



### Activity/Event Report

Name of Event	: <b>Innovation Entrepreneurship &amp; Incubation Center (IEIC) and Center of Incubation and Entrepreneurship (CIE)</b>
Date of Conduction	: 30 <sup>th</sup> July 2022
Class/Semester	: PGDM/MMS Batch 2021-2023
No. of Students & Faculty	: 90
Faculty Coordinator	: Prof. Gaanyesh Kulkarni
Student Coordinator/Committee	: Ms. Sonali Tiwari.
Resource Person	: Mr. Anuj Kuthialla Sood
Designation	: Director, Avant Finwise Pvt. Ltd.
Contact no.	: 9930460632
Email address	: <a href="mailto:anuj@avantfinwise.com">anuj@avantfinwise.com</a>

**Objective:**

To create, the Entrepreneurial Mindset among the students.

**Description:**

The session began with a brief introduction to the topic by our hosts Ms. Priyanka Gaikwad and Mr. Parth Thakkar. This was followed by seeking the blessings of Goddess Saraswati by lighting of the lamp and playing Saraswati Vandana.

The hosts then briefly introduced our Guest Speaker, Mr. Anuj Kuthialla, who is the Director, Avant Finwise Pvt. Ltd.

The session thereafter was continued by Anuj sir, where he started speaking about his journey around from year 2009 till date. He also stated about his learning's and knowledge, as well as he mentioned about the responsibilities and encouragement, that he gained at his work place. Furthermore, he said it's being years and still he is learning and also suggested one while going ahead in future, one should surely be clear and take right decision.

The speaker further continued with introducing his company, the topic and knowing what students understand about entrepreneurship. He further stated that, entrepreneurs should have growth mindset rather than fixed mindset. He also enhanced how passion, ownership of work, scalability, determination, opportunities, etc. important for entrepreneurs. He also mentioned, self motivated, self started and self goal setting as the 3 important factors for one in order to succeed.

Mr. Anuj Kuthialla concluded his session by addressing that an entrepreneur should take calculated risk, should give his time and money but he shall always research, before investment. Study the market, the industry and once convinced, create the roadmap as well as create vision for yourself. Be committed, be differentiated.

**Key Takeaways:**

- **One shall be clear about what he want to do ahead.**
- **One shall always think out of box**
- **If want to grow fast, always do little extra**
- **Be differentiated**
- **Have ownership of whatever, you do**
- **Be creative**
- **Be Passionate as well as determinant**
- **Have growth mindset**
- **Never give up**
- **Always look for opportunity and try to convert into result**
- **Believe in feedback as well as in improvisation**
- **Always have commitment with yourself.**

Question and answer sessions held.

The session ended with the Vote of Thanks from our host Ms. Priyanka and Mr. Parth towards Mr. Sunil Rane Sir, the Trustee of Atharva Group – Ms. Pallavi Rane Maam; Director of Atharva Institute of Management Studies - Dr. R. G. Ratnawat Sir as well as Director of Atharva School of Business - Dr. Harshita Kumar Maam, and our humble faculty and students with the efforts of whom, this session was a success.

## Flyer of the Event



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Approved by AICTE, DTE & Affiliated to Mumbai University)

### **INNOVATION, ENTREPRENEURSHIP & INCUBATION CENTER (IEIC)**



**Mr. Anuj Kuthiala**  
Director, Avant Finswize Pvt. Ltd

**Guest Speaker**

#### **About**

- A Retail Banking professional, with 25 years of experience in areas of Corporate Asset Reconstruction and Retail Assets.
- Key Expertise areas include acquisitions of distress assets and turnaround of companies. Sectors he has dealt with are Hospitality, Textile, Education, Real Estate, Food, Oil, Steel, Ceramics, Infrastructure and so on.
- Currently, he is running an advisory firm for special situation & stressed assets to various industries and a company for portfolios resolution of Banks & NBFCs.
- In Asset Reconstruction, while working with Phoenix ARC (sponsored by Kotak Bank), he served in the acquisition side as a Vice President.

