

NEXIS



G.D. GOENKA, SILIGURI

Anveshan

Field Immersion and Entrepreneurship
Programme

25 September 2026

Class XI



ANVESHAN ORIENTATION

Welcome, explorers!

RAISE YOUR HAND IF...

...you have learned a skill from a YouTube video.

...you have sold something, even once.

...you have an idea you have never tried.

Look around. This is a room full of builders.

THE WORLD IS CHANGING

Companies now want doers.

People who can take an idea and make it happen.

Tools change fast

AI can draft, design and calculate in seconds. Someone still has to decide, and act.

Proof speaks

More and more, the question is: what have you built, sold, led or fixed?

Doers rise

People who learn fast, work with others and deliver get trusted with more.

Your studies give you knowledge. **Doing turns it into skill.** Doers have both.

DOERS / YOU DECIDE

You are the recruiter.

One marketing job. Two students, same degree. Who gets the call?

Candidate A

- Same business degree
- Has not tried anything outside class
- Wrote 3 research papers on marketing

Candidate B

- Same business degree
- Ran a food stall at the school fest
- Built an Instagram page for a local shop

THAT'S WHY

We built Anveshan.

A place to become a doer while you are still in school:
real problems, real businesses, real people.

WHATEVER YOU CHOOSE TO BECOME

Everyone is an entrepreneur.

The doctor

The scientist

The engineer

The lawyer, psychologist or writer

Warm-up quiz

1. Amazon started in 1995 by selling just one thing online. What?

Answer: Books

2. Instagram grew out of an app called Burbn. What was Burbn?

Answer: A check-in app with too many features

3. Zomato began in 2008 as Foodiebay. What did it do?

Answer: Put restaurant menus online

4. Before it made phones, Nokia started in 1865 as a...

Answer: Paper mill

5. Which of these was invented by accident, from a glue that did not stick well?

Answer: Post-it notes

CASE STUDY / PRINTED COPY FOR EVERY TEAM

Choudhary Pav Bhaji: the burger problem

Imagine you run Choudhary Pav Bhaji. (All numbers are imaginary.)

₹80 a plate · ₹50 to make

₹3,000 a day for rent, staff and gas

You sell 150 plates a day

NEW SITUATION

A burger outlet opens down the road: ₹99 combos, AC, Wi-Fi

Now 100 plates. Most of the 50 you lost are college students.

Your mission

Get back to at least **₹1,500 profit a day**. Use up to two ideas. Show your numbers.

First: what was your profit before? And now?

Before: $150 \times ₹30 - ₹3,000 = ₹1,500$ a day

Now: $100 \times ₹30 - ₹3,000 = ₹0$ a day

CASE STUDY / 20 MINUTES

Get out of your seats.

ROUND 1 · 4 MIN

At your desk

Read the case with your team. Work out profit before and now.

ROUND 3 · 5 MIN

Decide

Back with your team. Pick up to two ideas. Do the numbers. Do you reach ₹1,500?

ROUND 2 · 7 MIN

Walk and ask

One person from each team visits three other teams and asks: "What would you do?" Bring back one idea you had not thought of.

ROUND 4 · 4 MIN

Stand and defend

Teams pitch their plan in one minute.

Four moves. Which ones work?

Start from ₹0 a day with 100 customers.

A / Cut the price

Sell at ₹70 to compete with the burger combos.

₹1,000 loss a day

$100 \times ₹20 = ₹2,000$
 $₹2,000 - ₹3,000 = -₹1,000$. You would need 225 plates a day to earn ₹1,500.

B / Add masala chaas

₹40 a glass, costs ₹15.
Three in five customers (60) take one.

₹1,500 a day

$₹0 + 60 \times ₹25 = ₹1,500$.
Mission done, with the same customers.

C / Student combo

Pav bhaji + chaas for ₹99, costs ₹65. 30 of the lost students come back.

₹1,020 a day

$₹0 + 30 \times ₹34 = ₹1,020$. Add B for your regulars and you reach ₹2,520.

D / Delivery app

Sell at ₹80 on an app that keeps 25% (₹20). 40 orders a day.

₹400 a day

$₹80 - ₹20 = ₹60$ a plate. $40 \times ₹10 = ₹400$. Busy, not rich.

Your turn: each team gives one new idea of its own, not on this list. Show the numbers.

You just learned by doing.

That is what the next five months look like.

TODAY, IN 30 MINUTES

You **questioned** what you thought you knew

You **solved** a real business problem with numbers

You **walked up to people**, argued and changed your mind

SEPTEMBER TO JANUARY

→ Question founders and faculty in **7 sessions**

→ Go inside **4 real businesses**

→ Build your own idea and present it at **Demo Day**

WHAT IS ANVESHAN?

Anveshan means exploration.

A five-month, learn-by-doing programme for Class XI by NEXIS School of Business and G.D. Goenka School. Explore a problem, build an idea, show what you learned.

