



Marathwada MitraMandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING (IMERT),
Pune
No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar, Pune – 411052



Since 1994



Date of the event	25 th and 26 th November, 2025	Duration	10 am – 5pm
Day of the event	Tuesday & Wednesday	Venue	3 rd Floor IMERT Seminar Hall
Number of Participants			68

Report of the Event

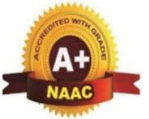
Aarambh 2025: National Level Inter-Institutional Business Idea Competition



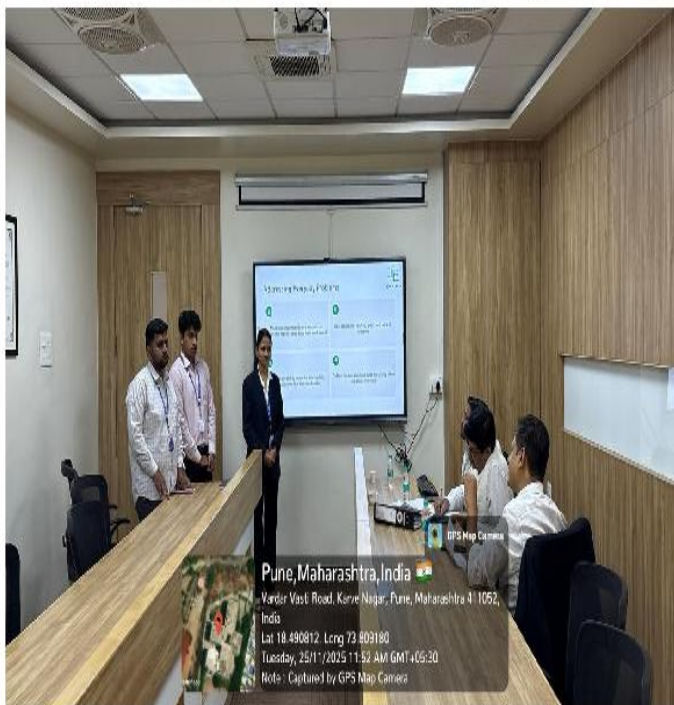


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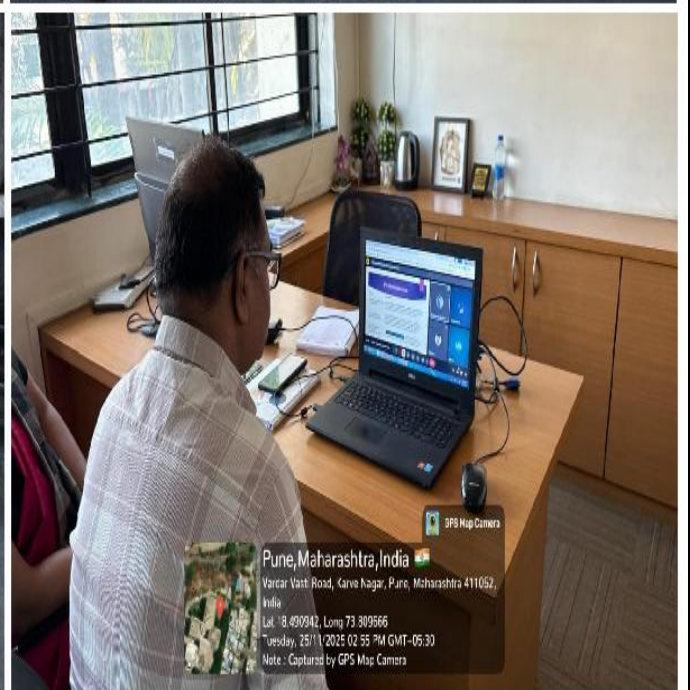


