

ACTIVITY REPORT 2024-2025

Part A) Information about Organizing Team

NAME OF THE ACTIVITY: An IIC session on Achieving Problem- Solution Fit			
Activity Date	Department	Committee	Coordinator's Name
14 th November 2025	MMS	Institution's Innovation Council (IIC)	Mr. Amit Ashok Bansod & Ms. Chaitali Joshi
Duration	Venue	Participants (Nos)	Nature: Outdoor/Indoor
1 Day	4 th Floor, Seminar Hall, SRBS	11 students and 04 Faculty Members	Offline, Indoor
Faculty Support:	1. Dr. Kiran Naik		2. Dr. Vaikhari Patil
Student Support:	1. Mr. Anish Lad		2. Mr. Saurabh Patil

Part B) Brief Information about the Activity

Topic of the activity	An IIC session on Achieving Problem- Solution Fit
Objectives	<ul style="list-style-type: none"> To provide students with a professional platform to present their refined ideas before an expert jury and demonstrate their innovation journey. To evaluate the clarity, feasibility, creativity and impact of student ideas using structured judging criteria aligned with IIC standards. To help students gain exposure to industry-oriented questioning and constructive critique, enabling deeper understanding of real-world expectations. To identify and recognize the best innovative ideas that show strong problem-solution alignment, originality and potential for implementation.
Methodology	<ul style="list-style-type: none"> Offline session
Outcomes	<ul style="list-style-type: none"> Students develop stronger presentation and pitching skills, gaining confidence in articulating their ideas clearly and persuasively in a competitive setting. Participants gain meaningful insights from jury feedback, helping them understand how to strengthen their ideas further in terms of feasibility, impact and user relevance. Students experience real-world evaluation formats, enhancing their ability to respond to challenging questions and justify their concepts logically. Participants gain a deeper appreciation of innovation and entrepreneurship, motivating them to continue refining their ideas and exploring new opportunities beyond the competition.



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Part C) Proofs & Documents Attached (Tick mark the proofs attached):

<input checked="" type="checkbox"/> 1. Directions by Authority	<input checked="" type="checkbox"/> 6. Activity Report	11. Account Settlement
2. Proposal Note	<input checked="" type="checkbox"/> 7. Brief Profile Guest	12. News Material
3. Approval Letter	<input checked="" type="checkbox"/> 8. Attendance Gender/ Sem/ Course	<input checked="" type="checkbox"/> 13. Feedback Report
<input checked="" type="checkbox"/> 4. Notice & Schedule	<input checked="" type="checkbox"/> 9. Certificate	<input checked="" type="checkbox"/> 14. Any Other
<input checked="" type="checkbox"/> 5. Organising Committee	<input checked="" type="checkbox"/> 10. Geotag Photographs	<i>Judging Guidelines.</i>

Part D) Social Media:

Web Site Signature & Date		Twitter Signature & Date		Instagram Signature & Date		Facebook Signature & Date	
DOS	DOP	DOS	DOP	DOS	DOP	DOS	DOP
-	13 th November 2025	-	-	-	-	-	-

Part E) IQAC Cell:

Name & signature of coordinator	Name & signature of Director	IQAC Documentation	IQAC coordinator (seal & signature)
<i>[Signature]</i>	<i>[Signature]</i>	Total No. of Pages 33 <i>[Signature]</i>	<i>R.B. Sarda</i> 11/12/2025

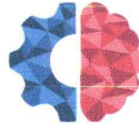


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 Management & Research

[Signature]
 Director



Ministry of Education
Government of India



MoE's INNOVATION CELL
(GOVERNMENT OF INDIA)



INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

IIC 8.0 Calendar Activities for Academic Year 2025-26

Semester -1 (September 2025 – February 2026)

Quarter 1 (1st September - 30th November)

Thrust Area: Inspiration, Motivation, and Ideation

S. No	Activity Name / Description	Level*	Mode	Key Outputs / Measurable Parameters	KPIs (with Quantified Metrics)	Weightage in Q1 (25%)
1	Awareness Workshop: "Entrepreneurship & Innovation" as Career Opportunities	1 or 2	Offline/ Online	No. of participants; No. of ideas submitted	≥60% students sensitized; ≥20 ideas/session; ≥25% new participants;	0.03
2	My Story/ Motivational Expert Sessions by Successful innovators & Entrepreneurs	1 or 2	Offline/ Online	Attendance; Engagement	≥80% feedback rating; ≥5 sessions/quarter	0.04
3	Boot camp on Problem Solving/Ideation	2 or 3	Offline/ Online	No. of solutions proposed; Diversity of fields	≥10 multi-disciplinary teams formed	0.05
4	Workshop on AI and I4.0 Tools for Innovators and Entrepreneurs	1 or 2	Offline/ Online	Attendance; Engagement	≥80% feedback rating; ≥5 sessions/quarter	0.04
5	IPR Basics for Innovators & Entrepreneurs	1 or 2	Offline/ Online	No. of attendees; No. registering for IP clinics	≥30% express IP interest	0.04
6	Session on Achieving Problem –Solution Fit	1 or 2	Offline/ Online	No. of solutions proposed; Diversity of fields	≥10 multi-disciplinary teams formed	0.04
7	Inter/Intra Institutional Hackathon/ Idea Challenge	3 or 4	Offline/ Hybrid	No. of entries; No. shortlisted; Rewards given	≥50 entries; ≥10 ideas to next phase; Ideas deposited /updated in YUKTI Innovation Repository	0.05
8	Demo Day/ Idea Showcase	3 or 4	Offline/ Hybrid	No. of showcases; Mentorships linked	≥20 PoCs demonstrated; ≥15 ideas mentored by experts	0.05



