

**Modern Education Society's**  
**Ness Wadia College of Commerce, Pune**  
**Institutional Distinctiveness**

**Webinars on Innovations and Intellectual Property**

**Tuesday, June 29, 2021**

**Speakers: Mr Amol Chaphekar & CS Kunal Sarpal**

**4 pm -6 pm**

To keep up with the commitment to impart quality education and help students enhance their corporate and legal acumen, the Startup and Innovation of the college had organized a webinar on Innovations and Intellectual Property on Tuesday, June 29, 2021.

The webinar was conducted in 2 sessions:

Session 1 was steered by Mr Amol Chaphekar( Founder & CEO, Global Business Trade Circle) on “Corporate Cases in Innovation & Intellectual Property.”

Session 2 on the topic “Decoding Innovations & Intellectual Property Rights” was steered by CS Kunal Sarpal( Founder & Managing Partner, White Collar Legal LLP).

The webinar began with a cordial welcome of attendees by Akshat Mandalgi, Student Member, Core Committee, S&I Cell. This was followed by sharing of guidelines on webinar decorum to ensure the smooth conduct of the event and an introduction of Mr Chaphekar.

Before handing over the conduct of the session to Mr Chaphekar, Akshat requested the Coordinator and the key driver of the S&I Cell, Dr Mariam Noronha to make the opening remarks.

Moving ahead, Mr Chaphekar began his talk by emphasizing the need for an interactive session, urging students to put their questions and queries in the chat box for him. He shed light on how he incepted his venture, Global Business Trade Circle. He proceeded to enlighten the audience about corporate cases and the innovative products that their company offers. To ensure effective learning and absolute attention of the audience, he had shared a presentation carrying an account of their

different innovative products. Throughout the session, he focused on sensitizing the audience about the significance of the IP in the corporate arena. The key highlight of his deliverables include topics:

- 1) Prior Art Search
- 2) How to identify problems and go ahead with problem statements to find a solution.
- 3) Infringement of IP

Towards the end of his talk, he addressed the questions of the attendees, which made the session an interesting one.

Before session 2 commenced, Mr Pakhash Choudhary ( Vice Principal, NWCC), enlightened the students with his words, quoting the importance of IP in all the domains of today's dynamic scenario. Akshat Mandalgi expressed his sincere thanks to Mr Chaudhary for his worthy insights.

Kickstarting with session 2, Akshat introduced the speaker CS Kunal Sarpal and invited him to take over the conduct of the session.

Mr Sarpal commenced his session, referencing instances of IP in history. He further quoted, "When money flows, it grabs a lot of attention." He shared many examples of intellectual property, and specifically spoke about how a jingle used in the advertisement for Nirma detergent is making millions for the person who wrote it.

According to him, "We cannot survive forever, as is evident from the fact- we all are blessed with limited time to spend on earth, but our creativity can exist forever on this planet. He made his session highly immersive, citing various examples and cases in the context of intellectual property.

Towards the end, he opened for a Q&A session and addressed attendees with his best knowledge, experience, and acumen. The session was rather insightful.

Akshat Mandalgi proposed the vote of thanks to both the speakers for enriching the students and teachers with their sharing. He also thanked the audience for their patience and active participation. He then declared the session closed.

## **START-UP STORIES**

### **A Webinar Series**

**Speakers: Mr. Kavan Antani, Mr. Rahul Deo and CS Vivek Sadhale**

**24<sup>th</sup> and 25<sup>th</sup> September, 2022**

“A journey of a thousand miles begins with a single step,” said Lao Tzu. Just as exciting and enticing the buzz word ‘Start-up’ sounds, there exists an exciting story behind every start-up. Our speakers at this webinar series shared their journeys and inspiring stories:

**24<sup>th</sup> September 2022**

**4.30 pm to 5.30 pm**

**KAVAN ANTANI**

“Design is always a way to communicate with humans.”

Mr. Kavan Antani sir excellently explained that if there are humans, there will be designs. He is an entrepreneur, who at the age of 15 launched his own online platform, Banana Bandy, now known as Indiefolio along with a friend who was 17 years old. The website tries and launches people’s careers and has been working with brands like Reliance Jio, Shopify, HP, Redbull, etc. They also provide community services like master classes, workshops, contests, and award functions.

