



## **B.V. Patel Institute of Management, Uka Tarsadia University**



Date: 9<sup>th</sup> March, 2022

### **BUSINESS BUSTLE: An Experiential Business Event**

**Objective:** The objective of the event was to enable the students to learn different aspects of business management by providing them the opportunity to undertake mini enterprise. The event aimed at providing the students the platform to develop and exhibit their designing, planning, organizing, controlling, budgeting, marketing, teamwork, leadership and other managerial abilities and thereby learn some deeper aspects of management education.

**Outcomes:** At the end of the program the students gained valuable management learnings by experiencing live business environment, business competition, supply chain management, teamwork, leadership, crisis management, marketing, financial management, etc.

Date	09-03-2022
Time	9:00 am to 4:00 pm
Venue	Near Library Ground
Number of Students	190 (stall Owner) and 5000+ Visitors
Coordinators	Dr. Taral Patel, Bhavna Patel & Vivek Ayre
Category	Event Management

Business Bustle, An Experiential Business Event was organized by B. V. Patel Institute of Commerce & Management & SRIMCA – MBA at Uka Tarsadia University on 9<sup>th</sup> March, 2022 from 9:00 am to 4:00 pm. The program was an experiential learning initiative for the students of commerce and management to learn different aspects of business management. The purpose of the event was to provide the students an opportunity to work in groups on unique products & services using creative and innovative ideas for buying, preparing, displaying and selling them within the university campus and earning profits. The event aimed at providing the students the platform to develop and exhibit their designing, planning, organizing, controlling, budgeting, marketing, teamwork, leadership and other managerial abilities and thereby learn some deeper aspects of management education.

The event received 29 group registrations involving around 200 student participants from BVPIM, BVPIC and SRIMCA who actively exhibited their management skills through mini enterprises. They not only brought innovative products ranging from apparels, accessories, minimal jewellery, footwear, perfumes, summer products, etc. but also effectively negotiated with their suppliers for making a profitable deal. They also used creative ideas for marketing their products in the campus and on various social media platforms. Fun games & stalls on food and beverages were major attractions of Business Bustle.

The event was inaugurated by Dr. D. R. Shah, The Honourable Provost, Uka Tarsadia University and the inaugural ceremony was graced by university Dignitaries, Deans & Directors of various institutes. The event was visited by more than 5000 people in the campus including parents and alumni. The participating groups were able to generate an average revenue of around 30,000 INR.

The entire event was managed by the Event Management students of BVPIM who worked tirelessly from planning of the event to its successful execution. The students efficiently and effectively managed different parts of the event by dividing themselves into various committees guided by faculty members.

#### List of Stalls & Participants:

Stall Number	Business Name	Business Category	Name of Participants	Class
1	The Urban Fashion	Apparels	Jyoti V. Rajput	SYBBA - Div I
			Vidhi Shah	
			Krishna Parmar	
			Mihir Vasani	
			Prashant Bothra	
			Rushil Vachhani	
			Mayank Desai	
2	The Phone Booth	Mobile Accessories	Dwip Patel	SYBBA - Div I
			Het Patel	
			Meet Patel	
			Shreyas Vora	
			Ganesh Triwari	
			Harshal Patel	
3	The Gallery	Minimal Jewellery - Accessories	Khushi Mehta	SYBBA - Div I & II
			Riya Khatri	
			Lalita Choudhary	
			Devyani Patel	
			Ammar Pathan	
			Dhruv Patel	
			Tushar Gogiya	