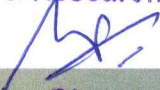
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Director



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Management & Research


Director



GET READY FOR THE FINALE OF IIC IDEA DISCOVERY & INNOVATION CHALLENGE 2025

IIC SESSION ON ACHIEVING PROBLEM – SOLUTION FIT

VENUE :

Conference Room

4th Floor, Raheja
Education Complex



JUDGE :

Mr. Devesh Shete

Rushiba Flying Aerial



November 14th 2025

1:30 p.m. onwards

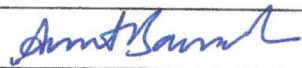

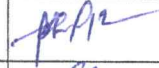
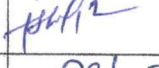
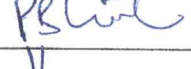

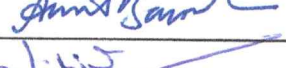
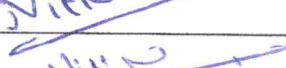
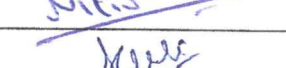
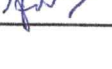
SRBS/DO/2025-26/211

Date: 28/10/2025

CONSTITUTION OF INSTITUTION INNOVATION COUNCIL (IIC)

As per the directives of the Ministry of Education in collaboration with the AICTE all Higher Education Institutions must systematically encourage and support the start-up ecosystem and inculcate the culture of innovation among the students and the faculty.

In order to implement the same, SRBS had already constituted the Institution Innovation Council. This Council now stands reconstituted with the following members with immediate effect.


Sr. No.	Faculty Representation	Faculty Name Appointed as IIC members	Signature
1	President	Mr. Amit Ashok Bansod	
2	Convener	Ms. Chaitali Joshi	
3	Innovation activity coordinator	Dr. Ashok Luhar	
4	Start-up activity coordinator	Dr. Ashok Luhar	
5	Internship coordinator	Mr. Pranav Bhatia	
6	IPR activity coordinator	Dr. Kiran Naik	
7	Social Media coordinator	Mr. Amit Ashok Bansod	
8	NIRF coordinator	Dr. Nitin Sharma	
9	ARIIA coordinator	Dr. Nitin Sharma	
10	Member	Mr. Pradeep Mali	



Dr. Harish Kumar S. Purohit
 Director



For Sheila Raheja School of Business
 Management & Research



Director




20th November 2025**IIC Session titled 'Achieving Problem- Solution Fit'**

- **Date:** 14th November 2025
- **Time:** 01.30 pm onwards
- **No. of students participated:** 11
- **Mode of Conduct:** Offline Session
- **Number of Faculty members that Participated:** 04

The Final Jury Presentation of the IIC Idea Discovery & Innovation Challenge 2025 was held on 14th November 2025 at the SRBS campus, marking the culmination of a structured and engaging innovation journey that began with entrepreneur talks, idea submissions, continued through the Boot Camp and mentoring sessions. Organized by the Institution's Innovation Council (IIC) in collaboration with the Brand Sharks Marketing Club and the Placement Cell, the event provided students with a platform to present their refined ideas before an expert evaluator and receive valuable insights.

The final round was judged by Mr. Devesh Shete, who brought industry-relevant expertise and a sharp evaluative lens to the session. Students from Master of Management Studies program presented diverse, thoughtfully developed ideas addressing real-world challenges through creativity, practicality and social impact. The mentoring support offered earlier by senior faculty members Dr. Vaikhari Patil and Dr. Rahul Sanghavi significantly contributed to enhancing students' preparedness and strengthening the quality of the final submissions.

Throughout the event, teams demonstrated clarity, confidence and improved presentation abilities. The ideas showcased ranged from sustainability-focused models to tech-enabled services, reflecting a strong understanding of problem-solving and user needs. The jury engaged each team with questions aimed at strengthening feasibility, refining value propositions and encouraging long-term thinking.

At the conclusion of all presentations, the top performers were announced. First place was awarded to the team that proposed an innovative painting/ mural renting service, a concept that enables individuals and organizations to rent art pieces or murals, making creative décor accessible and affordable while supporting local artists. Their pitch stood out for its originality, clarity and strong market potential.

The second place went to the team behind Eco Refill Van, a sustainability-driven idea featuring a mobile refill service that brings daily essentials directly to consumers' homes. Designed to reduce plastic waste and promote conscious consumption, the van model focuses on refill-based shopping, convenience and environmental responsibility—allowing users to live sustainably and shop smart.

The third place resulted in a tie between two strong ideas. The first was 'Mediklick', a medical tourism solution built around convenience and accessibility. The concept focused on simplifying cross-border access to medical treatment by helping users compare, select and book healthcare facilities with minimal effort.

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Management & Research

Page 1 of 3


Director

The second team in the third-place tie presented an impactful idea centered on reducing food wastages in canteens, restaurants and event spaces. Their proposal addressed the significant daily waste of edible food while many individuals nearby face hunger. The idea sought to create a structured system to collect, safely manage and redistribute surplus food to those in need—balancing sustainability with social welfare.

The event concluded on a positive and inspiring note, with participants expressing that the challenge had given them a meaningful platform to learn, ideate, collaborate and present with confidence. The smooth coordination of the event, combined with encouraging jury feedback, contributed to an enriching experience for all teams.

Overall, the Final Jury Presentation successfully showcased the talent, creativity and problem-solving spirit of SRBS students. It highlighted the institute's commitment to fostering innovation and entrepreneurial thinking, reinforcing the value of experiential learning and the importance of shaping ideas that can create real-world impact.

