



SYMBIPRENEURS

5th book in the series

CONNECTING THROUGH CHANGE



INSPIRING FIRST - HAND ENTREPRENEURIAL STORIES OF THE GRADUATES OF
SYMBIOSIS COLLEGE OF ARTS AND COMMERCE



*“Insight without action is worthless.
Taking action is the only path to
change.”*

-Marie Forleo

SYMBIPRENEURS

Connecting through change

**INSPIRING FIRST HAND ENTREPRENEURIAL
STORIES OF THE GRADUATES OF
SYMBIOSIS COLLEGE OF ARTS AND COMMERCE**



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From The Principal's desk



It is with immense pride that I unveil a remarkable testament to the entrepreneurial spirit – Symbipreneurs 5.0. Symbipreneurs 5.0 serves as a bridge between the aspirations that ignite your minds and the inspiring achievements of those who walked similar paths.

At Symbiosis College of Arts & Commerce, we hold the torch of entrepreneurship aloft. We believe it is more than a subject in our curriculum; it is a catalyst for positive change, a wellspring of creativity, and an engine of economic prosperity. This conviction fueled the introduction of specialized entrepreneurship courses, the establishment of our dynamic 'Centre for Innovation & Entrepreneurship', and our relentless pursuit of fostering a vibrant ecosystem where entrepreneurial dreams can take flight.

Through these efforts, we aim to instill a sense of entrepreneurial spirit and encourage our students to become successful entrepreneurs who can create a positive impact on society and the economy.

The editorial team of Symbipreneurs Volume 5, has captured the remarkable entrepreneurial journeys of our alumni in this book. It is a testament to their dedication and hard work that this book is now a source of inspiration for generations to come.

Dr. Hrishikesh Soman
Principal,
Symbiosis College of Arts & Commerce

Editor's Note



To truly benefit from the experiences of others, we must understand their unique perspectives. This is precisely what Symbipreneurs strives to achieve – to uncover our alumni entrepreneurs' dynamic and ever-changing journeys. This journey from a student to an entrepreneur can be an emotional rollercoaster ride, filled with excitement, anxiety, and uncertainty.

All of the stories compiled in this book are based on the profound needs of individuals to create something that has a positive impact on the world and contribute to nation building, which can be both exhilarating and overwhelming.

The students of Symbiosis College of Arts and Commerce had the privilege of engaging in candid conversations with these entrepreneurs, to capture their journeys vividly. It is my pleasure to announce the release of the fifth edition of SYMBIPRENEURS – 'CONNECTING THROUGH CHANGE,' featuring the first-hand accounts of our alumni entrepreneurial ventures.

This book commemorates the accomplishments and obstacles faced by these individuals, offering inspiration to budding entrepreneurs worldwide. Our alumni have founded businesses across a diverse range of industries, including music, dance, food, marketing, photography, jewellery, organic products, training, manufacturing, and languages. It is truly inspiring to witness these students forging their paths, and travelling the road less travelled by.

I am grateful to our Principal Dr. Hrishikesh Soman, the Vice Principal, Dr. Tessy Thadathil and the student editorial team for their support towards this publication.

Prof. Dr. Sharayu Bhakare
Head, Centre for Innovation and Entrepreneurship

A note from the student editors



Symbipreneurs is close to our heart, for multiple reasons; the paramount one being that this book hasn't just documented stories of success it has captured the essence of the human spirit. As student editors, this book has taught us the raw power of grit, the exhilarating dance between vulnerability and strength, and has instilled the belief that anything is possible when it is driven by passion.

The concept of Symbipreneurs holds particular significance for us as students. It shows us that we're walking the same halls, sitting in the same classrooms, maybe even studying the same subjects as our successful alumni, and that there is always room for us to carve out our own unique paths. It's like seeing a reflection of ourselves, not just in the physical spaces these entrepreneurs once occupied, but also in their spirit of innovation and enterprise. Symbipreneurs has been a source of inspiration for us, the student editors, to push through the boundaries and to be better people one day at a time.

To the alumni entrepreneurs featured in this book, we extend our heartfelt gratitude. Thank you for sharing your stories, for being vulnerable, and for inspiring a generation of students to reach for the stars. We are forever grateful for your contributions and for being the embodiment of the entrepreneurial spirit that defines our college.

We are also extremely grateful to the enablers of this book - our Principal, Dr. Hrishikesh Soman, and Prof. Dr. Sharayu Bhakare for their guidance and unwavering support at every step along the way.

Charvee Srivastava & Chandana Bhogaraju
Student editors

About the Centre for Innovation and Entrepreneurship



The Center for Innovation and Entrepreneurship (CIE) at SCAC is committed to fostering an entrepreneurial ecosystem in the college. Through innumerable activities, the center has created a vibrant platform for experiential learning. It guides the students to identify business opportunities and encourages them to build their own startups.

Our college has also constituted an Institution's Innovation Council under the Government of India's Ministry of Education guidelines. Under CIE we have undertaken various endeavors to assimilate the entrepreneurial spirit through workshops, National and International seminars like Symfinity- National Changemakers Conclave, Abhisad-National Conclave on Funding and Financing of Startups and Symbiz- Global Entrepreneurship Summit, Pre-incubation program- Project Campus Entrepreneur, Business Plan Competitions like Vypaar Vichaar, Manthan- Social Business Plan Competition, Flea Markets, Indradhanu- Art Entrepreneurship Exhibition, publications like Emerge- Student Research Paper Journal and Symbipreneurs- book featuring alumni entrepreneurs.

About the book

Symbipreneurs is a yearly publication of SCAC, Center for Innovation and Entrepreneurship which features our alumni entrepreneurs and their noteworthy journey in the entrepreneurial world. Through this endeavor, we wish to bring our alumni entrepreneurs to the forefront and appreciate their effort which in return inspires our students to walk the path of entrepreneurship and become job creators.

With pride, we look back at our alumni's achievements and look forward to our upcoming students to bloom into their entrepreneurial selves.

More than just inspiring stories, Symbipreneurs volume 5:

- Celebrates the achievements of our distinguished alumni who have dared to chase their dreams.
- Ignites a spark of entrepreneurial spirit in aspiring students, empowering them to become the next generation of job creators.
- Showcases the diverse landscape of the entrepreneurial world, offering valuable insights and practical lessons.
- Reflects with pride on the impact of SCAC's unwavering support for aspiring entrepreneurs.

Each story in this book is a treasure trove of practical wisdom, hard-earned lessons, and the kind of 'been there, done that' advice that only seasoned entrepreneurs can offer. The book also includes a special feature about a retired faculty of SCAC who has chosen to be a social entrepreneur.

'Symbipreneurs' isn't just a how-to manual. It's a firestarter for your own entrepreneurial spirit. The book intends to make the readers feel that spark of inspiration, that "I can do this too" confidence. The book encourages the readers to connect with the incredible alumni community of SCAC, a diverse bunch who are changing the world, one innovative idea at a time.

About the Theme

Connecting through Change

We all know the feeling where life throws curveballs, from celebrating big birthday parties to witnessing historical events unfold on the news. It's as if we are constantly on a moving walkway, the world around us shifting and changing at every turn.

This volume of **Symbipreneurs** dives into the power of connection during these times of change. It focuses on the journeys of students venturing out of their childhood shells and taking their first steps towards making a difference through their unique endeavours.

The world of entrepreneurship is no stranger to change, infact change is the only constant in the dynamic environment of today's world. This book, through the lives of the alumni entrepreneurs of Symbiosis College of Arts & Commerce, emphasizes the importance of being adaptable as a team, embracing new challenges, and constantly learning and evolving to stay ahead of the curve. It equips the reader with strategies to navigate these changes together, fostering agility and resilience.

Symbipreneurs Vol. 5: Connecting through change, isn't just a book, it's a call to action. It encourages everyone to actively seek connections in both their personal and professional life. By building stronger communities and fostering a sense of unity, we can weather any storm and create a more resilient world together, navigating the ever-changing landscapes we all share.

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AMIT MADAN

**CHAMPION SPORTS
AND SPORTSWEAR**
PARTNER

Sports equipment distributor

BATCH OF 1996

Amit Madan (**Batch of 1996**) graduated from Symbiosis College of Arts and Commerce in 1996 with a bachelor's degree in commerce. After graduation, Amit realized that being employed in a 9-5 is not the best avenue for him. Fueled by a desire to contribute and elevate the family enterprise, Amit decided to channel his skills and knowledge gained during his college years into the business world.

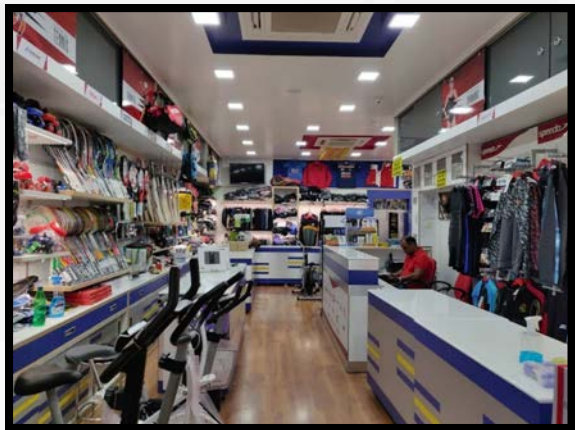
He became an active participant in his family's sports business, right after college. His early years in Symbiosis gave him exposure to different types of people and broadened his horizons on new ideas.



