



ಪಿಇಎಸ್ ಇನ್ ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ
ಎನ್ ಹೆಚ್ - 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204



PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
Affiliated to Kuvempu University, Recognized by Govt. of Karnataka
NH - 206, Sagar Road, Shivamogga - 577 204

Ph. : 8147053085 / 8147053084
Email: principaliams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: <http://pestrust.edu.in/pesiams>
AISHE Code: C - 17806

07-03-2024

PG Department of Commerce

SANKALPA FORUM

Report on Prasiddhi – Students Presentation on Interview of Successful innovative
Entrepreneurs in Shivamogga Districts

Prerana Educational and Social Trust
PES Institute of Advanced Management Studies
NH-206, Sagar Road, Shivamogga, Karnataka

PG Department of Commerce
Sankalpa Forum in Association with IQAC
Organizes

Prasiddhi

Student Presentations on
Interviews of Successful Innovative Entrepreneurs In Shivamogga District

"Success Is Within Your Reach"

The Detailing Mafra Automobile Industry	Akl Industries Manufacturing	Amrith Noni Herbal & Ayurvedic	Matka Chai Food & Beverages	7th Heaven Baking Industry

7 March 2024 10:00AM

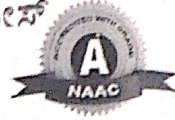
"PES Institute of Advanced Management Studies, in collaboration with the IQAC, organized a unique program named 'Prasiddhi.' The program aimed to foster an entrepreneurial mind-set among students by showcasing interviews with successful innovative entrepreneurs in the Shivamogga district. The initiative sought to bridge the gap between academic learning and practical application. First-year M.Com students were grouped into five teams, each tasked with selecting and studying innovative businesses in Shivamogga.





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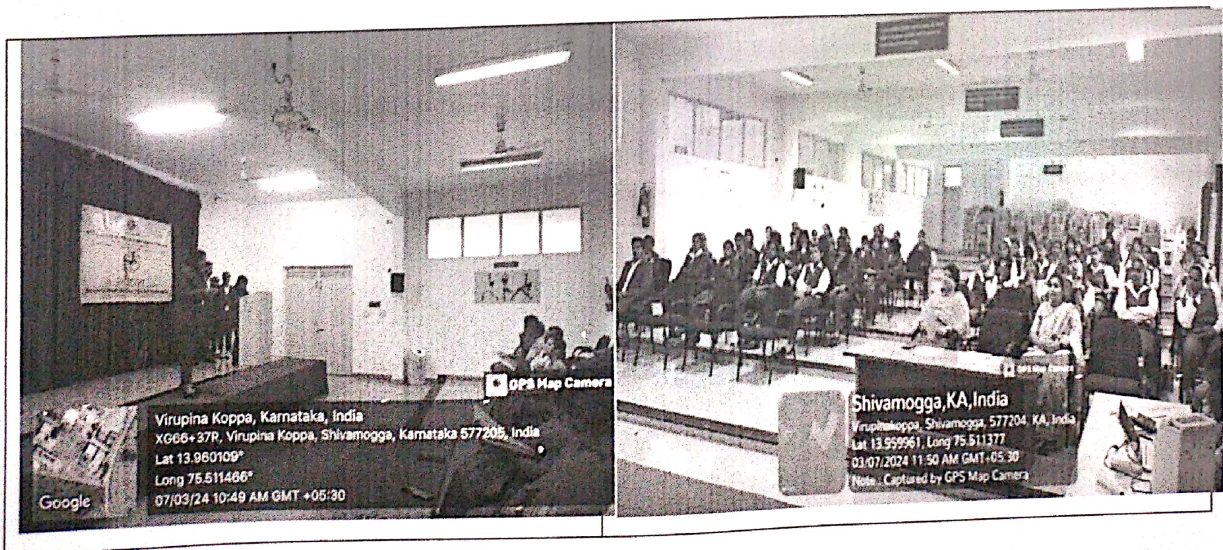
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Objectives of the program:

- ✦ Inculcate an entrepreneurial mind-set among students.
- ✦ Provide practical insights by interviewing successful entrepreneurs.
- ✦ Bridge the gap between academic knowledge and real-world business practices.
- ✦ Encourage students to explore innovative business opportunities within the local community.