Objectives:

- To provide students with a professional platform to present their refined ideas before an expert jury and demonstrate their innovation journey.
- To evaluate the clarity, feasibility, creativity and impact of student ideas using structured judging criteria aligned with IIC standards.
- To help students gain exposure to industry-oriented questioning and constructive critique, enabling deeper understanding of real-world expectations.
- To identify and recognize the best innovative ideas that show strong problem–solution alignment, originality and potential for implementation.

Outcomes:

- Students develop stronger presentation and pitching skills, gaining confidence in articulating their ideas clearly and persuasively in a competitive setting.
- Participants gain meaningful insights from jury feedback, helping them understand how to strengthen their ideas further in terms of feasibility, impact and user relevance.
- Students experience real-world evaluation formats, enhancing their ability to respond to challenging questions and justify their concepts logically.
- Participants gain a deeper appreciation of innovation and entrepreneurship, motivating them to continue refining their ideas and exploring new opportunities beyond the competition.



Mr. Amit Ashok Bansod

IIC Convener



Dr. Harish Kumar S. Purohit

Director



**For Sheila Raheja School of Business
Management & Research**



Director



Snapshots of IIC Session titled 'Achieving Problem- Solution Fit' conducted on 14th November 2025



For Sheila Raheja School of Business Management & Research


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Guest Profile: Mr. Devesh Shetye

Co-Founder, Rushiba Flying Aerial

Mr. Devesh Shetye is an emerging entrepreneur from Mumbai with a strong passion for building brands, identifying market opportunities and creating strategic solutions that deliver measurable impact. As the Co-Founder of Rushiba Flying Aerial, he works at the intersection of marketing, media and business development—transforming ideas into structured and scalable business outcomes. Driven by curiosity and creativity, he has consistently embraced opportunities that allow him to challenge conventions and build value in dynamic, fast-evolving sectors.

Throughout his entrepreneurial journey, Mr. Shetye has gained hands-on experience in business strategy, brand building and operational leadership. He has successfully led planning and execution for new business initiatives, developed integrated marketing strategies and collaborated closely with brands across retail, healthcare, lifestyle and food and beverage categories. His expertise extends to OOH advertising, consumer targeting, partnerships and campaign optimization, supported by a strong understanding of audience profiling and target group mapping.

He has worked on several high-visibility media projects, contributing to popular television shows such as *Dance India Dance*, *India's Got Talent* and *Crime Alert*, as well as large-scale events including TEDx, the Mirchi Awards, Amazon Music live concerts and the K-Town Fest. His project portfolio also includes contributions to notable film and digital productions such as *Porus*, *Kalank* and the widely viewed “Heartfail” music video featuring Awez Darbar, Nagma and Prince Gupta. These experiences have strengthened his capabilities in creative production, brand communication and end-to-end project management.

Mr. Shetye’s professional strengths lie in entrepreneurial thinking, business development, client relationship management, marketing strategy and problem solving. He has built collaborative relationships with agencies, media owners and corporate stakeholders, including Adonmo Pvt. Ltd. and 49 Media, where he played a key role in designing media strategies that enhance brand visibility and maximize ROI.

With a vision rooted in innovation and meaningful impact, he aspires to build ventures that are insight-led, consumer-focused and capable of scaling across markets. He believes in continuously learning, adapting and creating opportunities that contribute to India’s growing entrepreneurial ecosystem. His presence as a jury member for the IIC Idea Discovery & Innovation Challenge 2025 added significant value through his industry perspective, practical insights and encouragement to student innovators.



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Management & Research

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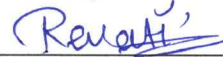






ACADEMIC YEAR: 2025 – 2026

IIC Event – Session on Achieving Problem- Solution Fit

Date- 14th November 2025

Time- 01:30 pm onwards

Venue- Conference Room, 4th Floor, Raheja Education Complex

Sr. No.	Name of the Student	Sign
1	Mahima Mehta	
2	Varad Lalit Deshmukh	
3	Ritika Anil Pauman.	
4	Kadambari S. Parab	
5	Revati Anire.	
6	YOGESH Khedkar	
7	Vivek Chaturkar	
8	Ranjith Halbavi	
9	Tulsi Gupta	
10	Hetvi Sheth	
11	Adarsh Dapana varun	
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**SRBS**

Bombay Suburban Art & Craft Education Society's

SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH

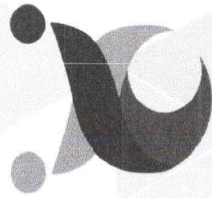
Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Maharaj Ground, Bandra (E), Mumbai – 400 051

(Approved by AICTE, DTE, Affiliated to University of Mumbai, ISO 9001:2015 Certified and NAAC Accredited)

ACADEMIC YEAR: 2025 – 2026**IIC Event – Session on Achieving Problem- Solution Fit****Date- 14th November 2025****Time- 01:30 pm onwards****Venue- Conference Room, 4th Floor, Raheja Education Complex**

Sr. No.	Name of the Faculty Member	Sign
1	Dr Vaikhai Patil	
2	Dr Kinan Naik	
3	Mr Amit Ashok Bamod	
4	Ms. Chaitali Joshi	
5		

**For Sheila Raheja School of Business
Management & Research**
Director



**INSTITUTION'S
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Certificate of Achievement

THIS IS TO CERTIFY THAT

Ms. Tubsi Gupta

For Sheila Raheja School of Business
Management & Research

[Signature]
Director

has secured the **First Position** in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

This award is presented in recognition of their outstanding innovation, clarity of problem-solving and impactful presentation during the final jury round judged by **Mr. Devesh Shetye**. We congratulate the winner for their exceptional performance and creative thinking.