Champion Sports Store in FC Road, Pune

Amit Madan comes from a family of sports prodigies who excelled in their events. When they realized that the sports market in Pune was not catching up with the growing needs of the people, they decided to start a business to fulfil them and brought Champion Sports into existence in 1960. Today, Champion Sports is one of the oldest and most loved, and the largest sports equipment distributors in Pune. Champion Sports has positioned itself as the one-stop solution to all the sports needs of people.

Understanding the growing need for sustainability, they have avoided plastic bags for the past 15 years and are using newspaper bags which are made by handicapped or underprivileged people. They strive to create a plastic-free business model. During the COVID-19 pandemic, the company continued to pay its staff 100% salary despite the many challenges that the business faced. They also sponsor sports equipment for underprivileged children and are involved in supporting a school's upkeep in Rajur.



Champion Sports Store in FC Road, Pune

Amit credits his family for his success in the business. His background has helped him understand business way more than any theoretical book could. Amit strongly believes that the success of his business is partially because of their people-first approach. Every transaction, in his opinion, must leave a lasting positive impact on the customers. He emphasizes positively that the current generation has the strength and resilience to operate successful businesses.

“Follow your dream and it's going to be successful”

When asked about the name of the business, Amit proudly explained that the founders were all champions in various sports and this gave them the idea of their business's name. Champion Sports currently operates in 3 locations, Deccan, Aundh, and MG Road. Each location is divided into different departments catering to different needs of the market.



Company logo

Their tagline “*Never Say Never*” has been a guiding force in every aspect of Amit's personal and business decisions.

Sports and the sports goods market by itself have always been an extremely competitive landscape. Amit explains that adapting and catering to market needs is the most important tactic to tackle competition. A new challenge the business is facing now is, online competition. It posed a threat to Champion sports, and to combat this, Amit and his team are now building an online marketplace where they can cater to their younger audience.

Champion Sports maintains a positive balance between competitive pricing and maintaining quality standards. Amit has now kept retail as his main focus but has plans to venture into wholesale markets in the future. He is also planning to expand to other cities around Pune. Amit and his business extend their impact beyond their immediate operations by engaging in philanthropic endeavors. Amit takes pride in saying that his business is one of the forerunners in sustainability.

Amit's advice to young entrepreneurs is to be patient and always be open to learning new things. He also insists that every business should solve a problem to be successful in the hearts and minds of people. He places immense stress upon being well-read and staying informed about current market trends. In summary, Amit takes a holistic approach to improving his business by improving the community he operates in.

“It's going to take a lot of time and effort. So if you have patience and you follow whatever you want to do patiently, you'll reach high places”

Amit stresses the importance of taking the first step in paving your entrepreneurial path. He tells us with patience and hard work, even the tallest of obstacles could be crossed.

“Think of the solution first rather than enlarging the problem”.

Amit shows us that being a great businessman takes more than just earning profits. His story tells us that putting the welfare of the community as the foundation of a business is the best way to grow a business that transcends generations. Amit shows us that success and service go hand in hand in a business environment. His story stands testament to how far ethics and strategic thinking could take a business. Champion sports is now ready to take a leap into diversification as the next generation takes on.



Interviewers - Charvee Srivastava, Garv Tripathi , Akshay Patil & Tanishqa Jadhav, WITH AMIT MADAN



AMIT POTNIS

THE PAPAYA PROJECT
FOUNDER

Organic Skincare Brand

BATCH OF 2010

Amit Potnis (**Barch of 2010**), the founder and CEO of The Papaya Project graduated from Symbiosis College of Arts and Commerce in 2010. After his graduation, Amit went on to pursue a job in sales and marketing in various industries ranging from enterprise mobility to AR and VR. After almost 7 years in the field of marketing, Amit realized that B2B corporate jobs could not fulfill his need to connect with customers. This realization was the initial spark that lit the fire to do something meaningful, that is **The Papaya Project**.

“It is important to have a supportive circle as I embark on this journey”.

Amit hails from an extremely supportive business family. His father has been running a successful IT company and was his first supporter in his entrepreneurial pursuit. Amit had the dream of becoming an entrepreneur during his years at Symbiosis College of Arts and Commerce.



The Papaya Project stall at Startup Fest

His friends gave him their unwavering support and stood by him at every step of his entrepreneurial journey.

“We're all about inclusivity and catering to diverse needs”

After volunteering with an Ayurveda skincare brand, Amit took the leap to create his own skincare brand after identifying the existing gaps in the market. Amit discovered two major trends in the skincare and lifestyle markets- Sustainability and Cruelty-Free Products. Keeping these findings in mind, he decided to create The Papaya Project, a vegan and toxin-free skincare brand is built on integrity and old-school values. The brand has a portfolio of moisturizing face wash, hydrating face serum, deep nourishment body cream, and brightening face oil.

Amit explains how taking the first step is the hardest. He explained how the switch from a relatively secure 9-5 to starting a business from scratch in an extremely competitive landscape and gave him some sleepless nights. It took a lot of consideration and contemplation to switch to the road less travelled. Amit took a stand for himself and took a leap of faith to start the Papaya Project, and with this courageous move, he has inspired and continues to inspire many young entrepreneurs with his story.



The Papaya Project promotional stall

Papaya Project appeals to the younger generation with its refreshing branding and organic positioning. Targeting a younger customer market segment was an important strategy that Amit formulated during the conception of his brand. This was applied to the footstones of the brand, crafting a name with a Gen Z touch.

“Any successful venture is not one that creates a new offering, but is one that solves an existing problem.”

Keeping this in mind, Amit understood the existing gaps in the market and built The Papaya Project to bridge them. Amit has positioned the brand to be vegan, gender-neutral, and organic. Their product comes as a bundle of Ayurvedic goodness with a hint of luxury to provide the user with an ethereal skincare experience. Instead of focusing on a single skin issue.

The Papaya Project has taken a more holistic direction by providing a range of skincare that suit multiple skin types and help with multiple skin concerns.

“The vision is to make the papaya project one of the most exciting consumer brands.”

Success is subjective. Amit’s definition of success is not quantitative but qualitative. He defines his success to be selling the finest quality products to his customers. He believes that providing the best value for money is the best way to attract and retain customers. Amit is an optimist whose views on hardships are a standalone testament to his character as a successful entrepreneur.



Skincare products

After creating an extensive social media marketing plan for Meta and Instagram, Amit was disappointed to realize that his efforts hadn’t led to a single sale. Without feeling dejected he moved on to put up stalls at fairs, where he found out that people were already aware of the brand and were enthusiastic to see the products in person. This showed him that no hard work goes to waste. Amit’s actions show us that hard work is always rewarded, one way or another.

People’s enthusiasm and love for the brand continue to be a major motivator for the growth of the brand.

“Reflecting on past mistakes and arguments with managers, I realize those debates were valuable lessons”.

Amit recalls how every argument with a senior or a disagreement with a manager has shaped him into the man he is today. To lead a team effectively, one has to have the ability to view a problem multi-dimensionally. Amit's work experiences help him relate more to his subordinates and solve problems for them. This is how he keeps his team in always moving forward.

Sustainability is one of the largest challenges businesses are facing in the current market landscape. Consumers are gravitating towards environmentally conscious brands. Amit understood this customer preference and strongly resonated with it. While building the Papaya Project, he made sure sustainability was one of the core principles of the brand.

The disposal company is responsible for recycling plastic equivalent to the amount of plastic used by the brand in its production and sales. This strategic business move helps the brand retain a neutral plastic usage index by offsetting its plastic usage.



From taking the corporate route to taking a chance on himself, Amit has seen it all. His integrity and optimism stood as the moral pillars that helped him build and grow his business. In this era of profit-centric business models, Amit inculcated sustainability and conscious supply chain management in his business model. Amit Potnis has walked a path of hard work and determination, that would stand as an inspiration to young entrepreneurs out there.

Interviewers - Manvi Sharma & Pratham Jain, WITH AMIT POTNIS



KARAN KORKE

THE HEALTHY BINGE
FOUNDER

Nutrition & Health

SHARK TANK PARTICIPANT

BATCH OF 2009

In the ever-changing world of entrepreneurship, where success stories are sometimes decorated with luxury, a distinct story emerges that is characterised by creativity, modesty, and relentless dedication to having a beneficial influence.

Karan Korke (**Batch of 2009**), an alumnus of Symbiosis College of Arts and Commerce intertwines humility and tenacity into his entrepreneurial journey. In a recent heart-to-heart interview, Karan revealed the fundamental realisations that lie at the core of his creation, Healthy Binge—a path that winds its way from college lecture halls to the prestigious Shark Tank spotlight.



Healthy Binge crisps

Karan's academic journey led him to the world of marketing, a path he pursued with passion and dedication. The interview unfolds as a compelling narrative, providing a glimpse into Karan's life-changing journey. Reflecting on his college days, Karan reminisces about the introduction of Liberal Arts, a groundbreaking initiative, which had a profound impact on his thought process.