*Creating the Entrepreneurial Mindset*

JULY 30th, 2022 | SATURDAY | 10:30 AM - 12:00 NOON



**ATHARVA SCHOOL OF BUSINESS**  
(Approved by AICTE, DTE & Govt. of Maharashtra)

### **CENTER FOR INCUBATION & ENTREPRENEURSHIP (CIE)**



**Mr. Anuj Kuthiala**  
Director, Avant Finswize Pvt. Ltd

**Guest Speaker**

#### **About**

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- Key Expertise areas include acquisitions of distress assets and turnaround of companies. Sectors he has dealt with are Hospitality, Textile, Education, Real Estate, Food, Oil, Steel, Ceramics, Infrastructure and so on.
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*Creating the Entrepreneurial Mindset*

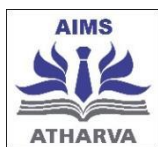
JULY 30th, 2022 | SATURDAY | 10:30 AM - 12:00 NOON

Event Report prepared by: Ms. Shefali Magdum, Student, MMS- A.

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni, HOD, Marketing.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies and Dr. Harshita Kumar, Director, Atharva School of Business.

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## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of event : **E- Cell (IEIC)**

Date(s) of conduction : **27<sup>th</sup> AUGUST 2022**

Class/Sem : **MMS/PGDM BATCH 2021-2023**

No. of students participated :

Faculty co-ordinator : **Prof. Gaanyesh Kulkarni**

Student co-ordinator/committee : **Sonali Tiwari (MMS)**

Resource person : **Mr. Shreyansh Nathwani**

Organization : **Darsh Infotech Pvt. Ltd. Mumbai**

Designation : **Director**

LinkedIn :

## **DESCRIPTION**

Objective : Discussion over empathy and ideation

Key takeaways :

Our hosts, Ms. Anu Prajapati and Ms. Preeti Gowda, got the event off to a good start. Dr. Harshita Kumar ma'am greeted and honoured our guest, Mr. Shreyansh Nathwani.

It was elaborated on how networking works in a professional career. The significance of pursuing an MBA was examined. Customer satisfaction and the people in charge of this activity were discussed. The role of a manager and why one should become one were discussed. How important research is and how one should conduct extensive research before applying or making a decision, or it may not be the best decision. It was discussed what an entrepreneur is and why one should be one. The distinction between a businessman and an entrepreneur was discussed.

Mr. Shreyansh stated that because things are not easy, one must make things easier for themselves. To learn empathy, one should put themselves in the shoes of others. The speaker discussed two types of empathy: empathy for customers and empathy for employees. It was also explained how and what empathy is.

Pallavi Rane ma'am gave a memento at the end of the session, which was followed by a thank you note from our host, Ms. Sonali Tiwari.

**Event report prepared by : Nishita Shetty (PGDM)**

*This video was recorded on the Email ID*  
[researchconference@atharvacoe.ac.in](mailto:researchconference@atharvacoe.ac.in)

Hosting was done by Ms Anu Prajapati, Ms Preeti Gowda and Ms Sonali Tiwari.

This event conducted under the guidance of E-Cell Department,  
AIMS & ASB



### Activity/Event Report

#### **ECell Event (Episode 15)**

Name of Event	: <b>DESIGN THINKING</b>
Date of Conduction	: 20 <sup>th</sup> December 2022
Class/Semester	: PGDM/MMS Batch 2022-2024
No. of Students & Faculty	: 90
Faculty Coordinator	: Prof. Gaanyesh Kulkarni, Prof. Ganesh Apte & Prof. Himanshu Vaidya.
Student Coordinator/Committee	: Ms. Sonali Tiwari.
Resource Person	: Mr. Mandeep Singh Toor & Ms. Srijana Upadhaya.
Designation	: Members at Tinker Labs.
Contact no.	:
Email address	:

**Objective:**

To give a definite structure to the students' ambiguous innovative thoughts.

**Description:**

The session began with a brief introduction to the topic by our hosts Ms. Shraddha Patil and Mr. Pratik Nikam. This was followed by seeking the blessings of Goddess Saraswati by lighting the lamp and playing Saraswati Vandana.

The hosts then briefly introduced our Guest Speakers, Mr. Mandeep Singh Toor and Ms. Srijana Upadhaya, the members of Tinker Labs.

