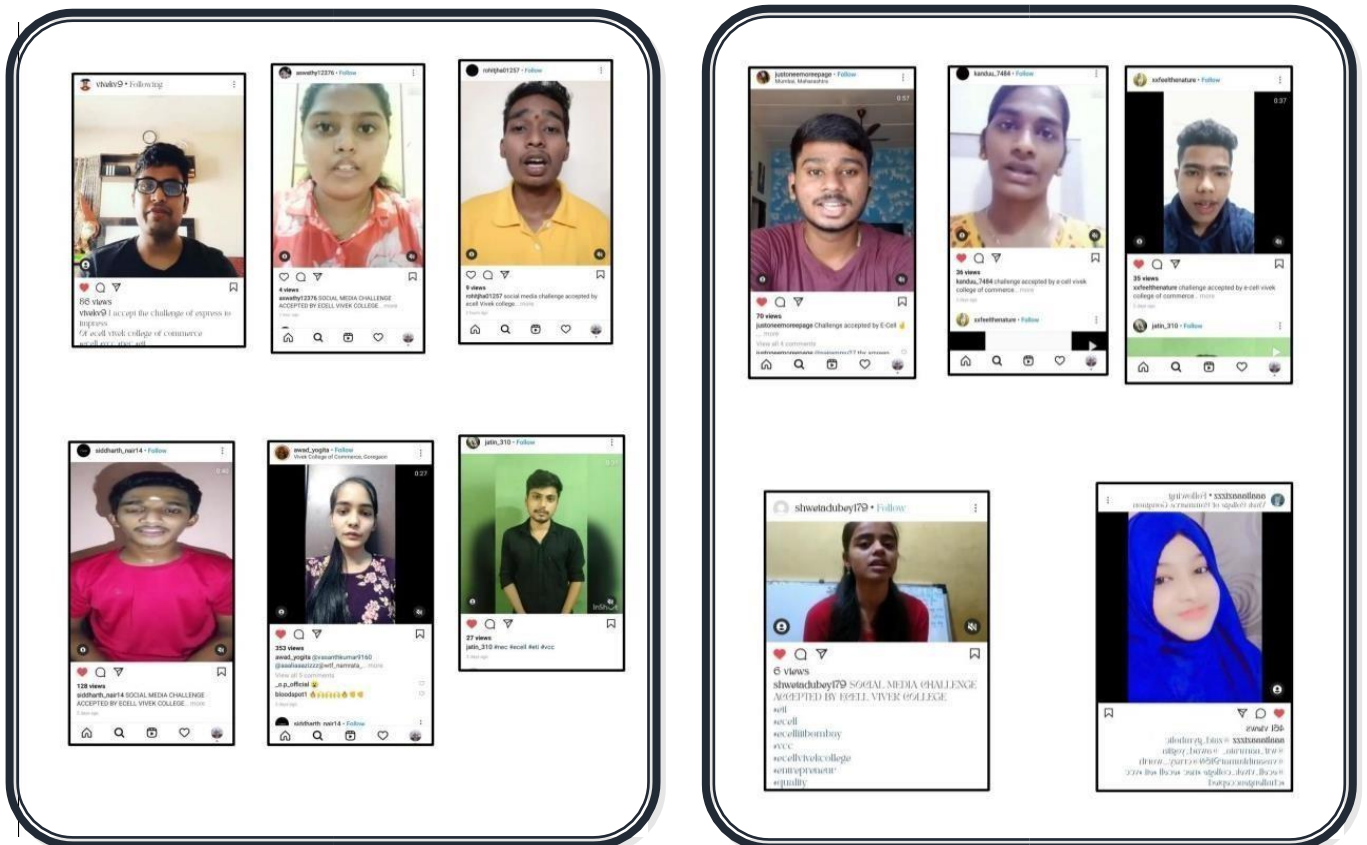
Platform: Social media platforms

No. of participants: 20

Objective: Express to Impress was a social media challenge given to all students. To showcase their creativeness by filming a video on their favourite entrepreneur, and their qualities.

The outcome of the Event: Many students participated in this event, and it was found that student's choices varied. Students created videos using images, animations, and transitions which attracted the viewers

Images



GROUP DISCUSSION ON PROBLEMS REGARDING ONLINE-OFFLINE LECTURES

Date: 20th November, 2021

Time: 5:00pm to 6:00pm

Type of program: Group discussion

Nature: College level

Speaker: -

Platform: Microsoft Teams

No. of participants: 20

Objective: The main aim of this event was to know what are the challenges faced by students due to the adjustment of online-offline balance. And to come out with a solution for these problems.

