



Modern Education Society's
Ness Wadia College of Commerce

19, Late Prin. V. K. Joag Path, Pune 411001 Maharashtra State (India)



Assessment & Accreditation
Criterion 7
Institutional Values & Best Practices

KI: 7.3 Institutional Distinctiveness

**QIM 7.3.1 Portray the Performance of the Institution in one area
distinctive to its priority and thrust**

Institutional Distinctiveness:

Promoting Entrepreneurship among Students

The vision statement of the college states “college aims to bring about the socio economic transformation of the nation and the world”. To fulfil this vision, the college strives to conduct various activities. Social transformation is the key concern for college and in the bigger picture for nation building. Promoting and developing an entrepreneurial mindset encourages students to start ventures. This eventually helps alleviate poverty, generate employment, discourages migration and promotes growth. In this context, the college had started Entrepreneurship Development Cell.

Then in June 2019 the Start-up and Innovation cell was established in response to a call from CIIE (Centre for Innovation Incubation and Enterprise), SPPU.

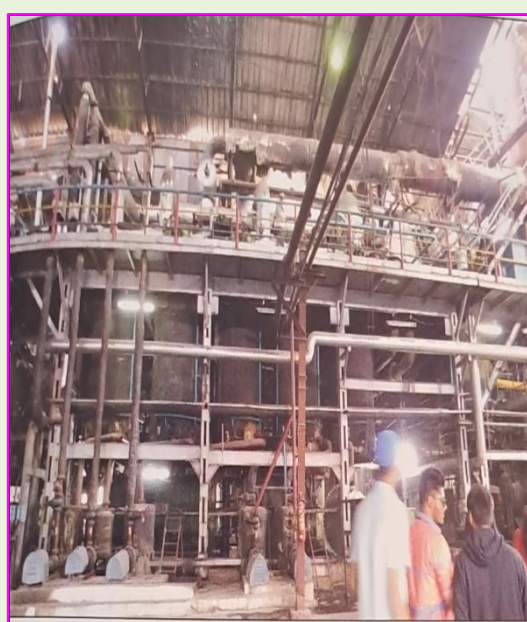
These cells have conducted various activities, invited talks, competitions, webinars, ideation programs, panel discussion, and field visits. The same is as follows;

ACADEMIC YEAR: 2017-2018

The Department of Business Practices, Ness Wadia College of Commerce organized an industrial visit to Pravara Sahakari Sakar Karkhana Loni Ahmadnagar on 16 February, 2018. The industrial visit was arranged particularly for Business Entrepreneurship students of second-year and third-year B. Com. This activity was initiated by Asso. Prof. S. M. Tribhuwan along with constant support provided by Dr. Girija Shankar. The task was carried out by four staff members, namely, Dr. Vrishali Randhir, Asst. Prof. Balaji Birajdar, Asst. Prof. Eesha Babrah and Asst. Prof. Shivkant Pupalwad, along with 31 students. The entire visit was completed within approximately 14 hrs.

Firstly, after reaching the venue, our students assembled near the statue of Dr. Vitthalrao Vikhe Patil, the promoter of the factory, and offered flowers as a token of respect.

The reason for initiating this industrial visit was to make the students aware of Asia's 1st Cooperative sugar factory which has been running without any discontinuance right since its inception in the year 1948. Padmashri Vikhe Patil was the pioneer of the sugar cooperative movement in Maharashtra. After visiting all three plants, the staff members proposed a vote of thanks to the factory manager and also offered him a memento.



ACADEMIC YEAR 2018-2019

The Entrepreneurship Development Cell of the college conducted the following activities during the academic year 2018-19.

Ms. Sonia Kadam and Ms. Pooja Darawade participated in the E-Leader Workshop under PM Yuva Yojana Project under the Ministry of Skill Development and Entrepreneurship, Government of India.

A total of 48 students were registered for PM Yuva Yojana Project during the academic year. Eight students participated in Exeminus- an Annual Entrepreneurship Summit held at IIM Bangalore on 3rd August 2018 to 4th August 2018.

The Department of Business Administration organized an Entrepreneurship Fair during the Infinity Programme from 31st January 2019 to 2nd February 2019. This E- Fair programme was coordinated by Dr. V. S. Randhir and Mr. Shrikant Pupalwad.

The E- Cell and Arts Association of the College jointly organised a workshop on 'Strategic Business Development', Savitribai Phule Pune University, Pune from 8th February 2019 to 9th February 2019. This workshop was coordinated by Dr. Mariam Noronha.



ACADEMIC YEAR 2019-2020

The establishment of a Startup and Innovation Cell at Ness Wadia College of Commerce, Pune is an activity introduced in the academic year 2019-2020. This endeavour was undertaken by the College as per directives and guidelines from the Centre for Innovation, Incubation and Enterprise, SPPU. The Startup India initiative which aims to promote fast paced growth fuelled by technology is different from entrepreneurship. The Cell's initiatives aim at nurturing the spirit of enterprise in our students. The Cell provides students with a platform to interact with entrepreneurs through workshops, visits, panel discussions, contests, etc.

The IPR (Intellectual Property Rights) Cell, Social Entrepreneurship Cell and Industry Interaction Cell have also been constituted under this Cell which has been constituted as per the guidelines of SPPU. These cells will provide students with information and exposure to various aspects of entrepreneurship and the startup ecosystem.

The Entrepreneurship Book Club is a unique activity we have undertaken to enrich our students with insights and experiences and will meet once a month for a discussion.