Kavan encouraged everyone to follow their dreams and told hard work and persistence were the key features for success. He considers failure to be a crucial aspect in one’s journey as without failing we would never know what success would feel like. He beautifully explained the role of parents in his journey and said their support was the most important thing for him, as should be for everyone pursuing their dreams. He said that our first pitch of the business plan should be for our parents as they are our major investors and well-wishers. It was overall a very motivating and helpful session which inspired me to start small and still reach great heights.

**24<sup>th</sup> September 2022**

**5.30 pm to 6.30 pm**

**RAHUL DEO**

“Everyone is a photographer.” Said Mr. Rahul Deo.

He started his career in 1995, with a job and photography his second career as his 2nd career choice. But with time he realised that photography had more of his heart and decided to start his own photography firm and now is the owner of Rahul Deo Photography.

Photography is the most popular hobby in the world, it is like a time machine that inspires your imagination and also is powerful enough to evoke your emotions.

Becoming a good photographer doesn’t mean your camera is going wonders, the skill is within you said Rahul sir.

He also shared some very insightful photography tips like

1. you should shoot at eye level of the subject.

2. Don't stop on one click
3. Light is to be used correctly.
4. value the moment and then the artistry.

lastly, he also said that you are self-employed when you are a professional. He also discussed some of jack ma's guidelines. And ended his session with QandA.

**25<sup>th</sup> September 2022**

**11 am to 12 noon**

**CS VIVEK SADHALE**

“Constraints will always exist. No matter if you are successful or are beginning from a clean slate.”

Said Mr. Vivek Sadhale, co-founder of Lega Logics. He started his career in 1995, with a job at Seamen's and eventually went to start his own company Lega Logics. Lega Logics is an eight-year-old firm who follow four principles: 1. Never deviate from your core. 2. Treat everyone equally. 3. Never miss any salary. 4. Zero tolerance policy for harassment.

Vivek sir stressed on creating a network as it is the most important thing for a business. He also suggested that success and failure of business to depend on our ability to execute an idea and not on what the idea or innovation is. He urged us to never deviate from our core. He also told us to focus on ourselves and not to compare ourselves with others as we do not need to be like someone else. He also told us the importance of building goodwill and that it is the most difficult thing to do. Being responsive and prompt is something I will always carry with me from this session.

**Workshop on Business Model Canvas**  
**Resource Person: Ms. Sunanda Verma Bhatta**  
**26 & 27 November 2021**

Startup and Innovation Cell, NWCC kickstarted its engine for the academic year, 2021-22 by organizing“ A Hands-on Workshop on Business Model Canvas” to enrich students with an opportunity to learn and grow. The resource person for this workshop was Ms Sunanda Verma Bhatta( Co-founder, Daftar).

The Workshop involved all aspects which need to be considered to come up with an effective business plan:

1. Cost structuring
2. Determination of Revenue Streams
3. Defining your Value Proposition & Unique Selling Proposition
4. Target Audience
5. Customer Segmentation

## 6. Niche/Specific area of business

### **Following are the particulars of the event:**

Date and Day	26/11/2021(Friday) and 27/11/2021(Saturday)
Mode	Virtual
Platform	Google Meet
No. of student attendees	26
No. of teacher attendees	2
Time	4-6 pm

The workshop had been divided into 2 sessions:

Session 1 on Day 1

Session 2 on Day 2

### **Day 1 (26 November 2021)**

Dhruv Gorakh(Student Member, CWC) commenced the event by cordially welcoming everyone. He then invited Dr. Mariam Noronha(Coordinator, S&I Cell) to tell the audience about the idea behind this initiative.

Moving forward, Dhruv introduced the resource person Ms. Sunanda and thereby shared the guidelines for the smooth conduct of the workshop. He handed over the conduct to Ms Sunanda, to begin with, her deliverables.

At the onset, Ms Sunanda shed light on the idea of the business model canvas. She emphasized the importance of having a clear vision, mission, and strategy prior to launching any business. For better understanding and retention, she illustrated the contents of the workshop with the help of a PPT. Throughout her talk, she cited real-life instances and kept the workshop interacting by asking questions from the audience. While speaking about the customer segment of the BMC, she quoted “Customers cannot be everyone, being specific and crystal clear about target audience is a must”. Towards the end, she addressed the queries/doubts of the audience in a lucid manner.

Dhruv thanked Ms Sunanda for her worthy insights and the audience for patiently attending and enthusiastically participating in the workshop. He urged all participants to get ready with their PPTs for the presentation, the following day.

Thereby, he declared the closure of Day 1.

