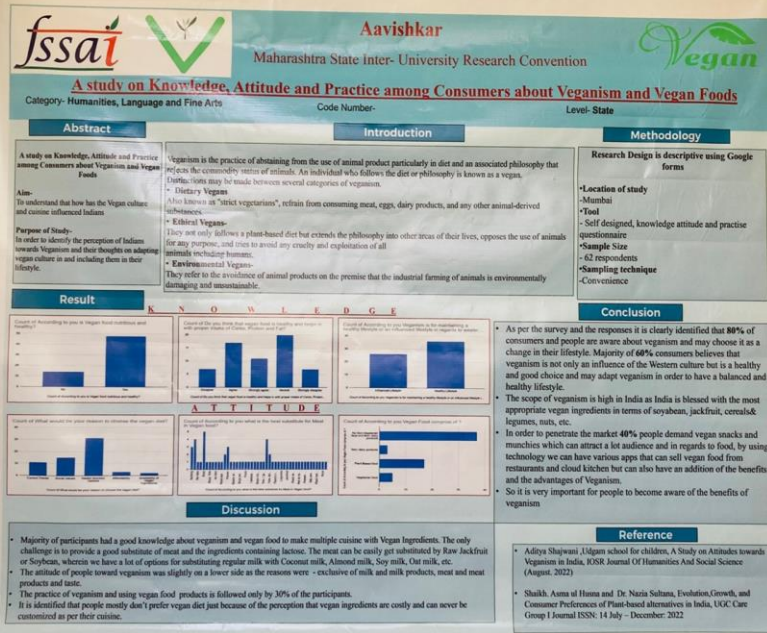




M.Sc. Entrepreneurship Management & Business Development

Research Poster Presentations by EMBD Students- Avishkar State Level at Savitribai Phule University, Pune

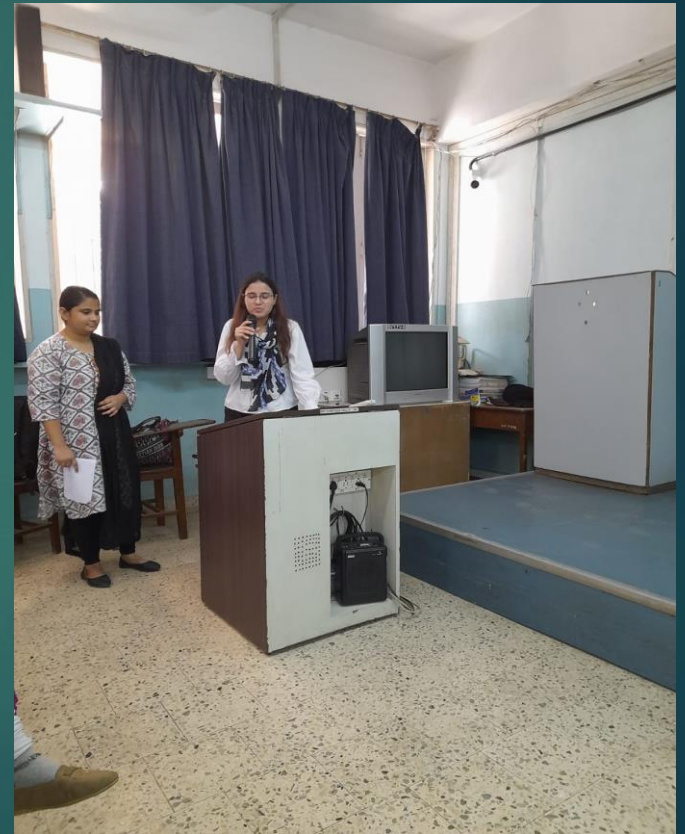
Ms. Bhavana Solanki presented on usage of teaching aids



Ms. Huma Shaikh presented on Veganism



Student led Workshop hosted by EMBD on Entrepreneurial Journey Experts were Dr. Eram Rao and Ms. Smita Vyas



RESEARCH PAPER PRESENTATIONS BY EMBD STUDENTS

Oral Paper Presentation at Prin L.N. Wellingkar Institute of Management Development and Research



