

INNOVATOR'S EYE



Entrepreneurship
Cell

Conceptualised by: JEMS'16-17

Ideas are worthless until you get them out of your head to see what they can do !
Which is what we had in mind while giving our aspiring SIMSITES an opportunity with the recent MARKET BEAT !

SIMS has been conducting this event since the last few years and has proved to be a startup vitamin for its students.

The agenda is to drive home the point that you don't need a 100-person company to develop an idea. Doubts kill more dreams than failure ever will and so we step in every year to drive away fears, anxieties and doubts by giving a chance to try, experiment, iterate, fail, try again and change the world!

Opportunity lives at the intersection of what people need tomorrow and can just barely build today. Market Beat 2016 expected student managers or the budding entrepreneurs (as we may so boldly put it) to find gaps in the campus facilities and try to cement them. Students came up with brilliant ideas and tried to execute them through their B-plans.

Facing challenges in execution and competition from other fellow-mates were life lessons for these aspirants. The financials, the break-even analysis and having a hold of other business parameters were important add ons. What they learnt over and above this was how to keep their calm and always serve with a smile no matter (not to forget the number of times that would have to be done on repeat) !

As for the supporters and the viewers, Market Beat 2016 was no less than a carnival, an adrenaline rush and a break from the mundane time table. With a feast for the taste buds and music on the go, along with helpful services, the event proved on to be a success.

The results are much awaited and expected to be out in the following week. We wish the participants best of luck and congratulate them already for daring to make it big!

So Let's Talk About MARKET BEAT



FOR EVERY ARTIST WAS ONCE AN AMATEUR!!

DIRECTLY FROM THE COMMENTS BASKET

"Students of SIMS are really fond of food. Besides food stalls, we had many service providing stalls also participating in Market Beat. This was an opportunity given to the students to make a difference and learn how to run a business. There can be no comparison done between the stalls, each stall is unique in its own."

-DR. PRAVIN KUMAR, Deputy Director Sir (in an interview taken by Production House during Market Beat)

Right from the preparations to the setting up of the stalls, to making delicacies, to the way the stalls promoted themselves Market Beat 2016 was a fantastic event. It explored the entrepreneurial potential of student managers and also gave them an insight on how to run their own venture. The enthusiastic crowd was overwhelmed by the amazing ideas that student managers had come up with.

From the Aloo-parathas to the 'Dogs-on-a-stick' to the bike washing venture, the event displayed a variety of services to select from. The music got people into high spirits and grooving to the floor making it look no less than a fiesta. Market Beat was enjoyed by all the SIMSITES and I would like to give my heartiest congratulations to the Entrepreneurship Cell for their brilliant efforts and hard work !

-NEIL AMBRE, Freelance Photographer

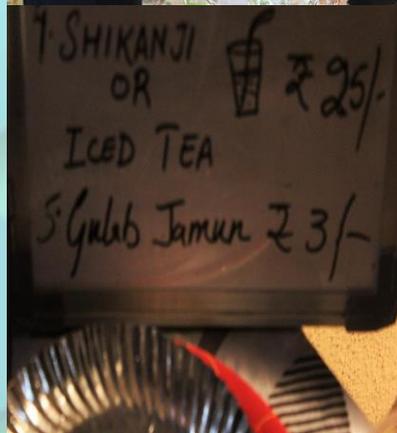
Market beat has always been a great platform for young entrepreneurs. This year I congratulate Entrepreneurship cell to take the event to a better level with increased no. of participants, more variety and better conduct. The arrangements made were worth commendable and I would personally thank you all for taking it to another level .
-JORDI, Cheezy Chicks

Market Beat was a platform where I could give my dreams their first ride. Being passionate about cooking and serving good food is what motivated me to present SIMS crowd some healthy soups and other delicacies on their platter. Amidst, the hustle-bustle of market beat. I have experienced and learnt a lesson for a lifetime. It gave me a realization that having your own venture needs a lot of preparation, but its sustenance is a hard nut to crack.
-HEENA SIKARWAR, Soup-Reme

Me and my team had a great fun in this competition. It was a great experience. We had a chat and momos stall. Which gave us a good revenue. It made us learn how to attract customer towards your stall, how to deal with different demands of customer , how ta handle them, how to make orders available on time. It gave an experience of managing raw materials quality as well as quantity. It made us learn a lot. It made us realize our mistakes and shortcomings. Next year we would again participate in it and will try to reduce our shortcomings and mistakes. A great learning and enjoyable experience.
-PRIYA, Khaao Galli

From the beginning we (team of 3) were sure that whatever it is, it has to be something about food. And thus Lazeez Lebanese happened, where we planned to sell delicious Shawarma, Falafel and Chicken Tikkas Roll. The M-Day was a complete package of stress, anxiety and pressure. However in the end people liked what we served. This gave us a different sense of confidence and fueled us to do much better if we get the chance to set-up our own stall here in the campus for the rest of the year.
-ANMOL, Lazeez Lebanese

Market Beat was a legendary experience for the team. Planning and organising the event from scratch really added on to our practical know-how. The challenges of executing the task not only harnessed our skills but also brought us together as one united team. Also we are thankful to have the guidance of our seniors who really pulled us along smoothly. To every single soul who was a part of our event directly or indirectly, we give our heartfelt thanks. Seeing our very first event be a flamboyant success, we could not have asked for more.
<3 THE ENTREPRENEURSHIP CELL <3



REVENUE EARNED IN JUST 4 HOURS

₹ 76500

1. MAGNIFIQUE
2. THE HANGOUT CAFÉ
3. HERMOSO
4. SOUP-REME
5. BYTES
6. CHEEZY CHICKS
7. KHAAD GALLI
8. CHOLE KING
9. BIKE'O WASH
10. DELHI CHATS
11. THE MILK BREWERY
12. CHIRKUTT.in
13. LAZEEZ LEBANESE
14. DILLIWALE
15. CAFÉ NUTRIHUT
16. NVN HOT FLAVORS

16 STALLS

