RP - Sanjiv Goenka Group
Growing Legacies

IMI
INTERNATIONAL MANAGEMENT INSTITUTE
KOLKATA

International Management Institute, Kolkata

New Venture Development

2023-24

S. No	Team Name	Product/ Service Name	Sector	About Business Idea
1	Jugaaduz	Jugaaduz	Food	In an era characterized by speed, convenience, and a plethora of choices, our startup aspires to revolutionize the way hostel residents access essential food items. Our core focus is on providing a hassle-free and expedited delivery service tailored to meet the immediate needs of individuals residing in hostels. We are committed to ensuring prompt and free doorstep delivery of a diverse range of packaged food items.
2	Maverick	Mohor	Jewelry	At MOHOR, we do more than just promote rings – we create unique reports. Our series includes precise and constrained version designs that make your fashion stand out. We know it's vital to be observed, and our specific portions are made to make an announcement. Whether you want cutting-edge tendencies or a timeless appearance, every design shows our dedication to keeping you fashionable. At MOHOR, we suppose real elegance is set celebrating what makes you distinctive, and our special designs are here to be a part of that journey with you.
				Enaganing Tales is developing The Storytime Adventures which is an

3	Engaging Tales	Engaging Tales	Print	innovative venture designed to captivate the imaginations of children aged 5 to 7 years old through a curated collection of short stories accompanied by vibrant graphics. In today's digital age, where screen time dominates, our catalog offers a refreshing alternative by promoting literacy and creativity through the joy of storytelling. The main feature of the venture is its content.
4	Quirky craze	Quirky Craze	Textile	Quirky Craze, where style meets individuality! As a leading T-shirt company our company takes pride in offering a diverse range of AI-Powered Custom T-shirt Design that allow you to showcase your unique personality. Our commitment is to be creative and quality craftsmanship that ensure each T-shirt is a wearable piece of art.
5	UrbanChic	UrbanChic	Textile	The fashion landscape for the young and trendsetting. Fuelled by a passion for individuality, our business is not just about selling clothes; it's about selling experience, if one wants to wear a colourful hoodie or a polo-t shirt can get it from us, if one wants to wear a name imprinted t- shirt can get it customised from us, we are offering solutions to all the young generation. We fill the gap here, where our idea is to come up with the range of products which cater to the customers.
				Blink Bliss, a dynamic event management company operating in Kolkata's thriving college culture, specializes in orchestrating vibrant and unforgettable events within college campuses. With a mission to elevate the

6	Venture Vibe	Blink Bliss	Events	college social experience, Blink Bliss aims to carve a niche in the event planning industry by crafting engaging and memorable events for students. The company's expertise lies in curating unique experiences that transcend traditional event planning, ensuring each event resonates with the youthful energy of college life
7	Trouble Tackle	Trouble Tackle	Com. Service	The core of our business idea is the development of an effective grievance and communication system that enables smooth communication between the administration and residents of apartments and hostels.
8	RetroCraft	Retrocraft	Art	Retrocraft is a platform which offers unique arts with authentic information about the art and artists. At retrocraft we offer right value to artists, which can help to bring rural India art to cities.