



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.

Entrepreneurship Development Cell Report

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. Prathibha 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. Prathibha 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.

Tarun S. Kuckian
EDC Convener

Dr. Padmaja Arvind
Principal

EDC : Entrepreneur Talk - Once Upon a Start-up

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Nitin Marathe MF20160 Kirti Nandan

Suraj Yadav Vaishnavi Bagayathkar Tarun Kuckian

MF20013 Saniya Patil Kasturi Ranade

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EDC : Entrepreneur Talk - Once Upon a Start-up

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Simran Bhatankar MF20044 Sukruta Patil

Roozhkesh Jade Kirti Nandan MF20013

MF20066 AF20009 Saniya Patil

Nitin (Guest) Rinki Salmani MF20102 MF21037 On hold Mayuri Jadh... AJ Achwini Jadh... +113

Participants

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Ishan Iyer Janhavi Abhyankar Kirti Nandan Kurhade Tarvi (Guest) Meeting guest MF20013 Nitin (Guest) Meeting guest Nitin Marathe (Guest) Meeting guest

Attendees (120) Mute all

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10-01-2022

EDC : Entrepreneur Talk - Once Upon a Start-up

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Roozhkesh Jade MF20044 Nitin (Guest) Simran Bhat... MF20013 Kirti Nandan

Participants

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Janhavi Abhyankar Kirti Nandan Kurhade Tarvi (Guest) Meeting guest MF20013 Nitin (Guest) Meeting guest Nitin Marathe (Guest) Meeting guest

Attendees (118)

Roozhkesh Jade 1 Windows Settings to activate Windows AF20009 anagha kale (Guest)

Roozhkesh Jade Simran Bhatankar MF20056 Sagar Darshanam Saniya Patil MF20039 MF20070 MF21149 Naresh Iyer BF21051 MF20004 Sukruta Patil BF21048 MF20013 Rekha Upadhyay MF20160 AF20009 MS20162 MF20039 Tarun Kuckian MF20019 CF21059 SIDDHI PRABHU

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10-01-2022



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Entrepreneurship Development Cell

Organises

"Entrepreneur Talk - Once Upon a Start-up"

Speaker:-

Mrs. Pratibha Kurhade, Founder and Director, Kallisto Hygiene Private Limited

Mr. Nitin Marathe, Founder : Aspire Events.

Date:- 10th January, 2022

Mode:- Microsoft Teams