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DR. HARISH KUMAR S. PUROHIT

Director, SRBS

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MR. AMIT BANSOD

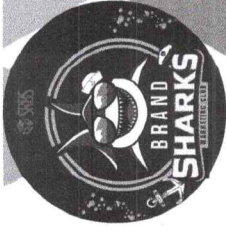
President, IIC of SRBS

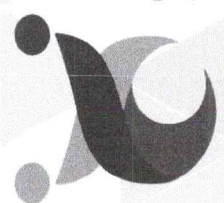


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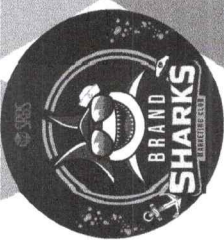
DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks





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Mr. Parjith Habbari

Director

has secured the **First Position** in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

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Dr. Harish Kumar S. Purohit

DR. HARISH KUMAR S. PUROHIT

Director, SRBS

Mr. Amit Bansod

MR. AMIT BANSOD

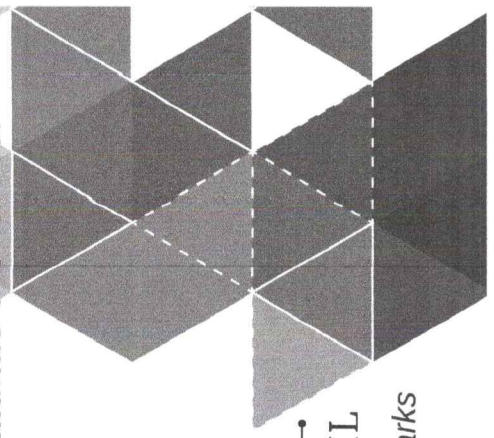
President, IIC of SRBS

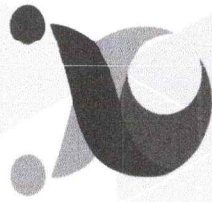


Dr. Vaikhari Patil

DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks





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Ms. Mahima Mehta

has secured the **Second Position** in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

This award is presented in recognition of their outstanding innovation, clarity of problem-solving and impactful presentation during the final jury round judged by **Mr. Devesh Shetye**. We congratulate the winner for their exceptional performance and creative thinking.

Mr.

DR. HARISH KUMAR S. PUROHIT

Director, SRBS

Amit Bansod

MR. AMIT BANSOD

President, IIC of SRBS



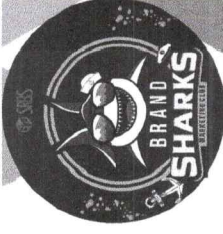
Dr. Vaikhari Patil

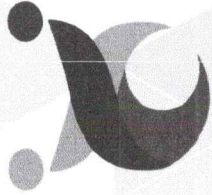
DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks

For Sheila Raheja School of Business
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THIS IS TO CERTIFY THAT

For Sheila Raheja School of Business
Management & Research

Ms. Heteri Sheth

[Signature]
Director

has secured the **Second Position** in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

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DR. HARISH KUMAR S. PUROHIT

Director, SRBS

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MR. AMIT BANSOD

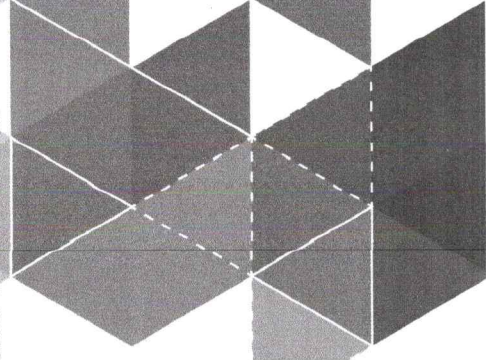
President, IIC of SRBS

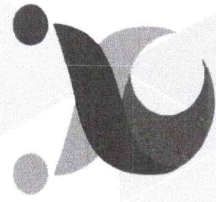


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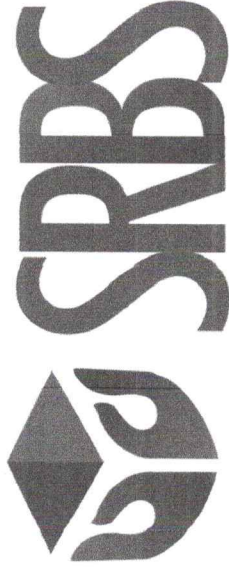
DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks





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THIS IS TO CERTIFY THAT

Ms. Pritika Parmar

For Sheila Raheja School of Business
Management & Research

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Director

has secured the **Third Position** in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

This award is presented in recognition of their outstanding innovation, clarity of problem-solving and impactful presentation during the final jury round judged by **Mr. Devesh Shetye**. We congratulate the winner for their exceptional performance and creative thinking.

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DR. HARISH KUMAR S. PUROHIT

Director, SRBS



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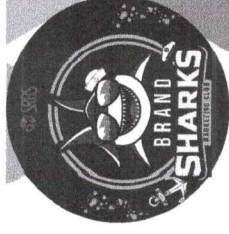
MR. AMIT BANSOD

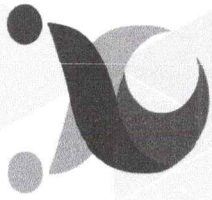
President, IIC of SRBS

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DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks





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THIS IS TO CERTIFY THAT

Ms. Kadambari Parab

[Signature]
Director

has secured the **Third Position** in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

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DR. HARISH KUMAR S. PUROHIT

Director, SRBS

[Signature]