The outcome of the Event: Members explained all the problems that they are facing due to this adjustment of online-offline lectures. In the end, the group discussion concluded that either online lectures should be conducted or offline.

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A WEBINAR ON PITCHING AND BUSINESS MODEL CANVAS

Date: 27th November, 2021

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: Inter College level

Speaker: Mr. Rohan Ayyappa (Partner of DIA Healthcare)

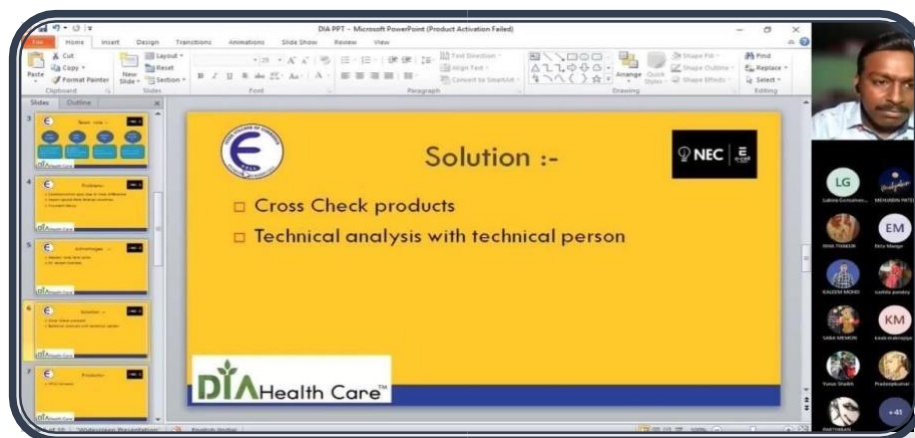
Platform: Microsoft Teams

No. of participants: 83

Objective: The main motive of this session was to unfold the process of starting up a business. To explain the required qualities and factors for starting up a business. And to throw light on the importance of pitching.

The outcome of the Event: The participants got a basic idea of how to start a business. And even the concept of pitching and its importance.

Images



A SESSION ON MOTIVATIONAL STORY BY SUCCESSFUL INNOVATOR

Date: 4th December, 2021

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: College level

Speaker: Mr. Amit Kothari (Founder of Labdox)

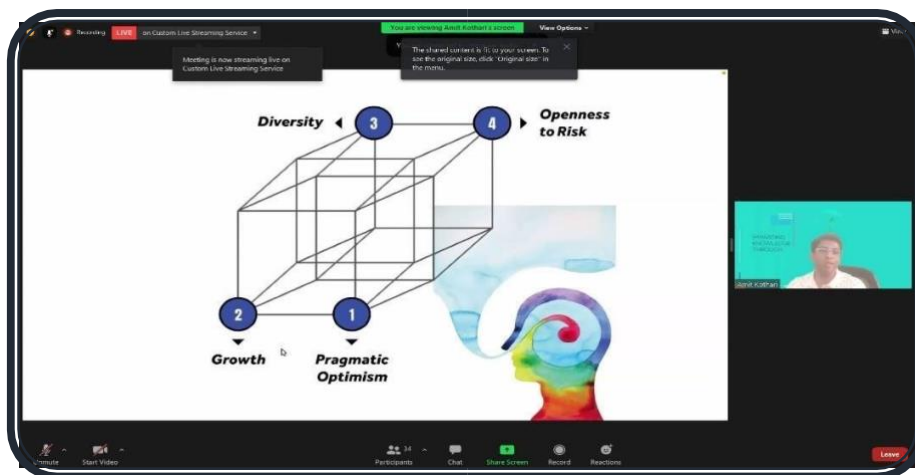
Platform: Zoom

No. of participants: 37

Objective: The main aim of this event was to motivate the students for entrepreneurship. And to help them to create an innovative mindset.

The outcome of the Event: This event was specifically conducted to motivate the students towards entrepreneurship. The participants received many tips from the speaker for developing an innovative type of mindset. Participants understood the difference between invention and innovation.

