



MARATHWADA MITRA MANDAL'S
COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC with "A" Grade
ISO 9001:2015 Certified, Awarded as Best College by Savitribai Phule Pune University
202/A, Deccan Gymkhana, Pune – 411004

principal@mmcc.edu.in, enquiry@mmcc.edu.in, www.mmcc.edu.in

INNOVATION INCUBATION & START-UP CELL
Report on "From Idea to Enterprise: Nurturing Women-led Startups"



The Innovation Incubation & Start-up Cell had organized a Workshop on the topic, **"From Idea to Enterprise: Nurturing Women-led Startups"** on 27th March 2024. The objective for conducting the workshop was to impart knowledge about social entrepreneurship, opportunity recognition with social cause and to inculcate entrepreneurial skills among the students.

The resource person for the workshop was **Amita Deshpande**, Founder of **"reCharkha -The EcoSocial Tribe"**, social entrepreneur. reCharkha works on upcycling non recyclable plastic using traditional weaving techniques. The organization employs tribal, rural women and youth.

The resource person shared her journey and success story towards sustainable development which began in school days by winning a competition on the topic, **"Best out of Waste"**. Subsequently, after graduation while working with an IT Company, having Starbucks as one of their clients which had decided to stop providing single use plastic straws motivated her to work on the sustainability front. Also her personal hobby

of trekking made her witness a lot of plastic waste thrown at tourist places. All these experiences encouraged her to work towards sustainable development.

She underlined to the students the value of paying close attention to events occurring in our immediate environment. They could find business prospects with an emphasis on sustainable development by recognizing difficulties in everyday life.

The workshop received an overwhelming response from 190 students which was positive.



IIS Cell Coordinator



HOD- Commerce