8

Learning activities

Orientation + 7 sessions

4

Industry visits

Real business questions

2

Demo Days

Your idea gets a stage

Planned Demo Days: 7 and 8 January 2027

Your sessions: October and November



Sumit Sinhal

Founder, Kins Health

Entrepreneurship



Aman Choudhary

NEXIS School of Business

Generating New Business Ideas



Ritesh Agarwal

NEXIS School of Business

Technology and AI



Dhiraj Kothari

Founder, YOB Hotels Solutions

Go to Market Strategy

People who build businesses and teach business.

Your sessions: November and December



Neeraj Sancheti

Founder, Kreativ Street

Marketing



Madhu Jay

Head of Academics, NEXIS

Marketing



Richuta Agarwal

Advisor, Raya Wealth

Finance



Aman Choudhary

NEXIS School of Business

Business Model Canvas

Four industry visits. Questions to take inside.

Visit 1

12 Oct

Business revealed
soon

Visit 2

5 Nov

Business revealed
soon

Visit 3

25 Nov

Business revealed
soon

Visit 4

12 Dec

Business revealed
soon

How does a business make the same product reliably, again and again?

Which kind of business would you most like to see inside?

BETWEEN SESSIONS / CONCEPT PREVIEW

Anveshan, after school.

A simple online companion for home.
Sessions stay phone-free.

