

MKSSS's Smt. Hiraben Nanavati Institute of Management and Research for
Women

Entrepreneurship—Innovation, Incubation and Start up Cell

Title –Report Session on “**IIM B- Plan Competition**”at IIM Bangalore

Date—31st Jan 2020

HNIMR students were glad to be a part of International B- Plan Championship scheduled on 31st Jan 2020 in IIM Bangalore Campus. With the guidance of Dr. Mihika Kulkarni- Director Incharge and Dr. Sonali Parchure along with Dr. Jyoti Gaikwad and Mrs. Ranjana Gogate ,who accompanied us in the whole process and our team, Ms. Diksha Menghani, Ms. Mahima Gupta, Ms. Nikita Kuray, Ms. Ria Wagh, Ms. Aishwarya More were fortunate to present our Business Plan- **VIATU- *Let Someone walk in your shoes!!!*** VIATU meaning footwear in Swahili language was aimed on business idea which suggests that instead of discarding old footwear in landfill and imparting landfill issues; such old footwear can be refurbished and provided to the needy people. Based on our thought of creating a social enterprise thus generating awareness among people and employment for cobbler community through students idea was acknowledged and appreciated for our efforts through participation certificates and trophy.

IIM B- Plan Business Report

Beginning from brainstorming of various business ideas to shortlisting our business plan **VIATU- “*Let someone walk in your shoes*”**, a great experience and knowledge throughout the process. Our students team Ms. Diksha Menghani, Ms. Mahima Gupta, Ms. Nikita Kuray, Ms. Ria Wagh, Ms. Aishwarya More, through our combined efforts in building our social entrepreneurial business plan, initiated from problem recognition through market research and market survey using primary and secondary data collection methods. Through market survey, we arrived at market statistics which states that “350 million pairs of footwear are discarded every year, and 1.2 billion people are barefooted worldwide”.

Considering our market research, we targeted CSRs and NGOs as our customers through which we were able to reach lower strata of the pyramid and provided them footwear. Subsequently, we interacted with cobblers, shoe making

manufacturers and other retail shops thus conveying our business idea and accepting their will to contribute to our initiation. Thereafter, we started collecting old footwear like slippers and sandals from different colleges, societies and nearby areas through donation drives and generated awareness for the same. After the collection of old footwear we refurbished by using new sole, leather lining and rexin to make wearable footwear from the old one. Carrying out the sanitation process in 3 steps: - Washing, disinfecting and deodorizing and using detergent, bleach and vinegar; we distributed VIATU footwear to our own Maharshi Karve Stree Shikshan Sanstha's girls who felt a need of having footwear. Succeeding the sanitation process, we started building our digital marketing platform where website, LinkedIn, Facebook, Instagram and Twitter social networking sites were created and conventional marketing through leaflets and brochures were made. Not only through donation drives but also through regular scrap suppliers like SWATCH and SUFI we received raw material i.e. old footwear free of cost.

The presentation of Business plan included:

1. Business Plan
2. Problem Statement
3. Idea Summary
4. Market Overview
5. Competitive landscape
6. Marketing and Expansion Strategy
7. Financial Feasibility

This idea was highly appreciated in the competition.

Ranjana Gogate

In charge

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