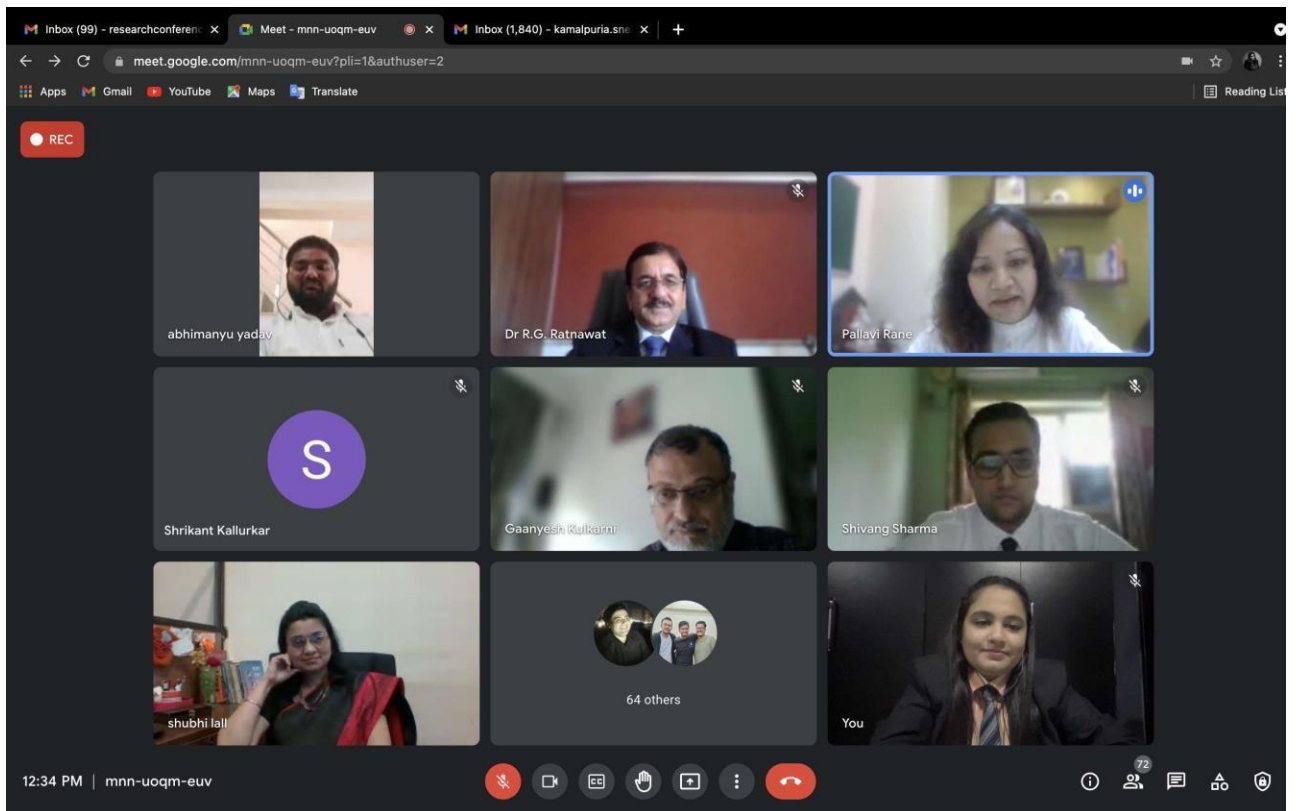


## Summary of ECell Events (from September, 2021 to August 2022)

### 1. ECell Event: #1 & 2

**Inauguration ceremony of AIMS IEIC held on 03.09.2021 (ONLINE mode), followed by EAT (Entrepreneurship Aptitude Test)**

**Resource Person & chief Guest: Mr. Abhimanyu Yadav (Founder, ParkAdda; Alma Mater – Atharva College of Engineering)**



## 2. ECell Event: #3

**Resource Person: M. Sagarikka Sivakumar Author: (My Unskooled Days book)**  
**Held on 22.09.2021 (Online mode)**

**AIMS**  
ATHARVA  
MAAC Accredited

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Affiliated to Mumbai University)

**ATHARVA**  
SCHOOL OF BUSINESS  
(Approved by AICTE)

**INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)**

*in association with*

**OUR ENTREPRENEURSHIP EDUCATION PARTNERS**

**COEQUAL**

**Voice of Planet**  
SAPYENODDOL COMMUNITIES

**Ms. Sagarikka S**  
Entrepreneur, Author, Trainer,  
Professional Speaker, Toastmaster,  
Investor, Documentary Film maker

**GUEST SPEAKER**

**ABOUT**

Sagarikka is the author of 'My Unskooled Year' & 'Pallikoodam Pogamale', an Amazon.in Bestseller.

She is the President of Nagapattinam Toastmasters Club.

She is also the Secretary of Trichy Toastmasters Club.

She was one of three students chosen from India to interact with His Holiness Dalai Lama.

She was topper in her First Year Under-Graduation in Data Science & Analytics at the University of Portsmouth.

**SEPT 22nd, 2021 | WEDNESDAY | 11 : 15 AM**

### 3. ECell Event: #3

**Resource Person: Mr. Bhaskar Dewal, and Mr. Vikas Kulkarni – KulDeW**  
**Held on 09.10.2021 (Online mode)**



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## INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)

### KulDew

Car Rental...Refined

Co-Founders  
Mr. Bhaskar Dewal & Mr. Vikas Kulkarni

To empower each and every stake holder to join the main stream Travel business connecting the world ! "Digitize Industry!"