### **Day 2(27 November 2021)**

Day 2 of the workshop began with a friendly welcome of audience by Akshat Mandalgi(CC Member, S & IC). He requested all participants to gear up and be ready for the group wise presentations of their respective business ideas.

Following is the list of all the participants/groups who presented their ideas along with their business model canvases.

Participant/group	Name(s) of presenters	Name of the Idea	Course and Class
1.	Tushar Gopalkrishnan	Penstagram & Sustained Tanatan	TY BVoc
2.	Aditi Uplenchwar Shruti shinde	Green Homes	FY BCom FY BVoc
3.	Aryan Raundhal Sharvari Shelke	Unified Real Estate Developers	SY BCom SY BCom
4.	Ritu Sharma	Vinyl Clothing	TY BVoc
5.	Akshat Mandalgi Samarth Sulakhe	Sacheev	TY BVoc TY BVoc
6.	Dhruv Gorakh	B Packaging	TY BCom
7.	Maithili Anamika	Happy Foot	SY BVoc

Ms. Sunanda and Dr. Mariam provided each participant/group with valuable feedback and suggestions. Moreover, both of them appreciated the participants for their efforts and endeavor.

Before the closure of Day 2, Akshat proposed a vote of thanks to the resource person and the attendees. He wished them a nice evening and a weekend.

Thereby, he declared the session closed.

**College Level i2e Startup Idea Contest 2021-22**  
**December 4, 2021**  
**4 pm -6 pm**

To illustrate resilience and impart knowledge and provide exposure to the students, SIC of the college organized the i2e Startup Idea Contest for the academic year 2021-22 on December 4, 2021.

Details of the event are as follows:

Mode	Virtual
Platform	Google Meet
Panel of Judges	Ms Sunanda Verma Bhatta, Co-Founder, The Daftar, Pune and Aeka Coffee Mr Vaibhav Jain, Co-Founder Araatrika and Life Coach, Startup Enthusiast, Pune Ms Sumedha Datta, Alumna NWCC BBA 2020-2021 batch and finalist at CIIE, SPPU's i2econest
Total no. of students participants	16
Total no. of teacher participants	02
Total no. of ideas pitched	10

The event commenced with a greeting to the attendees by the anchor, Ms. Aditi Uplenchwar of F.Y. BCom. She then invited Dr. Mariam Noronha, the coordinator and key driver of the cell, to make her opening remarks. Dr. Noronha enlightened all attendees about the significance of participating in this College level contest which is a stepping stone to representing the College at the Cluster Level i2e contest and thereon. .

Following Dr. Mariam's address, Aditi introduced the panel of judges and shared guidelines to maintain the decorum of the event.

There were a total of 7 participants/groups who pitched their ideas.

Following is an account of the participants/groups along with their ideas.

S. No.	Participant/Group	Name of the idea(s)	Crux of Idea
1	Abhishek Bolli	CST Factory	Solapur textiles
2	Tushar Gopalkrishnan	Penstagram	Content platform
3	Kirtan Kalpesh Chande	1. Apka Apna Chotu 2. Eat with Joy	Personal Assistant and Food sharing/donation and ordering platform
4	Somya Sharma & Venugopal Darekar	Fork and Apron	DIY food kits
5	Krishna Mahajan	Find PG/ Find pg.com	Student accommodation aggregator
6	Dolly Awatraman & Vibhuti Salvi	1. Rasoi 2. Plutus 3. Poshak	Healthy Meals for office goers, Second hand vehicles for lower income groups and tailoring and design firm.
7	Akshat Mandalgi & Samarth Sulakhe	Sachiv	Housing Society management services

The above participants/groups presented their idea(s) with their PPTs. For each idea, judges gave their valuable feedback and suggestions. They also appreciated the efforts of the students and emphasized the importance of extensive market research to have a better understanding of the ground reality.

Towards the end, Dr. Mariam Noronha acknowledged the endeavors of the students and wished them the best of luck for their venture.

The session ended with a vote of thanks to the judges and the attendees following which Dr. Noronha declared the session closed.

