



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  
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**Entrepreneurship Development Cell**  
**One Day Workshop on**  
**Topic- " Breaking Out of Your Shell".**

**REPORT**

The Entrepreneurship Development Cell of Marathwada Mitra Mandal's College of Commerce conducted a One day Workshop for students on 31st October 2023. The theme of the workshop was, "Breaking Out of Your Shell". The workshop created a conducive environment to share best practices and experiences in overcoming challenges and gain insight of the business opportunities.

The workshop was conducted in six sessions. Eminent entrepreneurs from Pune were invited as resource persons. The event was conducted at Marathwada Mitra Mandal's, Deccan Gymkhana Campus, Hall. No. 501 Central Building. The workshop started with an inaugural ceremony at 10.00 am and concluded with valedictory and certificate distribution at 4.30 PM. The workshop began with the felicitation of the dignitaries followed by the welcome address of Dr. Devidas Golhar, Principal MMCC, Pune. The guest of honor for the workshop was Hon. Principal B.G. Jadhav, Executive President, Marathwada Mitra Mandal. The entire workshop received an overwhelming response from the audience. Each student actively participated with zest and enthusiasm. The workshop indeed attained its expected outcome of creating awareness of self employment among the students.

**Inauguration Ceremony- Dr. Arvind Shaligram**

The ED Workshop was inaugurated by the Chief Guest Dr. Arvind Shaligram, CEO of Savitribai Phule Pune University Research Park Foundation. The inauguration ceremony took place at 10.00 am.

Dr. Shaligram provided insight on the concept of Social Stock Exchange and IEEE ( Institute of Electrical and Electronics Engineers) activities. According to Dr. Shaligram, agriculture being core of every economy, the region 10 of IEEE focuses on smart village

concept. Dr. Shaligram through his speech explained the importance of developing the villages. He also provided valuable inputs on new avenues for startups.

### **Dr. Shaligram addressing the audience**



### **Session 1- Mr. Navnath Yewale**

The first session of the workshop was conducted from 11.00am till 12 noon. The resource person for this session was Mr. Navnath Yewale, Founder and CEO of Yewale Chaha. Yewale Sir shared his success story and motivated the participants to take up entrepreneurial activities. Through his interactive session, Mr. Yewale urged all the participants to follow their passion. One of the keys to success is to follow one's passion. According to Mr. Yewale, passion for his work helped him to become successful and how the journey of a cup of tea resulted in creation of a brand. Yewale Chaha's success story is a testimony to the fact that hard work and honesty always pay back.



## Session 2- Mr. Krishna Nidvanche

The second session began at 12.00noon and concluded at 1.00pm. The resource person for the second session was Mr. Krishna Nidvanche, Founder and Director of Naadbrahma Services India Pvt. Ltd. Mr. Nidvanche shared the incredible journey of idlis and how small town farmers searched for new business opportunities and aimed to serve healthy food to millions of people everyday and create a healthy Bharat. He also shared their USP is to provide fast, healthy, hygiene food at affordable prices, where customers can enjoy good food made with quality ingredients. The session influenced the participants and provided insight as to how simple ideas can capture the market.



Felicitation of Mr. Krishna Nidvance

## Session 3- Mrs. Shweta Singh

The resource person for the third session was Mrs. Shweta Singh, Founder and Director of Get Out & Play India. Get Out and Play India is a sports startup focused on bringing good quality, easily accessible sports activities within gated communities for every child to play at least 60 minutes every day. Shweta through her vast experience in strategy, research, business development and marketing guided the participants as to how thinking out of the box can motivate an individual to generate a business idea with a social cause. Mrs. Singh through her highly interactive brainstorming session made the participants share their ideas about business and startups. The resource person also guided the participants to determine and define a problem and how to generate a business opportunity by identifying such problems.



Felicitation of Mrs. Shweta Singh

#### **Session No 4- Mrs. Sayali Gurjar**

The first half of the fourth session was conducted by Mrs. Sayali Gurjar, founder of Jatra Brand. Mrs. Gurjar shared her success story and how determination and skillful marketing strategies helps to create brands. This session was succeeded by Dr. Chandrashekhar Talathi, Chief Executive Officer of MakeItHappen Center for Invention, Innovation and Incubation ( MCIII). Dr. Talathi addressed the audience by providing valuable information regarding the future of entrepreneurship in India and how entrepreneurs can create a country's fortune. According to Dr. Talathi entrepreneurship plays an important role in productivity growth and wealth creation. To conclude he said that a country's economy and development are dependent on its entrepreneurship and entrepreneurial activities.



Mrs. Sayali Gurjar addressing the students

## Valedictory Ceremony- Dr. Chandrashekhar Talathi

The valedictory ceremony was addressed by Dr. Chandrashekhar Talathi, Chief Executive Officer at The Foundation MakeItHappen Center for Invention, Innovation and Incubation, (FMCIII), Pune Dr. talathi in his speech explained the importance of incubation centers for providing the entrepreneurs a platform with an access to experienced mentors.He also explained the role of Incubation Centers in new startups and the purpose of establishing FMCIII.



The workshop received an overwhelming response of 150 students from MMCC and other reputed colleges from Pune City.. An informal feedback was received which was positive.

ED Cell Coordinator

HOD- Commerce