The session thereafter was continued by both the guest speakers, where Ms. Srijana began with discussing; about what exactly, innovation is. Furthermore, as the session continued, they busted out several myths like- Innovation doesn't always have to be High-tech, done by a lone genius or is not always be a breakthrough. They explained how innovation is a combination of desirability (of a person to create a change for betterment), viability (to develop an innovation into business) and feasibility (to make best use of technology). Also, to give a clear understanding to the students about innovations, they presented two case studies in which, case 1 was: "The story of Sam Farber" in that a man named Sam Farber transformed a classic vegetable peeler into a most convenient peeling tool for his wife with arthritis and currently is a one of the leading product & case 2 was: "Story of Rajasthan" where a water wheel was innovated by Wello that made the water carrying experience for the girls and women in rural areas of Rajasthan easier which solved the issue of girls not attending schools and easing out the chronic back pain they suffered because of carrying big pots of water. This explained how Empathize, Define, Ideate, Prototype and Test, are the steps through which innovation happens.

The speakers further continued with Design In Introducing Design Thinking and pact Movement which focuses on innovation which solves major problems in the society. They introduced the students with a video course which is a collaborative effort of Titan and Tinker labs to promote great minds and to ignite a spark of innovation within them. They further explained how this video course will help the students in their career as well as to solve a social cause and bring out the innovator in each student. They also introduced three projects – Zero Food wastage, Waste Management & Financial literacy.

Mr. Mandeep Singh Toor and Ms. Srijana Upadhaya concluded their session by giving a beautiful message at the end that stated - "For great innovations to take place, a simple idea and the ability to step in others shoes is needed". They further motivated the students to be more innovative, interactive and to be empathetic towards the society.

**Key Takeaways:**

- **Innovation is a simple idea.**
- **One shall always think out of box**
- **One should always be empathetic.**
- **Have lateral thinking.**
- **Develop a problem solving mindset.**
- **Be solution oriented.**
- **Always look for opportunity and try to convert into result.**

Question and answer sessions held.

The session ended with the Vote of Thanks Ms. Shivani Dhole and Mr. Palak Shah towards Mr. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee Atharva group; Dr. Harish Kumar S Purohit Sir (Director, Atharva Institute of Management Studies) - as well as Dr. Harshita Kumar Ma'am, (Director of Atharva School of Business) and our humble faculty and students with the efforts of whom, this session was a success.

**Flyer of the event:**



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EMPATHISE

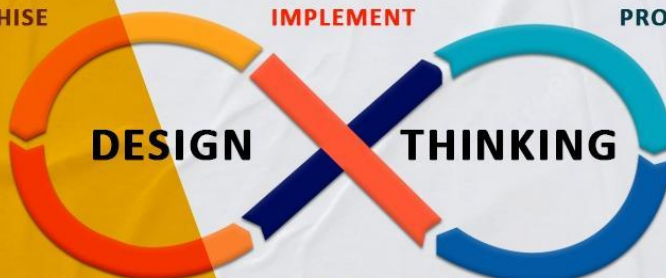
IMPLEMENT

PROTOTYPE

DEFINE

IDEATE

TEST



**DESIGN THINKING**

**SESSION  
BY  
TINKER LABS**



Speaker's

**SHRIJANA UPADHAYA**

Srijana Upadhaya is an Innovation Manager at TinkerLabs. She has done her PGDM in Human Resources, with a minor in Finance from Symbiosis International University. She has 4+ years of corporate experience in the Learning & Development field spanning across different domains such as Organizational Development, Project management, Consulting and Facilitation.

**TUESDAY -  
20<sup>th</sup>, DEC, 22 | 02 PM  
TO  
04 PM**



Speaker's

**MANDEEP SINGH TOOR**

Mandeep holds a degree in MBA Finance from Army Institute of Management Kolkata and a diploma in Entrepreneurship and Business Management from Entrepreneurship Development Institute of India, Ahmedabad.

**VENUE : AET CAMPUS, 4<sup>TH</sup> FLOOR, SEMINAR HALL, MALAD-MARVE ROAD, CHARKOP NAKA  
MALAD (WEST), MUMBAI 400095, INDIA**

### Photos of the event:



Event Report prepared by: Ms. Anshula Kolhe, Student, M.M.S- A 22-24.

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni, Prof. Ganesh Apte & Prof. Himanshu Vaidya

Submitted to: Dr. Harish Kumar S Purohit, Director, Atharva Institute of Management Studies and Dr. Harshita Kumar, Director, Atharva School of Business.