MR. AMIT BANSOD

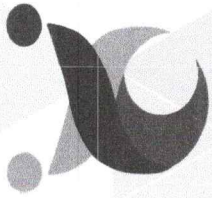
President, IIC of SRBS



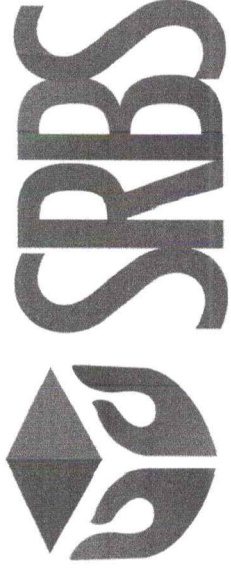
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DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks



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(Ministry of HRD Initiative)



Certificate of Achievement

THIS IS TO CERTIFY THAT

Mr. Varad Deshmukh

For Sheila Raheja School of Business
Management & Research

[Signature]
Director

has secured the **Third Position** in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

This award is presented in recognition of their outstanding innovation, clarity of problem-solving and impactful presentation during the final jury round judged by **Mr. Devesh Shetye**. We congratulate the winner for their exceptional performance and creative thinking.

[Signature]

DR. HARISH KUMAR S. PUROHIT

Director, SRBS

[Signature]

MR. AMIT BANSOD

President, IIC of SRBS

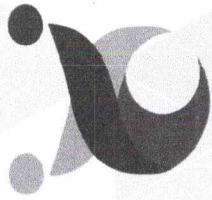


[Signature]

DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks





**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)



Certificate of Participation

THIS IS TO CERTIFY THAT

Mr. Vivek Chaturbari

Director

For Sheila Raheja School of Business
Management & Research

has successfully participated in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

The participant demonstrated enthusiasm, creativity and commitment by contributing an innovative idea and presenting it during the competition journey.

Mx.

DR. HARISH KUMAR S. PUROHIT
Director, SRBS

Amit Bansod

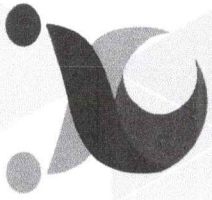
MR. AMIT BANSOD
President, IIC of SRBS



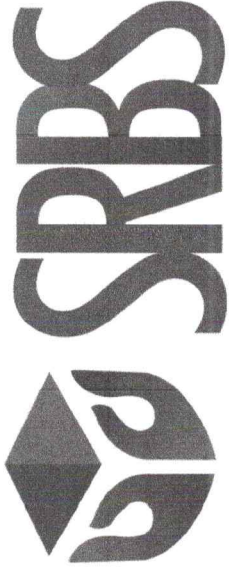
Dr. Vaikhari Patil

DR. VAIKHARI PATIL
Faculty In-Charge, Brand Sharks





**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)



Certificate of Participation

THIS IS TO CERTIFY THAT

Mr. Yogesh Shedekar

has successfully participated in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

The participant demonstrated enthusiasm, creativity and commitment by contributing an innovative idea and presenting it during the competition journey.

Mx.

DR. HARISH KUMAR S. PUROHIT

Director, SRBS

Amit Bansod

MR. AMIT BANSOD

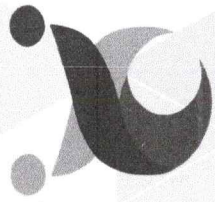
President, IIC of SRBS



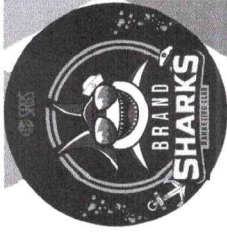
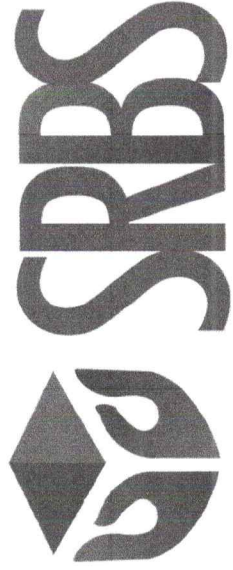
Dr. Vaikhari Patil

DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)



Certificate of Participation

THIS IS TO CERTIFY THAT

For Sheila Raheja School of Business
Management & Research

Ms. Revati Shire

Director

has successfully participated in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

The participant demonstrated enthusiasm, creativity and commitment by contributing an innovative idea and presenting it during the competition journey.

Mr.

DR. HARISH KUMAR S. PUROHIT

Director, SRBS

Amit Bansod

MR. AMIT BANSOD

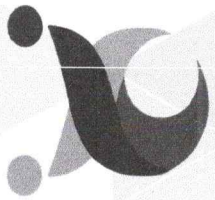
President, IIC of SRBS



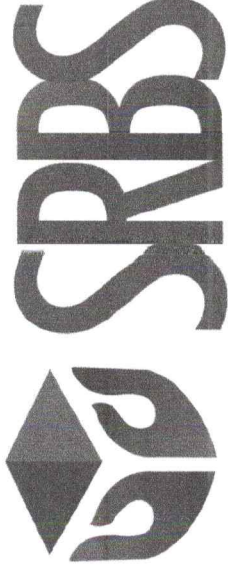
Dr. Vaikhari Patil

DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks



**INSTITUTION'S
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(Ministry of HRD Initiative)



Certificate of Participation

THIS IS TO CERTIFY THAT

For Sheila Raheja School of Business
Management & Research

Ms. Sayana Sarda

Director

has successfully participated in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

The participant demonstrated enthusiasm, creativity and commitment by contributing an innovative idea and presenting it during the competition journey.

M.

