



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



**MoE's
INNOVATION CELL**
(GOVERNMENT OF INDIA)

ACTIVITY REPORT

Semester 2

Celebration Activities

Quarter 2

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| Theme | Celebration Activities |
| Activity Name | National Start-up Day |
| Date of Activity | 16 th January 2024 |
| Mode of Conduct | Physical |
| Time | One Day |
| Mandatory/Elective | Mandatory |
| Participants | Students : 137 Faculty: 07 |
| In-Charge | Mr. P.S. Dabhade and Mr. S. M. Manyar |
| Objectives | 1. Inauguration of Innovation and Business Idea Box. 2. Felicitating Start-up for their efforts and contribution. 3. Foster a Culture of Innovation and Entrepreneurship by encouraging Interdisciplinary Collaboration 4. Inspire Future Generations by felicitating young innovators for their innovative efforts. |

Summary

The one-day seminar on innovation and entrepreneurship organized by **IIC Cell of HRPIPER** proved to be a resounding success, bringing together a diverse group of individuals passionate about driving positive change through creativity and business acumen. The event was structured around four key components, each aimed at fostering a culture of innovation and entrepreneurship while inspiring present and future generations. The inauguration session of the seminar commenced with a soul-stirring rendition of Saraswati Vandana, a traditional Indian prayer seeking blessings from the Goddess of knowledge, wisdom, and the arts. This sacred invocation set the tone for the event, infusing the atmosphere with a sense of reverence and inspiration. The prayer invoked blessings for clarity of thought, creativity, and guidance in the journey towards realizing innovative ideas and entrepreneurial dreams.

Dr. Payal Dande in charge of EOSO forum, served as the resource person for the session. With her expertise and experience, **Dr. Dande** provided valuable insights into mental health issues and offered practical strategies for maintaining mental well-being.

The webinar was organized in collaboration with the **EOSO team** and **Mrs. Kiran Akasepu**, a **Psychological Counsellor** at **NMIMS MPTP campus**, this collaborative effort ensured a comprehensive and impactful session for the participants.

Second eminent speaker Mr. Nilesh Patil coney very informative session on innovation and startup strategy. In his session, he covers following points.

Introduction to Entrepreneurship:

- Definition of entrepreneurship

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- Characteristics of successful entrepreneurs
- Importance of entrepreneurship in economic development
- ✚ **Startup Ecosystem:**
 - Overview of the startup ecosystem
 - Key players and stakeholders in the ecosystem
 - Support mechanisms available for startups (incubators, accelerators, funding options)
- ✚ **Innovation and Creativity:**
 - Understanding innovation and its importance in entrepreneurship
 - Techniques for fostering creativity and generating innovative ideas
 - Examples of innovative startups and their impact
- ✚ **Business Model Innovation:**
 - Exploring different types of business models
 - Importance of adapting and evolving business models
 - Case studies of successful business model innovations
- ✚ **Building a Startup:**
 - Steps involved in starting a new venture
 - Identifying market opportunities and customer needs
 - Developing a business plan and strategy

The Startup and Innovation lecture was a valuable learning experience, providing participants with the necessary knowledge, inspiration, and networking opportunities to embark on their entrepreneurial journey with confidence and enthusiasm.

Third speaker Ms. Prachi Patil covered journey of famous Youtuber at the age of 20.

Key Topics Covered:

1. **Introduction and Background:**
 - Introduction to the YouTuber and their journey to success
 - Overview of their channel and content creation process
2. **Keys to Success:**
 - Principles and values that guided their journey to success
 - Challenges faced and lessons learned along the way
 - Strategies for overcoming obstacles and staying motivated
3. **Content Creation Tips:**
 - Tips and techniques for creating engaging and high-quality content
 - Importance of consistency, authenticity, and audience engagement
 - Leveraging trends and staying relevant in a competitive landscape
4. **Building a Personal Brand:**
 - Importance of personal branding in the digital age
 - Strategies for building and maintaining a strong personal brand
 - Leveraging social media and other platforms to expand reach and influence
5. **Monetization and Business Strategies:**
 - Exploring different monetization options for YouTubers (ads, sponsorships, merchandise)



- Diversifying revenue streams and building a sustainable business model
- Tips for managing finances and maximizing profitability covered. Students get insight from the motivation stories and case studies of change-making contributions of young Innovators. This program fosters a Culture of Innovation and Entrepreneurship.