RESEARCH POSTER PRESENTATION BY EMBD STUDENTS- “Mission Millet: Mainstreaming Millets for a Smart Sustainable Tomorrow” - Conference organized in SVT College of Home Science



MILLETS and ENTREPRENEURIAL OPPORTUNITIES: A Review



(Bhavana Solanki, Sharmin Batiwala)

INTRODUCTION

- The changing scenario of relationship between food and health has seen an increase in entrepreneurs venturing in food domain. Seasonal, local, alternative and sustainable ingredients to curate different recipes and products which are healthy and tasty are key features adopted by food entrepreneurs.
- Factors like changing food preferences, interest in experimental cooking, food tourism, local dining and health and wellness, increase in lifestyle disease and moving to traditional roots for food have helped the entrepreneurs to be creative in product formulations.

Objectives:

- To assess the different food entrepreneurial ventures types existing using millets as the main ingredient.
- To review the challenges and barriers and strategy adopted by millet food entrepreneurs.
- To identify opportunities in the millet-based food entrepreneurial ventures.

Methodology:

Secondary data was collected in the form of research and review articles using Google Scholar, Shodhganga and other authentic sources and were reviewed in accordance to the objectives of the study.







Processed products from millets

Government Measures to Increase Millets Production

- Integrated Cereals Development Programmes in Coarse Cereals ICDP-CC.
- Initiative for Nutritional Security through Intensive Millet Promotion – INSIMP
- Rainfed Area Development Programme – RADP: a component of the Rashtriya Krishi Vikas Yojana – RKVY.

ENTREPRENEURIAL CHALLENGES



MILLETS

- Millets can develop from seeds to ready to harvest crops in just about 65 days. This will help to increase food security and availability of food for the world.
- Nutri dense, both Micro and Macro nutrients. Millets are non-acid forming, non-glutenous, highly nutritious, and easily digestible foods.
- Millet are dual-purpose crops. It is cultivated both as food & fodder.
- Millets contribute to mitigating climate change as it helps reduce the atmospheric carbon pressure CO2

Entrepreneurial Opportunities

- People returning to tradition, and the impact of labels
- Consumer awareness of eating healthy and immunity-boosting foods
- New product development (showcasing health benefits), Government agency support and employment opportunities for SHG, community entrepreneurs

CONCLUSION

- India is the leading producer of Millets that are used by many farmers as their staple for home consumption and for their cattle, the nutritional value of these products has been recognised but is not under the knowledge of people.
- As an entrepreneur it is very important to have deep knowledge about the millets and get people from various cities and state educated about it.
- The millets are produced and grown in small rural areas the scope of having an entrepreneurial venture that may start manufacturing and producing products of basic categories like Farsan, Bakery items, Staple food and Packaged food, can bring a huge change in the economy of the state as well as the country.

References:- Priya Shah, Ananddeep Dhir, Rohit Joshi, Naliniprava Tripathy – 2023, Opportunities and challenges in food entrepreneurship: in-depth qualitative investigation of millet entrepreneurs, B Dayakar Rao, Sakat Majumdar and P Mukesh – 2015, Indian Institute of Millet Research (IIMR), Hyderabad.



Expert Session by Ms. Rashida Vapiwala “Ideation and Start Up”



Expert Session by Mr. Nilesh Lele

“Start up and Finance”



Advanced Certificate Course on New Food Product Development- ITCFSAN



Students participating in activities on Entrepreneurship, Innovation & Incubation with SVT IIC-EIP Cell

Events Organised

UTKARSH Series – Motivational Lectures



Ms. Swati Bhat – Entrepreneurship Journey



Dr. Ankita Jain, IP Consultant, Session on Awareness of Basics of Intellectual Property

STUDENT'S
SPEAK

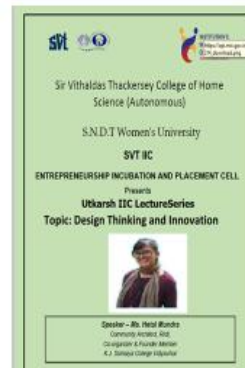


STUDENT'S
SPEAK



Events Organised

UTKARSH Series – Motivational Lectures



Problem Solving and Ideation

- Who am I - describe yourself in one line
- What all ideas for business or social problems come to me?
- Who are the people around you...
- List them in preference 1-5
- Today I choose to focus on (which) one particular idea to the...
- What challenges or hurdles I am likely to face while developing this idea or concept?
- The future I see if the challenge or difficulties are sorted out.