Images



A SESSION ON MOTIVATIONAL STORY BY SUCCESSFUL ENTREPRENEUR

Date: 11th December, 2021

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: College level

Speaker: Mr. Kisshhan Psv (Founder and CEO of H-BOTS)

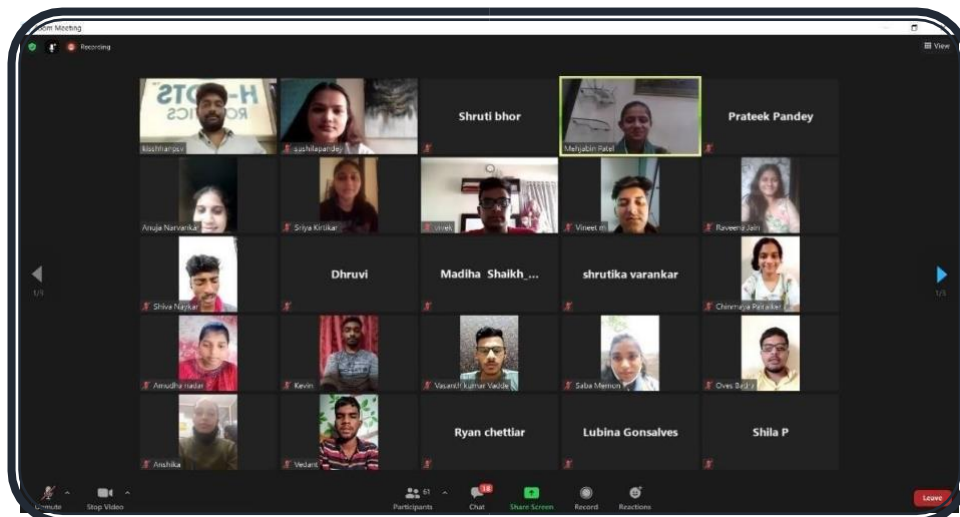
Platform: Zoom

No. of participants: 61

Objective: The main aim of this session was to motivate the students for entrepreneurship.

The outcome of the Event: All the participants were motivated through this session. The speaker presented himself as a live example before the participants and conveyed all the ups and downs faced by him during his entrepreneurial journey.

Images



WORKSHOP ON ENTREPRENEURSHIP AND INNOVATOR AS CAREER OPPORTUNITY

Date: 18th December, 2021

Time: 4:00pm-5:00pm

Type of program: Webinar

Nature: College level

Speaker: Prof. Omkar Pandharkame (CEO of Bhyee.io)

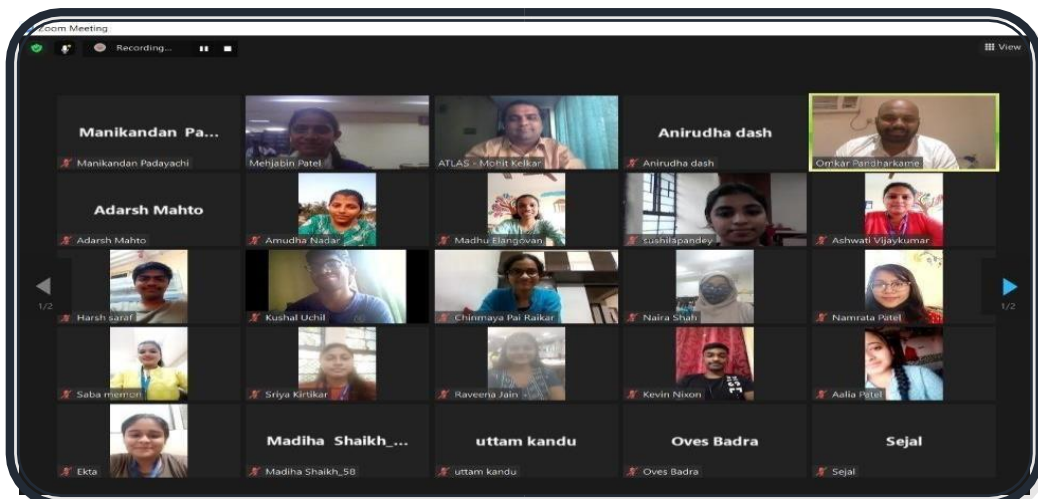
Platform: Zoom

No. of participants: 50

Objective: The main aim of this session was to explain to the students how entrepreneurship and innovation can be a great career option.

The outcome of the Event: All the participants got a lot of knowledge about entrepreneurship from the speaker. The participants got their doubts cleared about entrepreneurship and innovation.

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INAUGURATION CEREMONY OF MERAKI ENTREPRENEURSHIP CELL PRE-INCUBATION AND INCUBATION CENTER

Date: 20th December, 2021

Time: 10:00 a.m. to 2:30 p.m.