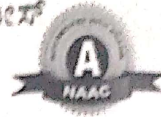
OVERVIEW:

Team No. 1: The Detailing Mafia, a thriving business in Shivamogga district. The team meticulously covered various aspects including general information about the business, its introduction, required investment, price quotes, monthly income and expenses, as well as efficient methods for managing accounts. Additionally, they delved into understanding customer mind-set, offered services such as paint protection film, ceramic coating, car/bike detailing, and various wash services like ceramic wash and steam wash. Furthermore, they discussed the benefits of ceramic coating, car sanitization, and outlined effective marketing strategies, thus providing a comprehensive understanding of the business model





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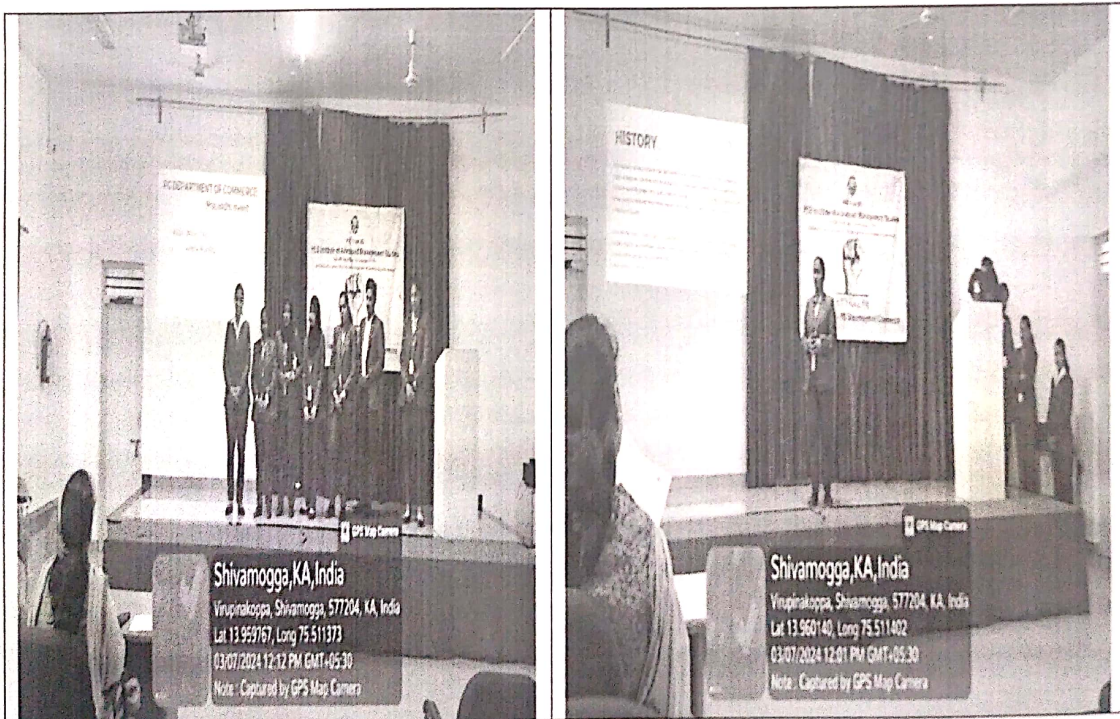


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 pesiams@pestrust.edu.in

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Team No. 2 showcased the success story of Akhil Industries Areca Plate, shedding light on the journey of this innovative venture. Beginning with an introduction to Areca Plates and the history of Akhil Industry, the team navigated through aspects such as investments, labour management, and the challenges faced. They elucidated the manufacturing process of Areca Leaf Plates, discussed its benefits, types, sizes, and prices. Moreover, they provided a well-rounded conclusion, encapsulating the significance and potential of this eco-friendly alternative to plastic.