With humility, Karan acknowledges the power of this academic expansion, recognizing that education extends far beyond traditional boundaries. He reflects,

"Introduction of liberal arts was a pivotal moment. It broadened our horizons, teaching us that education transcends textbooks. It shaped not just our careers but our worldview."

Karan's modest revelation about the origins of Healthy Binge unveils the company's humble beginnings, having been developed out of a careful examination of industry trends and demands.



Healthy Binge crisps

Based on his dedication to nutrition and health, the firm created cutting-edge products like nutritious binge recipes and fortified rice kernels to meet the hectic lifestyles of Gen Z and millennials.

What sets Healthy Binge apart is their commitment to societal welfare. Their fortified rice kernels are supplied to government midday meal programs, extending support to underprivileged individuals.

It's not just about building a successful business; it's about creating a brand that contributes meaningfully to society. They wanted to make health-conscious choices accessible to everyone, including those who need it the most."



***Mr. Karan Korke at Startup Igniters,
Symbiosis College of Arts and Commerce***

As the interview progresses through the challenges encountered by Healthy Binge, Karan's candid acknowledgement of hurdles serves as a testament to his adaptive mindset. The shift from a government-centric to a consumer-centric approach showcases strategic decision-making grounded in resilience and perseverance.

Through setbacks, Karan learned valuable lessons, embracing the philosophy- that challenges are disguised growth opportunities. When the discussion dives into Karan's debut on the well-known entrepreneurial reality show Shark Tank, the story takes an exciting turn.

Despite the inherent pressures, Karan's humility shines through as he attributes the show's success not only to the product but also to the quality of the brand and its strategic branding. Graciously recognizing the mentorship provided by Aman Gupta and Piyush Bansal, the investors from Shark Tank, Karan underscores their pivotal role in fostering Healthy Binge's growth.

Looking towards the future, Karan articulates

“Healthy Binge's expansion plans, unveiling a comprehensive strategy involving B2B, B2C, D2C, and exports. His down-to-earth demeanour is palpable as he outlines the company's vision, aspiring to be synonymous with healthy snacking and setting the ambitious goal of becoming a 100-crore company within the next five years.

The interview concludes with a touching glimpse into Karan's college days, where he candidly admits to a penchant for spending time around the NCC canteen, prioritising camaraderie over numerous classes. Fond memories of unwavering support from teachers and the bonds forged with friends remain carved in his mind, shaping his trajectory toward success.

"Their support lifted us up like a breeze. The connections we made in those classrooms were crucial in shaping my career."



Healthy Binge at Shark Tank india

Ultimately, Karan Korke's entrepreneurial journey unfolds as an inspiring narrative of resilience, innovation, and modesty. From the classrooms of his alma mater to the globally televised stage of Shark Tank, he has navigated challenges with grace and emerged as a beacon of entrepreneurial success.

As we celebrate his achievements, let us draw inspiration from Karan's journey, a compelling reminder of the power of dedication and modesty in the pursuit of entrepreneurial excellence. Through his story, we find the blueprint for creating not just successful businesses but enterprises with a profound and positive impact on society.



*Interviewers - Anubha Srivastava and Lakshita Agarwal,
WITH KARAN KORKE*



TANVI KALE

SKAPA HOME DESIGN
FOUNDER

Interior Design Company

BATCH OF 2010

Reflecting on her journey, Tanvi Kale (Batch of 2010) remarked, *“My time at Symbiosis College of Arts and Commerce laid the groundwork for my entrepreneurial aspirations, nurturing my interests in both business and creativity.”*

Her early venture into the chocolate business during college not only provided her with valuable hands-on experience but also instilled in her a sense of confidence in her entrepreneurial abilities. She fondly recalled, *“Those were exciting times, full of learning and experimentations.”*

Growing up in a business-oriented family, particularly in real estate, instilled in her a strong entrepreneurial spirit from a young age. Her father and she shared a passion for the industry, and his guidance played a significant role in shaping her career trajectory. Transitioning from real estate to founding Skapa prefab and then into hospitality felt like a natural evolution for her.

Tanvi’s family’s stance on her entrepreneurial endeavors has always been incredibly supportive and encouraging. Both her parents and extended family have helped her pursue her dreams and build something meaningful. Their unwavering belief in her abilities has been a driving force behind her journey with Skapa. She is truly grateful for their ongoing support as she continues to navigate through all aspects of life. Tanvi remarks, *“Believe in your idea, work towards it, and take care of your physical health along the way.”*



SKAPA project

Tanvi says, reflecting on her journey, that her determination and belief in the potential of prefabricated technology fueled her entrepreneurial spirit.

*"Take care of your business,
work hard towards it and
take care of the people
around you and the business
will take care of you,"*



SKAPA project

In today's market, design is crucial. It's not just about looking good but also about what it says about your brand. Consumers care the most about trust and values.

Her marketing strategy revolves around delivering exceptional customer experiences to turn them into brand advocates. She prioritizes creating valuable content that resonates with her audience, moving away from traditional sales pitches. Strategic presence on platforms like Instagram and YouTube (their channel name - Skapa home design) strengthens her brand's connection with her audience while explaining her product and services in an effective way.

While she's grateful for the unwavering support of her family, which enabled her to pursue her goals without gender-based limitations, she's aware that many women entrepreneurs face significant challenges due to biases and barriers. Although she hasn't personally encountered such obstacles, she emphasizes the importance of recognizing and addressing gender-based challenges in entrepreneurship.

Looking ahead, Tanvi envisions a future where Skapa becomes synonymous with comprehensive design, construction and hospitality services. She plans to expand geographically and establish multiple resorts across India focusing on sustainable growth and making a positive impact.

Tanvi expresses her confidence in her vision for the future and the journey ahead. Tanvi's commitment to social responsibility extends beyond local employment opportunities. She plans to initiate specific social programs aligned with broader societal goals, ensuring that her ventures contribute positively to the community.

"While the possibility of going public remains on the horizon," Tanvi mused, "my current focus is on achieving sustainable growth and making a positive impact."



She acknowledged that an IPO could be a strategic move in the future, but for now, she is dedicated to driving significant growth and advancing sustainable practices.

"Wake up early in the morning and think that you're going to take over the day,"

Tanvi's journey exemplifies the essence of entrepreneurship, blending innovation, resilience, and a commitment to creating a better future for all. Her story inspires others to pursue their entrepreneurial dreams while making a positive impact on society.

Interviewers - Abhiram Pattathil &
Om Kolhe, WITH TANVI KALE

BATCH OF 1996



AJAY ALANDKAR

MYJOBFACTORY.COM
FOUNDER

AI based employer branding
platform

Ajay Alandkar (**Batch of 1996**), an alumnus of Symbiosis College of Arts and Commerce has emerged as a successful entrepreneur in the field of recruitment. Born into a middle-class family in Pune, Ajay's early years were marked by thirst for knowledge and a passion for problem-solving. From a young age, Ajay had an inclination towards business and leadership. After completing his MBA in 1998, Ajay embarked on a corporate journey.

His initial years into the corporate world provided him with invaluable experience and insights into the dynamics of the business landscape. Driven by a burning desire to make a difference and pave his own path, Ajay ventured into the world of entrepreneurship.



His vision was to revolutionise the recruitment industry and with that he founded Anushka JobTech Private Limited. As he immersed himself into the world of recruitment he faced numerous challenges from sourcing quality candidates to ensuring successful placements. The turning point in Ajay's journey came when he identified a gap in the recruitment industry - lack of employer branding. Despite the proliferation of job portals and recruitment agencies, companies struggled to attract and retain top talent.

Ajay saw an opportunity to revolutionise the recruitment process and this set the foundation for his groundbreaking startup, MyJobFactory.com. The launch of MyJobFactory.com marked a pivotal moment in Ajay's entrepreneurial journey. MyJobFactory.com emerged as a beacon of hope for companies struggling with the challenges of recruitment and employer branding.

Through its innovative AI-based programmatic HR marketing platform, MyJobFactory.com empowered companies to showcase their unique culture, values and employee proposition thereby helping the companies to attract top talent.



Ajay Alandkar conducting a seminar

In his own words -

“Jobs need to be marketed akin to goods and services, leveraging the principles of brand identity and storytelling.”

As Ajay looks towards the future, his vision for MyJobFactory.com extends far beyond the realms of conventional success. He believes that -

“Success is not just about revenue, it's about delivering value to the customers and making a positive impact on their lives”

He envisions a world where startups and SMEs embrace the power of employer branding to attract top talent and foster a culture of excellence and innovation. His commitment to customer success and unwavering dedication to excellence continues to drive MyJobFactory.com towards greater heights. However, the path was not as smooth as it looks. Ajay faced countless rejections from investors who failed to understand the potential of his innovative solution. Despite the setbacks Ajay refused to give up.

He sought feedback, refined his pitch deck and honed his storytelling skills. He realised the importance of weaving a compelling narrative around his startup and with this newfound clarity he approached investors with renewed confidence and conviction.



SCEI BUSINESS INCUBATOR

Despite being a successful entrepreneur, Ajay remains grounded in his values and principles. He believes in giving back to the community and empowering the next generation of entrepreneurs. Through mentorship programs and educational initiatives, Ajay strives to inspire others to pursue their dreams fearlessly. Ajay Alandkar's journey from a middle-class upbringing in Pune to a pioneering entrepreneur in the recruitment industry is nothing short of inspirational.



