



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 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 with her name in italics, '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, bold, white, 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.
Rohit Vishwakarma	A-61
Abhishek Singh	A-53
Harshvi Sani	A-55
Rushabh Anil Jambhale	A-20
RPN Rout	A-41
Utkarsha Pakale	A-38
Pallavi Talwatkar	A-58
Vyktu Sushritha	A-56
Vedika Singh	A-54
Siddhi Shirsat	A-51
Rajashree Sapkal	A-45
Priyal Vishwakarma	A-60

Name	B - Roll no.
Rucha Rane	04
Chinmay More	83
Rani Jadhav	17
Anshu Chauhan	06
Sneer Patelga	36
Shradha Ransode	03
Nishula Chaugule	08
Pranav Lalwani	28
Adarsh Rathod	45
Rohit Mayur Patil	37
Abhishek Singh	53
Pranav	
Dhananjay Kadam	20
Nikhil Agrawal	12
Sarvesh Sathe	50
Supriya Walunj	63
Priyanka Chaudhari	07

EVENT REPORT PREPARED BY: Priyal Vishwakarma

Verified by: Dr.Swati Agrawal (IQAC Coordinator)

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