



The South Indian Association's
The S.I.A. College of Higher Education
Affiliated to University of Mumbai
Accredited B+ by NAAC
P-88, MIDC Residential Area Dombivli Gymkhana Road,
Near Balaji Mandir, Dombivli (East), 421203.

EDC Report



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Report

Entrepreneurship Development Cell


Date : 4th February 2022

Date: 04. Feb.2022 A workshop on '*How to raise finance for business/start-ups?*' was organised by the Entrepreneurship Development Cell of the college on Friday, 4th February, 2022. The resource person for the workshop was Mrs. **Vaishali Vijay Tikade**. The session took place in blended mode in the auditorium of the college which was telecast live through Microsoft Teams. A total of 111 students attended the session. Of the 39 students who attended in offline mode 20 were boys and 19 were girls.

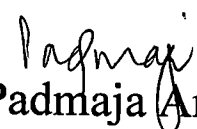
The resource person, Mrs. **Vaishali Vijay Tikade** is the Chief Manager of Nandivli branch in Dombivli Nagari Sahakari Bank Ltd. She is a certified bank trainer with an experience of 27 years in the banking sector. She explained to the audience the technical aspects of applying for bank financing and the various permissions needed. A start-up or business has to follow the technical procedures and fulfil the various requirements in order to apply for a loan. The speaker further elaborated on the various principles of lending that a banker would keep in mind while considering a loan proposal. Noteworthy among these are CIBIL

score, history of the borrower, competency, credit worthiness, collateral security, etc.

Mrs. Tikade noted that the loan borrowing needs of a start-up or a business depends on various factors like processing life cycle, plant utilisation capacity, stage of business, type of sector, etc. In her talk, she also touched upon the various schemes of the Government such as Mudra yojana for self – employment, Prime Minister Employment Generation Programme, Interest Subsidy Eligibility certificate , various Government subsidies etc. A feedback link was shared at the end of the session. Out of the 65 students who gave feedback, 89% stated that they had learned something relevant in the workshop.


Tarun S. Kuckian
Convenor




Dr. Padmaja Arvind
Principal

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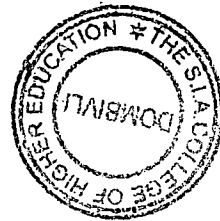
Date: 10th January, 2022

An online session titled: "**Entrepreneurship Talk: Once upon a Start-up**" was organised by the Entrepreneurship Development Cell of the college on 10th January, 2022 from 11:00 AM – 1:00 PM. The speakers for the session were **Mrs. Prathibha Kurhade** of Kallisto Hygiene Private Limited and **Mr. Nitin Marathe** of Aspire Events. The brochure containing the information about the session along with a WhatsApp write-up and registration form was circulated among the students on 7th January 2021. The Entrepreneurship Talk was conducted in online mode through Microsoft teams. A total of 115 students participated in the session.

The purpose behind organising this session, where two start-up founders interacted with the students and shared their journey was to encourage the spirit of entrepreneurship among the students. We also wanted the students to understand the challenges and develop the necessary mindset to become a successful entrepreneur.

Mrs. Pratibha Kurhade is the Director and Co-founder of Kallisto Hygiene Private Limited. She shared her journey from coming up with a unique business idea, raising finance and successfully establishing her niche in a market populated by larger and prominent brands. Kallisto Hygiene manufactures sanitary napkins using alternative non-plastic materials and zero waste production. Through franchisee model and distributorship model they have empowered thousands of women across Maharashtra. Their other products include Kallisto incinerator for scientific and hygienic disposal of napkins and Kallisto vending machines for schools, colleges, railway stations etc.

The most important factor, according to Mrs. Pratibha Kurhade to become a successful entrepreneur is one's inner drive. She wanted to be a role model for her daughter. Towards this end, she established her venture after doing through research and finding a niche and underserved segment in the market. She shared with the students the distribution strategy of Kallisto Hygiene that enables them to reach the remotest villages and at the same time generate income source for about 10000 women. She stressed upon the students the need to upskill and develop innovative thinking to succeed in business.




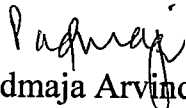
After her presentation, she answered the queries of the students guiding them through her experience and knowledge. In her own words, the mantra for success in business are:

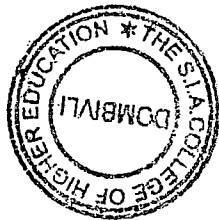
- Detailed research.
- Don't follow the crowd.
- Be bold and innovative.
- Be an employment creator.
- Develop your skills.

The second speaker for the day was **Mr. Nitin Marathe**, founder of Aspire Travels and Event Management. Aspire is an event management and travel company that caters to educational institutes, corporates and also families. He shared his entrepreneurial journey about how as a newly graduate BMS student from a middle-class family, he made the difficult decision to become an entrepreneur instead of looking for a steady job. In the interactive session that followed, he shared the challenges that he faced in terms of getting clients and raising finance. He stressed upon the students the importance of having a 'can-do' attitude and perseverance. In any business, the principle of '*Customer is the Boss*,' applies and customer satisfaction is of utmost importance. He further spoke on the importance of adapting according to the external circumstances.

The students were able to hear from the two first generation entrepreneurs - their journey, challenges and most importantly how they overcame those challenges to become successful. The speakers encouraged students to have a dream, determination to fulfil that dream and work with an attitude of perseverance. The students left with the message that becoming an entrepreneur may not be easy, but it is a worthy endeavour. According to the feedback form circulated at the end of the session, 90% respondents felt that they have learnt something relevant. About 83% of the respondents expressed their willingness to attend similar sessions in future.


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IPR Report

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Report of Workshop on IPR- 2021-22

Workshop on IPR for Faculty members and students conducted on 28/08/2021 by IQAC in association with Intellectual Property Rights Cell, The S.I.A. College of Higher Education.

Resource Person: Adv. Maya Gopal, LLM (Criminology and Police Admin), MBL (Corporate Law), LLM (Business Law), DCL (Asian School of Cyber Law)

Topic: Basic Understanding of Intellectual Property Rights (IPR)

Venue: Online platform: Microsoft Teams


Date & Time: 28/08/2021, 12.00PM-2.00PM


The workshop commenced with welcoming the gathering by Mrs Ranjana Mhalgi, IQAC Convener, and Mrs Sunita Sidhani, IPR cell Co-ordinator explained about the importance of IPR in recent world and narrated the objectives of the workshop. Total 218 participants participated in the programme. Faculty members were 19 and student participants were 199.


The workshop began with the background and basics of Intellectual Property. Subsequently explaining the different types of IPs which has gained importance in current environment.

Finally explaining in detail about Copyright, Trademark, Patent and Geographical Indications and described the details about meaning, definition, types, term, infringement and remedies available as per various IP Acts. Mam had some interesting case laws references for making session more interactive.

The session discussion has more interactions from participants and this workshop motivated the faculty members and students for research and innovation process and created interest in IP as an employment opportunities for the students.


Mrs Sunita Sidhani
IPR Convenor


Mrs Ranjana Mhalgi
IQAC Co-ordinator


Dr Padmaja Arvind
Principal



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