Type of program: Inauguration of Meraki Pre-Incubation and Incubation Center

Nature: College level

Chief Guest: - Yashwant Shitole (President of MITSC) &
Prajakta Joshi (Founder of AWEC foundation)

Venue: Auditorium

Objective: The main objective of this event was to start an Incubation Center and to felicitate HOD's and members.

The outcome of the Event: All the participants got a lot of knowledge about entrepreneurship from the speaker. The participants got their doubts cleared about entrepreneurship and innovation.

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PARTICIPATION IN NAAC

Date: 30th and 31st December, 2021

Time: 10:00 a.m.

Venue: Vivek College of Commerce.

Objective: The main objective of the event was to participate in NAAC.

The outcome: - Merakians presented a short ppt on Meraki Pre-Incubation and Incubation center and its activities which were liked by the NAAC members. Our young entrepreneur Sriya Kirthikar who runs her bakery business bought a cake that was enjoyed by NAAC members.

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MENTORS MEET

Date: 22nd January, 2022

Time: 3:00pm to 4:00pm

Type of program: Webinar

Nature: College level

Speaker: Ms. Insiya Selmawala (Owner of Chocolate Konnection)

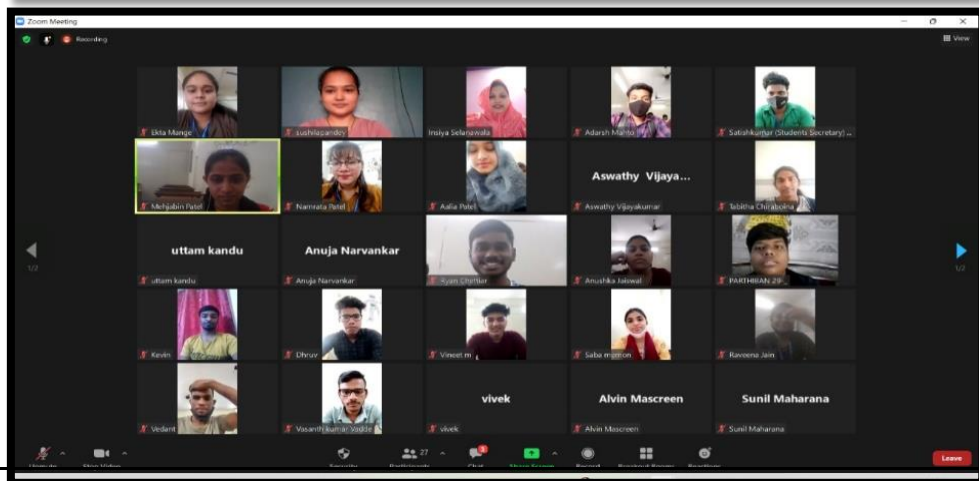
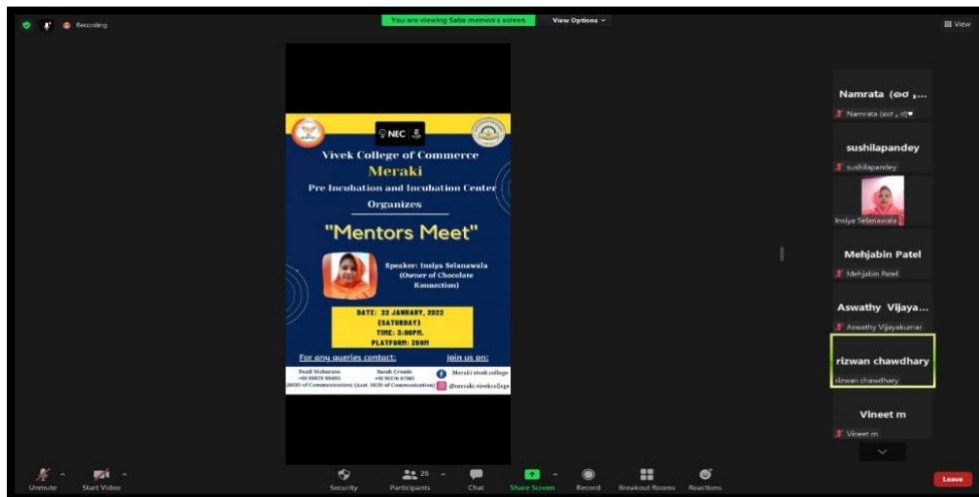
Platform: Zoom

No. of participants: 31

Objective: The main aim of this session was to get some advice and knowledge to have a startup.

