



# **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. : 8369029954

Email ID : mandlikkhushi02@gmail.com

Date(s) of conduction : 1st August, 2025

Class / Sem : MMS Semester III

Faculty coordinator : Dr.Swati Agrawal

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 alumnitalk, 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.

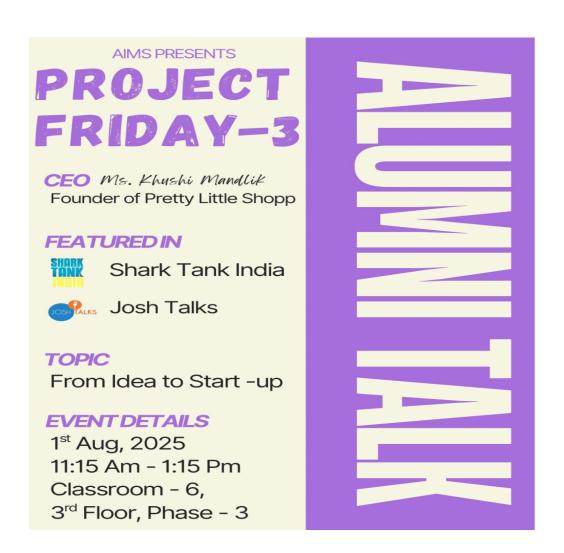
#### **Learning Outcomes:**

- 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**



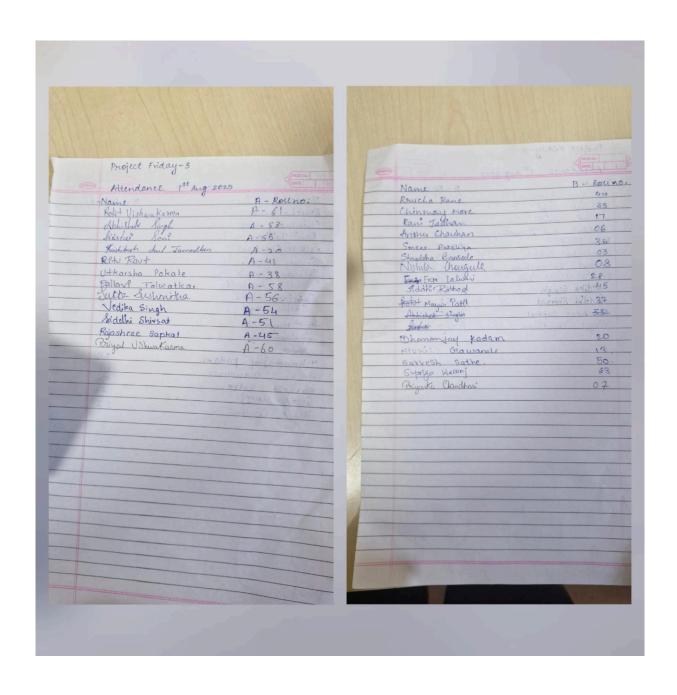
# **GEO-TAGGED PHOTOS**







# **Attendance sheet with signature**



**EVENT REPORT PREPARED BY:** Priyal Vishwakarma **Verified by:** Dr.Swati Agrawal (IQAC Coordinator)

Submitted to: Dr.D Henry (Director, AIMS)