Winning Teams:

1<sup>st</sup> Place: Somya Sharma Venugopal Darekar

2<sup>nd</sup> Place: Tushar Gopalkrishnan & Akshat Mandalgi



**Both winning teams made it to the top 50 ideas at the Cluster Level I2e Startup Idea Contest organized by CIIE, SPPU in January 2022.**

## **Costing for Startups**

### **A Panel Discussion**

**29 January 2022**

The startup and innovation cell of the Ness Wadia College of Commerce, Pune, held a panel discussion '**Costing for Start-ups**' on 29<sup>th</sup> January 2022. This discussion was conducted to help students understand the various costs and recognize the obstacles in their way while starting a start-up. The opening remarks for the event was delivered by Tushar Gopalkrishnan, a student member of the cell. Further, Dr Marriam Noronha, coordinator of the cell, expressed her ideas behind holding this event. She describes the event as a beautiful blend of insights and experiences brought by the panel from different sectors.

The event was attended by 94 members, including the students and teachers of Ness Wadia College of commerce. The panel was introduced by Akshat, who along with Tushar, was anchoring the event. The panel consists of 5 dynamic and new age startup founders namely Mr. Yogesh Shinde, CA Vaibhav Jain, Mr. Harsha Kankanala, Ms. Surabhi Bogawat and Mr. Saksham Misra. Mr. Harsha, co-founder of Edwisely, spoke to students about the product cost and the people cost. He highlights the fact that there is no straightforward math to calculate a common start-up cost. Calculating start-up costs requires common sense and thorough knowledge of one's field. Mr. Harsha believes that there is no fixed path that one can follow to be successful. Everybody has their own equation of success and everyone needs to find it by themselves. Another important aspect that Mr. Harsha highlighted was 'following your passion.' "passion matter more than money" he says while he shares his experience of the beginning years of his start up Edwisely.

Mr Yogesh Shinde, co-founder of the bamboo India, who has gained popularity recently with his appearance on Shark Tank India, too, shared insightful experiences. He suggests that there are lots of parameters on analyzing the cost of starting a start-up. Mr. Yogesh introduced the students with two price aspects namely the prices to manufacture the product (the environmental cost) and the MRP. He said that it was hard to summarize the costs necessary for a start-up but it is necessary to check the competitor's product's price. Mr. Yogesh also broke the myth – eco friendly products are costly.

Later , as the session proceeded, the students learnt the concept of opportunity cost , explained wonderfully by CA Vaibhav Jain. He explained the importance of analyzing the opportunity cost in the light of passion. Vaibhav shared his experience of a startup in the food industry while telling the audience about the bigger challenges like logistics that come in the way of budding start-ups.

Adding to the manufacturing experiences, Saksham shared his story with the students that include cost to test the product. Contradictory to the remote lessons, Saksham brought forward his support to the concept of Jugaad (short-cut). He mentioned the various sources like Google and youtube that help students to understand their idea well and have a deep reasearch. As the event went by , Saksham shared thoughtful ideas to analyse one's startup.

One of the major takeaways for the event was given by Surabhi as addressed students whose family runs a business. Surabhi shares her learnings as she opened the Sweet home bakery (based on the name of the restaurant her father runs) and how her father's goodwill helped her run a bakery business successfully. Surabhi asks the students to not resist their family business but to experiment along with it and to judge the business environment beforehand.

Overall this session was insightful and full of unique incidents brought to the students by the panelists. It was amusing how the experiences of someone else brings learnings to many. Sessions like these are not only pleasing to attend but also a great learning for practical life. The event ended with the question and answer session and the closing remarks by the panelists. A whopping 94 attendees made the event a grand success.

**Instagram Live Session with Amrut Deshmukh.  
Friday, 18th February 2022  
4pm -5pm**

The Startup & Innovation Cell of Ness Wadia College of Commerce had organized an **“Instagram Live session with Mr.Amrut Deshmukh”** on the following particulars:

Day & Date: **Friday, February 18, 2022.**  
Speaker: **Mr Amrut Deshmukh. (The Booklet Guy)**  
Host: **Ms Aditi Uplechwar.**  
Mode: **Online**  
Platform: **Instagram**  
Time: **4pm to 5pm**

The session commenced with the opening remarks and a cordial welcome by Aditi Uplenchwar. She then introduced the speaker, Mr Amrut Deshmukh, the Booklet Guy.

One key takeaway from his session was his statement that the Compass is more important than the Clock. He elaborated upon the need and necessity of being clear about your passion. He further shed light on his MISSION, MAKE INDIA READ. Furthermore, he shared his journey from being the founder of three failed startups and sufferer of one breakup to a BOOKLET GUY.

Amrut spoke about how problems and setbacks contribute to our self development if we're aware about the hidden potential of the same. Further, we lose sight of the importance of the fact that small steps taken right NOW will help us move in the right direction.

He addressed all the questions in a lucid manner. The session was quite informative.