The outcome of the Event: All the participants got to know about Ms. Insiya's startup journey. Participants asked a few questions and got their doubts cleared.

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VOTER ID DRIVE

Date: 25th January, 2022 & 27th January, 2022.

Time: 10:00 a.m. to 5:00 p.m. (For both days).

Type of program: Voter ID Drive

Nature: General

Venue: Vivek College of Commerce B-Com. Lab (Ground floor), Vivek College Road, Goregoan (West), Mumbai-104.

Objective: The main objective of the event was to register citizens on the Government site for Voter ID.

Total number of registrations: 169

The outcome of the drive: - Importance of voter ID was propagated and made aware to those citizens who never had their IDs. Meraki took the initiative for registering citizens on the government website.

Images



EXTEMPORE EXPLORATION

Date: 31st January, 2022

Time: 3:00pm to 4:30pm

Platform: Microsoft Teams

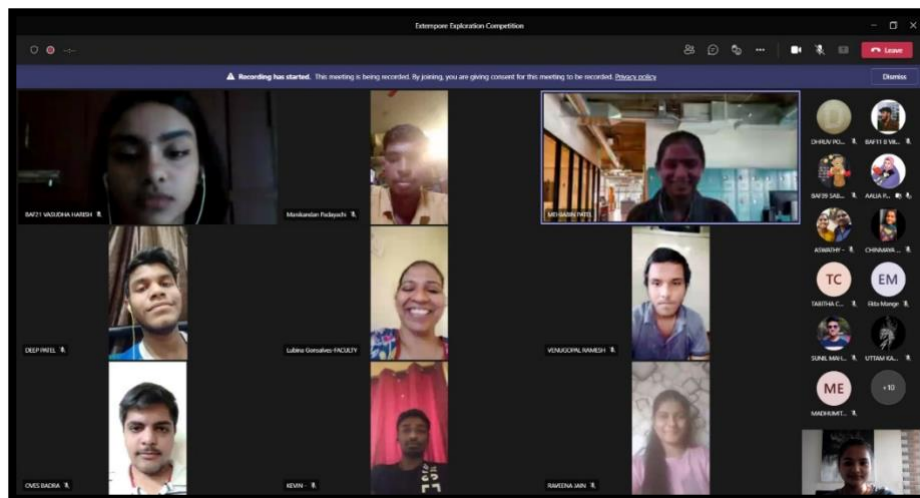
Type of program: Extempore

Nature: College level

Objective: The main aim of the competition was to encourage students to think out of the box and develop their communication skills.

The outcome of the drive: The extempore was conducted very well. 4 groups participated which consisted of 2 members. They were given different topics. The winners for extempore exploration were Vasudha Harish and Vittal Balaji.

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NATIONAL ENTREPRENEURSHIP CHALLENGE, IIT BOMBAY FINALS

Date: 5th February to 6th February, 2022

Time: 9:00 a.m. to 5:30 a.m.

Platform: Google meet.

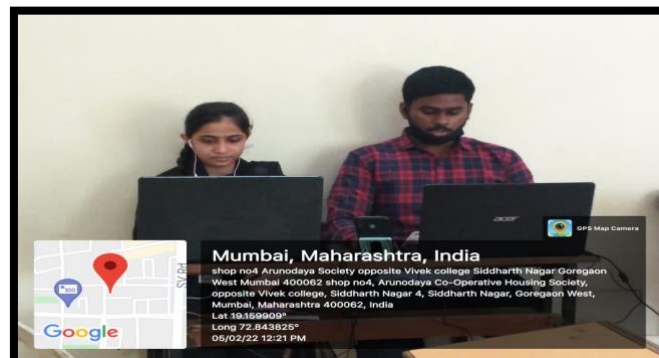
Type of program: NEC Finals

Nature: National Entrepreneurship Challenge

Objective: The main objective of this event was to participate in NEC finals and to showcase our pitching and entrepreneurship skills.

The outcome of the session: - Merakians participated in NEC finals and won the 2nd prize. Merakians got a chance to showcase their skills and got a few tips for their skill improvement.

Images



GOOD TO GREAT MANAGEMENT GAMES

Date: 8th February, 2022

Time: 11:00 a.m. to 12:00 a.m.

Venue: Room 52, Vivek College of Commerce.