"KulDew - India's first Car rental Cloud designed to empower each and every Cab owner, Travel agent & Customer to maximize Profits".

KulDew addresses 90% of offline cab rental market where no players exists. Balance 10% online market also addressed through GaadiBooking.com which is again India's 1st car rental marketplace.

We are "Growth Partner" for Cab Rental Ecosystem, Not a Car Rental Aggregator

We are currently Incubated @ IIM-B (Mobility Cohort sponsored by Maruti) – Chosen from 500 startups across India. Currently we are in top 5 final list.

Silicon India chosen KulDew as top 10 promising Car rental startup. We are also Govt registered Startup by DIPP Startup India.

we are live :  
Cab Owner App | Driver App | GaadiBooking user App | Website

OCT 9th, 2021 | SATURDAY | 10:30 AM - 12:00 PM

*in association with*  
OUR ENTREPRENEURSHIP MENTORS



#### 4. ECell Event: #4

**Resource Person: Mr. Vinay Mistry, Co-founder & Director, CoEqual Associates**

10/27/22, 11:06 AM

**Held on 30.10.2021 (Online mode)**

Screenshot 2021-10-30 at 2.14.30 PM.png



## 5. ECell Event: #9

**Resource Person: Mr. Girish Batra, Founder & Director - Sarthy Venture Investment Partner0s & Consultants Pvt. Ltd.**

**Held on 22.01.2022 (Online mode)**



### **Activity / Event Report**

Name of event Center	: <b>Innovation Entrepreneurship &amp; Incubation (IEIC) and Center of Incubation and Entrepreneurship (CIE)</b>
Date(s) of conduction	: 22 <sup>nd</sup> January 2022
Class / Semester0	: PGDM / MMS Batch 2021-2023
No. of students & faculty	118
Faculty Coordinator	: Prof. Gaanyesh Kulkarni
Student Coordinator / committee	: Shivang Sharma, Mansi Mhatre
Resource Person	: Mr. Girish Batra
Organization &	: Sarthy Venture Investment Partners JumpStrat Business Consulting
Designation	: Strategy lead & Co-founder

**Objective:** To help students learn and understand the concepts on how to become successful entrepreneurs.

## **Description**

The session started with our host; Sairaj Nagvekar (MMS-III-Mktg) introducing himself and greeting everyone. After the greetings, the virtual lighting of the lamp and Ganesh Vanadana took place. The host then gave brief introduction of the guest speaker; Mr. Girish Batra who is a Strategy Lead at Sarthy Venture Investment Partners and Co-founder of JumpStrat Business Consulting.

Mr. Girish Batra opened his talk session by asking the students to narrate the difference between Entrepreneurship and Ideapreneurship.

- Entrepreneurs: Trader, factory owners, service provider and business.
- Ideapreneurs: Inventor, innovator, disruptor and start-up.

He further made it more interactive by making the students guess some famous and inspiring Ideapreneurs by telling their stories.

- How Steve Jobs became a Ideapreneur.
- How Vijay Shekhar Sharma became a Ideapreneur.
- How Shashank ND became a Ideapreneur.

Mr. Girish Batra explained the essential stages one should know, when it comes to starting a company.

- Stages of Start-up.
- Problem / Pain Point.
- Idea.
- Proof of concept / minimum viable product (MVP).
- Founder(s) and Skeletal team.
- Angel Fund.
- Venture Capital (VC) fund.

The journey while building the business is not easy and these following steps are what an entrepreneur goes through before the business is in terms called as “successful”.

- Unicorn Journey.
- To survive.
- To strive.
- To thrive.

Our guest speaker further also explained the success factors and the right things required that are needed to be taken into action to achieve the said goal.

- Success Factor; Timing; Team / Execution; Idea.

He then stated some very essential points that will help our aspiring entrepreneurs greatly.

- The nine things to know while becoming an entrepreneur.
- Taking risk.
- Patience is a valuable asset.
- Can work unsupervised.
- Always have a big picture in mind.
- Team work is critical.
- Always have a plan B.
- Have faith in yourself.
- Accept / Expect a low resource work environment.
- Big joys in small things.

Mr. Girish Batra then further explained the positive factors that as a college student will be beneficial for the debut as a entrepreneur.

- Confidence.
- High expectations.
- Intuitive understanding of newer technology.
- Better suited to exploit social media.
- Can be category creators (CC).

To motivate the students further he gave examples who can act as a role model like Elon Musk, Bill Gates, Nitin Kamath etc. After explaining the students, the strategy and the road map they have to make and follow, some important questions stated below were asked from his side and were answered by him.

- What to expect five to ten years from now?
- Which is a good idea?

- **Key Takeaways:**

Our speaker explained to the students the very essential process that will help them become the ideal Ideapreneur / Entrepreneur they aspire to become.

As the session came towards its end, Mr. Girish Batra held a quiz session that helped the students have a clear understanding about the concepts and the critical terms that were explained. Following it, there was a question-and-answer session that took place between our guest speaker and the students as well as our faculty.

The session was concluded by giving the vote of thanks from our host Sayush Yadav, towards our Director of Atharva Institute of Management Studies, Dr. R. G. Ratnawat and Director of Atharva School of Business, Dr. Harshita Kumar, our humble faculty and students due to whom this session was a success.