The session came to the end with proposition of vote of thanks by Aditi and thereby she greeted everyone a nice evening. She declared the session closed.

**Instagram Live Session with Mitesh Pradhan**

**Saturday, 19<sup>th</sup> February 2022**

**3p.m.-4p.m.**

On Saturday, 19<sup>th</sup> February, 2022, the Startup & Innovation Cell and the Arts Association of Ness Wadia College of Commerce, Pune had organized an **Instagram Live session with Mr. Mitesh Pradhan**, Founder, MyColors Institute of Visual Arts. The session was steered by Akshat Mandalgi, student of TY B.Voc and Core Committee Member of the Cell was held from 3 pm to 4 pm.

The session began with a brief introduction of Mr. Pradhan .It was an immersive, interactive, informative and insightful experience

During the session Mr. Padhan shared his story of failing as a student in Class XI then going on to completing his Bachelors and Masters Degree in Fine Arts. He has been teaching art since he was in Class IX. Though he was not good at academics he was deeply interested in art.

He was fortunate enough to have parents who supported him in this journey because they gave him the freedom to do what he liked, enjoyed and was good at instead of pushing him to pursue academics which he was not very inclined towards.

He shared that his path had not been an easy one because his parents were frequently transferred and each time he had to make a fresh start. Sometimes he did question as to how many times he would have to start over. When speaking about challenges he said that every problem gravitates towards the solution. Hence, when we face a problem it has definitely come before us so that we can progress. The path to progress has a number of problems.

He shared the importance of focus and dedication while narrating 3 stories of his students who had excelled in design courses and examinations. He has trained students who have topped the entrance exams for NIFT (National Institute of Fashion Technology), NID (National Institute of Design) and other prestigious institutes. Today design graduates are needed in all domains and are drawing packages equivalent to engineers from premiere institutes. Hence, art and design can be lucrative, rewarding and fulfilling careers. His journey as a teacher has been fulfilling in more ways than one because his students teach him a lot.

He shared the reason behind selecting the name MyColors for his institute. MyColors makes for a personalised learning experience fr every student. Before the pandemic their institute had 5 branches across Pune city and they believed that in-person classes were the best way to teach and learn. However the pandemic changed all that. With his students help he started online classes, took 4 internet connections, bought an inverter and tried to eliminate every possible technical glitch to give his students a seamless learning experience.

Thus, Mr Pradhan illuminated attendees with his insightful answers and by sharing his thoughts and experiences to the students. He further motivated attendees to follow the path that they love and start working towards it and money will follow.

The session ended with a vote of thanks to Mr. Pradhan.

## **Instagram Live Session Startup Stories**

**with Radhika Sharma**

**Friday, 11 March 2022**

**4p.m-5 pm.**

Radhika Sharma, BBA batch of 2020-2021 and Core Committee Member of the Startup and Innovation Cell 2020-2021 joined us for an Instagram live session and shared her how she started Fables Café.

After graduating from college, Radhika stood at a fork in the road where she had to choose between pursuing an MBA or starting her own venture. Radhika has a keen interest in photography, food, baking and management. She joined hands with her engineer sister to launch Fables Café a place for coffee and conversations. Located in Moshi the café launched in February this year. Radhika shared how an outing during the lockdown prompted her to spot the lack of good snacking joints in the vicinity of her residence. She garnered support from her father who provided her with the finance, her paternal aunt who pitched in with the décor, her mother, a lawyer by training and a teacher by profession to launch the café. Radhika shared the importance of a good mentor, a supportive family and her own strengths which helped her to start up.

**National Level Workshop on " Marketing for Startup Founders" conducted  
online on**

**Wednesday, 16<sup>th</sup> March 2022**

**11 am to 2 pm**

**Coordinator: Dr Mariam Noronha**

On Wednesday, 16<sup>th</sup> March 2022, the Startup & Innovation Cell of Ness Wadia College of Commerce, Pune organized a National Level Inter-collegiate workshop on '**Marketing for Startup Founders**' sponsored by the Board of Students Development Savitribai Phule Pune University. Akshat Mandalgi and Aryan Raundhal of TY B.Voc and S.Y. B.Com respectively, student members of the Core Committee of the Cell hosted the event. The session was conducted on the Google Meet platform as per schedule from 11a.m. to 2p.m.

