



Thakur Institute of Management Studies & Research (**timsr**) has inherited the spirit of entrepreneurship from its visionary founder and Chairman Mr. V. K. Singh of Thakur Group of Companies. Thakur Educational Group with 14 institutions in 6 campuses has chosen to provide world class education encompassing local as well as global needs of society. Needs of higher education have been taken care of by providing diploma, undergraduate, post graduate courses and research facilities in various disciplines which includes commerce, science, computer, engineering and management. Specialized courses such as Aviation Technology, Pilots Training and Animation Technology courses have also been instituted to meet the current market needs.

**timsr** is an ISO 9001:2008 certified institution located in Mumbai which provides value based management education. With a penchant for keeping up with the needs of the Indian economy and industry, the Institute has taken a

# timsr

## Entrepreneurship Initiative

step forward by encouraging experiential learning through entrepreneurship which started in the year 2008. With an objective to provide practical orientation at **timsr**,

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Business Plan Development was introduced in the second semester in the curriculum of PGDM and later in MMS. The structure and objective of Business Plan Development project is to make students experience important business areas such as identifying market opportunities and technical and financial feasibility of the business ideas while starting a venture. This objective was achieved when students underwent orientation sessions from faculty members and guest speakers from the industry and successfully created feasible

business ideas. This entire Business Plan Development project created an entrepreneurial buzz within the campus which finally culminated in the formation of Entrepreneurship cell (E-cell) named Srujan

The objective of Srujan is to inculcate entrepreneurial spirit amongst students. Srujan is proud of creating student entrepreneurs like Shweta Tiwari (Choco Desire), Amar Parikh and Neha Keshwa (Laksh Tutorials), Julesh Doshi (Imitation Jewellery) and Mifresh Jain and Tapesh Bhosale (Building Materials).

As a further step towards the entrepreneurial initiative, the first campus venture 'Egglicious' was inaugurated in our Institute on 23<sup>rd</sup> July, 2010. The Egglicious project received enormous support from the

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faculty members, Director Dr. Mrinalini Kohojkar and Chairman to transform student's dream into reality.

The project 'Egglicious' caters to the supply of simple, delicious and hygienically prepared egg-based recipes in the campus. The Director feels that Egglicious is a beginning of entrepreneurial revolution.

The student's team comprising Sudhakar Yadav, Ashish Kothari, Saurabh Mhatre and Carolin Christian got the opportunity to mould and develop this idea into more concrete terms while working on a project in their Business Plan Development project. An intensive market research



### Egglicious outlet at the campus.

helped them to understand the suppliers, competitors and customers in the industry in a better manner. Egglicious was declared as the Best Business Plan Development project.

Srujan, the E-Cell, now aims at creating an incubation centre within the campus and initiating E-club and E-clinic to bring **timsr** alumni in the network of entrepreneurship drive.