



Gyanmanjari
Innovative University

Gyanmanjari Institute of Management Studies Bhavnagar

Report on

Udhyam Mahotsav

Date: 25/08/2026

Time: 09.00 AM to 04.00 PM

Venue: OTS

No. of Student	253
Department	Management
Semester	1,3,5
Faculty Co-Ordinator	Prof. Varsha Kriplani Prof Shubhankar Pandey

Objective

The objective of Udyam Mahotsav – 20–40 Bazaar is to promote entrepreneurship, innovation, and self-employment among students, youth, and local entrepreneurs. It aims to provide a platform for showcasing local products, supporting MSMEs, encouraging digital marketing, creating networking opportunities, and generating awareness about government schemes and startup opportunities. The event also seeks to strengthen local businesses, develop entrepreneurial skills, promote the “Vocal for Local” initiative, and contribute to employment generation and sustainable economic development.

About Activities:

Udhyam Mahotsav – 20–40 Bazaar will include activities such as product exhibitions, student and entrepreneur stalls, business idea presentations, local product promotion, entrepreneurship awareness sessions, networking opportunities, and interactive customer engagement activities. The event will encourage participants to showcase their creativity, business skills, innovative products, and services while gaining practical exposure to marketing, sales, branding, and entrepreneurship.

Photographs