**AIMS ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Affiliated to Mumbai University)

## INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)



**Mr. Girish Batra**  
Strategy lead at Sarthy Venture Investment Partners & Co-founder at JumpStrat Business Consulting  
Guest Speaker

**About**

- Girish Batra is a Co-founder of JumpStrat Business Consulting.
- In addition, he is also the strategy lead at Sarthy Venture Investment Partners.
- As a Business Coach, he is also affiliated with Development Dimensions International.
- Among his other accomplishments, Mr. Girish Batra is also founder of Global projects and co-founder of the Ipreneur Startup Accelerator and Milgaya Global Property Services.
- He was also the Global CEO of Threads (India) Limited.
- Furthermore, he was a visiting faculty member at Mumbai's Narsee Monjee Institute of Management Studies.


JAN 22nd, 2022 | SATURDAY | 11:30 AM - 1:00 PM

*in association with*  
OUR ENTREPRENEURSHIP MENTORS



**ATHARVA SCHOOL OF BUSINESS**  
(Approved by AICTE)

## CENTER FOR INCUBATION & ENTREPRENEURSHIP (CIE)




**Mr. Girish Batra**  
Strategy lead at Sarthy Venture Investment Partners & Co-founder at JumpStrat Business Consulting  
Guest Speaker

**About**

- Girish Batra is a Co-founder of JumpStrat Business Consulting.
- In addition, he is also the strategy lead at Sarthy Venture Investment Partners.
- As a Business Coach, he is also affiliated with Development Dimensions International.
- Among his other accomplishments, Mr. Girish Batra is also founder of Global projects and co-founder of the Ipreneur Startup Accelerator and Milgaya Global Property Services.
- He was also the Global CEO of Threads (India) Limited.
- Furthermore, he was a visiting faculty member at Mumbai's Narsee Monjee Institute of Management Studies.

JAN 22nd, 2022 | SATURDAY | 11:30 AM - 1:00 PM

*in association with*  
OUR ENTREPRENEURSHIP MENTORS



### Glimpses

REC | Girish Batra is presenting


### Design Thinking: A 5 Stage Process



12:27 PM | mnn-uqgm-euv

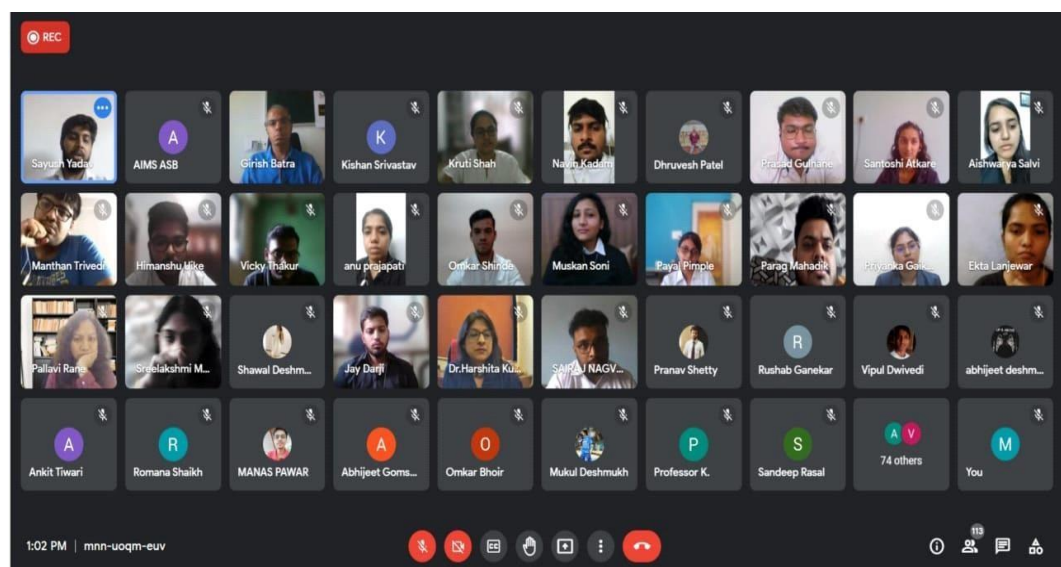
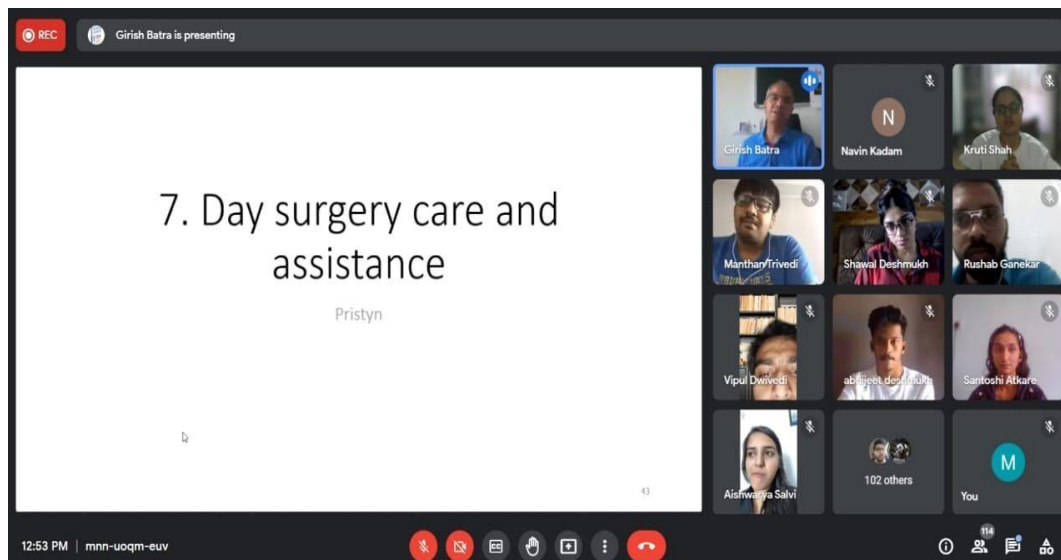
Participants: Girish Batra, abhijeet deshmukh, Prasad Gulhane, Navin Kadam, Aishwarya Salvi, Aditya Dod, Manthan Trivedi, Payal Pimple, Rushab Ganekar, Kruti Shah, 106 others, You

