

## E-cell presents Skits on Success stories of entrepreneurs

4th April 2022, Sathaye College Auditorium, Vile Parle (East), MUMBAI

Parle Tilak Vidyalyaya Association's Sathaye college, M.L Dahanukar College of Commerce, Mulund College of Commerce, PTVA's Institute of Management organized portraying the stories on entrepreneurship through skits. The main idea of this event was to promote entrepreneurship amongst the students.

The event began with the national anthem sung by Mrs. Shivani Nayak (faculty member of MLDC).

The welcome speech was addressed by Mrs. Trupti Gupte (HR faculty member at PTVAIM) where she greeted Dr. (Smt.) Snehalata Deshmukh Madam (Board Member at PTVA and Mentor at PTVAIM) and the principals' of PTVA. She spoke about the new normal and how we took this opportunity to present this event where all the sister concerns of PTVA joined hands for the same. She further promoted entrepreneurship in brief and requested Dr Sucheta Pawar to give a detailed insight of the concept of this event

Dr. Sucheta Pawar gave a brief intro about entrepreneurship, its importance and also motivated the students to take risks and be successful future entrepreneurs. PTVA's Institute of Management is Institution's Innovation Council (IIC) instituted under joint aegis of MHRD Innovation Cell (Government of India) and AICTE which focuses on supporting and nurturing aspiring entrepreneurs, with a special focus on creating a conducive environment for conceptualization of businesses of student.

Dr. (Smt.) Snehalata Deshmukh Ma'am (Board Member at PTVA and Mentor at PTVAIM) spoke about PTVA's history and thanked all the members of PTVA for their rigorous efforts to nurture the future entrepreneurs. She added how management is not just a subject of commerce but is also applied in various field which includes surgery as well. As she rightly said,

'Coming together is Happiness, Working together is pleasure, Adding together is a great moment', with this, we started with this beautiful occasion.

The first skit was presented by Sathaye college named "Preyatna ha Parmeshwar" (Efforts is God).

The skit revolves around a young man, named Tejas Pawar, who is laid off during the pandemic. With no hopes of future job prospects, he is encouraged by his father to start his own venture. That's when he started a business-Freshmart, where he brought groceries from wholesale and delivered people to their homes at a reasonable retail price. Within a few months, his business scales up and he gets rewarded with the Yuva Udyogach Puraskar.

The next skit was presented by M.L Dahanukar College of Commerce which was named "Hum Saath Saath Hai"

This skit depicted the story of Jaswantiben Jamnadas and her friends, who lived in a village. Jaswantiben was very inspired by an entrepreneurship programme which motivated the thought of starting a business.

One day, while making papads at home she came up with a business idea of selling papads. She instantly shared this idea with other women who were also equally motivated to pursue it.

Initially, they sold their papads to a local vendor and expected it to sell. Fortunately, it turned into their favor and received a huge order from the vendor with an advance payment. This encouraged the women to scale the business as they were able to gain huge profits and do something for themselves.

As their business grew, they needed funding. They approached money lenders to up-scale their business and encouraged more women to join them. With the expansion in business, they thought of naming their papad as "Lijjat Papad" which became a brand in no time.



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News articles and advertisements were being published in the newspaper. Even the first Vice President of Uganda was so encouraged to meet the hardworking ladies behind Lijjat. This gave a platform to ladies like Jaswantiben to speak about entrepreneurship which further instilled business ideas in the mind of the people and encouraged them to believe in themselves and follow it. In the end, she rightly quoted that “koshish karne walon ki haar nahi hoti” (those who try, never fail).

The third performance was by Mulund College which was named as story”.

“Ashi hi success

The protagonist of this story was a single mother, who runs a restaurant and her daughter studies in a hostel. She faces a huge hit due to the pandemic and is worried about the business's future. Fortunately, due to the support of her employees, they found a solution- providing meals to the covid patients with very reasonable rates. She and her employees work hard to help everyone, where she prioritizes her work and does not let her personal conflict affect her business. In the end, she beat the odds and regained her restaurant’s success.

Last but not the least, a beautiful performance by PTVA’s Institute of Management.

Their skit focused on the difficulties faced by a shopkeeper who wasn’t able to provide basic amenities to his customers and had to keep his shop closed for a day to get things from the city which did not just cost him but also had faced a day’s loss for him. This problem was identified by his nephew, who had come to meet his relatives from Mumbai. In order to solve this problem, he and his brother started a new venture called “Urban Bazar” where all the basic things are available to the shopkeeper by just one missed call away. To gain funds, they approach investors from the “Fish Tank”, get capital from them to work on this successful model. In the end, the problem was resolved by the two, not only in one village but in the nearby villages too which also led to employment creation for the people living there.

The program ended by calling up all the E-Cell members to the stage, extended a vote of thanks to them for such an incredible event. Later, the directors of all the four skits were called and were appreciated by our beloved Dr. Snehalata ma’am. It was indeed a successful event where every student walked out with a confidence of implementing their ideas.



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