Professor Vrishali Randhir, In-charge Principal gave the opening remarks. Dr Mariam Noronha, Coordinator, Startup and Innovation Cell of the College shed light on the rationale behind the workshop. She shared that the online conduct of the event had widened its reach to the national level with registrations from Delhi NCR, Chennai, Bengaluru and Goa.

To ensure smooth conduct of the webinar, it was divided into three sessions and resource persons were:

Mr Yogesh Shinde, Co-Founder Bamboo India

Ms Reeya Sharma, Founder Reeyal by Reeya Sharma

Ms Surbhi Bogawat, Founder Sweet Home Bakery

Before the formal program could begin rules and guidelines to ensure the smooth conduct of the event were shared. This was followed by an introduction of Mr. Yogesh Shinde.

In the first session, Mr Shinde talked about the need for a strong marketing campaign, how marketing helped in the major success of Bamboo India, why connecting with customers is very important, honesty and authenticity is of prime importance and so on.

He then briefed us about marketing strategies like why ‘word of mouth’ publicity is very important in business, how e-commerce helps you to sell your products anywhere in the country, how you can maintain customer relations etc

He also shared his insights about the product, marketing and customer preferences. He is of the opinion that if your product is good, you don’t have to spend a single rupee on marketing. Your product should have some value, only then can you sell your product.

Towards the end of his talk, he addressed the questions of the attendees, which made the session an interactive one.

The second session of this workshop began with an introduction of the next speaker, Ms Reeya Sharma. She shared some of the key points from the previous session which she liked. She shared a beautiful presentation and some wonderful insights and experiences.

Someone at the beginning of the session asked one question, ‘let’s say we share our idea with our relatives or friends, what if the idea gets stolen?’ She took this question into consideration and answered it by saying that there is no harm in sharing ideas with your friends, colleagues and family. This is because we are all different. They won’t be able to copy your execution.

During the session she shared some interesting perspectives like ‘no idea is a bad idea’, you just have to see who your target

audience is. Sharing the importance of pitching ideas to various business platforms. Also briefing us about why long term vision is important in business.

The session ended with a question- answer round in which she addressed queries to the best of her knowledge, experience, and acumen. The session was rather insightful.

Kickstarting the third session, the hosts introduced the next speaker Ms Surabhi Bogawat and invited her to take over the platform for the day.

Surabhi started the session by shedding light on her venture. She touched upon important aspects like location, as to why she chose Ahmednagar for cupcake business, how goodwill helped in making her business more profitable, how she used the already available labour, resources, brand name and goodwill of her father's business.

She elaborated how many difficulties she faced when she started her business in Ahmednagar. In Ahmednagar, people didn't know what a cupcake was. So, she had to make people aware about her products. In the session she gave an example, she used to tell customers that it's 'wati cake' (which means cupcake in English). The themed cakes were very expensive. People were unwilling to buy the theme cakes. She shared how she overcame these difficulties in such a short time.

Furthermore, she talked about her marketing strategies. At the beginning of her business, how she used her friend circle as a mode of marketing, how she used social media for marketing and how she used exhibitions for marketing, etc. How all these marketing strategies helped her business grow.

She showed us various cupcakes and theme cakes through her presentation in the session which made the session very fascinating.

Towards the end of her session she answered all the questions which attendees had.

The final session was followed by closing remarks by Dr. Mariam Noronha who expressed the desire that this workshop should be the beginning of a lifetime of learning about marketing for all attendees.

Akshat Mandalgi presented the vote of thanks to the speaker for enriching the students. He also thanked the audience for their patience and active participation. He then declared the session closed.

The workshop drew participation from 68 participants across 18 Colleges across India.

**Total no. of attendees: 68**  
**Participating Colleges: (Total 18 Colleges across India)**  
**From Pune (Total 5 Colleges)**

- Ness Wadia College of Commerce, Pune
- MESCOE (Modern Education Society's College of Engineering, Pune)
- Abeda Inamdar Senior College, Pune
- St. Miras College for Girls, Pune
- Fergusson College

**Maharashtra (other than Pune-total 2 Colleges)**

- HRM Rajgurunagar,
- KBC North Maharashtra University, Jalgaon

**From Outside Maharashtra (Total 8 Colleges):**

- MES College of Arts and Commerce, Vasco Da Gama, Goa
- Shree Damodar College of Commerce and Economics, Margao, Goa
- GVM's GGPR College of Commerce and Economics, Ponda, Goa
- Shri Krishna College of Arts and Science, Comibatore
- Madurai Kamaraj University, Madurai
- SRM Institute of Science & Technology, Chennai
- Rathinam College of Arts and Science, Virudhunagar, Tamil Nadu
- PMB Gujarati Arts and Law College Indore