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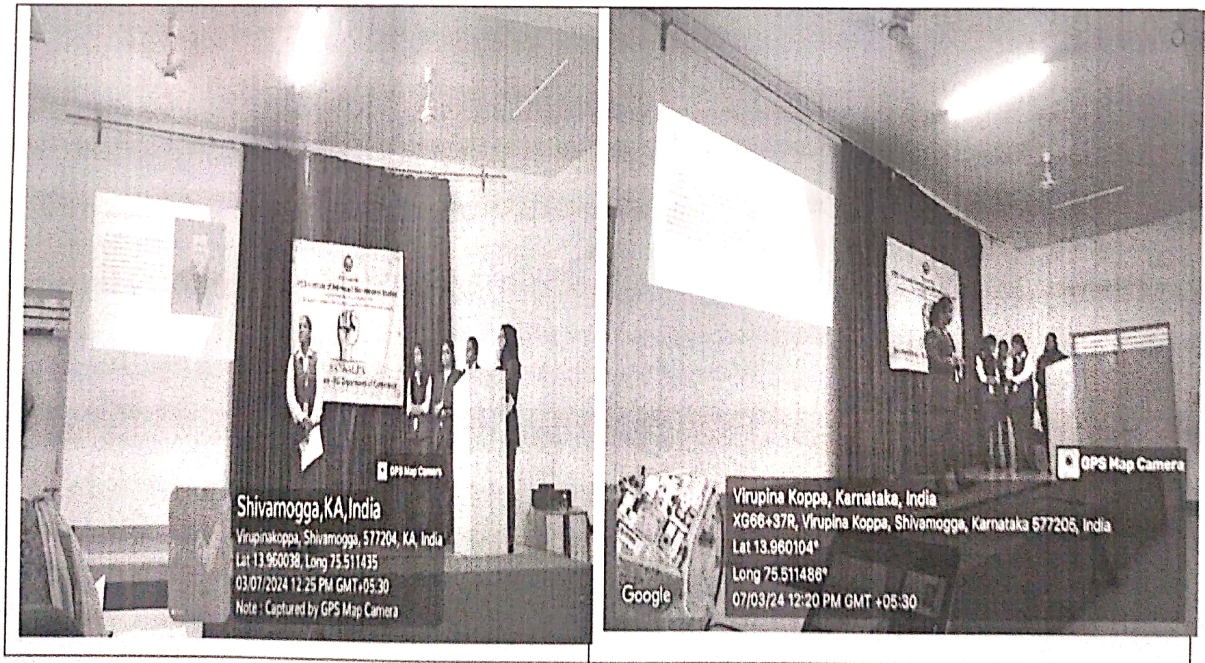
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Team No. 3 presented an intriguing narrative on Amrutha Noni, a product deeply rooted in the traditions of the region. Their presentation encompassed the introduction and historical significance of the miracle fruit Noni, insights into the directors behind Amrutha Noni, and the various products offered, particularly focusing on Amrith Noni Power Plus. Additionally, they highlighted the Noni Growers Association in Shimoga; awards received by Amrutha Noni, and provided a summary of their marketing strategies, painting a vivid picture of the brand's journey and impact.



Shivamogga, KA, India
Virupinokoppa, Shivamogga, 577204, KA, India
Lat: 13.960038, Long 75.511435
03/07/2024 12:25 PM GMT+05:30
Note: Captured by GPS Map Camera

Virupina Koppa, Karnataka, India
XG66+37R, Virupina Koppa, Shivamogga, Karnataka 577205, India
Lat 13.960104°
Long 75.511486°
07/03/24 12:20 PM GMT +05:30





