



# NEW HORIZON COLLEGE

MARATHAHALLI

Permanently Affiliated to Bengaluru North University,  
Recognized by the Govt. of Karnataka Recognized under section 2 (f) of the UGC Act, 1956  
Accredited by NAAC with 'A' Grade

## Rural Entrepreneur Development Cell

**Event Title:** PROFIT POOL

**Event Date:** 29TH APRIL 2025

**Cell Head:** Ms. Sowmya H. L

**Student Coordinators:** Bhavana K, Keerti B

**Number of Participants:** 18

**Judges:** Ms. Pallavi N, Ms. Hema Vidhya

**Targeted Audience:** 100 (2nd B. Com A and C, 4th BBA A and B)

### Introduction:

The RED Cell conducted an event named "Profit Pool." This was organized to encourage innovation, sustainability, and self-reliance at the grassroots level. Through this event, we aim to inspire young minds, share success stories, and provide valuable insights into the opportunities and challenges of starting and sustaining ventures in rural areas. The primary objective of the event is to promote and nurture rural entrepreneurship by creating awareness, sharing knowledge, and empowering individuals—especially youth and aspiring entrepreneurs—to explore business opportunities in rural areas, thereby contributing to sustainable rural development and economic growth.

### Objectives:

1. Encourage Innovation: Inspire innovation and creativity in addressing rural problems through business solutions.
2. Utilize Local Resources: Promote optimal use of local raw materials, skills, and traditional knowledge to develop sustainable businesses.
3. Bridge the Urban-Rural Divide: Bring modern business practices and technology to rural areas to integrate them into the mainstream economy.
4. Enhance Rural Economy: Strengthen the rural economy through entrepreneurship, leading to overall community development.
5. Empower Rural Youth: Provide training, mentorship, and financial support to empower youth as rural entrepreneurs.

**Outcomes:**

1. Motivation and Inspiration: Aspiring entrepreneurs feel inspired by success stories and expert talks, encouraging them to take the first step.
2. Skill Development: Attendees acquire basic entrepreneurial skills such as business planning, marketing, and resource management.
3. Increased Awareness: Participants gain a better understanding of rural entrepreneurship opportunities, challenges, and support systems.
4. Action Plans: Some attendees may leave the event with concrete ideas or plans to start their own rural enterprises.
5. Community Engagement: Increased local involvement and support for entrepreneurship initiatives in rural areas.

**Event Highlights:**

1. Business Idea Showcase: Presentation of innovative and viable upcoming rural-based business ideas by students and budding entrepreneurs.
2. Panel Discussions: Interactive panels on topics like agri-business, rural tourism, dairy and poultry farming, organic farming, and rural e-commerce.
3. Startup Mentoring: One-on-one mentoring sessions to guide aspiring entrepreneurs in refining their ideas and business plans.

**WINNERS**

- Jagadish Das - BCA 'A' I yr
- Mithun Jay - BCA 'D' I yr
- Authurv - BBA 'A' I yr

**RUNNERS**

- Prajna - B.Com 'B' I yr
- Tejaswini More - B.Com 'B' I yr

**Conclusion:**

The Profit Pool event organized by the Rural Entrepreneur Development Cell proved to be a significant step toward promoting and nurturing the entrepreneurial spirit in rural areas. The event successfully brought together aspiring entrepreneurs, showcased innovative ideas, and explored viable rural-based

business opportunities. The event not only highlighted the potential of rural entrepreneurship in driving economic growth and self-reliance but also encouraged youth and community members to actively participate in rural development.

**Acknowledgment:**

The RED Cell extends heartfelt thanks to everyone who contributed to the success of this event, including the college administration, students, and staff.

Your generosity and support are greatly appreciated.

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**Photographs of the event:**







Faculties and Students Actively participated in the event conducted by RED CELL

RED CELL  
PRINCIPAL

IQAC-COORDINATOR