

## WHY NOT START SMALL?

Why not start Small?

24<sup>th</sup> July 2019

Ms. Gurdayal Kaur Panjwani, an alumna of our institution with 6 years of experience in various roles of HR gave a small talk to all our students making them understand the importance of starting from a small organization or starting a small role as perceived by students of MBA. She, in a very structured manner conveyed this idea to the students starting with how she started her career as a 'Recruiter' in WNS, moving to Credit Suisse and then, to Northern Operating Services, she then moved on to a comparative analysis between working with a small organization and a big organization and ended her talk with a 'Question-Answer' session with the students. 26 students attended the session.



Ms. Gurdayal Kaur Panjwani delivering Lecture on Why Not Start Small? On 24<sup>th</sup> July 2019

## I-2-E Competition – Institute Level [ Competition for Business and Start up Ideas]

SVIMS organised I2-e Competition Business Plan on 23<sup>rd</sup> October 2019 under the aegis of Savitribai Phule Pune University's Innovation, Incubation and Enterprise Cell. Mr. Shirish Dandekar, Director of HSC Global and Mr. Satish Behlekar, Splendid Facility Management Pvt. Ltd were invited as Judges for the event. The Criteria for the competition was on the basis of following parameters:

1. Chosen Theme
2. Product and services
3. Market need
4. Market Potential for your product or service
5. Competitive Advantage /Competitive Matrix
6. Financial Forecast
7. Formal Presentation
8. Question and answers

The students presented their Business Ideas and Plans and the shortlisted candidates were:

Following teams were declared as winners.

Sr No.	Name of the Team Member	Project Title	Selection result
1 2	Ms. Adeeba Shaikh and Ms. Urvashi Bhojvani	Good Wave App	First
1 2	Ms. Harshali Chandgaokar and Ms .Shaba Shabnam	Virtual Hobby App	Second

The above students were selected for the next level of competition, which was Cluster Level Competition for Business Plan Presentations.

**Attendance - I-2-E Competition – Institute Level [ Competition for Business and Start up Ideas] Research**

**SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS**

**6, Koregaon Road, Next to St. Mira's College for Girls, Pune 411001**

<b>Cluster Level i-2-e Competition [ Competition for Start up Ideas] [ research] On 23 October 2019</b>		
<b>Sr. No</b>	<b>Roll No</b>	<b>Name of Student</b>
1	19104	Nikita Nitin Shinde
2	19105	Sneha Sanjay Mistry
3	19106	Cassandra Charles Arockiam
4	19107	Meenakshi Nitinbose Vaidya
5	19110	Sanjana Amar Rohra
6	19111	Khushboo Rajkumar Nawlani
7	19115	Sunita Girish Kumari
8	19116	Akanksha Pradeep Sonawane
9	19117	Rutuja Ghone
10	19120	Priyanka Dhani
11	19121	Darshana Badavane
12	19122	Gade Siddhi Bansi
13	19123	Manisha Raghunath Shelke
14	19124	Dhabale Pranali Nanaji
15	19125	Ohol Apoorva Yeshwant

*B. Nanwani*

Dr. B H Nanwani

Director

**DR. B. H. NANWANI**  
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## I-2-E Competition –Cluster level [ Competition for Business and Start up Ideas] research.



The second level of I-2-E Competitions was the Cluster Level of Competition for Business Plan Presentations. SPPU selected SVIMS to host this programme. The Judges selected by SPPU were Mr. Anand Palsuley Consultant and Dr. Vaishali Apte - Consultant. The programme was held on 16th Dec 2019 and 08 number of colleges participated in the event. Jagtap College of Engineering was declared as the Winner.

## State Level Workshop on Innovation and Incubation: Fostering Entrepreneurship in Higher Education 2020

Day 1: 28<sup>th</sup> Feb

Registration for our State Level Workshop “Innovation and Incubation: Fostering Entrepreneurship in Higher Education 2020” started at 10 AM. Inauguration of conference was done by Dr. B.H. Nanwani ma’am, our esteemed Director-SVIMS. We started with enthusiastically with National Anthem, Ganesh Vandana & Lamp Lightening. Dr. B.H. Nanwani gave the opening speech. Ms. Bindiya Rangwani introduced the guests throughout the workshop.



### State Level Seminar - Inauguration Function

Our first guest speaker was Mr Ashok Pattaar, Trainer and Academician, who enlightened us on topic “Innovation and Entrepreneurship”. He started with detailing about an Italian innovation called ‘Capsula Mundi’ in which biodegradable burial pod turns buried body into a tree. The situation of current situation of innovation in India was done as ‘Let’s face the reality’. He stressed on attitude building for better perspective to look at innovation & entrepreneurship to change the scenario of inflated grades & deflated education. There should always be an urge for value addition & to have more. He further spoke about architectural, incremental, radical & disruptive innovation of innovation; concepts of Frugal Innovation & Jugaad were also mentioned.