Cell Composition:

Prof. Dr. Girija Shankar	Principal
Dr. Manohar. K. Sanap	Head
Dr. Mariam Noronha	Coordinator and In-charge- Entrepreneurship Book Club
Dr. Bharat. V Rathod	Assistant Coordinator, In-charge IPR Cell
Dr. Deepa. K. Dani	Assistant Coordinator, In-Charge Industry Interaction Cell
Ms. Jasmin. K. Shikalgar	Member and Coordinator Social Entrepreneurship Cell and Startup Idea Contest
Dr. Rajesh. D. Raut	Member and Coordinator Social Entrepreneurship Cell and Startup Idea Contest
Ms. Seema. V. Purandare	Member, Coordinator and Facilitator Startup Clubs
Mr. H. Srivastava	Industry Member (Invitee),

Vice-Chairman DICCI Deccan Chamber of Commerce, Industries and Agriculture Ltd and Head Human Resource and Operations, Oriental Rubber Industries Pvt. Ltd

Mr. Yogesh Shinde	Industry Member (Invitee), Co-Founder, Bamboo India, Social Entrepreneur
Ms. Harjas Kaur Juneja	Student
Ms. Tanushree Gulati	Student
Ms. Anandita Mitra	Student
Mr. Izhan Perampalli	Student
Mr. Mohammed Bharmal	Student

Activities undertaken by the Cell

25 July, 2019

Mr. Rahul. S. Deo, Founder, Rahul Deo Photography shared his experiences as a creative entrepreneur. His talk comprised several valuable tips on life and business in general and making it as a successful photographer in particular. He spoke about the importance of a mindset for doing business, asking questions, seeking satisfaction above everything else,

patience, focus, learning the craft, commitment to quality, word of mouth publicity, customer satisfaction, choosing one's projects and several other aspects.

Attendance: 112 students and 11 teachers



26 July, 2019

Mr. Yogesh Shinde, former corporate honcho turned social entrepreneur shared his experiences in establishing Bamboo India, a company producing a total of 30 products with 40 more in the pipeline. Mr. Shinde spoke about idea generation, funding, creativity, costing, pricing and promoting products. He shared many valuable insights along the way.

Attendance: 76 students and 4 teachers

27 July, 2019

A panel discussion on “How to Navigate the Path of Entrepreneurship” was conducted. Mr Rohit Oswal, Co-Founder, Outliers Clothing Company - a company that combines organic with comfort and timeless style. Ms Surabhi Bogawat, the live wire baker, owner Sweet Home Bakery and who is known as the cupcake lady of Ahmednagar and Ms. Sunanda Verma Bhatta, Co-founder of The Daftar, a co-working space that is helping nurture the startup ecosystem in Pune through the platform were panellists for this session.

Attendance: 65 students and 4 teachers



31st July, 2019

11 students and one faculty member attended the Awareness Programme organized by the Innovation, Incubation and Entrepreneurship Centre of SPPU. The event was held at Abasaheb Garware College, Karve Road from 2 p.m. to 5 p.m.

3rd August, 2019

Members of the Entrepreneurship Book Club discussed Simon Sinek's "Start with Why". **9 Students and 1 faculty member** participated in this discussion which was steered by Ms. Neeta Kamath, educator and entrepreneur, mentor, Entrepreneurship Book Club, NWCC. The first meeting of the Entrepreneurship Book Club left participants enriched with insights and experiences of some of the biggest disruptors, both leaders and companies who have made this world a better place with their ideas, products and services.

13th August, 2019

A workshop on Business Idea Development and launching a Startup was conducted. This workshop was a platform for students to learn how to generate business ideas, how to evaluate them and identify those with adequate potential. This endeavour was conducted with the hope that it will kindle the flame we are hoping will burn bright in the near future on the horizon in the form of a lucrative business idea.

The faculty for the workshop CA Vaibhav Jain was unable to conduct the event as he suddenly took ill. Hence, the sessions were conducted by Dr. Mariam Noronha, Coordinator, Startup and Innovation Cell, Ness Wadia College of Commerce, Pune.

The first half of the workshop shed light on various internal and external sources of business ideas and how to identify business ideas. Identification of viable business ideas through SWOT analysis, environmental scanning, research, trend spotting and problem identification were explained with examples of Caratlane, Tinder, Bumble, ID Fresh Foods, PlaceofOrigin, Flavoursofmycity, etc.

The second half of the workshop enlightened students about the concept of a startup, how to determine whether a company is a startup, key determinants, etc. The Lean Canvas Model was also discussed with examples.

Number of Students Attended 62

19th August, 2019

A workshop on Creative Thinking for Business was conducted. This workshop aimed at orienting students to think out of the box and tap their creative side. The workshop was scheduled to be conducted by Ms. Durga Tilak who could not come on the day due to ill health. Hence, the workshop was conducted by Dr. Mariam Noronha, Coordinator, Startup and Innovation Cell, Ness Wadia College of Commerce, Pune.

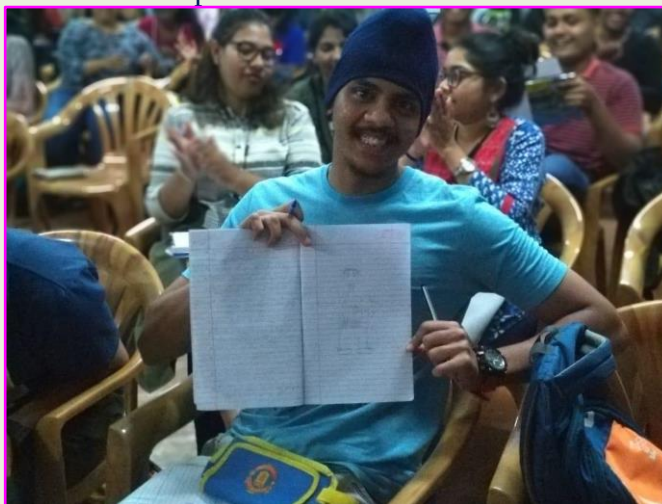
The workshop addressed 3 main questions-

1. What is creativity?
2. Am I creative?
3. How can I acquire creative skills?

The first question was answered by considering the fact that creativity is not the sole preserve of artists and designers. Everyone is creative, some of us are just more creatively inclined. However, all of us can develop our creativity. Several examples from day-to-day life and business were quoted. Right from Harry Potter series which is a different way of perceiving the world, problem-solving in the Hollywood movie the Martian, Mangalyaan, India's mission to Mars, Walt Disney who conceived of Disneyland and who gave the world many endearing

cartoon characters to Zomato's advertisements, a wide range of instances of creativity in life and business were considered.

Students were given 3 exercises- drawing each other, the 30 circles challenge and a case study "Marooned in the Desert" which set them thinking and got them excited and involved in the learning process. Simple exercises were shared which students can do on a daily basis and develop their creativity. Keeping an idea book, drawing circles, mandalas, meditation and writing are simple practices that help us to become more creative and can be practised by all.