***Interviewers- Mihir Gogate & Garv Tripathi,
WITH AJAY ALANDKAR***



SHUBHAM ZANTYE

ZANTYE HOTELS,
ZANTYE GROUP OF INDUSTRIES

PARTNER

Resorts & Hospitality Company

BATCH OF 2016



Shubham Zantye at Symbiosis College of Arts and Commerce

Shubham Zantye's (Batch of 2016) story is a testament to the power of determination, innovation and staying true to one's roots. "Growing up in a small village in Maharashtra, I never imagined I would be where I am today." reflects Shubham Zantye, as he traces his journey from humble beginnings to successful resort entrepreneur. Shubham faced language barriers upon entering Symbiosis. However, his unwavering determination and confidence-building skills propelled him forward showcasing the importance of perseverance in the face of challenges.

Zantye's cashew business is renowned for its quality and reliability in the cashew industry. With a strong reputation for excellence, Zantye has carved a niche for itself as a trusted supplier of premium cashew nuts. Their commitment to superior product quality, efficient supply chain management, and customer satisfaction sets them apart in the market. Through their dedication to innovation and sustainability, Zantye continues to thrive as a leader in the cashew business, catering to the demands of discerning customers worldwide since 1928.

As he reflects on his journey, Shubham emphasises the significance of resilience, stating, "I embraced challenges, leveraging my village upbringing." Despite opportunities elsewhere, Shubham chose to return home and join the family business, the Zantye Group of Industries, which focused on cashew nut retailing and hospitality.

This decision not only reflects his strong connection to his roots but also underscores his commitment to his community. Shubham's experiences in Pune highlighted the importance of stepping out of one's comfort zone to learn and adapt.

Balancing his studies with managing the family's hotel business, he pioneered online bookings and software implementation, demonstrating a forward-thinking approach to business management.



Located at Malvan ,Chivala Beach (Maharashtra)

Recognizing a shift in consumer preferences towards experiential travel, Shubham pivoted his focus towards providing memorable experiences rather than just accommodation. "Quality over mere accommodation became our mantra," he stated, highlighting the importance of delivering exceptional service to meet evolving customer demands.



The onset of the COVID-19 pandemic presented unprecedented challenges for the tourism industry. However, Shubham's forward-thinking approach led to the development of a new resort, despite uncertainties.

This decision underscored his resilience and willingness to adapt to changing market conditions. The construction of unique A-shaped cottages posed challenges in materials and coastal regulations. Despite initial doubtfulness, Shubham's innovative marketing strategies, particularly on Instagram, drove engagement and bookings. "Visual storytelling became our tool to connect with our audience," he mentioned, showing how important effective customer engagement and brand narrative are in driving business success.

Shubham's emphasis on evolving with market dynamics and leveraging data-driven insights has been instrumental in streamlining operations and marketing efforts.

"We focus on adapting and staying ahead of the curve."

Shubham Zantye's story serves as an inspiration to aspiring entrepreneurs, emphasising the importance of resilience, innovation, and community commitment. His journey reminds us that with determination, adaptability, and a customer-centric approach, "Success is achievable, regardless of one's starting point".



Zantye hotels

Interviewer- Akshay Patil



YASHRAJ KADAM

UMEED FOUNDATION &
PETS GALLERY
FOUNDER PRESIDENT

NGO & PET Company

BATCH OF 2023

In the bustling city of Pune, an alumnus of Symbiosis College of Arts and Commerce, a young entrepreneur and social activist, Yashraj Kadam (**Batch of 2023**), has emerged as a beacon of change. His journey from a spirited college student to the founder of the Umeed Foundation and the founder of The Pets Gallery is a testament to his unwavering commitment to creating a positive impact on the society, the animal kingdom and in the lives of people from marginalised communities. At present Yashraj is pursuing his Masters of Social Work from Karve Institute of Social Service.



Yashraj being felicitated in Symbiosis College of Arts and Commerce

Yashraj dedicates his success to his family- especially his father, who believes that it is our duty to serve the society. Yashraj's early years were shaped by the nurturing environment of his family, with his father being a doctor. Despite the expectations of the society that often accompany such backgrounds, Yashraj was given the freedom to choose his path.

His educational voyage led him to Symbiosis College of Arts and Commerce where he immersed himself in diverse college activities. As an active participant in the National Service Scheme (NSS) and the Marathi Drama Circle, Yashraj showcased early signs of leadership and a genuine concern for the welfare of others. His time at Symbiosis became a transformative period, where he evolved from a mischievous and naughty student to a socially conscious and responsible individual.



At the age of 18, Yashraj embarked on the entrepreneurial journey by founding Fish Gallery, an enterprise which dealt with the business of fish, making fish tanks for restaurants, office setups and homes. Post Covid he changed the name of his firm to Pets Gallery in which they started dealing with a variety of animals such as birds,cats,dogs,reptiles and so on.

Yashraj believes in providing top-quality pets and in the coming time he articulates his aspirations for expanding his business at an international level. Yashraj's approach is not merely business-driven; he believes that there should be a holistic understanding of the human-animal bond. He has a client-focused approach that elevates Pets Gallery beyond a commercial venture making it a haven for pet lovers.

Yashraj's journey took a turn when he founded Umeed Foundation in 2021 on the day of Akshay tritiya. It is an NGO which aims at addressing diverse social causes. From advocating LGBTQ rights to providing services for the underprivileged and working for the betterment of the marginalised community, Umeed Foundation is committed to making a positive change in the lives of people from the inclusive society with respect to health,hygiene and education.



UMEED foundation with representatives of the LGBTQ community

Creating respect for women, creating a society where transgender individuals and prostitutes are treated equally, etc are some of the aims of the Umeed foundation. Yashraj believes that in this process of diversifying the country, the youth play a pivotal role. While doing social work for the community one should work at the ground level. The Umeed foundation collaborates with various organisations and actively engages in environmental initiatives, such as river cleaning and plantation drives. Yashraj's multifaceted approach, addressing both human and environmental concerns, showcases his holistic perspective on sustainable development.



Recently, Umeed foundation also adopted a tribal village called Jambhali village near Nilkhanteshwar which is around 30 km from Pune. After surveying and making reports over the village, Yashraj and his team are working for the betterment for the people of Jambhali with respect to health, hygiene and education. The biggest challenge while launching these 2 ventures was that of funding. But Yashraj believes that if you are completely dedicated to your work, if you have a proper line set up for your goals and your career and if you are constantly working on it every day, you will get past the hard times and obstacles.

According to Yashraj the main thing in life is to keep moving.

“If you can't fly, then you can run. If you can't run, then you can jog. If you can't jog, then you can walk and if you're not able to walk, you can crawl.”

Talking about his personal milestones, Yashraj recounts a transformative seven-day camp in a tribal village without electricity. The vivid narration of experiences, such as interacting with leprosy patients and witnessing the challenges faced by marginalised communities, serves as a reminder of the inequalities that are prevalent in the society even today. These experiences became the key model of Yashraj's commitment to working tirelessly for positive change.



Yashraj reflects on his support system, highlighting the initial lack of familial encouragement for his entrepreneurial pursuits. However, as his ventures gained recognition, the tide turned, and Yashraj became a source of pride for his family and friends. Expressing gratitude for the transformative experiences at Symbiosis College of Arts and Commerce, Yashraj acknowledges the pivotal role the institution played in shaping his character.

He was recognized as the Best Student in NSS and Marathi Drama, Yashraj's journey at Symbiosis instilled in him the courage to take on challenges and lead with conviction. Looking ahead, Yashraj envisions further expansion for both Pets Gallery and the Umeed Foundation at an international level. At present they are running the business through online platforms and eventually want to have registered offices by the end of 2026. His ambition includes international growth for Pets Gallery and establishing meaningful connections within society. Yashraj emphasises the need for loyalty, transparency, respect for every individual, striving to be a leader rather than a mere boss.

Yashraj Kadam's vision serves as an inspiration for aspiring entrepreneurs and social activists, demonstrating that success is not just about financial gains but also about creating a positive impact on the world.

“Doing what you like is not a job, it is a joy”
is what he leaves us with.



*Interviewer- Vedika Agrawal,
WITH YASHRAJ KADAM*



SHRADDHA JAIN MAGAR

THINKING PARTNERS
CO-FOUNDER

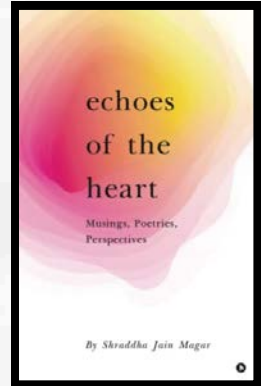
Offering Comprehensive Brand
Communication Services

BATCH OF 2005

Shraddha Magar's (**Batch of 2005**) journey from being a reserved college student to a confident entrepreneur shows us the power of determination and hard work. Graduating from Symbiosis College of Arts and Commerce, she embarked on a path that led to the establishment of one of Pune's most successful brand communications agencies.