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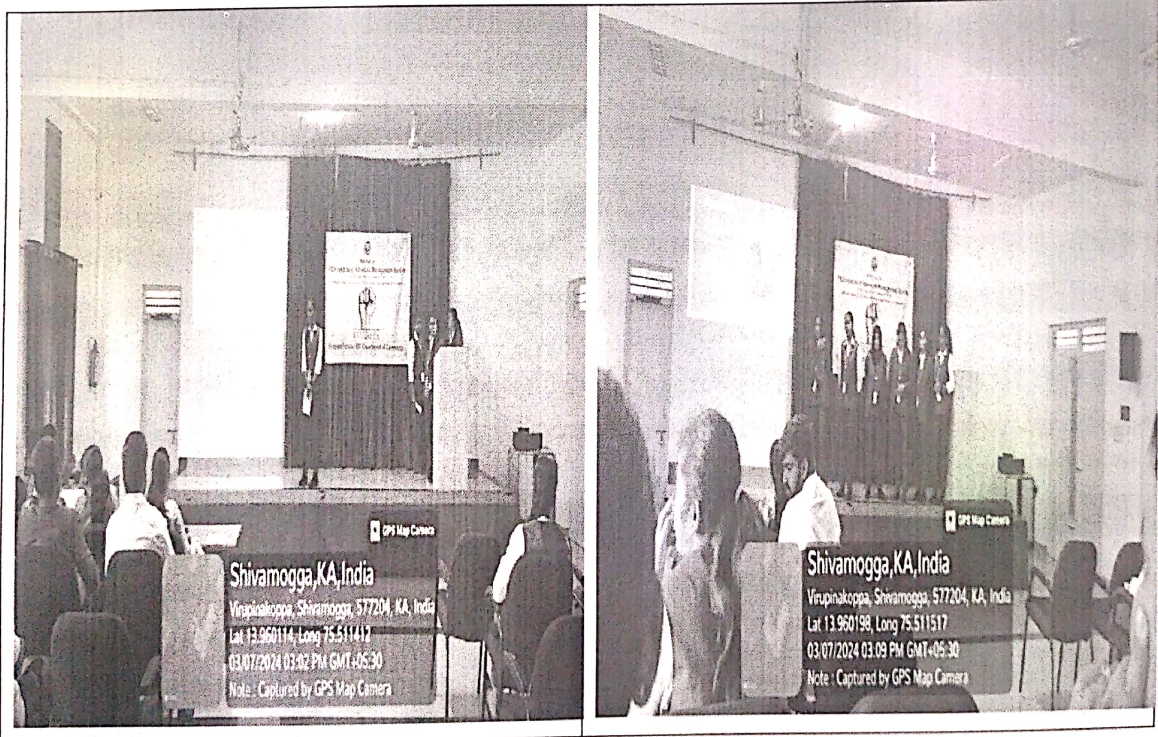


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Team No. 4 brought forth the story of Matka Chai, a unique business venture centered on traditional Indian beverages. Beginning with an introduction to the founder and the business, they articulated the mission and vision, along with the menu offerings of Matka Chai and Coffee. The team elaborated on their target customer base, keys to success, financial aspects, and conducted a SWOT analysis. Furthermore, they shared personal feedback and customer reviews, offering valuable insights into the business's growth trajectory and future prospects.