Resource persons delivering Lecture during the State Level Seminar Day 1

Our second guest speaker for the day was Dr Santosh Lomate, Principal- Matosh Pratishtan enlightened the audience on the topic “Innovation in Agro Business”. He shared his vast experience & knowledge about organic farming, earthworm fertilizers, sericulture & how these are good income generators too. He discussed manpower issues in terms of availability & skills. He also talked about the importance of time management in agriculture.

Our third guest speaker for the day was Dr Prashant Shingre, Director- Vertiv who shared “His experience on entrepreneurship at Vertiv”. He narrated that how having indirect channel partners became a win-win solution for his company. He detailed out entrepreneurship plan for aspirational audience & covered points like customer selection, product, financing, resources, operational plan, and working capital requirements. He explained importance of continuous learning & patience in entrepreneurship.

Our fourth guest speaker for the day was Mr Anil Gupte, Serial Entrepreneur who started with an interesting conversation about requirements of start-ups. Importance of need recognition & generation of an executable idea is important. He encouraged the idea of lean start-up & very lean start-up. He also shared details of his latest product innovation, covering need, idea to final product stage.

Our fifth guest speaker for the day was Mr. Vivek Kanade, COO- Entrepreneur Development Programme at KUL, who talked about “Entrepreneur Development Program” & incubation facility. He shared his experiences at length about product identification, market research, product finalization, standardization, business plan, project report, resource mobilization & also emphasized on business validation, capital & cash flow analysis. He also imparted knowledge about 5-S of workplace organization, namely; Sort, Store, Shine, Standardize & Sustain.

### Day 2: 29<sup>th</sup> Feb

Our first guest speaker for the day was Dr. Bharti Dole, Academician & IPR Consultant who educated audience about concept, need & importance of IPR (Intellectual Property Rights) & also helped the audience to distinguish between patent, IPR, copyright, trademark etcetera. She gave few examples of patented technologies & how they helped businesses to grow. On the other side, she also shared about ‘Karaoke’ machine technology not being patented & how everyone else made huge profits except the innovator. She concluded with an insightful tip about how to find expired patents & use it as entrepreneur.



## Speakers for delivering Lecture during the State Level Seminar Day 1

Our second speakers for the day was Mr. Amit Sharma & Jabbar Sheikh, Bank of Maharashtra & they spoke about “Banking & Government schemes” for funding entrepreneurs. They shared in detail about Mudra Yojna & other central schemes with details of funding towards SMEs, MSMEs. Many queries regarding service business start-up, bank guarantee, funding limits, eligibility etc. were resolved.

Our third speaker for the day was Mr. Shrikant Mandle, Program Officer- Maharashtra Centre for Entrepreneurship Development (MCED), Pune. He elucidated state governments funding schemes for entrepreneurs, seed money provisions, training programs, different limits for SMEs, MSMEs & service companies. He stressed on eradicating the fear of government processes & explained required documents & eligibility in detail which was very useful.

Lastly, our esteemed guest Dr Parag Kalkar, Dean- Commerce and Management (SPPU-Pune), chaired the valedictory function & addressed the audience on “Role of SPPU as Innovation and Incubation center”. He enthralled the audience with his remarkable speech. He advised to up the ante to be relevant in today’s business scenario with calculated risk. His examples thought provoking analyses about money making business around us were impressive. After this Ms. Shruti Sharma bestowed Vote of Thanks & this marked the end of workshop.



Participants of State Level Seminar



Attendance State level Seminar Conducted on 28<sup>th</sup> and 29<sup>th</sup> February 2019

Attendance - State Level Workshop on "Innovation and Incubation: Fostering Entrepreneurship in Higher Education 2020"

SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS  
6, Koregaon Road, next to St. Mira's College for Girls, Pune 411001

State Level Workshop on "Innovation and Incubation: Fostering Entrepreneurship in Higher Education 2020"  
On 28 February 2020 to 29-02-2020

Sr.No	Roll No	Name of Student
1	19103	Shraddha Mohan Chalke
2	19104	Nikita Nitin Shinde
3	19105	Sneha Sanjay Mistry
4	19106	Cassandra Charles Arockiam
5	19107	Meenakshi Nitinbhosale Vaidya
6	19108	Narayani Shailesh Shinde
7	19109	Simran Ghanshyam Batra
8	19110	Sanjana Amar Rohra
9	19111	Khushboo Rajkumar Nawlani
10	19112	Vijaylaxmi Prakash Kawade
11	19114	Gini Amiya Pandya
12	19115	Sunita Girish Kumari
13	19116	Akanksha Pradeep Sonawane
14	19117	Rutuja Ghone
15	19118	Kudale Aishwarya Sanjay
16	19119	Shaba Shabnam Khan
17	19120	Priyanka Dhani
18	19121	Darshana Badavane
19	19122	Gade Siddhi Bansi
20	19123	Manisha Raghunath Shelke
21	19124	Dhabale Pranali Nanaji
22	19125	Ohol Apoorva Yeshwant
23	19126	Kukdiya Ekta Hasmukh
24	19127	Pooja Sharma
25	19128	Bhojwani Urvashi Naresh
26	19129	Kajal Makijaa
27	19130	Neha Kumari
28	19131	Pooja Yogesh Zawar
29	19132	Tripti Nirmal Rajush
30	19133	Shaikh Adeeba Nohd Aslam
31	19134	Vaishnaviben B Kate
32	19135	Janvi Kantilal Yedekar
33	19136	Unnati Dipak Kapse
34	19137	Jyotsna Jivanrao Pawde
35	19139	Trupti Narayan Naik
36	19141	Poonam T Bansode
37	19142	Ritu Ramrao Dahake
38	19145	Sakshi Raju Murugesan