Workshop on Creative Thinking

Number of Students attended: 51 students

Number of Teachers attended: 2

Registration Details

Number of Students Registered with the cell (as on 25th August, 2019) Total 130

B.Com- 68, BBA-31, BBA (IB)-24, BBA (CA)-5. B.Voc-2

Boys-68, Girls-62 F.Y.-17, S.Y- 36 and T.Y.-77

Start-up Clubs

Startup Clubs was formed in order to provide students with the opportunity to network with like minded people, explore business opportunities and develop their business ideas and acumen. Some activities include the following:-

1. Arts Club headed by Ms. Ruchita Agarwal
2. Green Business Club headed by Mr. Rohan. N. Pawar
3. Sports Club headed by Ms. Kusum Rane
4. Technology based Business Club headed by Raghuvir Singh Devda
5. Social Entrepreneurship Club headed by Mr. Shubham Baburao Thorat

7 September, 2019

The College Level Startup Idea Contest was organized. Judges for the event were Mr. Yogesh Shinde, Co-Founder, Bamboo India and Mr. Rohit Oswal, Co-Founder, Outliers Clothing Company. The contest was won by Ms. Anandita Mitra and Mr. Shubham Thorat whose idea "tennis Cult" bridged the gap between tennis players and their needs, second place was bagged by Mr. Prathamesh Jakka who came up with an idea for a handwriting printer. The conduct of

this event was coordinated by Ms. Jasmin Shikalgar and Dr. Rajesh Raut with support from the core committee of students of the cell and dedicated student volunteers. **14 students and 2 teachers attended.**

11 September, 2019

2 students, Ms. Harjas Kaur Juneja of T.Y.B.Com and Ms. Anandita Mitra of T.Y. BBA who are also members of the Core Committee, attended “Thinking Social Seminar” organized by IIM Calcutta Innovation Park under the aegis of Tata Social Enterprise at PUMBA, SPPU 9.30 am to 3 pm.

24 September, 2019

7 students visited Studio 7, a stained glass and mosaic studio space in Karvenagar. They met with Ms. Durga Tilak and Ms. Mitalee Joshi who explained how they turned art into a business venture.

26 September, 2019

The Startup and Innovation Cell conducted a screening of the following videos and educational talks:

1. Top 10 Shark Tank Businesses (successful pitches)
2. Top 10 Shark Tank Businesses (pitches that failed to get funding but made it big after the show)
3. Tips on making a great Shark Tank Pitch
4. Inspirational words by Jack Ma
5. Marketing without Advertising- a Ted Talk by Manu Kumar Jain, Vice President Xiaomi and Managing Director, Xiaomi India

Following the screenings students shared learning from the above. **37 students attended the screenings.**

28 September, 2019

Xpressions, a panel discussion that brought together 5 alumni to share their entrepreneurial ambitions, experiences, highs and lows was conducted. Ms. Sherene Aftab, Founder Serene Hour (BBA 2010 batch), Ms. Samiya Ahmed, Founder, Sweet Spot, Pune (BBA 2009 batch), Ms Janhvi Parmar, independent fashion stylist and potter (B.Com 2014 batch), Mr Tanay Telang, Co-Founder, The Wolf Corp, Pune and FitFam, Pune (B.Com 2017 batch) and Mr. Animesh Agarwal, Director, Global Wiz School, Undri, Pune (B.Com 2019 batch) participated in the discussion which was steered by Ria Chandani, T.Y. BBA (batch of 2019-2020). **67 students and 1 teacher attended the discussion.**

Xpressions Panel Discussion



30 September, 2019

5 students visited Multifit, a fitness centre in Viman Nagar. During their visit they gained insights into running a profitable gymnasium.

9 October, 2019

A plenary session which brought together alumni entrepreneurs, Mr Saad Shaikh, Co-Founder, Sultan's Biryani and Samosas, Pune, Mr. Pravin Kumar, Research Consultant, Ms. Anisha Vaswani, Founder, ANIVA, Pune and Mr. Piyush Nichat, aspiring social entrepreneur to share their entrepreneurial journeys with our students was held. The speakers shed light on the importance of research, planning, self-belief, fund raising, customer relationship and people management, brand building, among others with the students. **41 students and 2 teachers attended.**



17 October, 2019

NSS and the IPR cell of the College organized a lecture on Intellectual Property Rights by Mr. Hrishikesh Honkalas, faculty at Department of Law, SPPU.

18 November, 2019

Dr. Mariam Noronha attended a meeting of Coordinators of the Startup and Innovation Cells of various colleges held at SPPU.

9 December, 2019

Ms Sunanda Verma Bhatta, co-founder of The Daftar, a co-working space that is helping nurture the startup ecosystem in Pune delivered a lecture on “Entrepreneurial Mindset” in which she defined the importance of such a mindset for everyone and gave students tips on how to acquire it.

Ms. Munira Baghdadi, Senior Graphic Designer, WhyNine Design Studio spoke on a Designer’s Perspective on Brand Building and Brand Identity; this talk was organized in association with the Arts Association. Ms. Baghdadi shed light on the importance of brand identity beyond a logo and the need for humanizing brands. **47 Students and one teacher attended the event.**



Guest Lecture

16 December, 2019

2 students, Ms. Anandita Mitra and Mr. Prathamesh Jakka attended the flagging off ceremony of the i2e cluster level contest organized by the Centre for Innovation, Incubation and Enterprise, SPPU at PUMBA auditorium.

17 December, 2019

Ms. Anandita Mitra and Mr. Prathamesh Jakka represented the College at the i2e cluster level contest organized by the Centre for Innovation, Incubation and Enterprise, SPPU held at Sadhu Vaswani Institute of Management for Women.

21 December, 2019

A book discussion on “Predictably Irrational” by Dan Ariely was steered by Mr. Deepak Kamat, Co-Founder, Roshnee Papad Products LLP, Pune. **4 student members and one teacher** of the Entrepreneurship Book Club and 1 faculty member participated in this discussion.

4 January, 2020

4 students together with Dr. Deepa Dani, Coordinator of the Industry Interaction Cell visited the Maval Women's Dairy Producer Company as part of an industry interaction initiative of the Startup and Innovation cell. Students interacted with women officials of the dairy and gained insight into the working of this cooperative enterprise consisting mostly of women. This enterprise highlighted aspects of women's empowerment, which started with initial assistance by Tata Power.