DR. HARISH KUMAR S. PUROHIT

Director, SRBS

Amit Bansod

MR. AMIT BANSOD

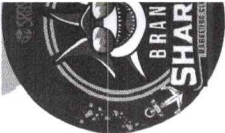
President, IIC of SRBS

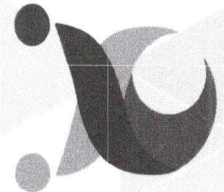


Dr. Vaikhari Patil

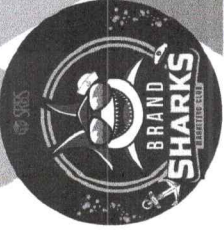
DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks





**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)



Certificate of Participation

THIS IS TO CERTIFY THAT

Ms. Arusha Tyte

has successfully participated in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

The participant demonstrated enthusiasm, creativity and commitment by contributing an innovative idea and presenting it during the competition journey.

Ax.

DR. HARISH KUMAR S. PUROHIT

Director, SRBS

Amit Bansod

MR. AMIT BANSOD

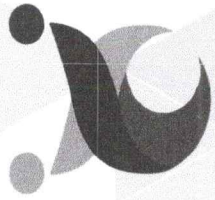
President, IIC of SRBS



Dr. Vaikhari Patil

DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks



**INSTITUTION'S
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COUNCIL**
(Ministry of HRD Initiative)



Certificate of Participation

THIS IS TO CERTIFY THAT

For Sheila Raheja School of Business
Management & Research

Ms. Ankhita Sawant

[Signature]
Director

has successfully participated in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

The participant demonstrated enthusiasm, creativity and commitment by contributing an innovative idea and presenting it during the competition journey.

[Signature]

DR. HARISH KUMAR S. PUROHIT

Director, SRBS

[Signature]

MR. AMIT BANSOD

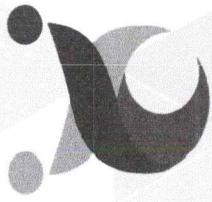
President, IIC of SRBS



[Signature]

DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks



**INSTITUTION'S
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(Ministry of HRD Initiative)



Certificate of Participation

For Sheila Raheja School of Business
Management & Research

THIS IS TO CERTIFY THAT

Ms. Vaishalee Panchbuddhe

[Signature]
Director

has successfully participated in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

The participant demonstrated enthusiasm, creativity and commitment by contributing an innovative idea and presenting it during the competition journey.

[Signature]

DR. HARISH KUMAR S. PUROHIT
Director, SRBS

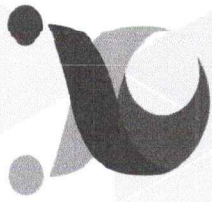
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MR. AMIT BANSOD
President, IIC of SRBS

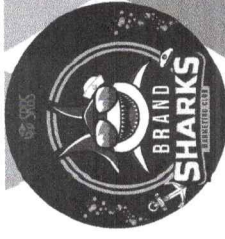


[Signature]

DR. VAIKHARI PATIL
Faculty In-Charge, Brand Sharks



**INSTITUTION'S
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COUNCIL**
(Ministry of HRD Initiative)



Certificate of Participation

THIS IS TO CERTIFY THAT

Mr. Harish Mishra

For Sheila Raheja School of Business
Management & Research

[Signature]
Director

has successfully participated in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

The participant demonstrated enthusiasm, creativity and commitment by contributing an innovative idea and presenting it during the competition journey.

[Signature]

DR. HARISH KUMAR S. PUROHIT
Director, SRBS

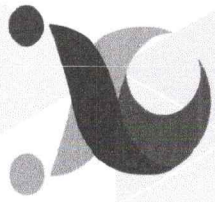
[Signature]

MR. AMIT BANSOD
President, IIC of SRBS



[Signature]

DR. VAIKHARI PATIL
Faculty In-Charge, Brand Sharks



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)



Certificate of Participation

THIS IS TO CERTIFY THAT

Ms. Vaishnavi Dgate

For Sheila Raheja School of Business
Management & Research

Director

has successfully participated in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

The participant demonstrated enthusiasm, creativity and commitment by contributing an innovative idea and presenting it during the competition journey.

Mx.

DR. HARISH KUMAR S. PUROHIT

Director, SRBS

Amit Bansod

MR. AMIT BANSOD

President, IIC of SRBS

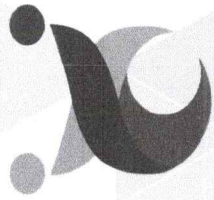


Dr. Vaikhari Patil

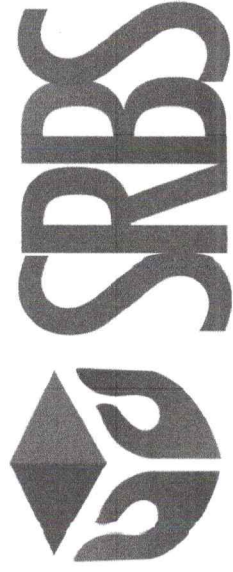
DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks





**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)



Certificate of Participation

THIS IS TO CERTIFY THAT

Mr. Navin Kaithwas

For Sheila Raheja School of Business
Management & Research

M.R.
Director

has successfully participated in the **IIC Idea Discovery & Innovation Challenge 2025** organized by the Institution's Innovation Council (IIC) of SRBS in collaboration with Brand Sharks (Marketing Club) and Placement Cell of the Institute.

The participant demonstrated enthusiasm, creativity and commitment by contributing an innovative idea and presenting it during the competition journey.

M.K.