REC | Girish Batra is presenting



12:41 PM | mnn-uqgm-euv





**Event report prepared by:** Anushka Bondre, Student, PGDM\_

**Verified by:** Prof. Gaanyesh Kulkarni, HOD, Marketing.

**Submitted to:** Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies and Dr. Harshita Kumar, Director, Atharva School of Business.

*This video was recorded on the Email ID [researchconference@atharvacoe.ac.in](mailto:researchconference@atharvacoe.ac.in)*

Hosting was done by Sairaj Nagvekar and Sayush Yadav.

**This event was conducted under the guidance of Prof. Gaanyesh Kulkarni.**

## 6. ECell Event: #10

**Resource Person: Mr. Sumit Srivastawa, Founder & CEO – Startup Chaupal**

**Held on 12.02.2022 (Online mode)**

### Activity/Event Report

Name of Event	: <b>Innovation Entrepreneurship &amp; Incubation Center (IEIC) and Center of Incubation and Entrepreneurship (CIE)</b>
Date of Conduction	: 12 <sup>th</sup> February 2022
Class/Semester	: PGDM/MMS Batch 2021-2023
No. of Students & Faculty	: 103
Faculty Coordinator	: Prof. Gaanyesh Kulkarni
Student Coordinator/Committee	: Sonali Tiwari
Resource Person	: Mr. Sumit Srivastawa
Organization	: Startup Chaupal - Incubator & Angel Network
Designation	: Founder & CEO

### Objective:

To help students understand the holistic process of establishing a startup that survives and succeeds.

### Description:

The session began with a brief introduction of our hosts Ms. Sonali Tiwari, Ms. Anushka Bondre and the entire E-Cell Team. This was followed by seeking the blessings of Lord Ganesha by lighting of the lamp and playing Ganesh Vandana.

The hosts then briefly introduced our Guest Speaker, Mr. Sumit Srivastawa who is the Founder & CEO of Startup Chaupal and a Charter Member of TiE Bangalore.

Mr. Sumit Srivastawa began with speaking about the fundamentals of startups and how everyone must have the mindset of an entrepreneur. He said that whether doing a full-time job or creating a startup, an entrepreneurial mindset is what makes you thrive; because entrepreneurship is not a job, it is a lifestyle.

He further proceeded to explain how we should always be conscious about our time. Being an entrepreneur means we should always be looking for ROTI – Return On Time Invested. So no matter where you dedicate your time, make sure you get some returns out of it. He also added how students can gain great ROTI by implementing the learning from his session.

Mr. Sumit then spoke about how every startup will always make mistakes. However, these mistakes can be minimized by following a diligent process. He elaborated the process in 7 simple phases as follows:

- **Phase 1 – Ideate**

Ideas alone don't get funding, so work on your idea by doing research and plan a unique execution for it. Find your value proposition and what makes your idea different from the competitor's.

- **Phase 2 – Create**

Creating an MVP (Minimum Viable Product) is essential. But just as the name suggests, it should be lean and made by using minimal money and time.

- **Phase 3 – Test**

Test your product in the market by taking a sample size. Always be ready for negative feedback and look at it positively because it helps you enhance your product and make it market fit.

- **Phase 4 – Morph**

“You cannot sell what you want to sell; you can only sell what people want to buy!” It is vital to create a product according to the customer preference.

- **Phase 5 – Model**

Prepare a Standard Operating Procedure (SOP). Startups that do not create an SOP are unable to scale their business.

- **Phase 6 – Scale**

When you scale your startup, always ensure to not dilute more than 10% in one round. All of the above processes are used by a startup throughout the span of the business.

- **Phase 7 – Harvest**

Once you have implemented everything and are generating good revenue, it's time to harvest. You can register for IPO and gain funding.

Mr. Sumit then motivated students to work on startups while they are still in college as liabilities and responsibilities are less. Furthermore, once students get the experience of establishing a business, they tend to work better in organizations if at all the startup doesn't succeed.

He also suggested the students to prepare a Business Model Canvas, because only when the plan is created on paper will it gain a solid real structure while implementing it in reality.

**Key Takeaways:**

- Create a less capital intensive startup
- Focus on retaining customers
- Try to be a potential startup that offers meaningful solutions
- Work on generating better ROI

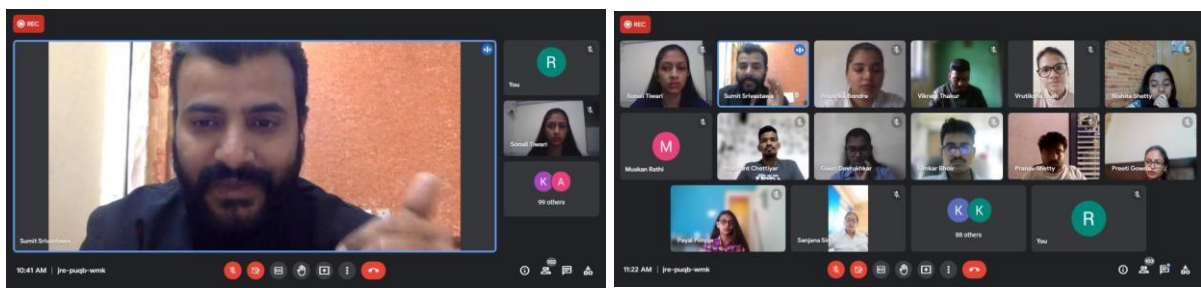
Mr. Sumit Srivastawa concluded his session by addressing that competition will always exist in the market; it is all about the unique thought process and execution that makes a startup stand out.