Innovation Ideas and Inauguration Business Ideas Box by Shlok Sonawane is a book that likely presents a collection of innovative ideas for various sectors along with strategies for inaugurating and implementing these ideas into successful businesses. The summary of the book would include:

1. Introduction to Innovation: The book likely starts with an introduction to the concept of innovation, emphasizing its importance in today's rapidly changing business landscape. It may discuss the need for creative thinking and problem-solving skills to stay competitive.

2. Innovative Ideas Across Industries: Sonawane might present a diverse range of innovative ideas spanning different industries such as technology, healthcare, agriculture, education, and more. These ideas could range from new products and services to process improvements and business models.

3. Case Studies and Examples: The book may include case studies and real-world examples to illustrate how innovative ideas have been successfully implemented by existing businesses. This can provide inspiration and practical insights for readers looking to pursue their own entrepreneurial ventures.

4. Inauguration Strategies: Sonawane likely provides guidance on how to effectively inaugurate a new business or launch a new product/service. This could involve marketing strategies, branding techniques, networking tips, and other tactics to generate buzz and attract customers.

5. Risk Management and Adaptability: Recognizing that innovation inherently involves risk, the book might also discuss strategies for managing risks and navigating challenges along the way. This could include advice on staying adaptable and agile in the face of uncertainty.

6. Scaling and Growth: Finally, the book may touch upon strategies for scaling a business and achieving sustainable growth over time. This could involve expanding into new markets, forging strategic partnerships, and continuously innovating to meet evolving customer needs.

Overall, "**Innovation Ideas and Inauguration Business Ideas Box**" by Shlok Sonawane likely serves as a comprehensive guide for aspiring entrepreneurs and business leaders seeking to harness the power of innovation to drive success in their ventures.

"Herbal Utan Preparation Startup" by Ms. Manasi Choudhary is a venture that likely focuses on creating and marketing herbal-based products for skincare, wellness, or other related purposes. Here's a summary of what such a startup might entail:

- 1. Introduction to Herbal Utan Preparation:** Choudhary's startup likely begins with an introduction to the concept of herbal-based products and their benefits. This could include discussions on the growing consumer preference for natural and organic ingredients in skincare and wellness products.
- 2. Product Development:** The startup likely invests significant effort in developing high-quality herbal formulations. This involves sourcing natural ingredients, conducting research



on their properties and benefits, and formulating products that are effective and safe for consumers.

3. **Brand Identity and Positioning:** Establishing a strong brand identity is crucial for success in the skincare and wellness industry. Choudhary's startup likely focuses on creating a brand that resonates with consumers seeking natural and sustainable alternatives to mainstream products. This could involve branding strategies that emphasize the use of herbal ingredients, eco-friendly packaging, and a commitment to ethical practices.
4. **Marketing and Distribution:** To reach its target audience, the startup likely employs various marketing strategies, including digital marketing, social media engagement, influencer partnerships, and participation in wellness events and exhibitions. Distribution channels may include online platforms, retail partnerships, and direct sales channels.
5. **Quality Assurance and Compliance:** Given the importance of consumer safety and trust in the skincare industry, Choudhary's startup likely places a strong emphasis on quality assurance and compliance with regulatory standards. This involves rigorous testing of ingredients and finished products to ensure they meet quality and safety requirements.
6. **Scaling and Growth:** As the startup gains traction and builds a loyal customer base, it may focus on scaling operations and expanding its product offerings. This could involve launching new product lines, entering new markets, or diversifying into related categories within the skincare and wellness sector.