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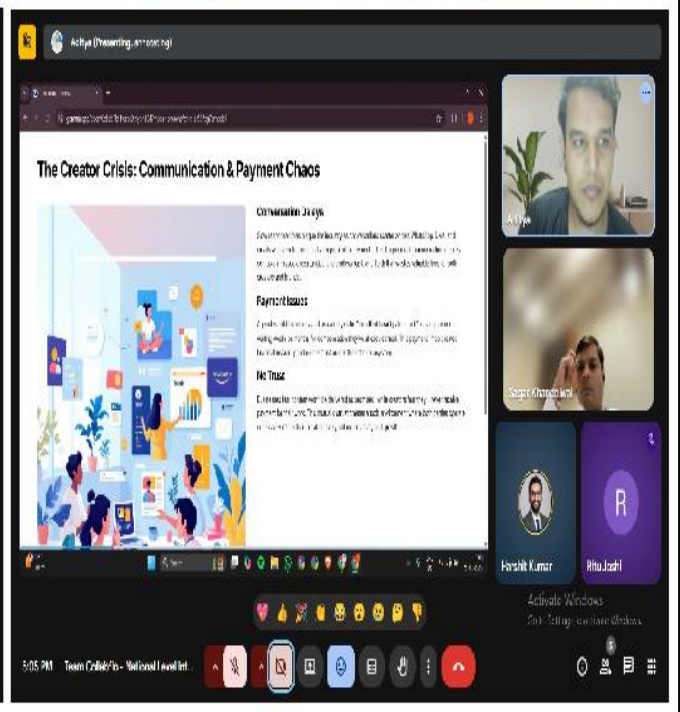
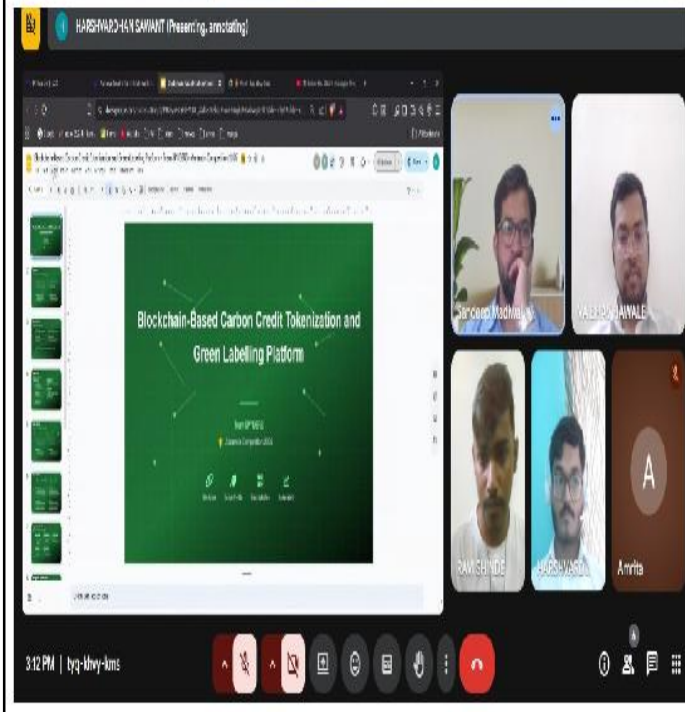
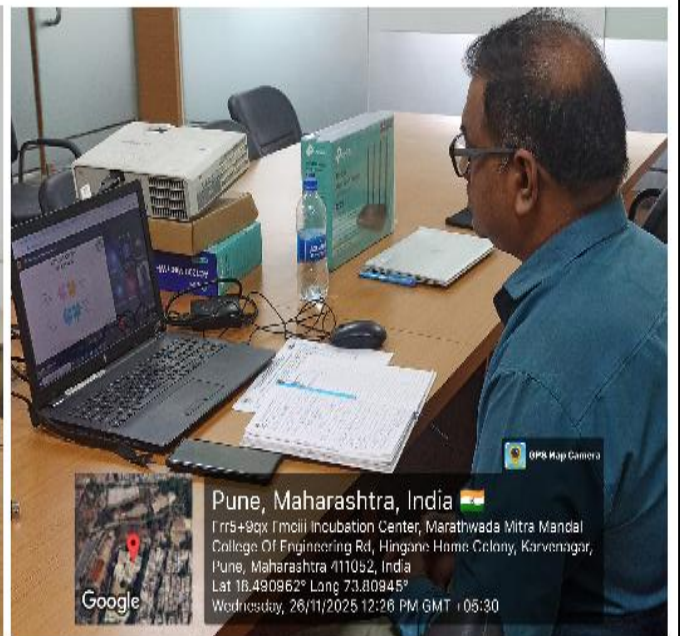