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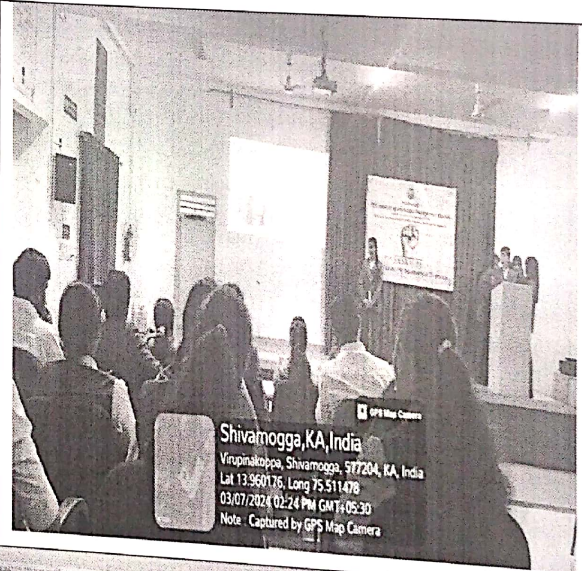
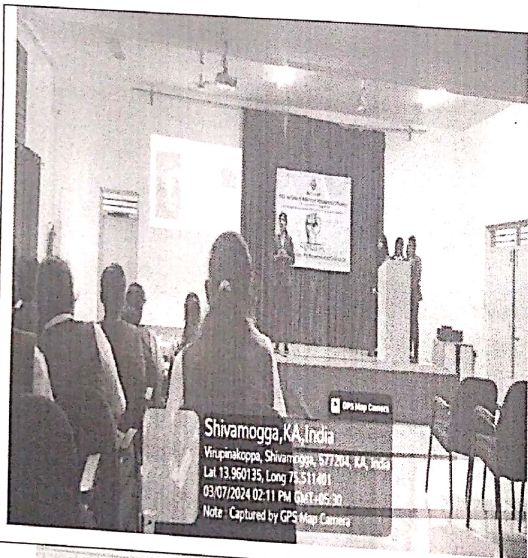


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Team No. 5 recounted the remarkable journey of 7th Heaven Cake Shop, a household name in the bakery industry. They explored the market landscape of bakeries, emphasizing the ingredients essential for success. The team traced the evolution of 7th Heaven from an online business to India's largest and most distributed bakery chain, highlighting the recipe for their profitability. Additionally, they discussed the platforms on which 7th Heaven is listed, concluding with an acknowledgment of their enduring impact on the bakery sector.



Forum Coordinator
 7/03/2024

Coordinator
 07-03-2024

Principal
 07/03/24

PES Institute of Advanced Management Studies
 NH-206, Sagar Road, SHIVAMOGGA-577 204.



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pesiams@pestrust.edu.in

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AISHE Code: C - 17806

Date: 07/03/2024

PG Department of Commerce

I M.Com Attendance for Prasiddhi presentation

Sl.No	Reg. No.	Name of the student	Signature
1	P06PE23C012001	BIBI FATHIMA	
2	P06PE23C012002	KEHKASHAN KHANUM	
3	P06PE23C012003	ANUSHA P V	
4	P06PE23C012004	TEJASWINI E V	
5	P06PE23C012005	SANDY K J	
6	P06PE23C012007	SURYA VENKATESH	
7	P06PE23C012008	BHOOMIKA V N	
8	P06PE23C012009	SARIKA S	
9	P06PE23C012010	ALIYA MUSKAN	
10	P06PE23C012011	SHARIBA TASNEEM NOOR	
11	P06PE23C012013	AFREENA B	
12	P06PE23C012014	AMRUTHA B	
13	P06PE23C012015	NIKHITHA H S	
14	P06PE23C012016	RUMANA TAHZAIN	



15	P06PE23C012017	SHIZAN NAZIRA	Shizan Nazira
16	P06PE23C012018	MOHAMMED SHAID	Shahid
17	P06PE23C012019	SYEDA AYESHA SIDDIQHA	Ayasha
18	P06PE23C012020	BHOOMIKA B S	Bhoomika B.S.
19	P06PE23C012021	SNEHA K S	Sneha K.S.
20	P06PE23C012022	ANUSHA P M	Anusha P.M.
21	P06PE23C012023	DEEPIKA R	Deepika R.
22	P06PE23C012024	DIVYA T N	Divya T.N.
23	P06PE23C012025	FOUZIYA	Fouziya
24	P06PE23C012026	HAFIZA NOORAIN	Noorain
25	P06PE23C012027	RUDRESH K	Rudresh.k
26	P06PE23C012028	SNEHA A	Sneha A
27	P06PE23C012029	VARSHINI N	Varshini N
28	P06PE23C012030	NAMITHA K R	Namitha K.R.
29	P06PE23C012031	POORVIKA D S	Poorvika
30	P06PE23C012032	SUKESH R	Suresh
31	P06PE23C012033	RAKSHITHA S	Rakshithas
32	P06PE23C012034	SINCHANA K U	