# **DIGITAL TOOLS FOR DESIGN THINKING, INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT**



## **Atharva School Of Business**

### **Activity / Event report**

Name of event	: Digital Tools for Design Thinking, Innovation and Entrepreneurship Development.
Date(s) of conduction	: 07 <sup>th</sup> January 2023
Class / Sem	: PGDM Batch 2022-2024
No. of students participated	: 56 students
Faculty Coordinator	: Prof. Gaanyesh Kulkarni
Student coordinator/ committee	: Mr. Akshat Thakkar Ms Sanjukta Gavali, Entrepreneurship Cell
Resource person	: Mr. Pravin Rajpal
Organization	: World Network Pvt. Ltd; Mumbai
Designation	: Founder and Director
Contact no.	:
Email ID	:

## **Objective**

To introduce the students about various digital tools for design thinking innovation and entrepreneurship development.

## **Description**

The session was done through online via. Zoom meet, the session began with a brief introduction to the topic by our host Ms. Shivani Singh.

The host then briefly introduced our Guest Speaker, Mr. Pravin Rajpal, who is the Founder and Director, World Network Pvt. Ltd.

The session thereafter was continued by the guest speaker, where Mr. Pravin Rajpal gave a small introduction from his side about himself and began to discuss about the Digital tools for design thinking, innovation and entrepreneurship development. He pointed out about our generation is the pioneers of Digital Incubator. He mentioned that the Integrated Digital Incubation and Accelerator is an all-in-one platform. He discussed about the different tools of Digital Incubator and Accelerator and AI-Ideas on Demand concept. He also commented on how challenges and needs are created through innovations. He advised the students that every problem can be resolved by scientific reasoning. He talked about the business model innovation concept and threw some light upon the importance of customer segmentation. He counselled students to create value creation strategies. The various creative ideas on drone technology which was once created for destroying the army, it has now become easy through the mind mapping to bring new and unique ideas on to the market was mentioned by him. He also mentioned that Idea Validation leads to desirability, feasibility, sustainability and compatibility.

Mr. Pravin Rajpal concluded the session by recommending the students to imagine more, out of box thinking, divergent thinking, convergent thinking, iterative thinking, what if scenarios lead to creative thinking. He further motivated the students to be more innovative and creative.

## **Key Takeaways**

- Our Generation is the Pioneers of Digital Incubator.
- Every problem can be resolved by scientific reasoning.
- Imagination, out of box thinking, divergent thinking, convergent thinking, iterative thinking, what if scenarios lead to creative thinking.
- Idea Validation leads to desirability, feasibility, sustainability and compatibility.

Question and answer session was held.

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**EVENT REPORT PREPARED BY:** Ms. Siddhi Kaskar &Ms. Rosel Joshni Nadar.

**Verified by:** Prof. Gaanyesh Kulkarni

**Submitted to:** Dr. Harshita Kumar, Director, Atharva School of Business.

Hosting was done by Ms. Shivani Singh

This event was conducted under the guidance of Entrepreneurship Cell.





**ATHARVA SCHOOL OF BUSINESS**

(Approved by AICTE, DTE & Govt. of Maharashtra)

# E-cell

Presents

## Digital Tools for Design Thinking, Innovation & Entrepreneurship Development



**Mr. Pravin Rajpal**

**Founder & Director**  
World Network Pvt. Ltd; Mumbai

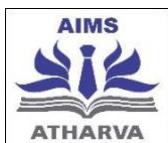


Meeting ID: 869 0519 9728  
Passcode: 306191

**SATURDAY -**  
**7<sup>th</sup> JANUARY 2023**

**01:30 PM**  
TO  
**03:00 PM**

VENUE : AET CAMPUS SMART CLASSROOM 2, MALAD-MARVE ROAD, CHARKOP NAKA  
MALAD (WEST), MUMBAI 400095, INDIA



## **Activity / Event report**

Name of event	: What does it takes to make money?
Date(s) of conduction	: 18 <sup>th</sup> March 2023
Class / Sem	: PGDM Batch 2022-2024, MMS Batch 2022-2024
No. of students participated	: 65 Students
Faculty Coordinator	: Prof. Gaanyesh Kulkarni : Prof. Ganesh Apte : Prof. Himanshu Vaidya
Student coordinator/ committee	: Entrepreneurship Cell
Resource person	: Mr. Nayan Kedia : Mr. Vatsal Shah
Organization	: GoChanakya.com
Designation	: Co-Founder of GoChanakya.com

## **Objective:**

- To inculcate financial literacy amongst the students
- To understand different aspects of fintech businesses
- To inculcate entrepreneurial spirit and culture among young students.

## **Description:**

The session began with a brief introduction to the topic by our host, Ms. Mariya Suryavanshi. That was followed by seeking the blessings of Goddess Saraswati by lighting the lamp and playing Saraswati Vandana.

