

CREATING AN ENTREPRENEURIAL MINDSET

EVENT REPORT



ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to University of Mumbai, approved by DTE & AICTE)



E-CELL
PRESENTS



CREATING AN ENTREPRENEURIAL MINDSET



DR. BHAVIN SHAH
HOD - Electronics &
Telecommunication Engineering
(EXTC)
Atharva College of Engineering



SATURDAY | **18 NOVEMBER** | **10.30AM TO 12.00 PM**

Venue - Atharva Educational trust's (AET) Campus,
phase 3, 4th floor, small seminar hall, Malad-west,
Mumbai, Maharashtra- 400095

Event Report

Name of event: **Creating an Entrepreneurial Mindset**

Date of Conduction: **18th November 2023**

Class Semester: **MMS Batch 2023-2025**

No. of Students & Faculty: **65+ students and 3+ faculty member**

Under the Guidance of: **Prof Gaanyesh Kulkarni**

Faculty Coordinator for this event(S- 2/ E-1) : **Prof Gaanyesh Kulkarni and Dr. Nitin Godse**

Coordinator/Committee: **E-CELL, AIMS**

Student Coordinator/Committee: **Samiksha Singh, Samiksha Patil, Sumedh Mane, Shivani Dhole, Shiva Sanghvi, Pradnya Maigande, Kshitija Sawant, Mansi Chitroda, Roshni Survase, Sphurti Shree**

Objectives

To encapsulate the core insights shared during the "Creating an Entrepreneurial Mind Set" event held on November 18th, 2023 at Atharva Institute of Management Studies. The report will meticulously outline the fundamental aspects discussed by the guest speaker, focusing on key takeaways and crucial points that aim to equip attendees with a comprehensive understanding of essential entrepreneurial concepts.

Description

The Creating an Entrepreneurial Mindset (1st episode of Season-2) was an E-Cell, AIMS organized event which was conducted on 18th November 2023 in the Seminar Hall of AIMS.

At the start of the event, our host Ms. Shreya Bhandarkar graciously welcomed our esteemed Guest Dr. Bhavin Shah (HOD-Electronics & Telecommunication Engineering - EXTC, Atharva College of Engineering), as well as our enthusiastic students, establishing a pleasant and inclusive atmosphere for the event. Ms. Shreya delivered a speaker introduction in which she gave a brief background, experience, and accomplishments of guest speaker. After concluding the speaker introduction, Dr. Nitin Godse honored Dr. Bhavin Shah with a gift.

Dr. Bhavin Shah started the event with one beautiful thought "every learning is an experiential" with this quote he emphasized the importance of starting early in the journey of entrepreneurship, citing that experiential learning is pivotal in this process. He highlighted that every venture should commence with a thorough evaluation of hypotheses and extensive market surveys. Entrepreneurship inherently involves taking risks, resembling a roller-coaster journey where uncertainties prevail. He illustrated this with examples of renowned brands like Snapdeal, Kodak, Clinge.com, Flipkart, and Amazon, elucidating how sustainable brands evolve through innovation, adaptation to change with understanding and addressing customer needs.

The event also shed light on the paramount importance of design. Dr. Bhavin stressed the need to understand people's problems and evaluate them to develop a new, unique design or product. He elucidated on effectively utilizing unique features to attract customers. He emphasized about Continuous innovation which emerged as a core factor fostering the success of any enterprise. Evaluating the market fit of a product, solving customer problems, incorporating unique features, and ensuring the feasibility of the business model through customer feedback were emphasized.

At the end Dr. Bhavin focused on measuring success after creating a Minimum Viable Product (MVP) and shared invaluable insights on the ten

common mistakes that startups should avoid such as building something that nobody wants, poor hiring practices, lack of focus, failure in execution, and inadequate sales and marketing strategies.

Dr. Bhavin Shah's thought provided an enriching perspective on entrepreneurship, emphasizing the importance of innovation, understanding market dynamics to provide customer needs. The event served as an excellent platform for budding entrepreneurs to comprehend the intricacies of establishing and sustaining successful business ventures.

The event ended with Q & A event. In this Dr. Bhavin gave valuable insights and solutions to the students and faculties according to their questions.

As we concluded the enlightening event, Ms. Kshitija Sawant delivered a vote of thanks. She expressed our special gratitude to Dr. Bhavin Shah for sharing his valuable insights and experiences, Honorable Shri Sunil Rane Sir, Executive President of Atharva Group of Institutions, for his continuous support, our Director Dr. D. Henry Babu for guiding us in all the event, our IT department, Sound Systems Crew, Marcom, Admin Department, Non-Teaching Staff, and the ECell members. It was through the efforts of these individuals that 'Creating an Entrepreneurial Mindset event (Episode-1 of season-2)' was a great success."

Glimpse of the Event





Report Made by – MANSI CHITRODA, KSHITIJA SAWANT (MMS 2023-2025)

E-Cell, AIMS