WATCH

Short videos that spark ideas

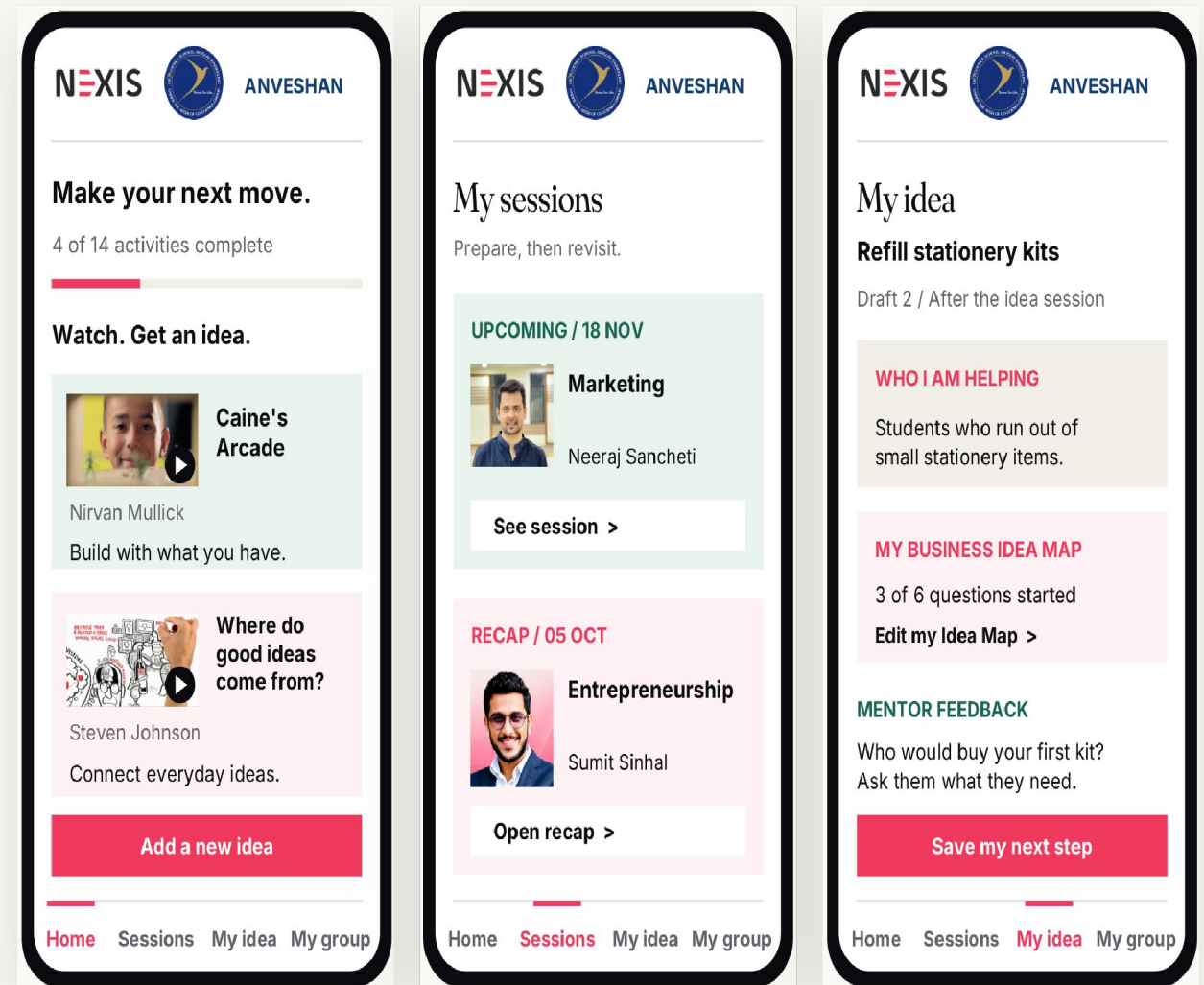
REVISIT

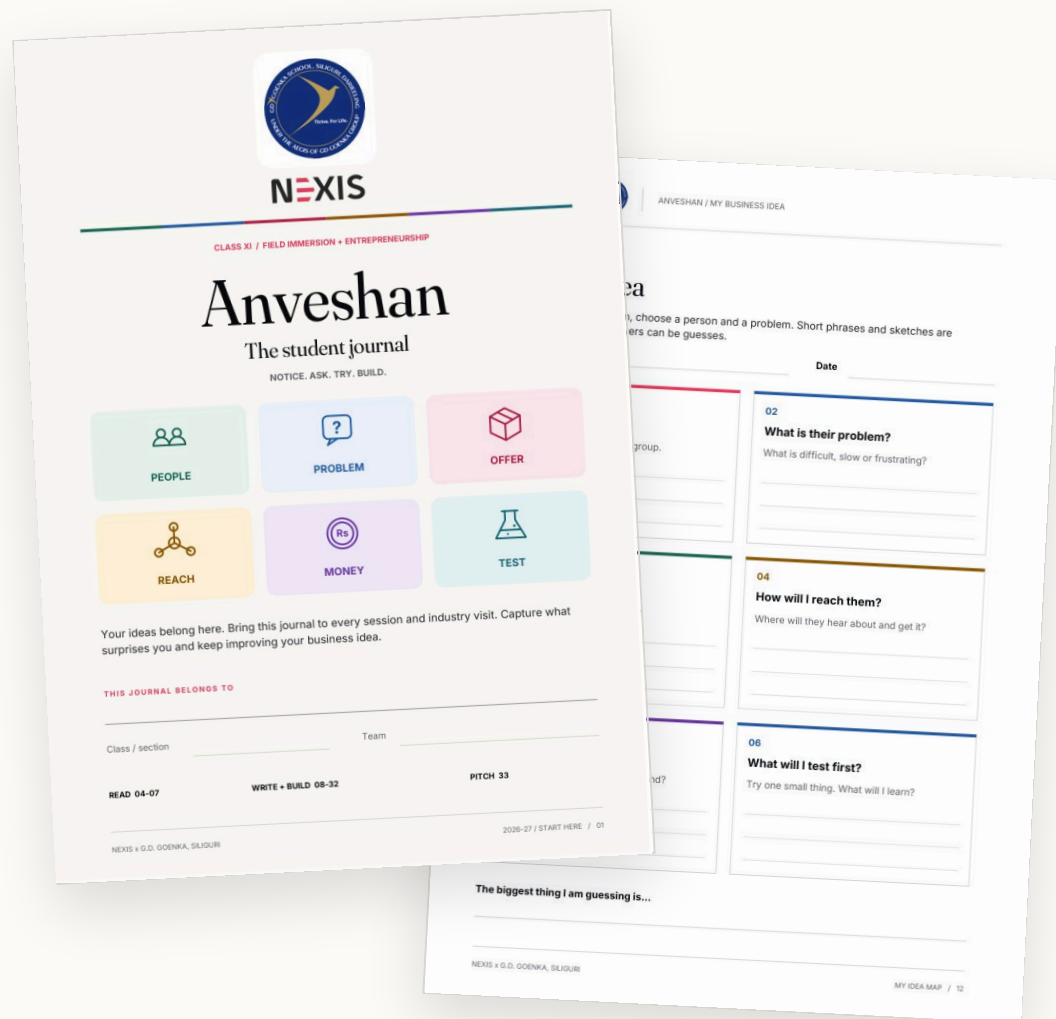
Recaps of every session, and what comes next

BUILD

Your idea map and your team's next task

A concept for the school to approve. Details will follow.





YOUR JOURNAL

Your idea's home.

Notice. Ask. Try. Build. Bring it to every session and visit.

PAGE 2

My idea bank: start with a problem you noticed today

PAGES 4-7

How SNITCH and Zepto found their customers

20 PAGES

Notes from every session and visit

5 IDEA MAPS

Your idea gets better five times

PAGE 33

Your one-minute Demo Day pitch

The next five months

25 Sep	Orientation	Aman and Ritesh
5 Oct	Entrepreneurship	Sumit Sinhal
12 Oct	Industry visit	Business revealed soon
13 Oct	Generating New Business Ideas	Aman Choudhary
2 Nov	Technology and AI	Ritesh Agarwal
5 Nov	Industry visit	Business revealed soon
16 Nov	Go to Market Strategy	Dhiraj Kothari
18 Nov	Marketing	Neeraj Sancheti / Madhu Jay
25 Nov	Industry visit	Business revealed soon
7 Dec	Finance	Richuta Agarwal
12 Dec	Industry visit	Business revealed soon
18 Dec	Business Model Canvas	Aman Choudhary
7 Jan	Student presentations and evaluation	Jury panel
8 Jan	Student presentations and evaluation	Jury panel

Your next experiment

One customer problem I want to explore...

Two different offers that might help...

One test that could change my mind...

Three minutes to write.

Which of these skills did you use today?

There is no single
right answer.

You need to ask the right questions.