The host then briefly introduced our guest speakers, Mr. Nayan Kedia and Mr. Vatsal Shah, the co-founders of GoChanakya.com.

The event thereafter was continued by both guest speakers, where Mr. Vatsal began by discussing exactly what thoughts came by the name of Chanakya (a great teacher and the greatest of all time). Furthermore, as the session continued, he narrated the story of Stefanie Maria Graf, a tennis player. Later he asked questions to students how much money ? Is enough money ? and the students replied to his question. Also, Mr. Vatsal provided information on behavioural finance, how the left and right brains work, how the left brain is used for logic, calculations, facts-driven thinking, and mathematics, and how the right brain is used for creativity, intuition, emotion-driven thinking, and how all the decisions we take are a combination of both parts of the brain. Men are analytical thinkers, and women are emotional and intuitional thinkers.

The guest speaker further continued by talking about how we can do well with the little money we have by using it very smartly, which has a lot to do with how you behave. Further, he also provided an example of the richest men in history, John D. Rockefeller and Nikola Tesla, and how their strategic thinking helped them become the richest people in the world. Further, he told students about various biases, i.e., anchoring bias, herding bias, and confirmation bias, and he also provided various examples related to various biases and effects. He further added that social media has ruined the lives of people and is the deadliest part of confirmation bias; in total, there are 64 biases that affect us, and the brain takes the decision accordingly.

Further, an interesting activity was conducted by the guest speakers, in that all the participants were told to scan the QR code and answer the questions; at the end of the activity, individuals learned about their inner personalities. The activity was fun, interesting, and something new for everyone.

The activity conducted tells us about various different personalities, like entrepreneurs, artists, guardians, celebrities, and politicians. The guest speaker further stated a quote by Albert Einstein. "Compound interest is the eighth wonder of the world." "He who understands it, earns it; he who doesn't, pays it." He also provided information about fund management with compound interest and how it will pay off in the long run.

Mr. Vatsal also mentioned powerful images:

- **Build a tower of wealth:** -by reducing unnecessary expenses, building emergency funds, automotive investing, increasing savings, and increasing additional income.
- **Crush your dreams:** -By clearing your credit card debt, a credit card is a very useful financial tool, and we should use it very carefully.

- **Start early, but it's never too late.**
- **Look at multiple income sources.**

A reel was shown related to finance (how the new investors should analyze and study the market and then, accordingly, take decisions).

The guest speakers later answered the question asked by the students, i.e., why the name Chanakya? Because Chanakya is referred to as the "kingmaker," he empowered people, understood people, reached the last mile, gave knowledge, and also gave solutions to overcome various bias effects. They also gave information about the sub-bank and how it will affect India.

Mr. Nayan Kedia and Mr. Vatsal Shah concluded their session by giving the students an opportunity to work in their firm as interns and motivating them to start their entrepreneurial journey.

### **Key Takeaways:**

- Smartly using or spending the money that we have
- Look for multiple sources of income.
- Start early, but it's never too late.

A question and answer session was held.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to fintech business. The session ended with the Vote of Thanks by Mr. Palak Shah towards Mr. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva group; Dr. Harish Kumar S Purohit Sir (Director, Atharva Institute of Management Studies) - as well as Dr. Harshita Kumar Ma'am, (Director of Atharva School of Business) and our humble faculty and students with the efforts of whom, this session was a success.

Event Report prepared by: Ms. Siddhi Kaskar and Mr. Omkar Belnekar

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni, Prof. Ganesh Apte & Prof. Himanshu Vaidya.

Submitted to: Dr. Harshita Kumar, Director, Atharva School of Business

## FLYER OF THE EVENT



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# E-CELL

PRESENTS

What does it take to **MAKE MONEY?**

A dream, an undying determination, and a pathway  
that can help you uncover your true self



**MR. NAYAN KEDIA**



**MR. VATSAL SHAH**

**Saturday**  
**18<sup>th</sup> March,**  
**2023**

**Time**  
**03:00 PM**  
**TO**  
**04:30 PM**

**Venue - Atharva Educational trust's (AET) Campus, phase 3, 4th floor,  
seminar hall, malad- west, mumbai, maharashtra-400095**

## PHOTOS OF THE EVENT



## PHOTOS OF THE EVENT



## PHOTOS OF THE EVENT