6th January, 2020

6 students and one teacher attended a book discussion on the book "On the Open Road" by Stuti Changle. The discussion was steered by Mr. Rounak Singh Khanuja, student of T.Y.B.Com.

7th January, 2020

16 students and one teacher attended a workshop on the Lean Canvas Model conducted by Ms. Sunanda Verma, co-founder of The Daftar, a co-working space. Participants learned how to validate a business idea by determining 3 key aspects of creating, delivering and capturing value. Students gained insight into customer segmentation, key resources, finance, crafting your product/service offering.

21st January, 2020

13 students together with Ms. Jasmin Shikalgar and Dr. Rajesh Raut, Coordinators of the Social Entrepreneurship Cell visited the Shri Mahila Griha Udyog Lijjat Papad facility at Prabhat Road, Pune. Students interacted with officials of the organisation and gained insight into the working of this initiative of women empowerment through a factory visit followed by a lecture.

5th February, 2020

5 students and one teacher attended a book discussion on the book "Rich Dad Poor Dad" authored by Robert Kiyosaki. The discussion was steered by Mr. Rahul Adlak, student of T.Y.B.Com.

11th February, 2020

A Workshop under the aegis of the Young Entrepreneur Programme of deAsra Foundation was organized in association with the Department of Business Practices of the College. Dr. Anand Godse and Mr. Akshay Patankar of deAsra Foundation were facilitators for this workshop. A drum circle was conducted to enable students to understand. **47 Students and 6 teachers attended this workshop.**

22nd February, 2020

The Startup and Innovation Cell conducted a small event to give away certificates and letters of appreciation to core committee members and student volunteers. Games were conducted and students shared their experiences at the event. Dr. Mariam Noronha did the honours and gave away certificates and letters of appreciation. **23 students and 2 teachers attended the event.**

12th March, 2020

7 students attended a book discussion on the book “Attitude is Everything” by Jeff Keller. The discussion was steered by Dr. Mariam Noronha.

28th April to 22nd May, 2020

6 teachers and one student attended IIC Online sessions by MHRD.

5th June, 2020

Webinar on “How Entrepreneurs are Riding the COVID wave”. Speakers- Ms. Sunanda Verma Bhatta, Co-Founder, The Daftar and Mr. Yogesh Shinde, Co-Founder Bamboo India. Both speakers shared their first hand experiences on coping with the repercussions of the COVID-19 crisis and the lockdowns enforced on that account. They had to cope with the challenges of suspension of business activities, meeting expenses, maintaining a high morale, being hopeful, resourceful and creative. Mental toughness, optimism and grit emerged as the top skills for entrepreneurs in these difficult times. 47 students and 2 teachers attended.

6th June, 2020

Webinar on “Humanising Brands” in association with Department of Marketing Speaker for this webinar was Mr. Dhruv Talwar, General Manager, Corporate Brand, Godrej Consumer Products Ltd. Mr. Talwar spoke on the importance of “humanising” a brand. His talk was peppered with a number of examples from everyday life at airports, dealing with your neighbourhood *kirana* store, food delivery services, airlines and support staff. His talk helped everyone understand the importance of delivering value and adding the human touch to marketing initiatives.

56 students and 5 teachers attended.

2020-21

The Startup and Innovation Cell of the College was established in 2019 under the aegis of the Centre for Innovation, Incubation and Enterprise, SPPU. The Cell aims at nurturing the spirit of enterprise in our students and provides our students with a platform to interact with entrepreneurs through workshops, visits, panel discussions, contests, etc.

Startup and Innovation Cell, Core Committee

Academic Year 2020-2021

Dr. Girija Shankar	In-charge Principal
Dr. Manohar. K. Sanap	Head
Dr. Mariam Noronha	Coordinator
Mr. Rohan Aaron	Student Member
Mr. Taher Vohra	Student Member
Ms. Radhika Sharma	Student Member
Ms. Ritu Sharma	Student Member

Mr. Akshat Mandalgi Student Member

Startup and Innovation Cell College Level Working Committee

Academic Year 2020-2021

Ms. Sumedha Datta	Student Member, CWC
Mr. Dhruv Gorakh	Student Member, CWC
Mr. Rohan Pawar	Student Member, CWC
Ms. Maithili Anamika	Student Member, CWC
Mr. Raghuvir Singh Devda	Student Member, CWC

16th October, 2020

Orientation for Students

The activities for the academic year 2020-2021 began with an Orientation for the students. This was conducted by Dr. Mariam Noronha, Coordinator, S&IC, NWCC. In her talk she shed light on the objectives, composition and activities of the Cell. **28 students attended the live session.**

19th September 2020

Webinar on 'Sports: Lessons in Leadership, Team- work & Entrepreneurship'

Ms. Diva Daruwala, alumna of the College shared her experiences of life, basketball and what she has learned about endurance, mental toughness, team building and leadership from her stint as a basketball player. **87 students and 7 teachers attended.**

Webinar Series 19, 27, 28 and 31 October, 2020

19 October, 2020

CA Amrut Deshmukh, The Booklet Guy, Mission Make India Read spoke on "Social Entrepreneurship". He shared his journey from a wealth management advisor, startup founder with 3 failed startups to a social entrepreneur who is on a mission to inculcate the reading habit among Indian youth. **87 students and 7 teachers attended.**

27 October, 2020

Mr. Ujjwal Gulati, Founder, Mindfulness with Mandalas spoke on Career Interests Driven by Self Awareness and Purpose. Most people are unhappy at work because they have chosen careers based on what society expected of them or in search of a better salary package. In his talk Ujjwal shared his own story and spoke about the importance of finding one's purpose in life, creating a career based on our strengths vis a vis what others want us to do or what is trendy. **75 students and 2 teachers attended.**

28 October, 2020

Ar. Anita Tikkoo, spoke on Doing what you Love- A Conversation with an Architect, food blogger and sustainable living advocate. Anita, an architect by profession, shared how she started a food blog and turned her love for food into a side hustle as an Instagram influencer,

home gardener and teacher who conducts cookery classes. **64 teachers and 4 students attended.**

26-30 October, 2020

Dr. Mariam Noronha attended a Faculty Development Programme on “Building Startup and Innovation Centres” from 26 October, 2020 to 30 October, 2020 organised by MHRD and UGC HRDC, SPPU