**National Level Workshop on  
Ideas To Actions - The Fundamentals Of Starting Up  
Wednesday, 30th March 2022.**

**11am - 2pm.**

The Startup & Innovation Cell of Ness Wadia College of Commerce organised a National Level Workshop on “**Ideas To Action - The Fundamentals of Starting Up**” details of which are as follows:

Day & Date: **Wednesday, 30th March 2022.**

Speaker: **Ms Rashi Sanon Narang & Mr Saad Shaikh.**

Host: **Tushar Gopalkrishnan & Sharvari Shelke.**

Mode: **Online**

Platform: **Google Meet.**

Time: **11am to 2pm.**

The session commenced with a cordial welcome of the attendees and speakers by Tushar Gopalkrishnan, student of TYBVoc and Core Committee Member, S&IC, NWCC.

Dr Mariam Noronha, Coordinator, S&I Cell made the opening remarks and enlightened the attendees with regard to the rationale behind the workshop.

This was followed by an introduction of the speaker for session 1 Ms Rashi Sanon Narang, Founder & CEO, Heads Up for Tails, a million dollar premium pet care and accessories brand.

Rashi Narang began her talk by giving a brief introduction of her venture- Heads Up for Tails, a pet care product based startup. She shed light on the primary aim of helping people connect better with their pets. She shared her experiences and journey of how she managed to get her venture

established in the market. To motivate students and ignite a sense of perseverance in them about their own ideas, she quoted 10 key lessons, which according to her are instrumental for every entrepreneur. Rashi shared her story of rejection, failure and innovation with grace, calm and some wonderful storytelling techniques.

Throughout the session , she kept citing instances to make it easy for the audience to understand and help them in better retention. The emphasis of her talk was on the **Who, How and When** questions which are fundamental to starting up any business/venture.

Session 1 ended with an animated Q & A session. Rashi enthusiastically answered the questions in a lucid manner.

Session 2 began with Sharvari Shelke an introduction of speaker 2, Mr Saad Shaikh, Project Lead, Zinnov who is working on the Intel Startup Program.

She then handed over the session to him to begin his talk. Saad is our college alumnus who passed out in 2011 with BBA(IB). His experiences, ideas and insights were presented with an immersive PPT including all key aspects of starting up. He insisted on an interactive session and asked all the participants to give their out in the discussion. He emphasised on the importance of 3 stages while giving shape to any idea. Throughout the session ,he cited numerous examples to ensure comprehensive learning for attendees.

Towards the end, he took questions from the chat section and answered them in an intelligible way. The session indeed was very informative.

Post his talk, Dr Mariam made her final remarks and highlighted some key points. She further expressed her gratitude towards the speakers, Rashi and Saad, the organizing team of S&IC, NWCC and to all the attendees for actively participating in the workshop making it a grand success.

The session came to the end with a vote of thanks by Tushar and thereby he declared the session closed. 50 participants from 6 colleges across India attended the workshop.

Participating Colleges: Pune City 3, Outside Maharashtra 3

Number of Attendees: 50

**Pune City:**

Ness Wadia College of Commerce, Pune,

Modern Education Society's College of Engineering, Pune.

Brihan Maharashtra College of Commerce, Pune



## **Outside Maharashtra:**

GVM's GGPR College of Commerce and Economics, Ponda Goa

Alvas College, Modbidri, Karnataka

SRM's Institute of Science and Technology, College of Management, Chennai

### **Field Visits**

#### **Startup and Innovation cell**

#### **And Arts Association**

#### **Visit**

**Saturday, 7 May, 2022**

**9.30 am to 11 am**

8 students and 1 teacher visited Studio 7, a mosaic studio in Karvenagar, Pune with the objective of understanding how to establish and run a creative venture.

Studio 7 is run by Durga Tilak, a former advertising professional and Mitalee Joshi, a homeopathic practitioner. They started 10 years ago and were the first to start mosaic in Pune. This gave them the first mover advantage.

Ten years ago they left what they were doing professionally to turn their hobby into a business. They recommend being resourceful and starting small. They bootstrapped their business and ran the studio out of Durga's house for about 8 years.

An understanding of the market, both of the customers and competitors is necessary. This helps to refine one's offering.