The session was concluded with the Vote of Thanks from our hosts Sonali and Anushka towards the Trustee of Atharva Group – Ms. Pallavi Rane Mam; Director of Atharva Institute of Management Studies - Dr. R. G. Ratnawat Sir and Director of Atharva School of Business - Dr. Harshita Kumar Mam, and our humble faculty and students with the efforts of whom this session was a success.

## Flyer of the Event



## Glimpses from the Event



Event Report prepared by: Ms. Romana Shaikh, Student, MMS

Verified by: Prof. Gaanyesh Kulkarni, HOD, Marketing.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies and Dr. Harshita Kumar, Director, Atharva School of Business.

This video was recorded on the Email ID: [researchconference@atharvacoe.ac.in](mailto:researchconference@atharvacoe.ac.in)

Live session was initiated by Sonali Tiwari.

Hosting was done by Sonali Tiwari and Anushka Bondre.

**This event was conducted under the guidance of Prof. Gaanyesh Kulkarni.**

## **7. ECell Event: #11**

**Resource Person: Mr. Parth Sharma, Co-founder & CEO – The BabyBo**

**Held on 12.03.2022 (Online mode)**

**Name of Event:** E- Cell guest session

**Date of Conduction:** 12th March 2022

**Class/Semester:** PGDM/MMS Batch 2021-2023

**No. of Students & Faculty:**

**Faculty Coordinator:** Prof. Gaanyesh Kulkarni

**Student Coordinator/Committee:**

**Resource Person:** Mr. Parth Sharma

**Organization:** THEBABYBO- Mystory Ventures Pvt. Ltd.

**Designation:** Co-Founder & CEO

**Description:** Our today's event started by seeking blessing from lord Ganesh and lighting of the lamp followed by our anchors Ms. Shefali and Mr. Kunal welcoming everyone to the 12<sup>th</sup> episode of the E-Cell. Then we moved forward and introduced our guest speaker Mr. Parth Sharma handing over the space to him.

Mr. Parth Sharma began his session by giving us insights about his first start up experience at the age of 18 where he worked for Mr. Prabhas Dey. He continued with giving an example about IPod by Apple which came in as a new innovation in the era of Walkman. He shared a very valuable tip with everyone that "Everyone in college life must have tasted start up culture."

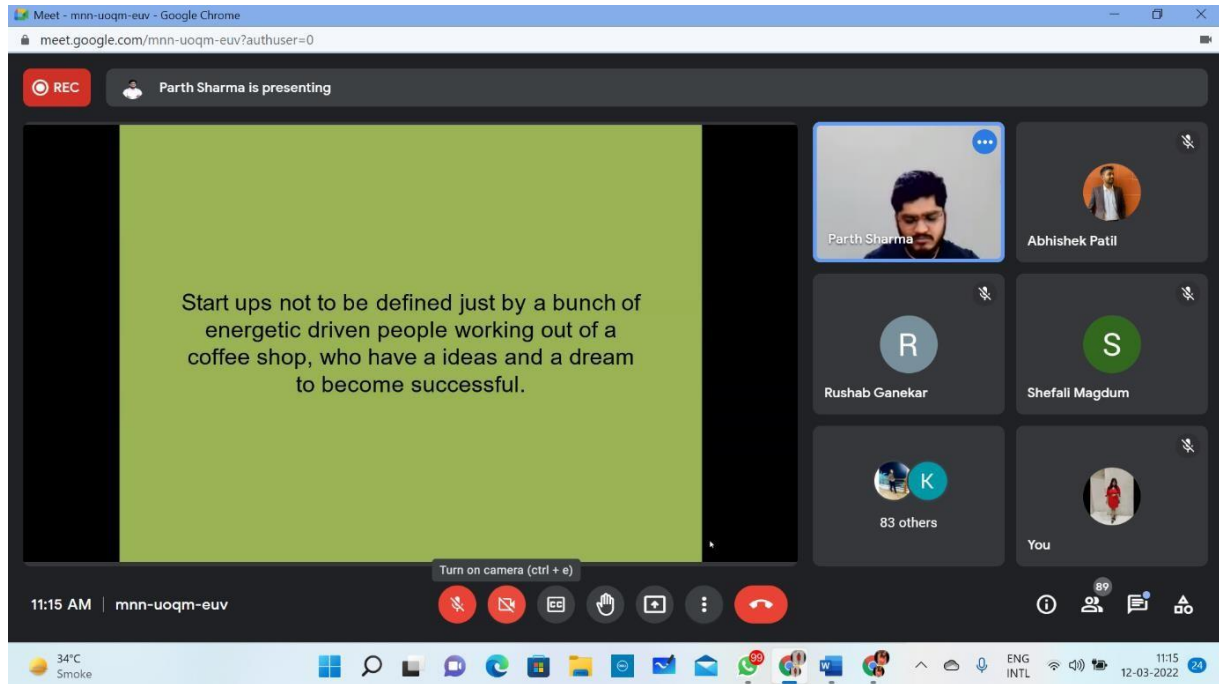
Then he shared his personal experience that while he was working on BabyBoo he had visit 1000's of hospitals in order to get a better understanding about the requirements of a new born.