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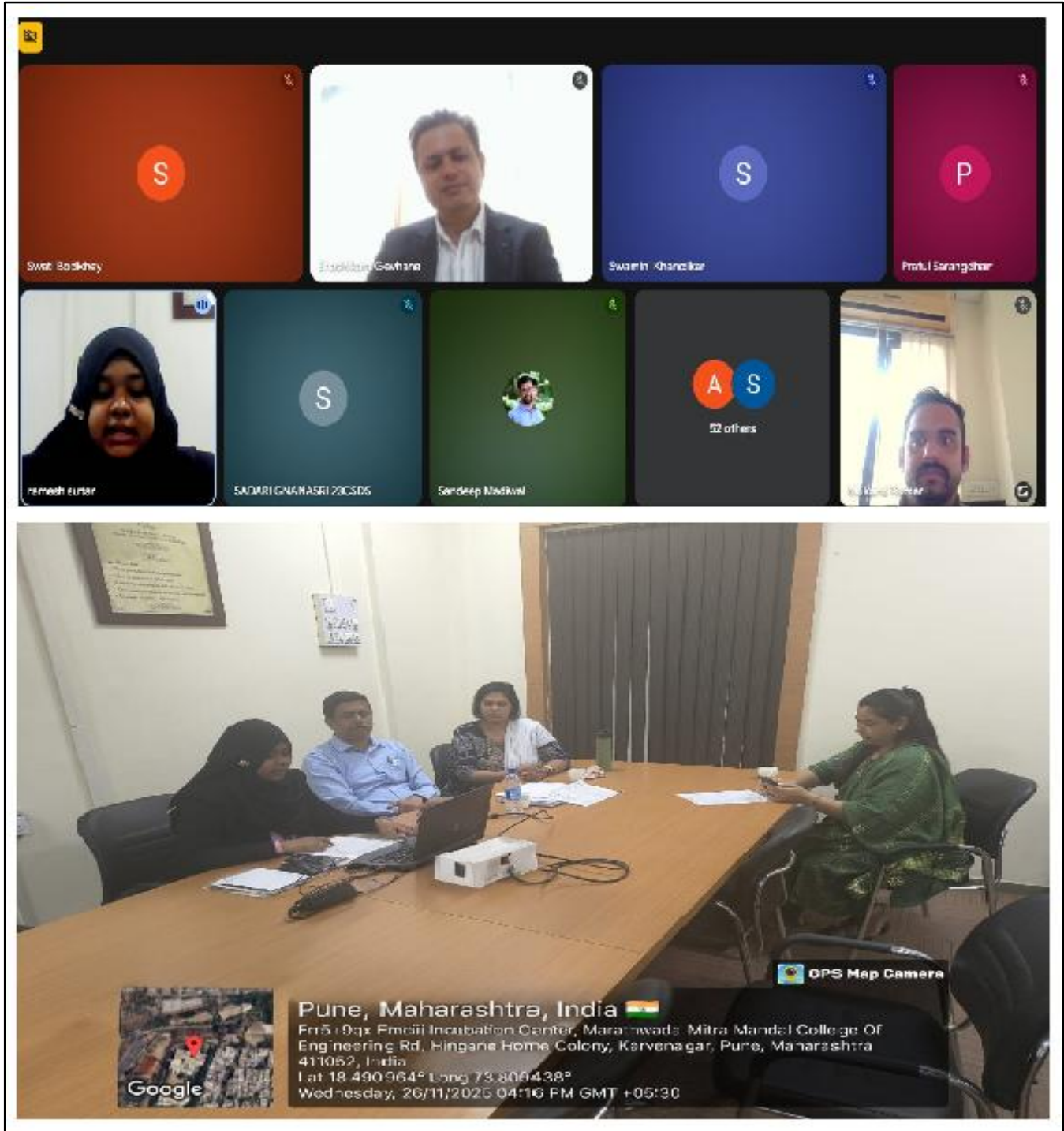


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MINISTRY OF
EDUCATION

**MoE's
INNOVATION CELL**
(GOVERNMENT OF INDIA)

**INSTITUTION'S
INNOVATION
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**AICTE**
All India Council of Technical Education

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**Marathwada Mitra Mandal's**
Institute of Management Education
Research & Training (MM's IMERT), Pune



**National Level Inter
Institutional Business
Idea Competition**

**आरंभ
2025**

GRAND PRIZES
1st prize
Rs. 15,000/-
2nd prize
Rs. 10,000/-
3rd prize
Rs. 5,000/-

**Date: 25th (offline) &
26th (online) Nov, 2025**

Registration & Submission Guidelines:

- 10-minute slot: 7-minute presentation + 3-minute Q&A.
- Team rules: 2-4 members; multiple teams can apply.
- Evaluation Guidelines: Creativity, originality, problem-solution, market potential, financial viability.
- IIR Guidelines: Title/ Name of the Business, Problem statement, Innovative Solutions/ USP of the Product/ Service (4P/7P), Target Market, Financial Projections.
- Mode: Hybrid mode (offline/online); Day-2 mandatory online.
- Requirements: College ID is compulsory and dress code is formal; no spot registration.