DR. HARISH KUMAR S. PUROHIT

Director, SRBS

Amit Bansod

MR. AMIT BANSOD

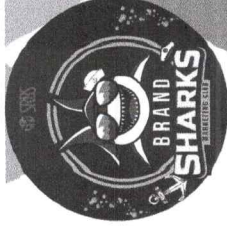
President, IIC of SRBS



Dr. Vaikhari Patil

DR. VAIKHARI PATIL

Faculty In-Charge, Brand Sharks

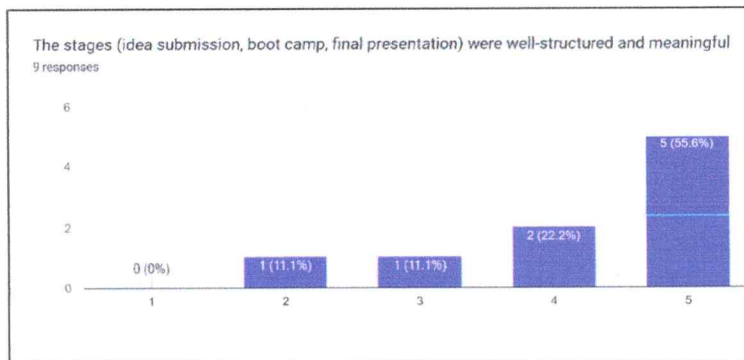
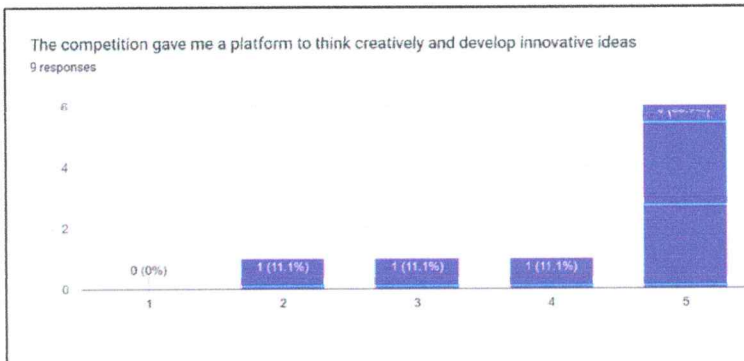


Student Feedback

**IIC Activity – A session on Achieving Problem- Solution Fit
 Jury – Mr. Devesh Shetye**

Details of the respondents

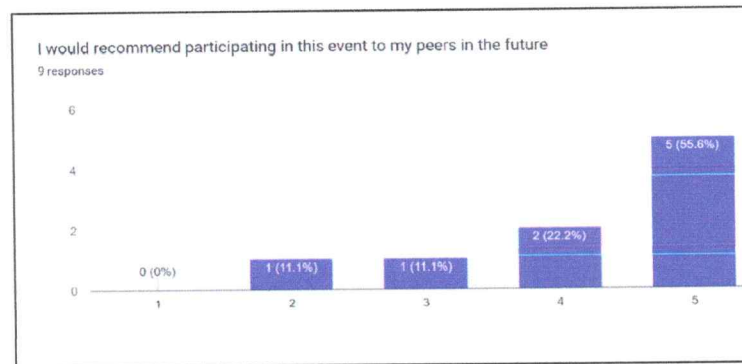
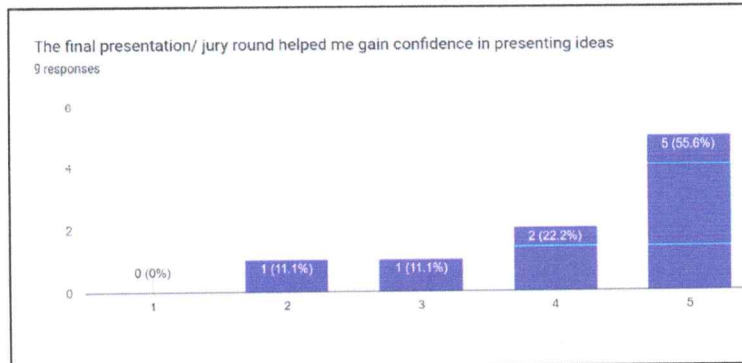
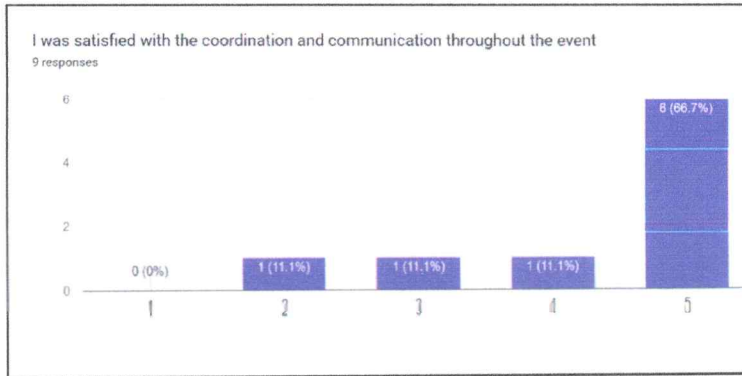
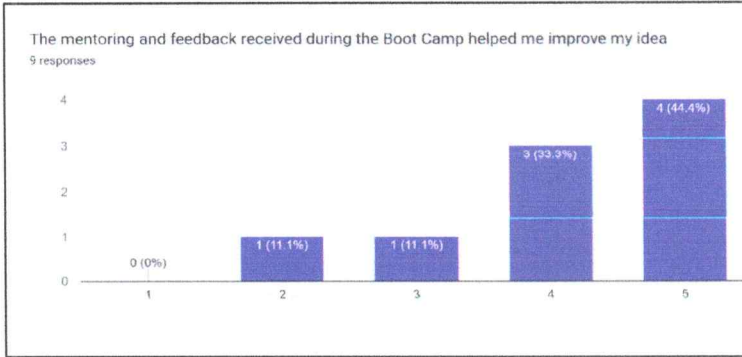
Sr No.	Name	Class
1	Sapana Sada	FYMMS
2	Varad Lalit Deshmukh	FYMMS
3	Mahima Mehta	FYMMS
4	Ritika Anil Parmar	FYMMS
5	Kadambari Parab	FYMMS
6	Heṭyi Şheth	FYMMS
7	Ranjith R. Halbavi	SYMMS
8	Tulsi Gupta	SYMMS
9	Vivek Chaturkar	SYMMS