Thinking Partners logo



Book by Shraddha Magar

Together with her partners, Amit Magar and Niraj Godbole, Shraddha co-founded Thinking Partners, a company that offers comprehensive brand communication services tailored to the needs of B2B and B2C customers. Their expertise lies in their name design, logo design, identity design, and communication regardless of what the media is. It's all underpinned by a thorough analysis of each client's business requirements and target audience. By prioritizing personalized attention and appropriate solutions that are found in the melange of science and art, the trio has distinguished themselves as leaders in the field, breathing life into brands with their unique approach.

Coming from a family of entrepreneurs, starting a business was a welcome step for her family. She received many pearls of wisdom, numerous precautions, and a lot of guidance. However, this was a first-generation business, the first one in service, and the real learning came only through actual experience. On her husband's side, they were the first in generations to start a business. There were jitters, but mostly encouragement, which continues to this day.

Reminiscing her college days, Shraddha mentioned that she wasn't a typical back-bencher but was definitely someone who constantly hid from teachers due to being an introvert. She completed her five years of college successfully by staying out of the spotlight. Nonetheless, she paid attention and excelled, achieving a distinction in her final year. She made great friends, enjoyed memorable times in the canteen, tried her luck at singing, and spent many hours chilling on the college's kattas. Looking at her past, present and plans for the future, her confidence development is an inspiration to a lot of students.



*Shraddha in Alumni
Entrepreneurs Meet 2024,
SCAC*

As an entrepreneur, she faced her share of challenges. People often tell themselves they can only achieve so much, which is a lie. Over the years, she challenged herself and discovered she was capable of everything she could imagine. This is a mindset everyone needs to adopt. Secondly, there was the awkwardness some people exhibit towards women in business. There were presentations where clients would look at her male colleagues instead of her, even though she was the one presenting. It was amusing, but it didn't demotivate her. Today, clients are far more comfortable looking at her and listening to what she has to say. It's a pleasant change, and she looks forward to many more such changes as times evolve.

“We believe we partner with our clients in thinking for them and/or often on behalf of them as well, and that is why we call ourselves Thinking Partners.” The name ‘Thinking Partners’ reflects their commitment to cultivating collaborative relationships with clients, positioning themselves as service providers and allies invested in their clients’ success. This philosophy sets them apart in an industry often driven solely by profit margins.

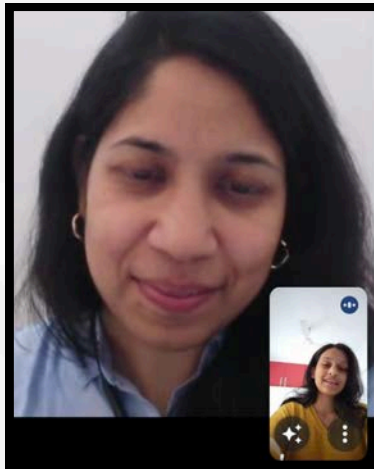
“We have the objective of the brand in mind and we couple our creativity along with that.”

Operating from Pune, Thinking Partners caters to a diverse client base spanning across multiple industries, like healthcare, industrial, education, real estate, hospitality, FMCG and more. They also extend their services to startups, leveraging their own experiences to help emerging businesses define and refine their brand identities and brand journeys. Thinking Partners embodies the transformative power of creativity, collaboration, and unwavering dedication to client satisfaction, making them a formidable force in the realm of brand communication.

Shraddha Magar's approach to building a successful team and defining success for her company reflects her deep commitment to collaboration, integrity, and client satisfaction. For Shraddha, the foundation of a strong team lies in the synergy among its members. She values careful consideration in selecting team members, prioritizing sincerity and what she terms as having the "Keeda" – a term indicating passion, drive, and enthusiasm for the work. Even in hiring interns, this quality is sought after. It's an industry that is driven by passion, and that's exactly what they look for.

“We believe we partner with our clients in thinking for them and that is why we call ourselves thinking partners”

When discussing a bootstrapped startup, a paucity of funds is often the case. This was no different for Thinking Partners. Along with limited funds came the bigger challenge of building trust and giving clients the confidence that commitments would be delivered upon. However, Thinking Partners was determined. They earned every client's trust through hard work and delivery, starting by pitching to clients. Impressively, their pitch success ratio was 95% and remains so to this day. The only difference now is that they choose which pitches to be a part of. Attracting the right kind of team, equally driven, was also crucial—a path they tread carefully and slowly. Today, Thinking Partners is a team of over 25 people and growing, boasting an enviable list of clients. It's a foundation that is now bearing fruit.



**Interviewer- Devashree Satyajit Badawe,
WITH SHRADDHA MAGAR**

(This interview was conducted online.)



LAVINESH DAYALANI

BOLTLY ELECTRIC
FOUNDER

EV Mobility & Works

BATCH OF 2015

Lavinesh Dayalani (Batch of 2015), who specialised in entrepreneurship in his time at SCAC has paved his path in a way which is so different from a typical college student's 'breaking into the business sector after having done a job for a few years'. But Lavinesh took a unique route to sail his boat. In his college days, he did not show up to college much since he was preparing for the Company Secretary course for which he had to attend coaching classes that used to run all day, from morning to evening nor did he participate in college events, yet one can applaud his adaptability and strategic thinking. While facing challenges and setbacks in academics, Lavinesh Dayalani's passion for entrepreneurship kept him motivated to move forward. Being from a Sindhi family and already coming from a family business, Lavinesh Dayalani had no pressure to join his family business instead he got unwavering support throughout the journey.



Fun times with friends from Symbiosis College of Arts and Commerce

He does not shy away from lack of social life and accepts to work on his dream and says,

“You need to accept that and work on it even though it may be boring but you have to keep on doing the same thing daily and that is what I have learnt.”

This quote beautifully captures the essence of an uphill battle to pursue a dream and an acknowledgement of the role played by discipline and sacrifice in the pursuit of one's aspirations. Entrepreneurship, often glamorised for its innovation and excitement, often requires fulfilling repetitive duties and extreme routines that lay the foundation of eventual success.

Lavinesh Dayalani talked about his early inspirations revealing a deep admiration for the Zerodha model, a bootstrapped company that prioritized profitability without the need for external investment. He also emphasized the benefits of being a small player in a large market. The significance of having a viable idea that goes above finance and the importance of having a proper mindset and execution.



Boltly EV

Lavinesh says,

“When you have the idea that you think you can work again and you know that the idea can impact the society and make a difference, you go ahead and jump in.”



Boltly Electric customers

Often, entrepreneurs provide solutions to problems that do not exist. Having done no market survey, one cannot just start up a food aggregator with Zomato and Swiggy that have already captured the whole space in India.

Rightly said, a startup has to grow slowly and gradually at a certain pace and should be able to survive in competitive spaces. Business success or a startup according to Lavinesh Dayalani is more than financial gains, it includes positive feedback from clients. His perspective on failures is a testament to a mindset that recognizes the invaluable lessons embedded in setbacks that are checkpoint gateways to show the way forward rather than obstacles to overcome.

His entrepreneurial spirit finds expression working on two startups for more than a year, Boltly Electric and Last Mile Delivery. Boltly Electric is focused on EV mobility and works on various new concepts to design e-bikes used for short-distance deliveries and secondly an 'e-rickshaw' fitted with AC to combat the heat in traffic in cities like Mumbai and Bangalore to save premium fares for cabs.

The name is not merely a strategic brand choice but a reflection of Lavinesh Dayalani's connection with his pet dog, Bolt which signifies thunder and electricity. This revelation added a layer of intimacy to the business showcasing personal passion with professional pursuits.

A second startup, for last mile delivery is to assist with e-commerce package delivery where the delivery riders will be riding e-bikes manufactured by him. Aside from price being the sole differentiator, Lavinesh has already figured out ways to be different from his competitors and is ready to strike a change in society.

In Ujjain where lakhs of tourists come to visit the Mahakal temple daily, the government has defined a tender to make a no-vehicle zone around a radius of three kilometres around the temple and a dedicated route for e-rickshaw, Lavinesh has already visioned to work on this project with the government. Closing a deal with Delhivery remains to be a milestone for Lavinesh in his journey.



Since 2019, Lavinesh Dayalani was excited to break into the EV sector which was a big market abroad but had just started in India. Earlier at his restaurant, he used to interact with the delivery riders to understand their mindset, finances and their problems.

One day he saw a Niti Aayog report which stated the growing gig economy sector that included an increasing demand for delivery riders for companies like Zomato, Swiggy and Flipkart. These delivery riders would earn not more than 20 thousand rupees per month and are unable to purchase a petrol bike or even an e-rickshaw that usually costs more than a lakh per year.

A problem was identified after interacting with Ankit Agarwal, the founder of Dunzo and a few other people in Zomato, about 20 to 30 percent of the delivery riders were leaving due to a surge in fuel prices. A delivery rider wouldn't be available during the time of requirement and here is when Lavinesh Dayalani came across the idea of providing the riders with e-bikes and catering to the demand according to the company's choice. Now Lavinesh has offices in Ujjain and Aurangabad and plans to further expand to other cities in India every month.

Humility shines through Lavinesh as he acknowledges the significance of learning from everyone, be it family, friends, interns, colleagues or even competitors. It is proof of his openness and curiosity, a trait often found in successful entrepreneurs who understand the dynamic nature of the business landscape. One of the most inspiring chapters in Lavinesh Dayalani's journey is how he skied smoothly through the challenges stationed in his life, whether it was his company secretary exam, academics or the manufacturing of his e-bike.