Registration & Submission Deadline:
22nd November, 2025

**SCAN TO
REGISTER**



FREE REGISTRATION

OUR PATRONS

Shri. K.H. Mungale Secretary	Prin. B.G. Jadhav Executive President	Shri. S.D. Ganage President
Prof. Vivekanand Gaikwad Convener - IIC		Dr. Shubhangee Ramaswamy Director

FACULTY CO-ORDINATOR
DR. SARANG DANI
97623 47863

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**National Level Inter
Institutional Business
Idea Competition**

**आरंभ
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**Date: 25th Nov (Offline) &
26th Nov (Online) , 2025**

Dr. Sarang Dani
Co - Ordinator

Prof. Vivekanand Gaikwad
Convener - IIC

Dr. Praful Sarangdhar
Vice President - IIC

Dr. Shubhangee Ramaswamy
Director



Since 1994

Marathwada Mitra Mandal's Institute of Management Education Research & Training (IMERT) organized Aarambh 2025, a National Level Inter-Institutional Business Idea Competition, under the guidance of Dr. Shubhangee Ramaswamy, Director, IMERT, Pune. The Event was designed to promote innovation, creativity, and entrepreneurial thinking by providing a platform where students from across the country could present feasible and impactful business ideas aligned with IIC's focus on strengthening institutional innovation and entrepreneurial ecosystems.

Event Description

Aarambh 2025 was organized as a National Inter-Institutional Business Idea Competition, attracting students from various academic disciplines. The event was conducted in Offline and Online Modes— Participants showcased ideas spanning technology, sustainability, healthcare, mobility, social impact, and product/service innovations in front of expert evaluators from FMCIII ((Foundation for MakeItHappen Center for Invention, Innovation and Incubation) – Mr. Sandeep Madiwal, CEO, FMCIII, Mr. Shashikant Gavhane, Director, FMCIII and Mr. Ramesh Sutar, Technical Coordinator, FMCIII.

The competition aimed to:

1. Identify innovative and impactful ideas
2. Encourage structured business planning
3. Enhance participants' pitching, analytical, and presentation skills
4. Facilitate expert feedback and mentoring

With registrations from 91 teams representing 54 Institutes across 13 states — Andhra Pradesh, Punjab, Delhi, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Tamil Nadu, Telangana, and Uttar Pradesh — the event showcased strong national representation and a vibrant exchange of ideas. Participants included students from diverse academic backgrounds such as management, engineering, commerce, and science.

Winners of the Event were –

First position - Team Venture Nexus from Modern Education Society's Wadia College of Engineering, Pune. Business Idea: FLEXIFEED- An automatic, smart and sustainable multi-pet-feeder.

Second position - Team Chakra from Neville Wadia Institute of Management Studies & Research, Pune. Business Idea: Fast Fashion Rental clothing brand focusing on sustainability.

Third position - Team Stand and pee from Marathwada Mitra Mandal's College of Commerce, Pune. Business Idea: A hygiene pee solution for women.

All participants will receive a Certificate of Participation. IMERT expressed gratitude to the participating Institutions, Judges, and Coordinators for making the event a successful initiative toward empowering entrepreneurial talent nationwide.



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Key Outcomes –

1. Strengthened entrepreneurial and innovation mindset among students
2. Enhanced skills in pitching, market research, and business planning
3. Identification of high-potential ideas suitable for incubation
4. Encouraged inter-institutional networking and learning
5. Increased visibility of IMERT's IIC activities at a national level

Feedback Summary -

Evaluator Feedback

- Commended the originality and potential of many ideas
- Appreciated the smooth coordination of the event
- Recommended handholding support for promising teams

Participant Feedback

- Found the competition enriching, practical, and confidence-building
- Appreciated expert feedback and exposure to real-world pitching
- Expressed enthusiasm for future IIC initiatives

Aarambh 2025 successfully created a vibrant platform for students across India to present innovative business ideas. IMERT continues to support and promote entrepreneurial culture under the IIC framework, nurturing students toward innovation-driven growth.

 Dr. Sarang Dani Coordinator	 Prof. Vivekanand Gaikwad Convenor - IIC	 Dr. Shubhangee Ramaswamy Director
Prepared by	Reviewed by	Approved by