31 October, 2020

Ms. Sonal Singh, Co-Founder, Fittr, spoke on Winning Mindset. Sonal has competed in beauty contests and worked in the corporate sector before taking the plunge into entrepreneurship. She shared her insights and experiences on developing a winning mindset. **62 students and 3 teachers attended.**



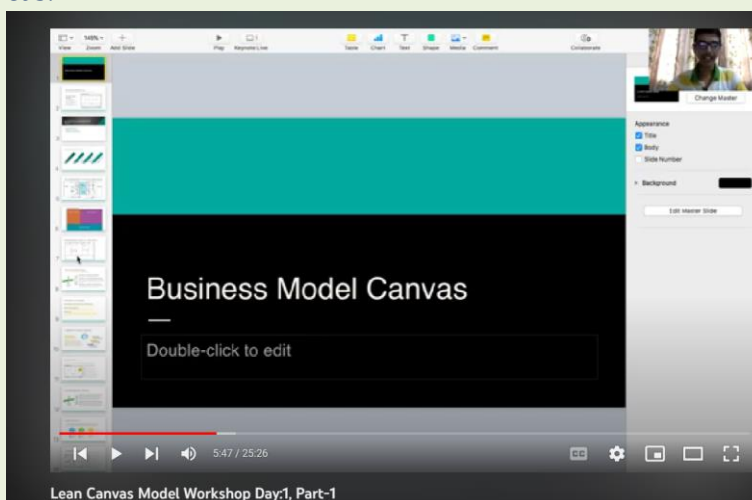
Winning Mindset

YouTube Link Part 1 <https://youtu.be/2D2An3oNQz8> Part 2 <https://youtu.be/ME8pxahsrEE>

6 and 7 November, 2020

Workshop on “Business Lean Canvas Model” was organized.

Resource Person. Ms. Sunanda Verma Bhatta, Co-Founder, The Daftar, Pune enlightened the students about the elements of the Lean Canvas Model. Students were assigned a common problem statement and asked to come up with their solutions in this format. 17 students presented their ideas.



Business Lean Canvas Model

YouTube Link <https://youtu.be/V2WOdht0Vdg>

5 December, 2020

Intra-collegiate Start-up Idea i2e Contest was organised

Judges

(1) **Mr Yogesh Shinde**, co-founder of Bamboo India

(2) **CA Vaibhav Jain**, a business & life coach and also teaches CA Intermediate level students

(3) **Ms Anandita Mitra**, was invited as a panellist in the capacity of being an alumna of our college and is currently working as Sales Manager in Decathlon, Wakad.

2 winning ideas were shortlisted to represent the College at University level.

18 December, 2020

Mr. Akshat Mandalgi and Mr. Pritesh Jain of SY. B.Voc participated in The Innovation Challenge- The Transformation of Zero to One Original Pitch by Navyuvak Entrepreneur.

2 and 3 February, 2021

Ms. Radhika Sharma of TY BBA participated in Learnathon 2021, a Two Day National Level Hackathon organized by the Innovation and Incubation Centre of St. Joseph's College of Commerce, Bengaluru.

6 and 7 February, 2021

Dr. Mariam Noronha and Mr. Rohan Aaron attended E-Summit 2021 organized by IIT Bombay.

16 February, 2021

2 teams from our College Mr. Akshat Mandalgi and Pritesh Jain of SY.B.Voc and Ms. Sumedha Datta and Ms. Radhika Sharma of TY BBA participated in the cluster-level contest organized by CIIE, SPPU.

21 February, 2021

The team led by Ms. Sumedha Datta qualified for the Finale of the i2e Contest organized by CIIE, SPPU.

Mr. Akshat Mandalgi and Pritesh Jain of SY.B.Voc qualified for the final round of The Original Pitch by Navyuvak Entrepreneur.

24 to 26 February 2021

The team led by Ms. Sumedha Datta participated in a boot camp organized by CIIE, SPPU in preparation for the finale of the i2e contest.

25 to 28 February 2021

Mr. Rohan Aaron attended the Global Entrepreneurship Summit organised by E-cell IIT, Kharagpur.

2 March 2021

The team led by Ms. Sumedha Datta participated in the finale of the i2e contest.

5 and 6 March 2021

Dr. Mariam Noronha and Mr. Rohan Aaron attended INNOFEST 2021 organised by CIIE, SPPU.

3 April, 2021

Learning Entrepreneurship from Movies an activity in Association with the Arts Association of the College was conducted.

The Arts Association of the College together with the Startup and Innovation Cell of the College undertook an interesting activity of teaching through movies. Students were asked to select any one movie out of a list of movies such as *Lagaan*, *Chak de India*, *Mission Mangal*, *Guru*, *Harishchandrachi Factory*, *Dangal*, *Aladdin*, *The Jungle Book*, *The Martian* and *The Lion King*. After watching the movie the students were required to assimilate their learning, create a presentation and share the same with others at a webinar organized for this purpose. This activity was designed to enhance student's appreciation of the arts, cinema and encouraged them to learn from observation, summarise and express what they learned. **17 students and one teacher shared their learning.**

10 April, 2021

'Gup-shup with Student Startup Founders' - Panel Discussion with 6 student entrepreneurs from Bennett University was conducted. Panellists:

1. Pradyumn Mane, Founder of Physics Mindboggler, B.Tech. in Engineering Physics
2. Anchal Aggarwal, Co-founder of Explorevio, B.Tech. in Biotechnology
3. Tunap Paul - Founder Travelsey, B.Tech. in Computer Science
4. Hardik Agarwal- Co-Founder, Skillarena Technologies, BBA in Marketing
5. Shrey Tyagi - Co-Founder, Skillarena Technologies, B.Tech. Computer Science
6. Zaid Naim - Creator of C Safekey, BBA in Entrepreneurship



'Gup-shup with Student Startup Founders'