Overcoming the hurdles that arose having studied from a non-technical background, initially, it took him four prototypes and 18 months of work to finally bring his vision to life. During this time, he travelled to different cities like Ludhiana and Delhi where he met various vendors and manufacturers for cycles and electric bikes after which he created his first final prototype.

In a poignant segment, Lavinesh Dayalani outlines the commitment to sustainability in his ventures, the shift from petrol to electric bikes, and a conscious effort to reduce carbon footprints. The Government's plan to introduce carbon credits assisted Lavinesh's vision further to earn and sell them to companies who cannot offset the carbon emissions from their project.

Reflecting on his journey, Lavinesh Dayalani highlights memorable milestones from the launch of his product to being selected as a finalist in the IIT Kanpur E summit. He also recalls selling his first e-bike and getting feedback for it. Building an e-bike prototype also happens to be among his small and sweet memories yet he remains grounded, acknowledging that true success is of small joys scattered throughout the journey.

Lavinesh Dayalani values his time and experience at IIT Kanpur where he spent time with a venture capitalist who guided him through, provided him with a lot of feedback, and gave him constructive criticism after which he started thinking like one and started viewing business from that perspective, which aided him to fund his startup right and also run his startup better.



Inspired by books like 'Zero to One' by Peter Thiel and Doglapan by Ashneer Grover, a few pieces of advice were given to us by Lavinesh Dayalani on the subject of initiating a startup where he mentions to be flexible and not solely focusing on funding the business and while combating failures one needs to know when to keep going on or let go and move on from a certain thing.

He emphasized the need to have or make like-minded friends who could potentially help you in the business as co-founders or help you sail your boat through storms and fumes. Not only LinkedIn is a useful app for networking, but Lavinesh also recommends students to watch series like Silicon Valley and Shark Tank that would help them understand the basic business concepts and workings of a startup.

The interview's disclosure of Lavinesh Dayalani's entrepreneurial journey presents a picture of a visionary in the making, a good example of the mindset of an entrepreneur who not only dreams but also makes his dreams come true through obstacles and victories. As Boltly Electric surges forward, Lavinesh Dayalani serves as a source of motivation for would-be business owners demonstrating that unorthodox routes frequently result in unmatched success.



Lavinesh at Alumni Meet, SCAC Receiving certificate of participation in startup fest



CHIRAG JAIN

YASA JEWELS
FOUNDER

Traditional Jewellery Brand

BATCH OF 2015

Born and raised in Pune, Chirag's (Batch of 2015) journey began with humble beginnings and a relentless pursuit of knowledge. He completed his undergrad at Symbiosis College of Arts and Commerce, with Marketing as his specialisation. Reflecting on his time at Symbiosis, Chirag recalls the pivotal role the institution played in shaping his entrepreneurial spirit. The vibrant campus life and diverse student community provided fertile ground for collaboration and creativity. The practical approach to education and mentorship from professors like Farzan Mazda ignited his passion for entrepreneurship.

“Joining Symbiosis was the best decision of my life. It opened doors to new possibilities and forged lifelong friendships”

Chirag's entrepreneurial journey was not a predetermined path. He admits, *"I never envisioned myself as an entrepreneur. I grew up in a family business environment, where the allure of a nine-to-five job seemed appealing."* After completing his undergraduate degree, Chirag went ahead to pursue CFA and cleared two levels of CFA. Later, he completed his master's degree in hospitality management from Dubai and went ahead to work as a revenue assistant manager at a hospitality company in Dubai. Despite his academic achievements, Chirag found himself at a crossroads upon returning to India.



Team of Yasa Jewels



CHIRAG with his wife and CEO

The rigid constraints of corporate life left him feeling unfulfilled and yearning for a more meaningful outlet for his talent. It was during this period of introspection that Chirag experienced a pivotal moment of clarity. Inspired by his father's entrepreneurial spirit and fueled by a desire to make a tangible impact, he made the bold decision to start his own business venture.

Coming from a jewellery business background, Chirag's vision was to revolutionise the traditional jewellery industry. And with this vision, Chirag founded Yasa, a brand that celebrates the diversity of Indian craftsmanship. He travelled across six states in 25 days to understand more about the Indian traditional jewellery market. Drawing inspiration from his travels across the country, Chirag curated a collection that showcased the rich cultural heritage of India. From Kundan to Jadau, each piece told a story of craftsmanship and tradition.

The path to entrepreneurship was not without its challenges. From securing initial funding to navigating the intricacies of the jewellery market, Chirag faced numerous obstacles along the way. However, his unwavering determination and resilience propelled him forward, turning obstacles into opportunities for growth.

“Success for me is constant. It's your ability to go on irrespective of any backlash coming from your friends, family, relatives or customers. It is not only about making money via sales.”



**Chirag Jain at Symbiosis College
of Arts and Commerce**

Central to Yasa's success is its dedicated team of individuals who share Chirag's passion and vision. From marketing experts to skilled artisans, each member plays a crucial role in bringing Yasa's vision to life. Chirag emphasises the importance of fostering a collaborative and supportive work environment where every voice is valued and heard. As Chirag looks into the future, his vision for Yasa is to establish a network of stores across the country. His unwavering commitment to excellence and customer satisfaction serves as a guiding light, illuminating the path towards continued growth and success.

Reflecting on his entrepreneurial journey, Chirag shares invaluable lessons learned along the way. From the importance of believing in oneself to the power of perseverance, each experience has shaped him into the leader he is today. Chirag emphasises the need for constant innovation and adaptation, urging aspiring entrepreneurs to embrace challenges as opportunities for growth.

Chirag Jain's entrepreneurial journey is not merely a narrative of a business venture but a testament to the power of vision, resilience and unwavering determination. As he continues to redefine the landscape of fashion jewellery, his story serves as an inspiration to aspiring entrepreneurs and changemakers alike. His journey reminds us that, with passion and perseverance, anything is possible.



Interviewers - Barsha and Prachi, WITH CHIRAG JAIN

BATCH OF 2018



CHANDNI KUMAARR

EDUANALIST
FOUNDER

Career Counsellor and Analyst

Within the fast-paced startup industry, where aspirations frequently flare like comets, there is a unique endeavour—a quiet constellation that blends purpose and vision. Eduanalyst, a guiding light in the education sector developed by Chandni Kumaarr (**Batch of 2018**) who specialised in entrepreneurship, isn't just a startup; it's a mission. Eduanalyst is a mission, not merely a startup. The word itself suggests its intent: to interpret, direct, and enlighten.



Chandni Kumaarr taking a session

Chandni saw major gaps in the educational landscape, one where students would get lost, grasping a few professional options, only to come out with an overwhelming assortment of options. The cacophony of counsellors confused them more than it enlightened them. During an engaging and thought-provoking discussion, a group of enthusiastic students had the privilege of learning about the remarkable journey of Chandni Kumaarr, an incredibly inspiring person. Chandni Kumaarr is the founder of Eduanalyst, a firm that offers professional guidance to students in choosing their desired career paths.

"Eduanalist, as the name suggests, is all about analysing individuals to provide insights into their career choices." explained Chandni. As the name implies, the firm specialises in individual analysis to provide students with valuable insights and recommendations on their career decisions.

More than just support, her family has been the pulse of her project. Being very close-knit, they have a habit of mutually discussing things before making conclusions to get different perspectives and pointers on topics that might have been overlooked. Whether it's making her favorite food on draining days or pushing her past her limits when she wanted to give up, her family's support has been invaluable.



Chandni Kumaarr taking a session at Lexicon Institute

Armed with a business background, she set out to take the less-travelled route, one that would unite ambition and clarity. Insightful information on the history of the company's founding was provided by Chandni. She talked about her personal difficulties as a student, searching for the appropriate direction to help her make wise career choices. She founded the organisation because of her profound understanding of psychology and her unwavering commitment for assisting students.

Her dedication to bridge the gap between students and the support they require to succeed professionally was evident throughout the speech. All in all, the crowd was deeply affected by the message, which was strong and sincere. She shared her own struggles as a student, trying to find the right guidance to make informed career decisions.



Eduanalyst is a startup that specialises in providing psychometric analysis services, which involves a thorough examination of an individual's motives, abilities, career interests and personality traits. This process helps to provide students with an accurate understanding of their unique characteristics and how they fit in with the current job market.

The founder, Chandni, stresses on the importance of providing students with comprehensive feedback that takes into account their individual traits, as well as the current trends in the job market. Chandni's entrepreneurial journey was quite a fascinating one for the students. She spoke candidly about the numerous challenges that she encountered while launching her business.

The journey uphill is not always easy, and there were times when she wished for a little more liquidity. For a first-time entrepreneur, understanding the need to prioritize finances can be overwhelming, especially when it comes to business growth. She has undergone a lot of unlearning and relearning about managing finances throughout her journey and knows that more lessons are yet to come. Her perspective on finances has been challenged, presenting a significant hurdle.

Another major issue that she faced was the resistance from society to accept and appreciate the importance of psychometric analysis and counselling. Despite facing such obstacles, Chandni remained optimistic and determined. She emphasised on her well-thought-out strategy, especially in collaborating with schools and conducting workshops. These efforts were aimed at creating a more welcoming and receptive environment for people to understand and embrace the concept of psychometric analysis and counselling.