They were able to establish visibility on social media and through networking at events like exhibitions and talking to other artists. They feel that one must have multiple income channels and they themselves have 3 verticals- teaching, custom orders, small giftables, all of which collectively help bring in the revenue.

They encouraged the students to believe in possibilities and try different things. They were fortunate enough to have family support in their endeavor. Having a co-founder helps to balance things as one makes up for what the other lacks in terms of skills and perspectives.

The COVID-19 crisis and ensuing lockdowns were a testing time. They managed to navigate the path by adapting to online classes and pre-recorded lessons and the DIY (do it yourself) kits were a lifesaver.

Students were shown around the studio and encouraged to look around the artifacts created.

Number of students attended- 8

Number of teachers - 1

### **Attendees:**

Dr. Mariam Noronha	Coordinator, S&IC and Arts Association NWCC
Akshat Mandalgi	Member, CC
Tushar Gopalkrishnan	Member, CC
Aditi Uplenchwar	Member, CC
Gaurav Singh	Member, CWC
Aryan Raundhal	Member, CC
Sharvari Shelke	Member, CC
Raghuvir Singh Devda	Member, CWC
Dhruv Gorakh	Member, CWC

**Roshnee Papad Products LLP**  
**14 Hadapsar Industrial Estate, Pune**  
**14 May 2022**  
**From 11.45 am to 1.45 pm**

The team of Startup & Innovation Cell of Ness Wadia College of Commerce, Pune visited the production plant of Roshnee Papad in Hadapsar Industrial Estate, Pune on May 14, 2022. Following members of S&I Cell were present for the visit:

Roshnee Papad is a venture run by the duo Neeta Kamath and Deepak Kamath.

Entry to the factory was possible only after checking our temperature after which we sanitised and wore the caps given to us. Ms Komal Borate, Head of Food Technology escorted the S&I Team and explained the complete process of production. She emphasised that being in the food industry, hygiene is of critical importance hence, the entire plant is fully automated with minimal human touch.

Mr Deepak Kamath, Co-Founder of Roshnee shed light on their journey right from ideation stage up until how they have established their name in the local market . According to him, the role of a mentor proved to be a stepping stone for them. He emphasised that guidance from a good mentor helps to eliminate most of the barriers. He also discussed the Three 5 rule: Feed your venture for the first 3 years, then for the next 3 years, the business feeds itself (plough back of profits after breakeven point) itself and for the next 5 years the business will start feeding you. Being an MBA in marketing, he stressed on the importance of 4-Ps of marketing.

Throughout the talk with the students, he kept asking questions to make the session more interesting and meaningful. He answered the queries/doubts of the students in a lucid manner.

It was a great learning experience for the team.

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Sharvari Shelke	Member, CC
Raghuvir Singh Devda	Member, CWC
Dhruv Gorakh	Member, CWC
Gaurav Singh	Member, CWC
Siddharth Mundada	Member, CWC
Shambhavi Chauhan	Member, CWC

### **Special Achievements and Impact**

- Ms. Sonali Khule and Mr. Abhishek Bolli of SY BBA IB won the Business Plan Competition organised by the College of Management, SRM Institute of Technology, Ramapuram, Chennai held on 24 March 2022
- Tushar Gopalkrishnan and Akshat Mandalgi of TY BVoc represented the College at the Cluster Level i2eContest Organised by the CIIE, SPPU on 15 January 2022. They were among the Top 100 ideas shortlisted by the CIIE.
- Dr. Mariam Noronha, Coordinator of the Startup and Innovation Cell of the College was invited to moderate a panel discussion comprising a panel of student startup founders from Bennett University. This event was organized by the Indian School Sur for students of 22 Indian Schools in the Sultanate of Oman. It was held on 22<sup>nd</sup> August 2021 in the Online Mode.
- Dr. Mariam Noronha, Coordinator of the Startup and Innovation Cell of the College was the resource person for a Workshop on Entrepreneurship Skills, Attitude and Behaviour organized by Modern Education Society's College of Engineering, Pune under the aegis of the Institution's Innovation Council, an MHRD initiative held on 28 February, 2022 in the Online Mode.

### **Book Club**

The Cell has an active book club which takes up one book for discussion every month and it has been doing so unfailingly through the academic year. The book club is managed by Ms. Sharvari Shelke SYBcom and Ms. Aditi Uplenchwar, FY BCom.

### **Reports Prepared by:**

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Dhruv Gorakh TYBCom, Student Member CWC

Siddharth Mundada SY BCom, Student Member, CWC