YouTube Link https://youtu.be/VIg3Y8uSO_4

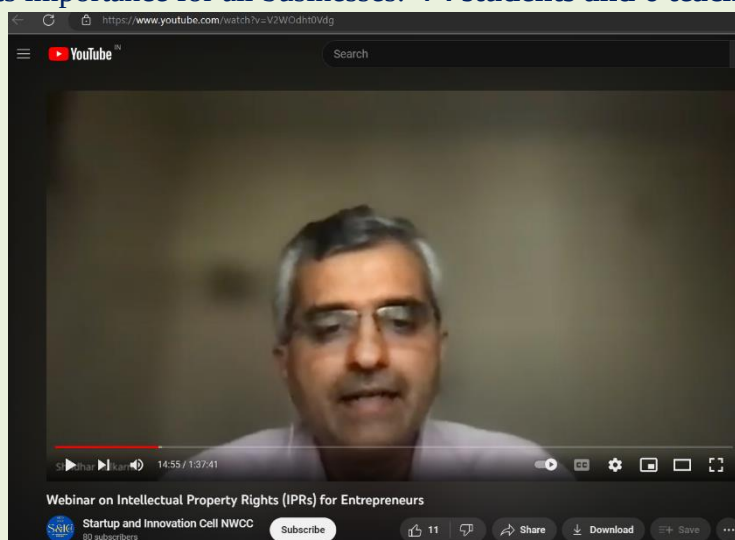
Total no. of student attendees: 66

Total no. of teacher attendees: 3

Total no. of panellists: 6

27 April 2021

Webinar on IPRs (Intellectual Property Rights) for Entrepreneurs was organized. Speaker: Mr. Shridhar Kulkarni, Co-Founder, LegaLogic Consulting, Pune. Mr. Kulkarni shed light on the basics of IP and its importance for all businesses. **74 students and 6 teachers attended.**



IPRs (Intellectual Property Rights)

YouTube Link <https://youtu.be/V2WOdht0Vdg>

Book Discussions held (we have a book club under S&IC):

1. 19th July 2020 The Productivity Project (steered by Aditi Uplenchwar)
2. 20th August 2020 The Ultimate Gift (steered by Raksha Nimbaragi)
3. 11th September 2020 Who Moved My Cheese? (steered by Trisha De Sales)
4. 19th December 2020 Agile For Everybody (steered by Rohan Aaron)

5. 20th March 2021 6 Thinking Hats (Collectively steered by Dr Mariam Noronha, Trisha De Sales, Maithili Anamika, Akshat Mandalgi, Wasi Khan & Rohan Aaron - each of the 6 hats was given to each of the above to discuss)
6. The Art of Dealing with People by Les Giblin (steered by Rohan Aaron)

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 organised 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 emphasising the need for an interactive session, urging students to post their questions in the chat box. He shed light on how he conceived 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 sensitising the audience about the significance of IP in the corporate arena. The key highlight of his deliverables included the following 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 knowledge, experience, and acumen. The session was 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

24th and 25th 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:

24th September 2022 (4.30 pm to 5.30 pm)

KAVAN ANTANI

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

Mr. Kavan Antani 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 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 advised that 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 students to start small and still reach great heights.

24th 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 doing wonders. The skill is within you, added the speaker.

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 Q and A.

25th 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 Seamans and eventually went to start his own company Lega Logics. Lega Logics is an eight-year-old firm which follows four principles: 1. Never deviate from your core. 2. Treat everyone equally. 3. Never miss any salary. 4. Zero tolerance policy for harassment.

Vivek Sandhale stressed on creating a network as it is the most crucial for a business. He also suggested that success and failure of business 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 were the other pieces of advice by the speaker. The takeaways from this session were well received.



**Modern Education Society's
Ness Wadia College Of Commerce**
19, Late Prin. V.K Jaog Path Pune - 411001 Maharashtra (India)

STARTUP AND INNOVATION CELL PRESENTS:

START-UP STORIES

Our Speakers:



Mr. Kavan Antani
CEO & Co-founder of
IndieFolio Network.



Mr. Rahul Deo
Owner, Rahul Deo
Photography.



CS Vivek Sadhale
Co- Founder LegaLogic
Consulting, Pune





**24 Sept,
2021**



**4:30 - 6:30
pm**



**25 Sept,
2021**



**11:00 am -
12:00 pm**

SCAN TO REGISTER

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)

Dr. Mariam Noronha (Coordinator, S&I Cell) informed the audience about the intent behind this initiative. Dhruv Gorakh 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 emphasised the importance of having a clear vision, mission, and strategy prior to launching any business. Throughout her talk, she cited real-life instances and kept the workshop interactive by asking questions to 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 endeavour.

Before the closure of Day 2, Akshat proposed a vote of thanks to the resource person and the attendees. Thereby, he declared the session closed.

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 29th 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 were delivered by Tushar Gopalkrishnan, a student member of the cell. Further, Dr Mariam Noronha, Coordinator of the cell, expressed the intent of this event. She described 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 consisted 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 highlighted 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 matters more than money” he says while he shared his experience of the beginning years of his start up Edwisely.

Mr Yogesh Shinde, co-founder of 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 included the cost to test the product. Contradictory to the remote lessons, Saksham brought forward his support to the concept of Jugaad (short-cut). He mentioned various sources like Google and Youtube that help students to understand their ideas well and do deep research. As the event rolled, Saksham shared thoughtful ideas to analyse one’s startup.

One of the major takeaways from the event was given by Surabhi Bogawat. She addressed students whose family runs a business. Surabhi shared 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 asked 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 panellists. 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 panellists. 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 organized an **“Instagram Live session with Mr. Amrut Deshmukh”** details of which are the following:

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 are 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 ended by Aditi proposing the Vote of Thanks.

Instagram Live Session with Mitesh Pradhan

Saturday, 19th February 2022

3p.m.-4p.m.

On Saturday, 19th February, 2022, the Startup & Innovation Cell and the Arts Association of Ness Wadia College of Commerce, Pune 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. 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 asked how many times he would have to start all 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 for 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 the paradigm. 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)

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 how she started Fables Café.

After graduating from college, Radhika stood at a crossroads 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 2022. 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, 16th March 2022

11 am to 2 pm

Coordinator: Dr Mariam Noronha

On Wednesday, 16th 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 (Dr.) 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. The resource persons were the following:

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 important, honesty and authenticity is of prime importance and so on.