Dr. Yogita Kature- Problem Solving and Ideation



Getting started

- Phase 1: Prior to one community
- Identify potential and need them
- Talking to one the app
- Marketing strategy - resources, utility
- Marketing strategy: launch, download, online, need more chit
- Phase 2: Expansion
- Identify other good communities
- Lay down a process and execute
- Go forth and multiply!

Ms. Smita Vyas, Entrepreneur, MY TREE- Business Strategy

Students participating in activities on Entrepreneurship, Innovation & Incubation with SVT IIC-EIP Cell

Events Organised

World Entrepreneurs Day Celebrations

Sir Vithaldas Thackersey College of Home Science (Autonomous)
S.N.D.T Women's University, Mumbai
SVT IIC – EIP CELL
Celebrates
WORLD ENTREPRENEURS DAY



"UTKARSH" Lecture
Date: 20th August, 2022
Link to join:
meet.google.com/tur-bvnx-euz



Topic: Entrepreneurship as Career
Speaker: Ms. Neha Tembe
Nutritionist & Founder
Snack Right
Time: 2:30 p.m. to 3:00 p.m.

Topic: Entrepreneurship for Youth
Speaker: Ms. Rashmi Vyas
Consultant Dietitian & Wellness Coach
Time: 2:00 p.m. to 2:30 p.m.

National Innovation Day Celebrations

Sir Vithaldas Thackersey College of Home Science (Autonomous)
S.N.D.T Women's University, Mumbai
SVT IIC - EIP CELL CELEBRATES 'INNOVATION DAY'
15th October 2022



Our team FOOD ZAVIA
won the Second Prize in
the Smart India
Hackathon 2022



Student Entrepreneurs



Creativity is seeing the
same thing as everybody
else, but thinking of
out-of-the-box solutions
- Former President
APJ Abdul Kalam

Achievements

IMPACT LECTURE SERIES

Our College had been selected for Phase –II IMPACT LECTURE series between 23rd May 2022 to 15th July 2022. These lectures are funded by MoE, IIC. Sessions planned for June 22 and June 29, 2022

Sir Vithaldas Thackersey College of Home Science (Autonomous)
S.N.D.T Women's University
SVT IIC - ENTREPRENEURSHIP INCUBATION AND PLACEMENT CELL
Presents
Impact Lecture Series-I



Topic: Government Schemes and
Benefits for Women Entrepreneurs for
Atma Nirbhar Bharat
Speaker: Ms. Trupti Lakhli
Founder Director, Confederation of Entrepreneurship
Initiatives (CEI)
Time: 2:00 p.m. to 3:30 p.m.

Date: 24th June, 2022
Registration Link:
<https://forms.gle/4d4f5kmm9G58R73>
Link to join:
meet.google.com/hgh-ajpg-acy



Topic: Fostering Women
Entrepreneurship as Career
Speaker: Ms. Priyanka Khatri
Founder and Entrepreneur, Janta
Time: 3:30 p.m. to 5:00 p.m.

Sir Vithaldas Thackersey College of Home Science (Autonomous)
S.N.D.T Women's University
SVT IIC - ENTREPRENEURSHIP INCUBATION AND PLACEMENT CELL
Presents
Impact Lecture Series-II



Topic: Incubation and Education
System
Speaker: Dr. Ashish R. Panat
Director, Incubation, Incubation and Logistics
SVT Women's University
Time: 2:00 p.m. to 3:30 p.m.

Date: 8th July, 2022
Registration Link:
<https://forms.gle/4d4f5kmm9G58R73>
Link to join:
meet.google.com/jcy-wqk-fja



Topic: Importance of Support System
for Micro, Small and Medium
Enterprises (MSME)
Speaker: Mr. Nilesh Lale
Founder and Managing Director of Eureka
Foundation Advisors Pvt. Ltd.
Time: 3:30 p.m. to 5:00 p.m.

DEPARTMENT OF POST GRADUATE PROGRAMS AND RESEARCH

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