At an exhibition seminar, Chandni recounted a heartwarming incident that had left a deep impression on her. During the event, a parent took the stage to publicly thank her for the significant influence she had on their child's career path.

The student who was being referred to had demonstrated the remarkable outcomes of the startup's efforts when she outshone native speakers of foreign languages in a highly competitive setting. The moment was a testament to the power of dedication, hard work, and the right mentorship in shaping young minds towards success.

Chandni wears multiple hats—a counsellor, a psychologist, and a guide. Her empathy bridges the gap between data and destiny. Chandni doesn't claim to have all the answers. Instead, she invites students to explore their own narratives. She nudges them towards self-discovery, gently illuminating the path ahead.

“It's not about imposing choices; it's about empowering choices.”

Chandni, the mastermind behind Eduanalists, envisions a future where her startup does more than just meet success metrics. She has a grand plan to coach over 10,000 students within the next five years, with a strong emphasis on quality over quantity. Her vision is to continue providing personalised instruction while branching out into professional coaching and counselling, setting the bar high for the education industry.



During their conversation, Chandni and her team discussed the company's sustainability initiatives, including their innovative use of plantable paper and NFC cards for their products.

Pledging to reduce their use of paper products, Chandni is committed to embracing eco-friendly habits to help preserve the environment. Eduanalyst is a socially responsible organisation that is dedicated to helping students from underprivileged backgrounds.

The organisation works closely with these students and teaches them essential skills relating to motor comprehension and emotional intelligence. Currently, the business is adopting a school as part of its social responsibility efforts. Chandni, who is associated with the organisation, actively took part in several events during her college days.

College days hold fond memories for her. She vividly remembers the day she asked Sharayu ma'am if she could join the photography team, and was warmly welcomed with, "Absolutely! Why not! Come down to my cabin later and we will talk more." The late nights before events, the excitement of getting approved proposals, and the bond shared within the cohort are memories she cherishes. Whether it was leading Indradhanu in her third year, where they sold student artists' products, the Suhana Masala factory visit with seniors, or the inspiring paper factory visit which instilled a passion for recycling and environmental safety making a lasting impact.

She firmly believes none of these memories would have been made without Sharayu ma'am's consistent effort, support, and guidance. The Centre exists because of Sharayu ma'am's dedication to ensuring each student finds success in college co-curricular events and gains real-life experience. The empty stomachs on event days taught them that they could forget food and water when engrossed in a task, and the group photos at the end of each event engraved in their hearts that life feels more fulfilling when surrounded by supportive people.



Chandni being interviewed for KidzByteTV

The interview concludes with valuable advice from Chandni for all aspiring entrepreneurs:

"Pursue something that truly ignites your passion and keeps you awake at night."

*“Follow your passion and pursue what truly inspires you,
even if it means losing sleep over it. “*

As the sun rises on Eduanalist, its mission remains: to guide students toward clarity, one revelation at a time. Chandni Ma'am's startup isn't a megaphone; it's a whisper, an intimate conversation that transforms uncertainty into possibility.



***Interviewers- Ashmita Tomar & Mihir Gogate,
WITH CHANDNI KUMAARR***



PAYAL AGARWAL

BLACK SCOTCH MEDIA
FOUNDER

Social Media Management

BATCH OF 2015

Payal Agarwal (**Batch of 2015**), an alumna of Symbiosis College of Arts and Commerce who specialised in entrepreneurship, embarked on her entrepreneurial journey with Black Scotch Media after graduating in 2015. Fuelled by her love for dogs and her passion for video making and editing, Payal founded the startup, naming it after her beloved pets, Blacky and Scotch. Departing from conventional career paths, Payal's venture into entrepreneurship was a testament to her determination to pursue her interests and create a business out of her passions.

During her time in college, she had many valuable learning experiences. Participating in entrepreneurship club events was particularly helpful in developing a range of skills, including public speaking, event management, communication with strangers, and teamwork. Each event taught her something new, allowing her to sharpen her abilities in these areas.

Starting as a one-person operation, Black Scotch Media began its journey with Payal as the sole driving force. However, her vision for the company was ambitious, aiming to expand its clientele from the initial ten to over fifty within the next five years. Despite its modest beginnings, the startup's growth trajectory was driven by its dedication to providing comprehensive social media solutions to brands across various sectors, including interior design, bars, and restaurants.

Operating primarily from home with occasional face-to-face meetings at cafes or team members' locations, Black Scotch Media thrived on word-of-mouth referrals and networking connections. Payal's ability to foster strong relationships with clients and industry professionals played a crucial role in the startup's success, demonstrating the importance of personal connections in the entrepreneurial landscape.



Social media management solutions by Payal Agarwal

“Success for my startup would be working with as many brands as I can, working with creative people, are they open to do different things not stuck into one thing”

Payal's decision to pursue entrepreneurship, provided her with the encouragement and understanding needed to overcome initial doubts and challenges. Her parents' acknowledgment and appreciation of her endeavours underscored the importance of familial support in pursuing one's dreams.

Her parents' acknowledgment and appreciation of her endeavours underscored the importance of familial support in pursuing one's dreams. Emphasising the importance of continuous learning, Payal recognized the dynamic nature of the social media landscape and the need to stay updated with emerging trends and software features.

Black Scotch Media's success was attributed to its ability to adapt to diverse brand needs and avoid a one-size-fits-all approach, showcasing its commitment to creativity and innovation.

One pivotal moment in Payal's entrepreneurial journey was overcoming a challenging period when her startup experienced a downturn. However, connecting with an entrepreneur in need of social media management services proved to be a turning point, leading to a fruitful collaboration and valuable learning experiences for Payal and her team.



Social media management solutions by Payal Agarwal

In addition to its commercial endeavours, Black Scotch Media actively engaged in social projects such as 'Imprint,' which facilitated connections between entrepreneurs during the lockdown and involved textile students in design decisions. Payal's commitment to animal welfare was evident through her regular contributions to feeding and medical expenses for community animals, reflecting her dedication to making a positive impact beyond business.

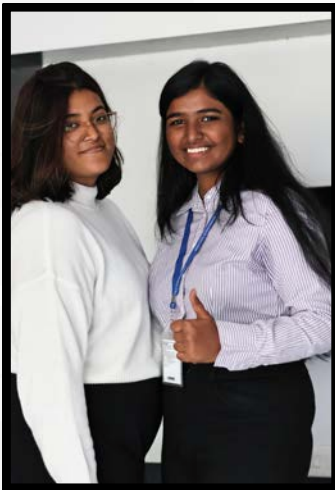
The COVID-19 lockdown presented challenges for many businesses, but Payal utilised the time for research and strategic planning, showcasing resilience and adaptability in the face of adversity. Black Scotch Media's strategy of relying on word-of-mouth referrals and maintaining a client-centric approach reinforced its commitment to building strong connections within the industry.

“To keep going, to keep pushing oneself”

Payal's advice to aspiring entrepreneurs emphasised the importance of remaining open to learning and adaptability, drawing from her own experiences and college background as the founding member of the Entrepreneurship Development Cell, at Symbiosis.

Her life mantra,

“Learning, searching, and completing your own homework”, encapsulated her dedication to continuous improvement and self-reliance.



**Interviewer Vedika Agrawal,
WITH PAYAL AGARWAL**

Reflecting on her journey, Payal credited her college experiences for shaping her entrepreneurial spirit and providing her with the skills and confidence needed to succeed in the competitive business world. Black Scotch Media's sustainability approach revolved around understanding and fulfilling client needs, building strong relationships, and staying abreast of industry trends, while also prioritizing animal welfare and community engagement.



MEHEK TEJWANI

DANCEHOOD BY MEHEK
FOUNDER

Dance Academy

BATCH OF 2023

Mehek Tejwani (Batch of 2023), an alumnus of Symbiosis College of Arts and Commerce who specialised in entrepreneurship, embarked on her entrepreneurial journey at the age of 16. Fueled by her love for dance and inspired by the encouragement she received for her YouTube channel, Mehek decided to start her own dance classes. She established 'Dancehood by Mehek' with the intention of offering classes to children aged between 3-12 years. However, as the academy expanded and received a more positive response, Dancehood continued to grow and cater to a wide range of age groups. Mehek believes,

*“You should always do what you love,
otherwise, just don't do it”*

Currently, Dancehood has its presence in two locations: Kalevadi and Pimpri. While the target audience remains children aged between 3-12 years, Mehek believes that dance knows no age boundaries, thus keeping Dancehood open to people of all ages. The name 'Dancehood' reflects Mehek's vision of creating a community where dance enthusiasts can come together, regardless of their age or background. She has a wide presence on all social media platforms and gets the majority of her customers from there. By addressing the dearth of dance studios in PCMC and offering multifaceted studio spaces to content creators, she filled a crucial gap in society.



*Performance at Symbiosis's
annual open mic fest*

Mehek believes that college played a crucial role in polishing her skills. During her college days, Mehek used to wake up early to attend lectures and take dance classes until late in the evening. Apart from dance, Mehek proactively took part in all the activities of the college, which helped her meet people from diverse backgrounds and learn from each one of them. The college also gave her opportunities after her graduation, she performed during the college events and was asked to judge performers at various events.