He further added that there are 3 major segments which need to take care of while developing a startup which are team, idea and research and development. After fulfilling these requirements, we can move on to other aspects like MVP, website designing, organic marketing, feedback generation etc.

By help of a power point presentation he explained designing of a product, following a proper system, and scalability of the business. He quoted a very important line that is "Start-up not to be defined just by a bunch of energetic people working out of a coffee shop who have a idea and a dream to be successful."

Succeeding this was our Question & Answer round where the students asked him various questions about his journey, challenges faced by him which were beautifully answered by him.

Concluding the session, he said that, competition will always prevail in market. Working in a startup will enhance our knowledge and make us a better matured version of ourselves. Consequently, our anchors gave the vote of thanks thereby ending the session.



Event Report prepared by: Ms. Romana Shaikh, Student, MMS

Verified by: Prof. Gaanyesh Kulkarni, HOD, Marketing.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies and Dr. Harshita Kumar, Director, Atharva School of Business.

Live session was initiated by Sonali Tiwari.

Hosting was done by Sonali Tiwari and Shefali Magdum.

**This event was conducted under the guidance of Prof. Gaanyesh Kulkarni.**

## **8. ECell Event: #12**

**Resource Person: Dr. CA Chaitanya Shah, Director - Chaitanya Shah & Co.**

**Held on 11.06.2022 (Online mode)**

### **Activity / Event report**

**Name of event: ECell (IEIC-CIE)**

Date(s) of conduction: 11<sup>TH</sup> JUNE 2022 Class / SEM: MMS/PGDM BATCH 2020-2022

No. of students participated: 32

Faculty coordinator: Prof. Gaanyesh Kulkarni

Student coordinator/ committee: Ms. Sonali Tiwari

Resource person: **Dr. CA Chaitanya Shah**

Organization: Chaitanya Shah & Co.

Designation: CEO

### **DESCRIPTION**

**OBJECTIVE:** To understand the company formation for startup/aspiring entrepreneurs, and entrepreneurial potential

#### **KEY TAKEAWAYS:**

• Introduction about our speaker, Dr. CA Chaitanya Shah • Overview on the topics:

- Entrepreneurial Journey
- Legal entities and its types
- Major Pros & Cons of Different Legal Entities
- Criteria's of Choosing Legal Entity
- Process of Pvt. Ltd. Company Formation

• **Entrepreneurial Journey (MSME) Act 2006 consists of steps such as:**

- Idea
- Start-up
- Micro
- Small
- Medium
- Understanding legal entity and its types:
  - Legal entity means legal rights and responsibilities.

➤ **Different types of legal entities such as**

- a. Sole Proprietorship
- b. Partnership

- c. Limited Liability Partnership (LLP)
- d. Private Limited Company.
- e. Public Company.
- f. One Person Company

➤ **Advantages of Sole Proprietorship**

- o Are easy to establish and have minimum legal compliances.
- o Owner gets the complete ownership and is often considered as stepping stone to future growth.

➤ **Disadvantages**

- o It is a personal liability and it is difficult is raising money.
- o Third party confidence is minimum

(E.g.-of small scale for export and import)

➤ **Advantages of Partnership**

- o Many numbers of people are better than one.
- o Easy to establish and start-up costs are low.
- o More capital is available and borrowing capacity is greater.
- o Employees with high calibre can be partnered together.

It is governed by the partnership act, 1932

➤ **Disadvantages**

- o There's a difficulty to transfer the ownership and lack of regulations.
- o Taxation subject to individual's tax rate.
- o Limited life.
- o Unlimited liability.
- o Disagreement between the partners.
- o Limited ability to raise capital.

➤ **Advantages Limited Liability Partnership.**

- o It is convenient and no minimum capital is required.
- o There's no limits on numbers of partners
- o No Registration & Low Compliance Cost
- o Taxation of LLP

➤ **Disadvantages**

- o Public Disclosure of Financials.
- o More Compliance.
- o No option for Equity Investment.
- o An Indian partner is mandatory.
- o Higher Income Tax rates.
- o There is no tax-benefits for Partners.
- o Minimum Two members are necessary.
- o Transfer of Ownership is difficult.



➤ **Advantages of Pvt. Ltd. Company.**

- o Separate Legal Entity and no minimum capital
- o Uninterrupted existence.
- o Limited Liability.
- o Free & Easy transferability of shares.
- o Owning Property.
- o Capacity to sue and be sued.
- o Dual Relationship.
- o Borrowing Capacity & Business Image & FDI Allowed

➤ **Disadvantages**

- o Registration Process
- o Legal Compliances Formalities
- o Division of Ownership
- o In some cases, Personal Liability
- o Difficult process & costly winding up
- o Preferred Option beyond a certain stage

➤ **Advantages of One Person Company**

The concept was introduced in 2013 as a private company with only one director and one shareholder.

- o Safety Net - Liability of the single shareholder in an OPC is limited to the unpaid subscription money in his/her name.