**For Sheila Raheja School of Business
 Management & Research**

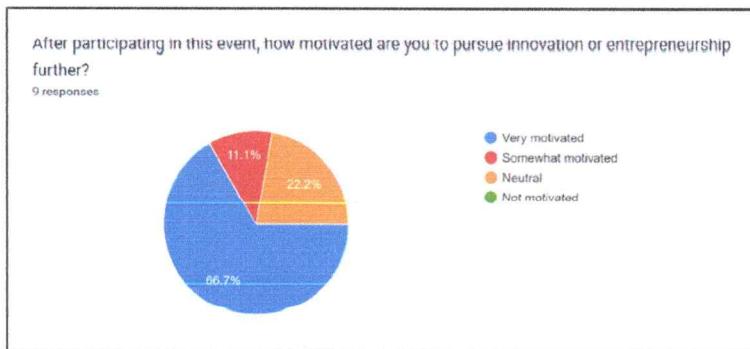
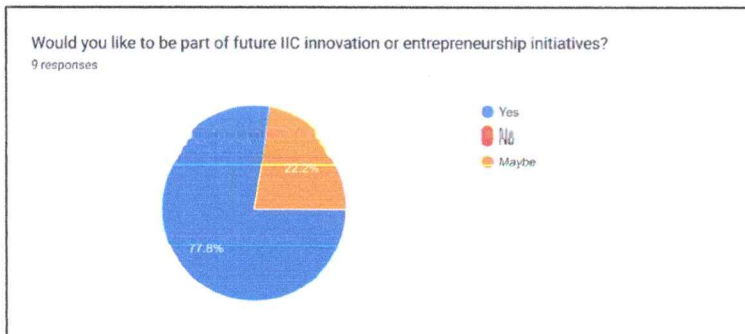
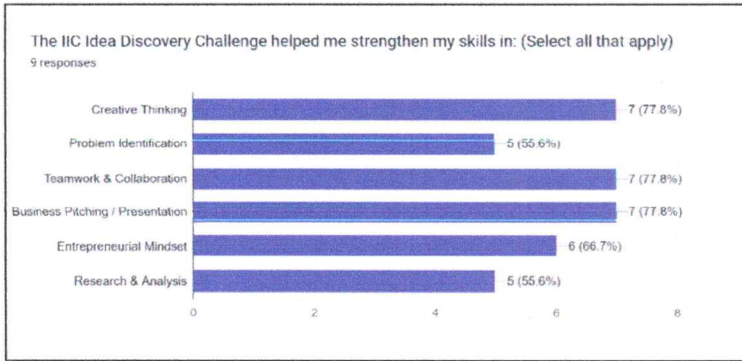


(Signature)
 Director



For Sheila Raheja School of Business
 Management & Research

[Signature]
 Director



In the feedback form, when asked- What was your biggest learning or takeaway from this entire journey, following were responses received:

- “This journey helped me build confidence, improve my presentation skills, and deliver my first-ever pitch with clarity.”
- “I learned how to present an idea effectively—being concise, engaging the audience, and communicating my service clearly.”
- “I understood how to pitch my product to an entrepreneur and the importance of proper communication.”
- “My biggest takeaway was learning to coordinate with team members and work as a team while preparing the pitch.”
- “I realised that every experience teaches something, and profitability is a key factor in all business ideas.”



For Sheila Raheja School of Business
 Management & Research

[Signature]
 Director

In the feedback form, when asked about What aspects of the event did you find most valuable, following were responses received:

- “The guidance and mentoring throughout the journey were the most valuable aspects.”
- “The boot camp sessions helped me gain confidence and speak in front of everyone.”
- “The feedback and questions asked by the jury were extremely useful for refining our ideas.”
- “The insights shared during discussions, especially related to financial factors, were very valuable.”
- “The pitching part and final presentations were the most valuable learning experiences.”

In the feedback form, when asked about what can we improve for future editions, majority students responded with a – nothing or NA, indicating their satisfaction with the manner in which this was conducted.



For Sheila Raheja School of Business
Management & Research


Director

Judging Guidelines (Summary for Panel Reference)

Sr.No	Criterion	Judging Criteria	Maximum Marks
1	Problem Identification & Clarity	Problem clearly defined, specific, and realistic. Shows understanding of causes.	20
2	Innovation & Uniqueness of Solution	Solution directly addresses problem, creative, and distinct from existing ideas.	25
3	Target User & Value Proposition	Clearly identifies who benefits and how. Demonstrates user understanding and value.	20
4	Feasibility & Impact Potential	Practicality of implementation, sustainability, and meaningful impact.	20
5	Presentation & Branding Effectiveness	Communication clarity, confident delivery, creative naming/logo, summary quality.	15
	TOTAL		100

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Rating	Description	Marks Range
★ Excellent	Outstanding clarity, originality, and feasibility	17-20 (or proportionate)
👍 Good	Clear, relevant, moderate innovation	13-16
⚙️ Average	Understandable but needs more depth	9-12
⚠️ Needs Improvement	Vague or unrealistic	0-8

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For Sheila Raheja School of Business
Management & Research


Director