Type of program: Games

Nature: College level

Objective: The main objective of this event was to explain various aspects of management to the students, with the help of innovative games.

The outcome of the session: - All the students enjoyed a lot and participated enthusiastically in all the games and learned about various tips and aspects of management.

Images



REPORT ON ACHIEVING PROBLEM SOLUTION FIT & PRODUCT-MARKET FIT

Date: 18th February, 2022

Time: 9:00 a.m. to 12:30 p.m.

Venue: Canteen area of Vivek College of Commerce.

Type of program: Survey

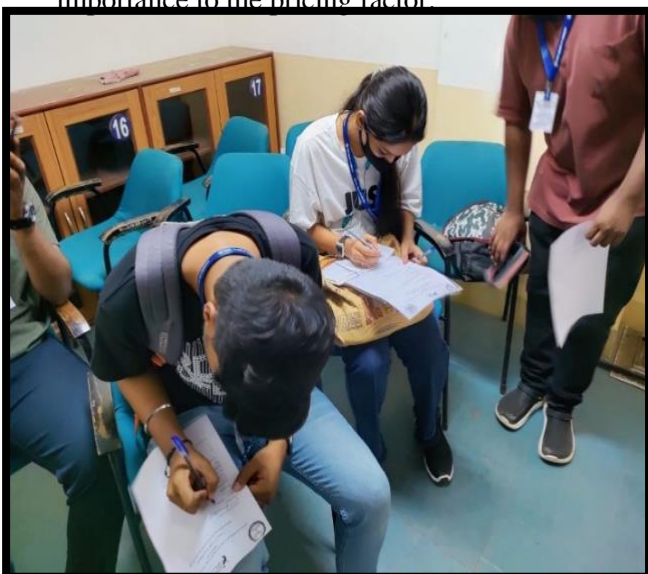
No. of surveys taken: 128

Objective: The main objective of this event was to conduct a survey for analysing student's opinions and choices on different food products and their pricing.

Analysis of the Survey:

- ❖ The following analysis was observed after the survey
 1. Most of the products were liked by the customers.
 2. Many of the customers gave us a good review about our food products.
 3. Customers gave a rating between 3 to 5 stars for our food products.
 4. Pricing of the product was satisfactory for them, and they even recommended our products to their friends.
 5. It was also observed that the event related to the food product was a success and it encouraged our students to conduct such type of survey, where they were able to understand what the customer expected from the product.

The outcome of the survey: According to the survey people have huge variations in their choices and preferences. Some are very much concerned about the pricing and others didn't give so much importance to the pricing factor.



ACTIVITY ON ENTREPRENEURSHIP SKILL, ATTITUDE & BEHAVIOUR DEVELOPMENT

Date: 28th February, 2022

Time: 9:30 a.m.

Venue: Auditorium, Vivek College of Commerce.

Type of program: Paper Presentation

Participants: 14 groups, each group consisted of 5 members.

Nature: College level

Objective: The main objective of this event was to explore and travel the world of research. Various topics for research were chosen by the students and this will also help the students to develop their presentation skills and learn to be the budding entrepreneurs in the future.

The outcome of the session: - All the participants got a basic piece of knowledge that how to do research on a given topic and present it. Students commented that this activity was very helpful in building their confidence.

Images



SESSION ON INTELLECTUAL PROPERTY RIGHTS

Date: 04th March, 2022

Time: 11:20 p.m. to 12:25 a.m.

Venue: Webex

Type of program: Webinar

Speaker: Dr. Bharat Kumar (M.Sc, Ph.D. Chemistry IIT BHU)

