

Continuous Evaluation – ₹200 venture

Subject: Entrepreneurship

Sem II

Brief

The Rs. 200 Venture CE is an experiential entrepreneurship activity where students design, execute, and evaluate a micro-venture within a limited budget and time frame. It develops practical skills in opportunity identification, marketing, pricing, financial management, and teamwork. By maintaining P&L statements, using digital transactions, and applying effectuation principles, the activity effectively bridges entrepreneurial theory with real-world decision-making and resource-constrained business execution.

Uniqueness

Learning through genuine financial responsibility: Students navigate a real-world financial environment, managing a budget and keeping accurate digital records of their transactions and profit and loss statements. This approach fosters financial discipline, transparency, and a practical grasp of unit economics and pricing strategies.

Dynamic and responsive entrepreneurial experience: The CE program promotes real-time adjustments to strategy, reinvestment choices, and the application of effectuation principles. This hands-on approach allows students to confront uncertainty, competition, and market reactions directly, rather than in a controlled or theoretical context.

Posted on website:

Yes

Re-usability of the CE

The CE can be re-used by changing