39	19146	Kanchan Nihalani
40	19147	Mrunmayee Milind Thorat
41	19148	Harshali Chandgadkar
42	19149	Tupe Divya
43	19151	Veena Lalwani
44	19152	Jadhav Manasi
45	19153	Neha Ramrao Siraskar
46	19154	Muskan Raitani
47	19155	Kaveri Shalendra Bidkar
48	19156	Sweta Ojha
49	18101	Prachi Sanjay Nagdev
50	18102	Apeksha Ramesh Bhondwe
51	18103	Tirthani Tanvi Sumi
52	18104	Harsha Chandra Muthaiya
53	18122	Sonal Balu Bhagwat
54	18123	Shweta Shahaji Bhosale

*B. Nanwani*

Dr. B. H. Nanwani

Director

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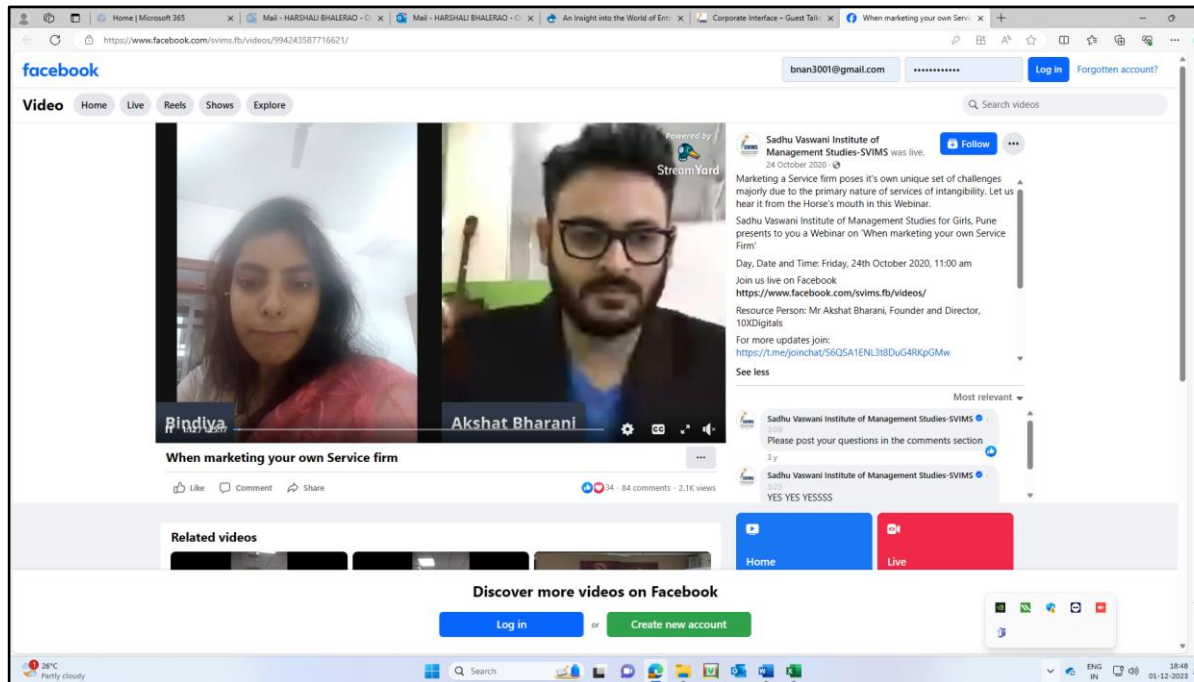
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## When Marketing your own Service Firm

Marketing a Service firm poses its own unique set of challenges majorly due to the primary nature of services of intangibility.

Resource Person: Mr Akshat Bharani, Founder and Director, 10XDigitals

Facebook Live session: <https://www.facebook.com/svims.fb/videos/>



Mr Akshat Bharani delivering a online lecture on When Marketing your own Service Firm conducted on 24th October 2020

## Working Capital Management: A Key to Business Success Startup Perspective

CA Abhay Gundecha emphasized that efficient working capital management is an important constituent of sustainable growth of a business organization. The benefits of efficient Working Capital Management especially for startups are:

- Helps in streamlining processes
- Reduces the cases of theft and frauds
- Cutting down sundry expenses.

Further he said in working capital management, Cash in hand is majorly used for three purposes, namely – Speculation, Precaution and Transaction. All the three are quite pivotal in deciding the growth of a small business. He said inefficient working capital management can lead to insolvency and failure of business organization. He explained all the components of working capital management namely, Inventory Management, Cash management, Account receivable management, account payables, operating cycle etc.