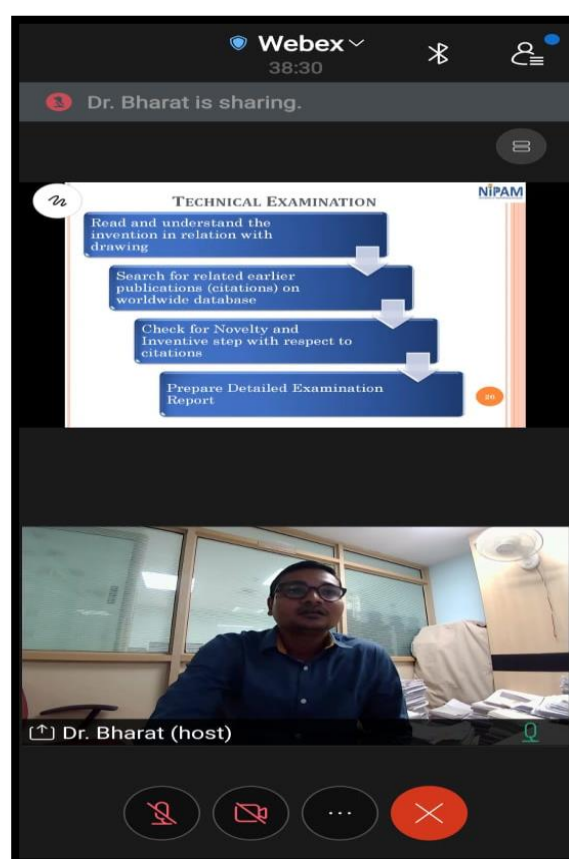
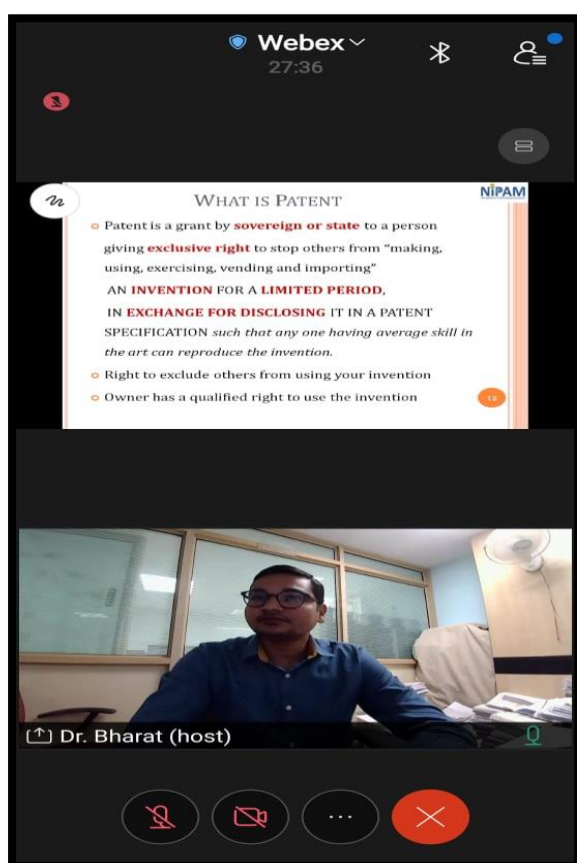
Attendees: 45

Nature: College level

Objective: The main objective of the webinar was to give a piece of brief information about IPR (Intellectual property rights) to students and to make them aware of the facts of the IPR.

The outcome of the session: - Through this session, many students got to know about IPR and its importance in the corporate world. The various unknown facts and uses of IPR were revealed.

Images of the session



INCUBATION CENTER VISIT

(K.J. SOMAIYA)

Date: 28th February, 2022

Time: 11:00 a.m. to 4:00 p.m.

Venue: KJ Somaiya College. Vidyanagar, Vidya Vihar East, Ghatopar East, Mumbai 400077.

Type of program: Field visit

Total No. of Merakians: 15

Objective: The main objective of the event was to get information about the working style of this incubation center and to know about the activities which they undertake.

The outcome of the visit: - Merakians got basic knowledge about the working of an incubation center. Merakians observed a huge variety of inventions, machinery, and products that will be useful for an incubation center. Merakians learned a lot about idea generation and how to maintain an incubation center. Merakians enjoyed and expect more future visits.

Images of the Field visit



ANNUAL FEST

Date: 28th March, 2022

Time: 9:00 a.m. to 3:00 p.m.

Venue: Canteen area, Vivek College of Commerce.

Type of program: Fest

Total No. of stalls: 11

Objective: The event's main objective was to promote small-scale business and encourage students to exhibit their entrepreneurship skills which they developed throughout the year by setting up stalls for the exhibition.

The outcome of the fest: - The entire event was successfully organized. It was found that students applied all that they experienced throughout the year like management skills, marketing and pitching skills, etc. It was found that the events conducted by Meraki Pre-Incubation and Incubation center throughout the year helped the students to develop numerous skills.

Images of the Annual Fest



WEBINAR ON FARMING AND FARMER'S JOURNEY

Saturday, 23rd April 2022

Name of College: Vivek College of Commerce

Event: World Earth Day

Date: 22nd April, 2022

Time: 10:30 a.m. to 11:30 a.m.