Stall Number	Business Name	Business Category	Name of Participants	Class
4	B'Livia	Herbal Cosmetics - Accessories	Priya Polra	SYBBA - Div I
			Kesha Champaneri	
			Presha Patel	
			Khushi Utekar	
			Komil Koladiya	
			Sanju Gadhotia	
5	Limited Icons	Accessories	Aniket Thakkar	SYBBA
			Rudra Vaidya	
			Darshit Mistry	
			Dev Joshi	
			Krishil Mehta	
			Princess Choudary	
6	Swirl & Splash	Apparels & Accessories	Faiyaz Patel	SYBBA
			Nidhi Patel	
			Isha Patel	
			Sanjana Rajput	
			Anurag Mishra	
			Aman Hirpara	
			Darsh Patel	
7	Shop n Smile	Bags & Bottles (Accessories)	Bhavya Joshi	SYBBA - Div I
			Sweety Shah	
			Sonu Shah	
			Riya Sheladiya	
			Nina Bhandari	
			Prince Ranipa	
			Aayush Shah	
			Pooja Shah	
8	Tiny Pocket	Apparels & Bandanas	Heny Hudani	SYBBA
			Bhavik Panchal	
			Shreya Pavagadhi	
			Khushi Kapadi	
			Ambica Soni	
			Purva Savaliya	
			Jaanvi Pandya	
			Shruti Patel	
9	Glamour & Bloom	Accessories	Prutha Bhratia	SYBBA - Div - I
			Rushi Butani	
			Nishi Singh	
			Smith Ahir	
			Om Patel	
10	Let's Wear	Apparels	Rekha Gujjar	SYBBA - Div I
			Suraj Das	
			Neeru Ranka	
			Minal Anchliya	

Stall Number	Business Name	Business Category	Name of Participants	Class
			Jyoti Tiwari	
			Sanskar Shah	
			Aakash Patil	
			Jitendra Sisodiya	
11	Sugar Snax	Food	Nikee Mehta	FYMBA
			Aastha Patel	
			Diya Patel	
			Mihir Vasava	
			Abhiraj Atodaria	
			Samir Khalifa	
			Ashutosh Singh	
			Neel Karoliya	
12	BBA Panipuriwala	Food	Meet Patel	TYBBA
			Shivani Choksi	
			Sreerag Salikumar	
			Harsh Patel	
			Palash Mistry	
			Bhavisha Ravaliya	
13	Coco Villa	Food	Fenil Beladiya	TYBBA
			Chintan Shiroya	
			Harsh Savaliya	
			Karan Dudhat	
			Alpesh Ladumor	
14	The Momo's Hut	Food: Momos, Mocktail & Dartgame	Ashish Lamor	FYBBA
			Pravin Phogavat	
			Dhruv Shukla	
			Sapna Kunwar	
			Ritu Yadav	
			Darshan Patel	
15	BBA Paanwala	Food: Paan	Utsav Khadela	FYBBA
			Vatshal Sheta	
			Shreyash Movaliya	
			Jevin Vadadoriya	
			Shant Savaliya	
16	Mexican Bites	Food	Fenny Patel	SYMBA
			Ayushi Patel	
			Lisa Patel	
			Shivani Patel	
			Kirtan Patel	
			Himanshu Patel	
17	Puff Stuff	Food	Dev B. Rabari	SY & FY B. Com
			Dev Chavda	
			Kishan M. Patel	
			Kevin S. Patel	

Stall Number	Business Name	Business Category	Name of Participants	Class
			Jash Rabari	
			Bhavish R. Chauhan	
			Pratham Patel	
18	Potacombo	Food	Aasma Patel	FYMBA
			Devanshi Gandhi	
			Nisha Ram	
			Bhumika Bhanushali	
			Krutika Patel	
19	Coco Gurl	Food	Zinal Goswami	TYB.Com
			Kelcy Patel	
			Janvi Prajapati	
			Fiza Sindhu	
			Drashti Desai	
20	The Mayo Café	Food	Vimal Bhesaniya	FYBBA - Div II
			Umang Manasara	
			Meet Javiya	
			Shivbhadra Parmar	
			Deep Dudhat	
			Siddhi Surya	
			Shruti Patel	
21	Khana Khazana	Food	Priya Pandey	FYMBA
			Riya Ahir	
			Shraddha Shah	
			Devenshi Joshi	
			Vijendra Balai	
			Rishabh Rai	
			Jinal Kapadi	
			Dhruv Mistry	
22	Happy Perfume & Novelty	Accessories	Shrutik Vaghani	SYBBA - Div - II
			Kunjesh Kachhadiya	
			Hirya Vaghani	
			Deep Radadiya	
			Sahil Gondaliya	
			Dhruvanshu Joshi	
23	Summer Storm	Apparels	Devyang Gondaliya	SYBBA - Div - II
			Darshil Sojitra	
			Jenil Ghevariya	
			Dhruvin Bhalala	
			Bhaves Hadiya	
			Abhi Kalavadiya	
			Daksh Mangukiya	
			Dhrupal Patel	
24	Apps Covers & Accessories	Mobile Accessories	Keval Nakrani	SYBBA - Div - II
			Bhargav Bhesaniya	