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Sl.No	Reg. No.	Name of the student	Signature
1.	P06PE22C012001	RAKSHITHA T G	Rakshitha T G
2.	P06PE22C012003	SHIKHA K SHETTY	Shikha K Shetty
3.	P06PE22C012004	AISHWARYA S S	Aishwarya S S
4.	P06PE22C012005	M S HARSHITHA	Harshitha M
5.	P06PE22C012006	PREETHI H B	Preethi H.B
6.	P06PE22C012007	USHA D U	Usha D U
7.	P06PE22C012010	NIVYA K NAIK	Nivya K Naik
8.	P06PE22C012011	NIMRA NAZEEN	Nimra
9.	P06PE22C012012	CHANDANA U C	Chandana
10.	P06PE22C012013	SIMRAN SHUHAB S	Simran
11.	P06PE22C012014	RUZAINA BADAR	Ruzaina Badar
12.	P06PE22C012016	SHAHZADBI Z KHAZI	Shahzadbi Z Khazi
13.	P06PE22C012017	SIMRAN A JAMKHANI	Simran A Jamkhani
14.	P06PE22C012019	SONIYA PATEL S	Soniya Patel S
15.	P06PE22C012020	SHWETHA M	Shwetha M
16.	P06PE22C012021	MUSKAN MATHEEN	Muskan Matheen
17.	P06PE22C012022	SHAGUFTA NAAZ	Shagufta Naaz
18.	P06PE22C012023	DEEPASHREE	Deepashree
19.	P06PE22C012024	SAHANA K	Sahana K
20.	P06PE22C012025	SNEHA G	Sneha G





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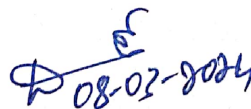
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2.	P06PE22C012003	SHIKHA K SHETTY	<i>Shikha</i>
3.	P06PE22C012004	AISHWARYA S S	<i>Aishwarya. S. S</i>
4.	P06PE22C012005	M S HARSHITHA	<i>Harshitha</i>
5.	P06PE22C012006	PREETHI H B	<i>Preethi H.B</i>
6.	P06PE22C012007	USHA D U	<i>Usha D U</i>
7.	P06PE22C012010	NIVYA K NAIK	<i>Nivya</i>
8.	P06PE22C012011	NIMRA NAZEEN	<i>Nimra</i>
9.	P06PE22C012012	CHANDANA U C	<i>Chandana</i>
10.	P06PE22C012013	SIMRAN SHUHAB S	<i>Simran</i>
11.	P06PE22C012014	RUZAINA BADAR	<i>Ruzaina</i>
12.	P06PE22C012016	SHAHZADBI Z KHAZI	-
13.	P06PE22C012017	SIMRAN A JAMKHANI	-
14.	P06PE22C012019	SONIYA PATEL S	<i>Soniya Patel S.</i>
15.	P06PE22C012020	SHWETHA M	<i>Shwetha</i>
16.	P06PE22C012021	MUSKAN MATHEEN	<i>Muskan</i>
17.	P06PE22C012022	SHAGUFTA NAAZ	<i>Shagufta</i>
18.	P06PE22C012023	DEEPASHREE	<i>Deepashree</i>
19.	P06PE22C012024	SAHANA K	<i>Sahana K</i>
20.	P06PE22C012025	SNEHA G	<i>Sneha G.</i>



