

## **Session on Supply chain, logistics and Marketing facilitated by Smt. Hemangi Hatkar**

### **Objective:**

- To help budding entrepreneurs recognize the interconnectedness of supply chain, logistics, and marketing in their business operations.
- To sensitise participants how to efficiently manage their resources by optimizing supply chain and logistics processes.
- Encourage participants to adopt a market-centric approach to their supply chain and logistics strategies.

### **Benefits:**

- Participants understood interconnectedness of supply chain, logistics, and marketing in their business operations.
- Participants understood how to efficiently manage their resources by optimizing supply chain and logistics processes.

### **Description:**

PTAIM's COEI Organised a Session on Supply chain, logistics and Marketing facilitated by Smt. Hemangi Hatkar on 9<sup>th</sup> August 2023 from 1:30 PM to 4:00 PM at PTVA's Institute of Management. 10 pre-incubatees attended the session.

## **Report on Session on Supply chain, logistics and Marketing facilitated by Smt. Hemangi Hatkar**

On the 9th of August 2023, PTAIM's Center of Entrepreneurship and Innovation (COEI) organized a session focusing on Supply Chain, Logistics, and Marketing. The session, which was skilfully facilitated by Smt. Hemangi Hatkar, took place at PTVA's Institute of Management from 1:30 PM to 3:30 PM. The event was attended by ten pre-incubatees eager to expand their knowledge. Smt. Sukruta Pethe, representing PTVAIM's IIC, extended a warm welcome to Smt. Hemangi Hatkar, Founder of Aradhya Creation & Aradhya Events. She



  
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introduced Smt. Hatkar to the pre-incubatees, setting the stage for an insightful and informative session.

Smt. Hatkar initiated the session by sharing her personal entrepreneurial journey, providing a glimpse into her achievements, including organizing four successful exhibitions in Vile Parle. These exhibitions predominantly featured women entrepreneurs and startups, aligning with her upcoming exhibition's aim to not only support women entrepreneurs but also showcase the rich history of Maharashtra. She noted that their products now reach over eight countries worldwide, reflecting the success of her endeavours.

Delving into the core topics of the session, Smt. Hatkar elucidated the concepts of Supply Chain, Logistics, and Marketing. She emphasized the interconnectedness of these components and their pivotal roles in business operations. Participants gained valuable insights into resource management by optimizing supply chain and logistics processes, with Smt. Hatkar sharing practical strategies to enhance efficiency. Additionally, she provided guidance on when and how to adopt a market-centric approach within supply chain and logistics strategies.

The session concluded successfully at 3:30 PM, leaving the participants enriched with knowledge and practical wisdom to apply in their entrepreneurial ventures.

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