Overall, "Herbal Utan Preparation Startup" by Manasi Choudhary represents an exciting venture in the burgeoning market for natural and herbal-based skincare and wellness products. With a focus on quality, innovation, and consumer-centric values, the startup aims to carve out a niche and establish itself as a trusted player in the industry.

"Concluding the session on innovation and entrepreneurship by Dr. Bari Sir."

Importance of Innovation: Dr. Bari likely emphasized the critical role that innovation plays in driving economic growth, solving societal challenges, and creating value in today's competitive landscape. Innovation is not just about creating new products or services but also about finding creative solutions to existing problems.

1. **Entrepreneurial Mindset:** The session likely highlighted the importance of cultivating an entrepreneurial mindset, which involves being proactive, resilient, and adaptable to change. Dr. Bari may have discussed how individuals can develop this mindset by embracing risk-taking, learning from failures, and seizing opportunities.
2. **Creativity and Problem-Solving:** Innovation often stems from creativity and the ability to think outside the box. Dr. Bari may have encouraged attendees to cultivate their creative skills and approach problems with a fresh perspective. This could involve techniques such as brainstorming, design thinking, and collaboration.
3. **Identifying Opportunities:** Successful entrepreneurs are adept at identifying market opportunities and capitalizing on them. Dr. Bari likely discussed strategies for recognizing unmet needs, spotting trends, and conducting market research to validate business ideas.
4. **Execution and Implementation:** Having a great idea is only the first step; execution is key

to turning that idea into a successful venture. Dr. Bari may have emphasized the importance of effective execution, which involves strategic planning, resource allocation, and continuous iteration based on feedback.

5. **Building a Support Network:** Entrepreneurship can be a challenging journey, and having a strong support network can make all the difference. Dr. Bari likely encouraged attendees to seek mentors, advisors, and collaborators who can provide guidance, support, and valuable connections.
6. **Ethics and Social Responsibility:** In today's interconnected world, entrepreneurs have a responsibility to consider the broader impact of their actions. Dr. Bari may have stressed the importance of ethical business practices, sustainability, and social responsibility in entrepreneurship.
7. **Continuous Learning and Adaptation:** Finally, Dr. Bari likely emphasized that innovation and entrepreneurship are ongoing processes that require continuous learning and adaptation. Successful entrepreneurs are constantly seeking new knowledge, refining their skills, and staying agile in response to changing market dynamics.

Photographs



**ONE DAY
SEMINAR ON START-UP
OPPORTUNITIES**

ON THE OCCASION OF START-UP DAY

“यत्र भवतः स्वप्नाः साकाराः भविष्यन्ति”

“A place where your dreams will come true”

DATE - 3RD FEB 2024
TIME - 11AM
VENUE - HRPIPER SEMINAR HALL





OUR SPEAKERS



NILESH PATIL
TRAINER



PRACHI PATIL
YOUTUBER



DR. PAYAL DANDE
IN-CHARGE EOSO
SOCIAL FORUM



MANASI CHAUDHARI
S.Y.M. PHARM PH-
CHEM, HRPIPER



SHLOK SONAWANE
CEO, ASORG PVT. LTD

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**ONE DAY
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HRPIPER, SHIRPUR**




Outcome

1. **Mindset Shift:** The seminar fosters a mindset shift among students, encouraging them to think creatively, embrace risk-taking, and adopt an entrepreneurial mindset characterized by resilience, perseverance, and a willingness to learn from failure.
2. **Long-Term Impact:** The impact of the seminar extends beyond the event itself, as students continue to apply the knowledge, skills, and insights gained to their academic pursuits, personal projects, and future career endeavours. Some students may even go on to launch successful start-ups or pursue entrepreneurial opportunities in their chosen fields.

Overall, a one-day seminar on start-up opportunities for students has the potential to spark interest, empower individuals, and catalyze innovation and entrepreneurship within the student community, ultimately contributing to economic growth and societal development


Signature
(IIC President)
Name- Mr. Pratap S. Dabhade
Place: Shirpur




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H.R. Patel Institute of Pharmaceutical
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Name-Prof. Dr. S. B. Bari
Place: Shirpur