Organized by: Meraki Pre-Incubation and Incubation Center.

Platform: Zoom

Name of Faculty organizing: Prof Anuja Narvankar & Prof Lubina Gonsalves

Type of program: Webinar

Speaker: Mr. Sushil Shelke Co-founder of Agrifood Tech Pvt. Ltd.

Organized for: Students of all age groups

Objective: The main objective of this session was to give the students a piece of knowledge about farming and farmer's life.

The outcome of the Event: All the participants got to know about various innovation done in farming and ways to protect and conserve soil. A short discussion was done on sustainable energy. Participants understood the importance of soil in farming.

Images of the webinar



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AGRIFOOD TECH

PRIVATE LIMITED

Vivek College of Commerce
Meraki Pre- Incubation and Incubation Center

SUSHIL SHELKE
Founder / Chief Executive Officer

G NO. 262, BILDA, AURANGABAD, MAHARASHTRA, INDIA
agrifoodtechs@gmail.com | +91- 8087146654




AGRIFOOD TECH
Sushil Shelke's screen

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Sustainability Checklist

- ### 1 Education on Sustainability

Design a Sustainability Plan and educate employees on the goals and objectives. Encourage participation from them in order to drive the message into company culture
- ### 2 Aim to Lower Carbon Emissions

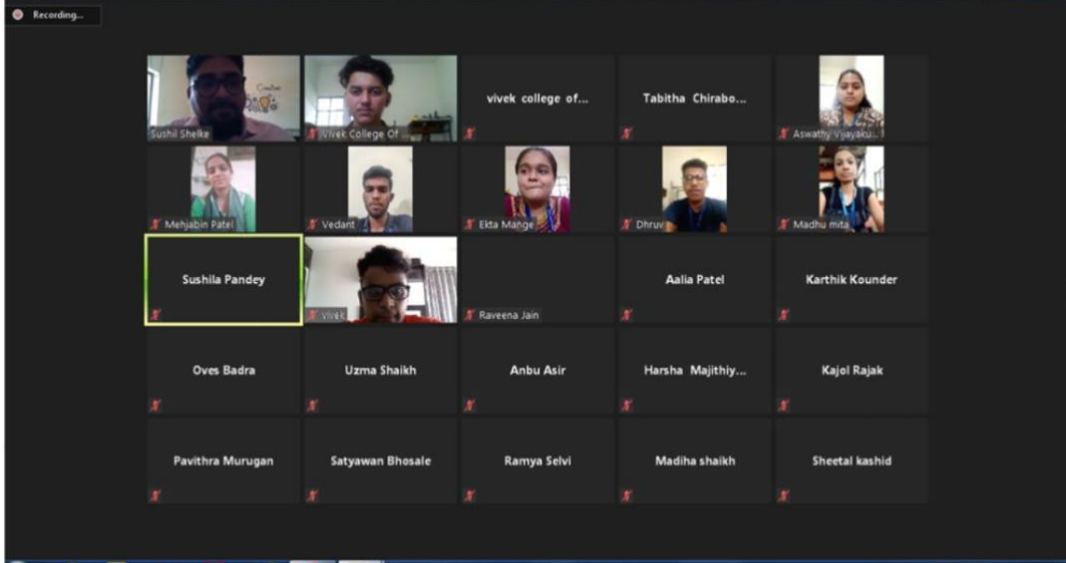
Currently the Innovation promotes lower usage of biomass for steam generation in comparison to the traditional machine
- ### 3 Monitor & Improve Electricity Usage

The Innovation has several continuous operational machine that are manually monitored. In near future we intend to implement programmable logic controller automation system in order to help achieve on the energy efficiency goals
- ### 4 Inform Consumers

We have applied for the UN Sustainable Development Goals. We will be designing a plan to meet our sustainability goals and will educate consumers through special marketing awareness campaigns.

Sushil Shelke's screen

Recording...



Sushil Shelke	Vivek College Of Commerce	vivek college of...	Tabitha Chirabo...	Aswathy Vijayaku...
Mehjabin Patel	Vedant	Elta Mange	Dhruv	Madhu mita
Sushila Pandey	Vivek	Raveena Jain	Aalia Patel	Karthik Kounder
Oves Badra	Uzma Shaikh	Anbu Asir	Harsha Majithy...	Kajol Rajak
Pavithra Murugan	Satyawan Bhosale	Ramya Selvi	Madiha shaikh	Sheetal kashid

11:18 AM