Stall Number	Business Name	Business Category	Name of Participants	Class
			Nikita Jain	
			Riya Kumarisingh	
			Utsav Kheni	
			Fayiza Shekh	
25	The Wardrobe Collection	Apparels	Dhruvi Shah	SYBBA - Div - II
			Divya Kothari	
			Singh Vishal	
			Singh Shubham	
			Kuldeep Karangiya	
			Vikas Goswami	
26	XLNC Perfumery	Accessories	Yash Gandhi	SYBBA
			Jay Patel	
			Vivek Kachhadiya	
			Vinit Gandhi	
			Jenit Patel	
27	Teri Jhuki Nazar	Accessories	Krupali Radadiya	SYBBA
			Janvi Bhakta	
			Nisha Bhanvadia	
			Drashti Chauhan	
			Anjali Kadiwar	
			Bansi Patel	
28	Just Your Choice	Apparels	Jasmin Bhula	SYBBA - Div I & II
			Dreemali Patel	
			Minali Ahir	
			Janu Bhakta	
			Bhumi Patel	
			Ashish Sharma	
			Neel Patel	
			Krushil Patel	
29	Fun in the Fair	Games	Tufel J. Mirza	SY Integrated M.Com
			Krishna V. Parmar	
			Fenil N. Solanki	
			Parth S. Patel	
			Meet N. Shah	
			Chintan D. Varachhiya	
			Meet H. Desai	
			Manish R. Sharma	

## List of Event Management Committees

### Registration & Scrutiny Committee –

Faculties: Dharmraj Solanki, Parvez Malek, Rashvin Tailor and Dr. Yagna Vyas

Student's team:

201903100310147	Anand Dinesh Chhowala
201903100310023	Mehta Pooja Kamleshbhai
201903100310064	Soni Aesha Rameshbhai
201903100310117	Patel Jenishkumar Prafulbhai
201903100310034	Rajvi Chauhan

### Venue & Discipline Committee –

Faculties: Taral Patel, Nisarg Shah, Gangadhara Hugar, Gaurang Pandya and Dr. Nilay Panchal

Student's team:

201903100310144	Siddharth Mangrolia
201903100310094	Sheladiya Ashish Laljibhai
201903100310101	Sarvaiya Jigar Bharatbhai
201903100310131	Vekariya Vrajesh
201903100310160	Meruliya Dhru Rameshbhai

### Design, Promotion & Marketing –

Faculties: Md. Zaki Shekh, Swapnil Chaurasia, Nimisha Jariwala and Arpita Vyas

Student's team:

201903100310066	Luhar Hardik Tejendrakumar
201903100310062	Mangroliya Aniket Pareshbhai
201903100310119	Asodariya Harsh Jayeshbhai
201903100310036	Raval Isha Mayank
201903100310068	Patel Karina
201903100310077	Isha Maheshbhai Raiyani
201903100310125	Thummar Fenalben Vallabhbhai
201903100310126	Gangani Vishva Nareshbhai
201903100310127	Vasoya Hemaxi Nandlalbhai

### **Inauguration –**

Faculties: Vaishali Pillai, Niyati Shah, Nisha Tollawala, Divya Gadaria and Siddhi Shah

Student's team:

201903100310015	Shruti Vikesh Gandhi
201903100310076	Saxi Patel
201903100310079	Prajapati Dhruvkumar Dharmeshbhai
201903100310087	Patel Riddhi Amishbhai
201903100310115	Dhanani Anish Anant
202003100320001	Jaisinghani Ronak Lalitbhai

### **Finance Management Committee –**

Faculty: Vivek Ayre and Vijay Dayama

Student's team:

201903100310060	Garala Neelkumar
201903100310049	Patel Shivangi Bankimbhai

### **Overall Coordination & Documentation –**

Faculties: Bhavna Patel, Vivek Ayre, Dr. Taral Patel, Bhoomi Patel and Kinjal Mistry

Student's team:

201903100310069	Tejash Maheshbhai Patel
201903100310088	Forum Khatiwala



**Few Glimpses of the Event:**



*Dignitaries attending the inaugural ceremony*



*The Business Bustle*





*Participants selling their products on their stalls*





*Honourable Provost visiting the stalls*



*Fun in the Fair Games*



*Group Photo of Event Management Team*