He then briefed students about marketing strategies like why ‘word of mouth’ publicity is very important in business, how e-commerce helps 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 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 questions and answers. The session was 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 is a 'wati cake' (which means cupcake in marathi). 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, she used her friend circle as a mode of marketing, used social media for marketing and used exhibitions for marketing, etc. 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 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 proposed 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. Mira's College for Girls, Pune
- Fergusson College

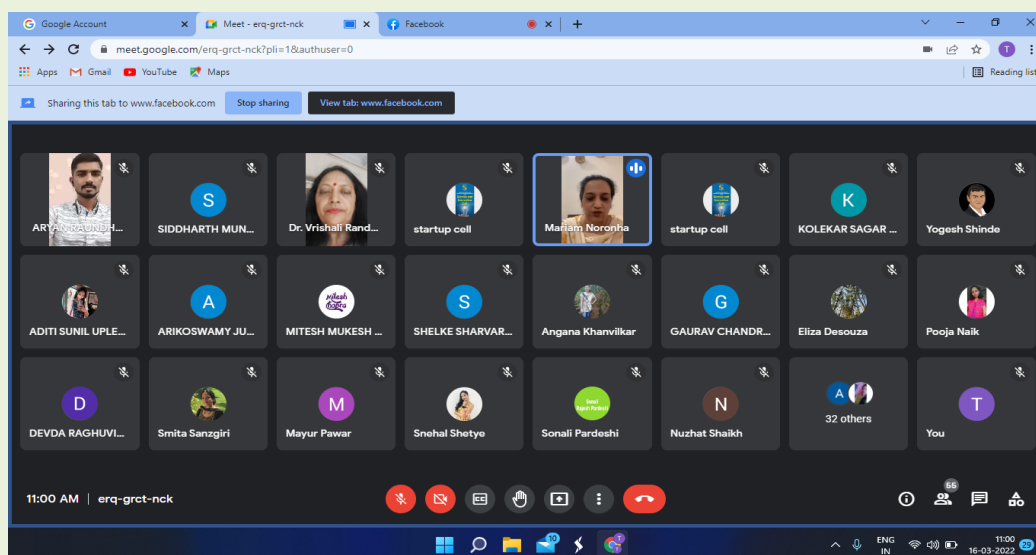
Maharashtra (other than Pune-total 2 Colleges)

- 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





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

STARTUP AND INNOVATION CELL

Presents





Mr. Yogesh Shinde
Co-Founder, Bamboo India



Ms. Reeya Sharma
Founder, Reeyal



Ms. Surabhi Bogawat
Founder, Sweet Home Bakery

An Inter-Collegiate Workshop on

MARKETING FOR STARTUP FOUNDERS

Sponsored by the Board of Students
Development, Savitribai Phule Pune University
Join us for this in-depth Workshop
to gain ideas and insights on
Brand Building and Marketing for Startups

REGISTER NOW



**WEDNESDAY
16TH MARCH 2022
TIME- 11AM TO 2PM**

**PLATFORM- GOOGLE MEET
LIMITED SEATS**

**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 Rashmi 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 TY BVoc 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 Rashmi 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 unique 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 introducing 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 share their perspectives 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, Moodbidri, Karnataka

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



MODERN EDUCATION SOCIETY'S
NESS WADIA COLLEGE OF COMMERCE, PUNE
START-UP AND INNOVATION CELL



Presents

An Inter collegiate workshop on
**IDEAS TO ACTIONS – THE
FUNDAMENTALS OF STARTING UP**

Sponsored by the Board of Students Development, Savitribai Phule Pune University
Join Us for an In-Depth Look at the Basics of Starting Up



Ms. Rashi Sanon Narang
Founder and CEO,
Heads up for Tails

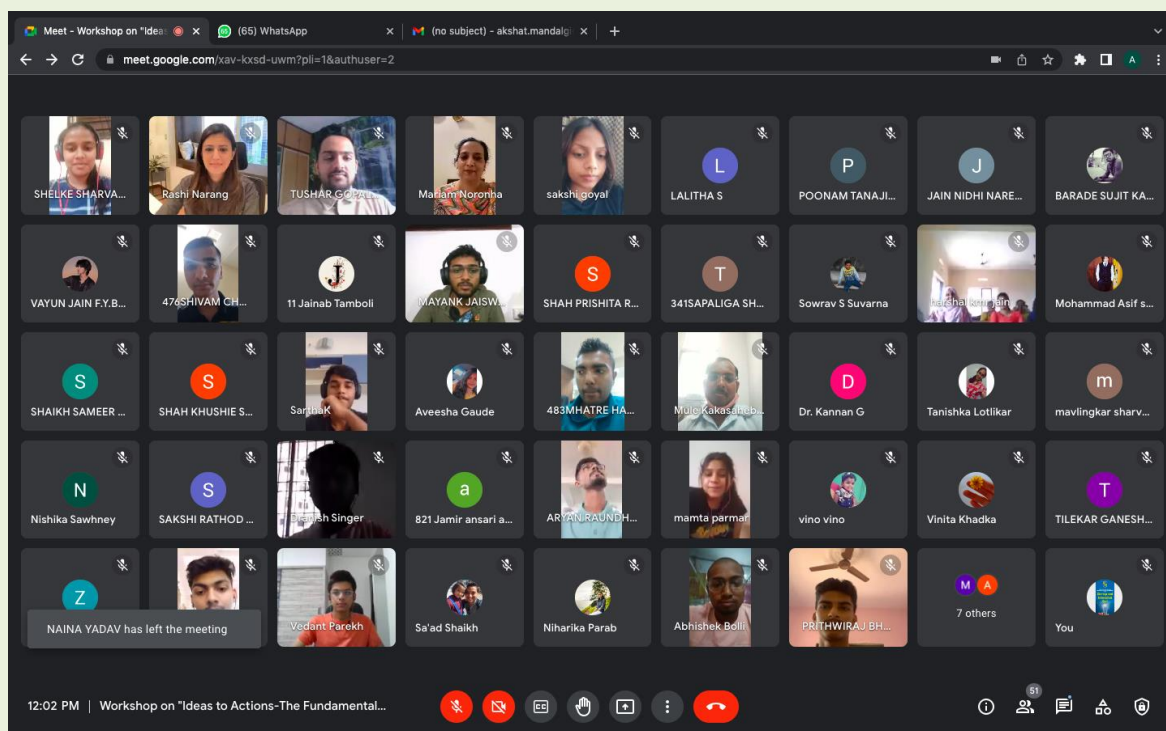


Mr. Saad Shaikh
Project Lead at Zinnov
(coNXT - Open Innovation)



Wednesday, 30th March 2022
Time: 11AM TO 2PM
Platform: Google Meet
(Limited seats)