**o Succession.**

**o Market Value is as same as Pvt. Ltd Co.**

**o Easy Credit Facilities / Credibility**

**o Easier Returns Filing.**

- Formation of the company – Formed by companies act 2013 ➤ Major steps were:

✓ Promotion stage - the idea of starting a business is converted into reality with the help of promoters of the business idea. ✓ Registration stage - The company gets registered, *which brings the company into existence.*

**List of Documents / Steps:**

- o Memorandum of Association: A memorandum of association (MoA) must be signed by the founders of the company. A minimum of 7 members are required in case of a public company and 2 in case of a private company. The MoA must be properly registered and stamped.
- o Article of Association: Article of Association (AoA) is also required to be signed and submitted. All members who previously signed MoA, should also be signing the AoA. Deals with way the business will be managed.
- o The next step is preparing a list of directors which should be filed with the Registrar of Companies.
- o Directors of the company should provide a written consent agreeing to be directors, should be filed with the Registrar of Companies (*RoC*).
- o The notice of address of the office needs to be filed.

o A statutory declaration should be made by any advocate of either the High Court or Supreme Court, or a person of the capacity of Director, Secretary or Managing Director. This declaration shall be filed with the RoC.

✓ Incorporation stage (Certification of Incorporation) – This certificate validates the establishment of the company in the records.

✓ Commencement of Business stage (Certificate of commencement of business) - Required for a public company to start doing business, while a private company can start business once it has received the certificate of incorporation.

• The privileges to Private companies are:

1. Not required to appoint Independent Director;
2. Not required to appoint Woman Director;
3. Provisions regarding rotation of directors do not apply
4. Not required to form Audit Committee, Remuneration and Nomination Committee;
5. Maximum Ceiling of managerial remuneration do not apply
6. Not required to appoint Secretarial Auditor;
7. Not required to get their Shares/Securities dematerialized.

• **Criteria for selecting legal entity:**

1. Continuity of Existence – succession planning
2. Complex Procedures/Compliances – costly/disclosures
3. Liabilities – Limited Liability
4. Control / Succession
5. Investment / Business Needs

**Question and answer sessions were held regarding the first presentation continued with the discussion of second presentation on entrepreneurial potential.**

• MSME Statistics

• Vision – MSME Minister.

• What is an entrepreneur

• GS – Entrepreneurial Journey -

➤ Idea – Start-up - KG / Building Cricket

➤ Tiny & Micro - Primary / Club

➤ Small Scale - Secondary / State

➤ Medium - Graduation / National

➤ Large Scale - Post Graduates / Expertise International • Businessman's Journey

–

➤ Tiny / Micro Units - Technocrat

➤ Small Scale Units - Technocrat / Professional

➤ Medium Sized Units - Professional / Entrepreneur ➤ Large Scale Units - Entrepreneur

• Growth Journey - ADAPTABILITY

• Entrepreneur ROLE

• Business Issues (example given as a tip of iceberg)

- Decision making explained with a chart
- Video series for the benefit of the entrepreneurs.

Question and answer sessions held.

- Few words from the speaker Dr. CA Chaitanya Shah
- Few words from the faculty coordinator of the session – Prof. Ganesh Apte
- Closure of the session with a vote of thanks by our hosts Miss Sonali Tiwari and Mr. Parth Thakkar.

**Event report prepared by:** Ms. Nishita Shetty (PGDM)

Live session was initiated by Prof Ganesh Apte

Hosting was done by Miss Sonali Tiwari and Master Parth Thakkar. This event conducted under the guidance of E-Cell Department, AIMS.

## 9. ECell Event: #13

**Resource Person: Mr. Anuj Kuthialla Sood, Director-Avant Finwise Pvt. Ltd.**

**Held on 11.06.2022 (Offline mode – On-campus @ Seminar Hall)**

### **Activity/Event Report:**

Name of Event	: <b>Innovation Entrepreneurship &amp; Incubation Center (IEIC) and Center of Incubation and Entrepreneurship (CIE)</b>
Date of Conduction	: 30 <sup>th</sup> July 2022
Class/Semester	: PGDM/MMS Batch 2021-2023
No. of Students & Faculty	: 90
Faculty Coordinator	: Prof. Gaanyesh Kulkarni
Student Coordinator/Committee	: Ms. Sonali Tiwari.
Resource Person	: Mr. Anuj Kuthialla Sood
Designation	: Director, Avant Finwise Pvt. Ltd.

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### **Objective:**

To create, the Entrepreneurial Mindset among the students.

### **Description:**

The session began with a brief introduction to the topic by our hosts Ms. Priyanka Gaikwad and Mr. Parth Thakkar. This was followed by seeking the blessings of Goddess Saraswati by lighting of the lamp and playing Saraswati Vandana.

The hosts then briefly introduced our Guest Speaker, Mr. Anuj Kuthialla, who is the Director, Avant Finwise Pvt. Ltd.

The session thereafter was continued by Anuj sir, where he started speaking about his journey around from year 2009 till date. He also stated about his learning's and knowledge, as well as he mentioned about the responsibilities and encouragement, that he gained at his work place.

Furthermore, he said it's been years and still he is learning and also suggested one while going ahead in future, one should surely be clear and take right decision.

The speaker further continued with introducing his company, the topic and knowing what students understand about entrepreneurship. He further stated that, entrepreneurs should have growth mindset rather than fixed mindset. He also enhanced how passion, ownership of work, scalability, determination, opportunities, etc. important for entrepreneurs. He also mentioned, self-motivated, self-started and self-goal setting as the 3 important factors for one in order to succeed.

Mr. Anuj Kuthialla concluded his session by addressing that an entrepreneur should take calculated risk, should give his time and money but he shall always research, before investment. Study the market, the industry and once convinced, create the roadmap as well as create vision for yourself. Be committed, be differentiated.