21.	P06PE22C012026	MADHUMATI D. K	Madhus D.K
22.	P06PE22C012027	SHRAVANA N	Shravana . n
23.	P06PE22C012028	SHRIKANTH N K	Shrikant . n
24.	P06PE22C012029	ANUSHREE H S	Anushree . h s
25.	P06PE22C012030	SYED ABDUL SATTAR	Syed . s
26.	P06PE22C012031	SAHANA T K	Sahana . t k
27.	P06PE22C012033	YUGHANDINI	Yughandini
28.	P06PE22C012034	SUDEEP . T.	Sudeep . T
29.	P06PE22C012035	GANASHREE	Ganashree
30.	P06PE22C012036	SINDHU	Sindhu
31.	P06PE22C012037	ANJALI	Anjali
32.	P06PE22C012038	PRASHANTH	Prashanth
33.	P06PE22C012039	MANOJ R	Manoj . R


Class Teacher


Coordinator

Co-ordinator
P.S. Department of Commerce
PES Institute of Advanced Management Studies
NH-206, Sagar Road, SHIVAMOGGA-577 204.


Principal
Principal
PES Institute of Advanced
Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577204



PES IAMS

ಪಿಇಎಸ್ ಇನ್ ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ

ಎನ್ ಹೆಚ್ - 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204



PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES

Affiliated to Kuvempu University, Recognized by Govt. of Karnataka

NH - 206, Sagar Road, Shivamogga - 577 204

Ph. : 8147053085 / 8147053084 / 8217377219

Email: principalpesiams@pestrust.edu.in
pesiams@pestrust.edu.in

Website: <http://pestrust.edu.in/pesiams>
AISHE Code: C-17805

Date: 07/03/2024


PG Department of Commerce

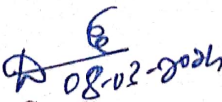
I M.Com Attendance for Prasiddhi presentation

Sl.No	Reg. No.	Name of the student	Signature
1	P06PE23C012001	BIBI FATHIMA	
2	P06PE23C012002	KEHKASHAN KHANUM	
3	P06PE23C012003	ANUSHA P V	
4	P06PE23C012004	TEJASWINI E V	
5	P06PE23C012005	SANDY K J	
6	P06PE23C012007	SURYA VENKATESH	
7	P06PE23C012008	BHOOMIKA V N	
8	P06PE23C012009	SARIKA S	
9	P06PE23C012010	ALIYA MUSKAN	
10	P06PE23C012011	SHARIBA TASNEEM NOOR	
11	P06PE23C012013	AFREENA B	
12	P06PE23C012014	AMRUTHA B	
13	P06PE23C012015	NIKHITHA H S	
14	P06PE23C012016	RUMANA TAHZAIN	



15	P06PE23C012017	SHIZAN NAZIRA	Shizan Nazira
16	P06PE23C012018	MOHAMMED SHAID	
17	P06PE23C012019	SYEDA AYESHA SIDDIQHA	Ayesha
18	P06PE23C012020	BHOOMIKA B S	Bhoomika
19	P06PE23C012021	SNEHA K S	Sneha K S
20	P06PE23C012022	ANUSHA P M	Anusha P M
21	P06PE23C012023	DEEPIKA R	Deepika R
22	P06PE23C012024	DIVYA T N	Divya T. N
23	P06PE23C012025	FOUZIYA	Fouziya
24	P06PE23C012026	HAFIZA NOORAIN	Hafiza
25	P06PE23C012027	RUDRESH K	Rudresh K
26	P06PE23C012028	SNEHA A	Sneha A
27	P06PE23C012029	VARSHINI N	Varshini N
28	P06PE23C012030	NAMITHA K R	Namitha K.R
29	P06PE23C012031	POORVIKA D S	Poorvika
30	P06PE23C012032	SUKESH R	Sukesh R
31	P06PE23C012033	RAKSHITHA S	Rakshitha S
32	P06PE23C012034	SINCHANA K U	


Class Teacher


Coordinator


Principal

Co-ordinator
P.G. Department of Commerce
PES Institute of Advanced Management Studies
NH-206, Sagar Road, SHIVAMOGGA-577 204.

Principal
PES Institute of Advanced
Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577204