

## **20<sup>th</sup> August 2022 Session on 'Journey of Successful Entrepreneurs' by Mrs. Meenal Mohadikar**

**Time:** 10:30 AM to 11:30 AM

### **Objective:**

- To sensitize the audience about the journey of successful entrepreneurs.
- To inform them about various opportunities which can help their entrepreneurial journey.

**Benefit:** The audience got a clear roadmap of how to develop their start-up.

They heard success stories of entrepreneurs and understood various government schemes available for early stage entrepreneurs.

**Description:** A session on 'Journey of successful entrepreneurs' by Mrs. Meenal Mohadikar for PTVAIM's students 20<sup>th</sup> August, 2022 on the occasion of 'Entrepreneurs day'.

### **Report on Session on 'Journey of Successful Entrepreneurs' by Mrs. Meenal Mohadikar**

PTVAIM's COEI organised a Session on 'Journey of Successful Entrepreneurs' by Mrs. Meenal Mohadikar on 20<sup>th</sup> August 2022. There were 52 students attended this session. Mrs. Meenal Mohadikar, vice president of the Maharashtra Economic Development Council and president of Amhi Udyogini Pratisthan, is the eco-system enabler of PTVAIM's IIC. She gave a presentation on the journeys of successful entrepreneurs on August 20, 2022.

COEI team welcomed Mrs. Mohadikar by giving her a 3D photograph. She appreciated the gift and enlightened everyone about the scope of 3D printing as a start-up by stating that 'Idea is a currency!' Dr. Sucheta Pawar, Dean of COEI, announced 3D printing workshops.

Mrs. Mohadikar shared her journey of starting Amhi Udyogini Pratisthan 25 years back in Mumbai. She discussed how women empowerment through entrepreneurship is her passion. Aamhi Udyogini provided a platform to empower ladies who are not getting privilege for doing their own business. Today 60% members of Aamhi Udyogini are ladies & 40% are gents. Now organization is spread all over Maharashtra and Goa, Bangaluru & Dubai.

Amhi Udyogini Pratisthan started their own magazine on 8<sup>th</sup> March international women's day. Now, they have even started digital magazines & organising actual lectures regarding entrepreneurship & awareness of government schemes. They have started a YouTube Channel in Pandemic. While talking about all this she mentioned how team work is important for developing business.

She enlightened everyone that now they have started platforms for young entrepreneurs. She asked everyone for support in this initiative mentioning that it's not just for girls. She motivated everyone by telling stories of successful lady entrepreneurs.

Following were the take aways from Mrs. Mohadikar's session:

Idea is currency.

The knowledge of effective marketing and advertising is essential in today's age.

Each entrepreneur should do periodic SWOT analysis of self. This helps to guide him/her better.

A business person in initial stages should be willing to commit 24 hours to his/her business. If they aren't they will not be able to generate value successfully.

Meenal madam elaborated on various government schemes for start-ups such as: Mudra scheme, MSME Cluster development scheme, Stand up and start up, Udyam aadhar etc.

The session concluded with Meenal madams message "Coming together is beginning, working together is process and growing together is success."

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