### **Key Takeaways:**

- **One shall be clear about what he want to do ahead.**
- **One shall always think out of box**
- **If want to grow fast, always do little extra**
- **Be differentiated**
- **Have ownership of whatever, you do**
- **Be creative**
- **Be Passionate as well as determinant**
- **Have growth mindset**
- **Never give up**
- **Always look for opportunity and try to convert into result**
- **Believe in feedback as well as in improvisation**
- **Always have commitment with yourself.**

Question and answer sessions held.

The session ended with the Vote of Thanks from our host Ms. Priyanka and Mr. Parth towards Mr. Sunil Rane Sir, the Trustee of Atharva Group – Ms. Pallavi Rane Ma'am; Director of Atharva Institute of Management Studies - Dr. R. G. Ratnawat Sir as well as Director of Atharva School of Business - Dr. Harshita Kumar ma'am, and our humble faculty and students with the efforts of whom, this session was a success.

Event Report prepared by: Ms. Shefali Magdum, Student, MMS- A.

**This event was conducted under the guidance of Prof. Gaanyesh Kulkarni, HOD, Marketing.**

## Flyer of the Event



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Approved by AICTE, DTE & Affiliated to Mumbai University)

### **INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)**



**Mr. Anuj Kuthiala**  
Director, Avant Finswise Pvt. Ltd

Guest Speaker

#### About

- A Retail Banking professional, with 25 years of experience in areas of Corporate Asset Reconstruction and Retail Assets.
- Key Expertise areas include acquisitions of distress assets and turnaround of companies. Sectors he has dealt with are Hospitality, Textile, Education, Real Estate, Food, Oil, Steel, Ceramics, Infrastructure and so on.
- Currently, he is running an advisory firm for special situation & stressed assets to various industries and a company for portfolios resolution of Banks & NBFCs.
- In Asset Reconstruction, while working with Phoenix ARC (sponsored by Kotak Bank), he served in the acquisition side as a Vice President.

*Creating the Entrepreneurial Mindset*

JULY 30th, 2022 | SATURDAY | 10:30 AM - 12:00 NOON



**ATHARVA SCHOOL OF BUSINESS**  
(Approved by AICTE, DTE & Govt. of Maharashtra)

### **CENTER FOR INCUBATION & ENTREPRENEURSHIP (CIE)**



**Mr. Anuj Kuthiala**  
Director, Avant Finswise Pvt. Ltd

Guest Speaker

#### About

- A Retail Banking professional, with 25 years of experience in areas of Corporate Asset Reconstruction and Retail Assets.
- Key Expertise areas include acquisitions of distress assets and turnaround of companies. Sectors he has dealt with are Hospitality, Textile, Education, Real Estate, Food, Oil, Steel, Ceramics, Infrastructure and so on.
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*Creating the Entrepreneurial Mindset*

JULY 30th, 2022 | SATURDAY | 10:30 AM - 12:00 NOON

## **10. ECell Event: #14**

**Resource Person: Mr. Shreyansh Nathwani, COO – Darsh Infotech Pvt. Ltd.**

**Held on 11.06.2022 (Offline mode – On-campus @ Seminar Hall)**

### **Activity / Event report:**

Name of event : **E- Cell (IEIC)**  
Date(s) of conduction : **27<sup>th</sup> AUGUST 2022**  
Class/Semester : **MMS/PGDM BATCH 2021-2023**  
No. of students participated :  
Faculty coordinator : **Prof. Gaanyesh Kulkarni**  
Student coordinator/committee : **Sonali Tiwari (MMS)**  
Resource person : **Mr. Shreyansh Nathwani**  
Organization : **Darsh Infotech Pvt. Ltd. Mumbai**  
Designation : **Director**

### **DESCRIPTION**

Objective: Discussion over empathy and ideation

### **Key takeaways:**

Our hosts, Ms. Anu Prajapati and Ms. Preeti Gowda, got the event off to a good start. Dr. Harshita Kumar ma'am greeted and honored our guest, Mr. Shreyansh Nathwani.

It was elaborated on how networking works in a professional career. The significance of pursuing an MBA was examined. Customer satisfaction and the people in charge of this activity were discussed. The role of a manager and why one should become one were discussed. How important research is and how one should conduct extensive research before applying or making a decision, or it may not be the best decision. It was discussed what an entrepreneur is and why one should be one. The distinction between a businessman and an entrepreneur was discussed.

Mr. Shreyansh stated that because things are not easy, one must make things easier for themselves. To learn empathy, one should put themselves in the shoes of others. The speaker discussed two types of empathy: empathy for customers and empathy for employees. It was also explained how and what empathy is.

Pallavi Rane ma'am gave a memento at the end of the session, which was followed by a thank you note from our host, Ms. Sonali Tiwari.

## Event Flier

 **ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Approved by AICTE, DTE & Affiliated to Mumbai University)

### INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)



**Mr. Shreyansh Nathwani**  
Director, Darsh Infotech Pvt. Ltd

Guest Speaker

*Empathy & Ideation*

AUGUST 27th, 2022 | SATURDAY | 10:30 AM - 12:00 NOON

**About**

- I enjoy and thrive at leading both Darsh Infotech Pvt Ltd & Millennia Digital Ventures LLP and live moment by moment challenges that are thrown up by this exacting role, Key contributions in developing new business and revenue streams, customer-value maximization.
- I am always on the lookout for new challenges that take me to the next level professionally and personally.

**Event report prepared by:** Nishita Shetty (PGDM)

Hosting was done by Ms. Anu Prajapati, Ms. Preeti Gowda, and Ms. Sonali Tiwari.

**This event was conducted under the guidance of Prof. Gaanyesh Kulkarni, HOD, Marketing.**