REGISTER NOW



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 homoeopathic 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 endeavour. 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 artefacts 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 done after all checks and precautions for hygiene and sanitation. Ms Komal Borate, Head of Food Technology escorted the S&IC 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 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

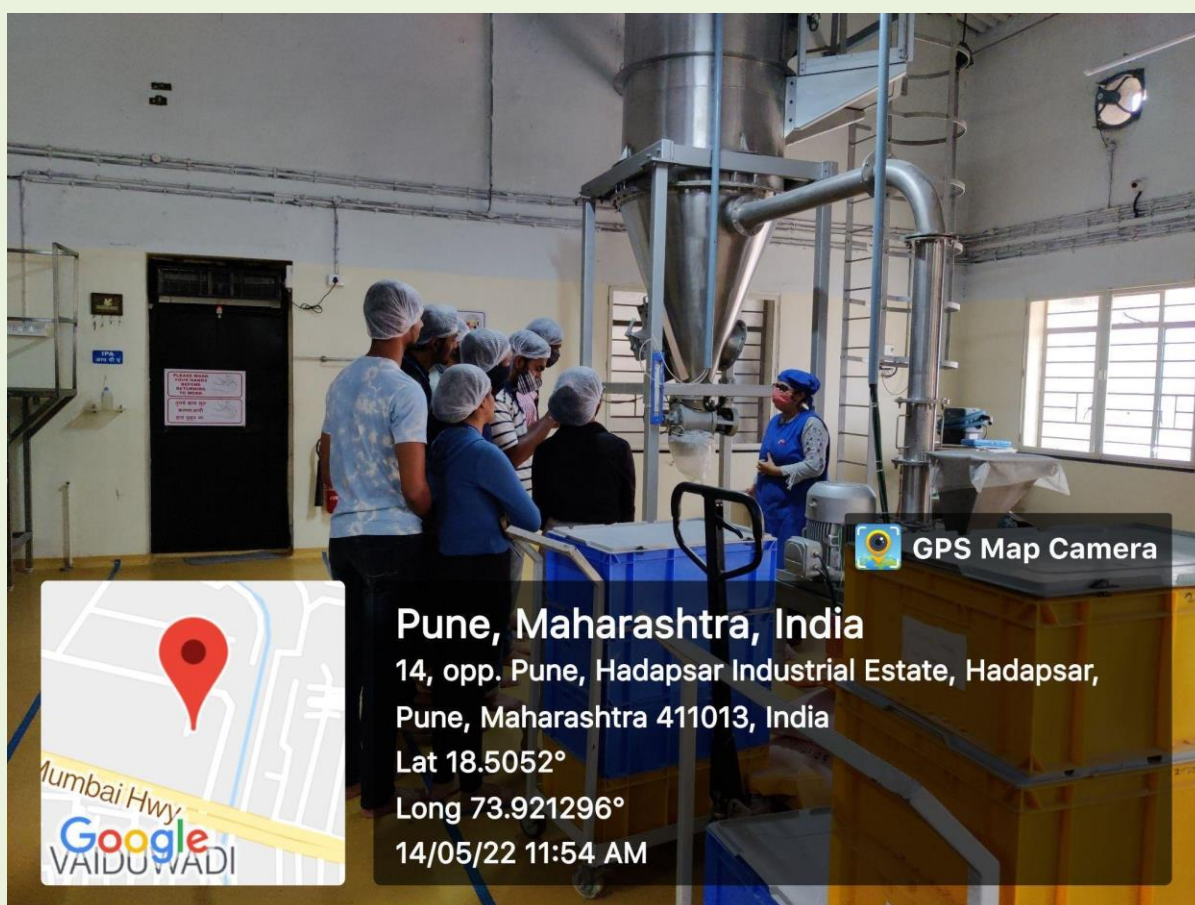
profits after breakeven point) itself and for the next 5 years the business will start feeding you. Being an MBA in marketing, he stressed on the importance of 4-Ps of marketing.

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.

Attendees:

Dr. Mariam Noronha	Coordinator, S&IC and Arts AssociationNWCC
Akshat Mandalgi	Member, CC
Tushar Gopalkrishnan	Member, CC
Aryan Raundhal	Member, CC
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 i2e Contest 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 22nd 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.
 - Radhika Sharma, BBA batch of 2020-2021 and Core Committee Member of the Startup and Innovation Cell 2020-2021 has started Fables Café, in 2021.



- Anandita Mitra, BBA batch of 2019-2020 and Core Committee member of the Startup and Innovation Cell of the College 2019-2020 has started FEARCE, a clothing and apparel curation business in 2022.
<https://www.linkedin.com/company/fearce/>
- Mr. Jaydeep Wayal TYBBA Student started Farmer Produce Organization

Government of India
Ministry of Corporate Affairs
Central Registration Centre

Reference No: T67011288
Date of Approval: 17-01-2022

To

JAYDEEP SUNIL WAYAL
S/o SUNIL WAYAL
Date of birth:- 27-12-1997
SARASWATI NAGAR WARD NO.17
CHIKHLI, TQ CHIKHLI, DIST BULDANA
BULDANA - 443201 Maharashtra India

Sub: - Allotment of Director Identification Number (DIN)

Dear Sir/Madam,

Kindly refer to your application for allotment of a Director Identification Number via Integrated Incorporation Form SPICe (INC-32). It is to inform that your application has been approved and DIN 09470125 is allotted. Please mention your DIN at the appropriate place while filing forms and applications with ROC or to any other authority under the Ministry of Corporate Affairs.

It may be noted that penal action against the applicant and professional certifying the DIN application in case of false information/ certification as per provisions of section 448 and 449 of the Act will be taken in addition to action for professional misconduct and revocation of DIN, allotted on false information.


 SHIVARAJ C RANJERI
 ASST. REGISTRAR OF COMPANIES
 Central Registration Centre

- Following students of Start up and Innovation Cell worked as director of Students Co-Operative Consumer's Store Ltd.

Sr. No	Name of the Students	Academic Year
1	Ms. Naheshwari Warghante	2019-2020

2	Mr.Dhananjay Ghokhale	2019-2020
3	Mr .Akash Paul	2019-2020
4	Mr.Varad Kambli	2019-2020



Hon'ble Vice Chancellor of SPPU visited the Store

