



Atharva Institute of Management Studies

Activity / Event report

Name of Event/Title	: Empower Your Mind – Alumni Talk
Resource person	: Ms. Khushi Mandlik
Organization	: Pretty Little Shop
Designation	: Founder & CEO
Contact no.	:
Email ID	:
Date(s) of conduction	: 1st August, 2025
Class / Sem	: MMS Semester III
Faculty coordinator	: Dr.Swati Agarwal
Student coordinator/ committee	: Priyal Vishwakarma

DESCRIPTION

Objectives:

The primary objective of the session was to empower students with the foundational knowledge required to transform a simple idea into a successful start-up. Through this interactive alumni talk, students were introduced to the mind set and approach needed to recognize real-world problems and convert them into viable business opportunities.

Another key objective was to help students understand the structured steps involved in launching a start-up from identifying a problem, validating the idea with peers, developing a Minimum Viable Product (MVP), to eventually monetizing the solution. The session aimed to make the entrepreneurial journey more relatable and less intimidating by breaking it down into actionable and realistic stages.

Lastly, the event served as a source of motivation by bringing in a real-life example Ms. Khushi Mandlik, an alumna who not only founded her own brand but also gained national recognition through platforms like Shark Tank India and Josh Talks. Her journey was meant to inspire students to believe in their ideas and take the first step with confidence and curiosity.

Key Takeaways:

- Understanding the importance of identifying problems before starting a business.
- Learning how to validate an idea through peers and research.
- Knowing how to create a Minimum Viable Product (MVP) and start monetizing it.
- Realizing that curiosity and problem-solving are more vital than funding in the start-up journey.

Learning Outcomes:

Students gained insight into building a startup from scratch.

They learned the practical steps to take an idea into the market.

They now understand that real entrepreneurship starts when people are ready to pay for your solution.

Profile of resource person

Ms. Khushi Mandlik is the Founder and CEO of Pretty Little Shop, a fast-growing brand that gained national attention after being featured on Shark Tank India and Josh Talks. She is a driven entrepreneur known for turning creative ideas into business ventures. As an alumna of Atharva Institute of Management Studies, she brings both relevance and inspiration to current students by sharing her real-life journey from ideation to start-up success.

FLYER OF THE EVENT

The flyer is divided into two main vertical sections. The left section has a light yellow background and contains the following text: 'AIMS PRESENTS' in small purple letters, 'PROJECT FRIDAY-3' in large, bold, purple, distressed-style font, 'CEO Ms. Khushi Mandlik' in purple, 'Founder of Pretty Little Shopp' in black, 'FEATURED IN' in purple, the 'SHARK TANK INDIA' logo and text, the 'JOSH TALKS' logo and text, 'TOPIC' in purple, 'From Idea to Start -up' in black, 'EVENT DETAILS' in purple, and the date, time, and location in black. The right section is a solid purple vertical bar with the words 'ALUMNI TALK' written vertically in large, white, bold, sans-serif capital letters.

AIMS PRESENTS

PROJECT FRIDAY-3

CEO *Ms. Khushi Mandlik*
Founder of Pretty Little Shopp

FEATURED IN

SHARK TANK INDIA Shark Tank India

JOSH TALKS Josh Talks

TOPIC
From Idea to Start -up

EVENT DETAILS
1st Aug, 2025
11:15 Am - 1:15 Pm
Classroom - 6,
3rd Floor, Phase - 3

ALUMNI TALK

GEO-TAGGED PHOTOS





Attendance sheet with signature

Project Friday-3

Attendance 1st Aug 2025

Name	A - Roll no.
Kabir Vishwakarma	A-61
Abhishek Singh	A-53
Kishor Soni	A-55
Kushal Anil Jaiswal	A-20
Ravi Raut	A-41
Utkarsha Pokale	A-38
Pallavi Talwatkar	A-58
Sukta Sushmitra	A-56
Vedika Singh	A-54
Siddhi Shirsat	A-51
Rajashree Sapkat	A-45
Priya Vishwakarma	A-60

Attendance 1st Aug 2025

Name	B - Roll no.
Raucha Rane	44
Chinmay More	83
Ravi Jadhav	17
Anshu Chauhan	06
Smeeta Patelika	36
Shradha Bansode	03
Nishita Chougule	08
Pranav Lalwani	28
Aditi Rathod	15
Pratik Mayur Patil	37
Ashish Singh	53
Dharmaraj Kadam	20
Nishu Grawale	13
Satvish Sathe	50
Supriya Walunj	63
Priyanka Chaudhari	07

EVENT REPORT PREPARED BY: Priyal Vishwakarma

Verified by: Dr.Swati Agarwal

Submitted to: Dr.Henry