The Center for Innovation and Entrepreneurship (CIE) ensured her college life was super active, making it one of the main reasons she regularly attended college. Each day brought something new, whether a small task or learning from someone else's experience, which motivated her to keep going to college.

CIE also made sure that its members stood out in terms of grooming and other areas. This environment helped her become a better person, allowing her earlier qualities to be embraced, polished, and executed through various projects given by CIE.

Additionally, CIE encouraged her to learn new things and step out of her comfort zone. Initially, she often chose easy volunteering tasks, but the CIE team pushed her to take on more challenging roles. Once she joined this college's club, she began trying new things as well.

She served as the Creativity Head for Indradhanu and CIE for two years, from her second year to her third year. In her first year, she wasn't really involved, but in the second and third years, Sharayu ma'am entered her college life and brought her into CIE. While heading the team, she learned a great deal about panic control and team management. Her role as the Creative Head involved generating ideas and having the team execute them. The experiences at Indradhanu have been significant and will remain with her for life, playing a major role in her college journey. She still cherishes these memories.

However, Mehek's journey hasn't been without its challenges. As a founder, her greatest challenge lies in maintaining consistency amidst the demands of entrepreneurship. She states,

"Consistency is difficult, but not impossible"

From facing the challenges of social media marketing to navigating the complexities of scaling a startup, Mehek's journey has been filled with both trials and triumphs. Yet, it was her unwavering passion and commitment to her craft that helped her overcome obstacles with grace and resilience.

Throughout her journey, Mehek shares three powerful mantras that have guided her path to success:

Do What You Love: Mehek emphasises the importance of pursuing one's passion and finding fulfilment in what you do.

Consistency is Key: Mehek underscores the significance of consistency in every aspect of business and life, acknowledging that growth comes from dedication and perseverance.

Transparency and Trust: Mehek believes in being transparent with her audience and fostering trust through honesty and openness, which has been instrumental in building lasting relationships.



Mehek's dance studio

Mehek's vision extends beyond the walls of her dance studio. She dreams of creating opportunities for others by opening studios in different parts of the city, aiming to expand Dancehood's reach and empower more individuals through dance. For Mehek, Dancehood is not merely a business venture but a manifestation of her deepest passion. The transition from a YouTube content creator to a dance instructor was a natural evolution, driven by the encouragement of her audience and her innate desire to share her love for dance with others.

Throughout her entrepreneurial journey, Mehek received invaluable support from her friends and family. Their encouragement helped Mehek build a strong base for herself. One of the defining moments in Mehek's entrepreneurial journey was the realisation of the importance of building a strong team, without whom it would not have been possible to expand Dancehood. As she navigated the complexities of running a business, she understood the value of surrounding herself with loyal and dedicated individuals who share a similar vision and passion.



Mehek's story serves as a beacon of hope for aspiring entrepreneurs and dreamers alike. Through her unwavering dedication to her craft and her relentless pursuit of excellence, she has not only built a successful business but also ignited a spark of creativity and inspiration in those around her. As she continues to dance towards her dreams, Mehek reminds us that with passion and perseverance, anything is possible.

"It's better to be one than to be zero or negative."



**Performance at Symbiosis's
annual open mic fest**



**Interviewer Vedika Agrawal,
WITH MEHEK TEJWANI**



DHIRAJ SONI

MAHALAXMI JEWELLERS
OWNER

Jewellery Retailing

BATCH OF 2017

Dhiraj Soni (Batch of 2017), specialised in entrepreneurship, graduated from Symbiosis College of Arts and Commerce in 2017. Continuing his family's entrepreneurial legacy, Dhiraj's journey from his academic pursuits to his role in the family business reflects a commitment to quality and customer satisfaction. With a background in taxation, management and a deep understanding of business dynamics, Dhiraj seamlessly transitioned into the realm of jewellery retailing, bringing a fresh perspective and modern strategies to Mahalakshmi Jewellers based in Pune.

Founded on the principles of integrity and transparency, Mahalakshmi Jewellers sets itself apart by prioritizing trust-building measures with its clientele. Emphasizing the importance of purity and authenticity in every piece, the business ensures that all jewellery undergoes rigorous hallmarking processes, surpassing legal requirements.



This dedication to quality assurance not only instills confidence in customers but also establishes Mahalakshmi Jewellers as a trusted name in the industry. Moreover, the implementation of a 100% gold buyback policy demonstrates the business's commitment to fair and ethical practices, further solidifying its reputation as a reliable establishment in the jewellery market.

Mahalakshmi Jewellers derives its name from familial tradition, with founder Dhiraj Soni honoring his father Mahindra by incorporating his name into the business. Recognizing the need to modernize the traditional jewellery business model, Dhiraj embarked on a journey to establish Mahalakshmi Jewellers as a contemporary alternative to conventional jewellery stores.



Mahalakshmi jewellery

Departing from outdated practices prevalent in India, the vision for Mahalakshmi Jewellers prioritized offering a diverse range of designs and a customer-centric showroom experience. This endeavor aimed to meet the evolving preferences of modern consumers while upholding the values passed down through generations, resulting in a fusion of tradition and innovation within the jewellery industry.

Dhiraj Soni reflects on his time at Symbiosis College of Arts and Commerce with nostalgia, recalling it as a time filled with both cherished memories and valuable lessons. Despite facing occasional strictness from faculty members, who emphasized punctuality and discipline, Dhiraj found enjoyment in pursuing his interests and engaging in extracurricular activities such as graffiti and trekking.

Overall, his college experience was formative, shaping his personal growth and fostering lasting friendships that would influence his entrepreneurial journey. Mahalakshmi Jewellers currently operates from a single location but has plans for physical and online expansion. However, they have concerns about the risks associated with online businesses, such as potential returns and loss of profit.

Their target market currently focuses on local customers, primarily women, with plans for future expansion into other physical locations. They aim to cater to the preferences and choices of their female customers, recognizing the significance of understanding their needs in the jewellery market.



“We distinguish our product by educating our customers”. The biggest issue Dhiraj is trying to solve is the issue of trust in the jewellery market by ensuring the authenticity of their products through proper hallmarking. They aim to educate customers about the significance of genuine hallmarks, thereby preventing them from being deceived by counterfeit products. Additionally, the startup focuses on building trust with customers by providing transparent information and educating them about jewellery authenticity.

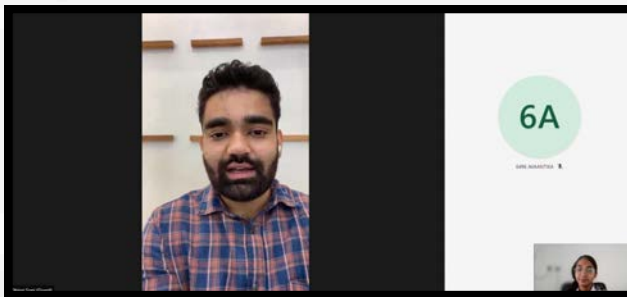
This approach helps in fostering long-term relationships with customers and building a reputable brand known for its trustworthiness and integrity. *“How you interact with customers and convince your customer is not easy, especially when you do not know the business naturally”*.

When asked about his employees, Dhiraj explains that strong communication and marketing skills are essential for the jewellery business. The employees must be comfortable engaging with customers, particularly women, and should possess hospitality skills. Team members were found primarily through referrals and existing connections, with thorough background checks conducted before hiring. “You need to be your own brand.” Dhiraj Soni emphasized that self-improvement should be constant in any area of life.

He also learned the valuable lesson of expecting success slowly and the importance of continuous hard work and improvement in entrepreneurship. He emphasized the significance of family support in pursuing entrepreneurship, despite initial concerns about financial risks. Ultimately, his determination and commitment to success helped win over his family's confidence in his business endeavors.

Dhiraj emphasizes sustainability by implementing environmentally friendly practices in jewellery manufacturing, such as a buyback system for old jewellery and transitioning to electric furnaces. While not directly involved in social initiatives, many customers and associates engage in charitable activities. The company remains open to participating in social causes in the future.

Dhiraj Soni has chosen a very competitive industry such as the jewellery industry and created a successful path for himself in that. Dhiraj has combined his family traditions and customs with modern business practices to create Mahalakshmi Jewellers. His story throws light on how integrity acts as the foundation for a business.



***Interviewer - Barsha Goel with DHIRAJ SONI
(The interview was conducted online.)***

BATCH OF 2017



AEKANSH CHAUHAN

AEKANSH DIGIMAA
OWNER

Offering Comprehensive Digital
Marketing Solutions

Aekansh Chauhan (Batch of 2017) graduated from Symbiosis College of Arts and Commerce and went on to pursue his dream of becoming an entrepreneur who not only solves a single problem but a multitude of problems in various industries through the Aekansh group. Aekansh describes his early college life as the best time of his life. He pursued a Bachelor's in commerce specializing in marketing, which gave him the hard skills to build his first digital marketing startup.

“Diversification allows the startup to provide comprehensive solutions to businesses. Rather than dealing with multiple vendors and managers for different services, companies can rely on a single entity”

Aekansh comes from a business background from Chattisgarh where both his parents are renowned in their fields of business. His business background taught him that the biggest problem businessmen face right now is that one entrepreneur cannot manage all of his business operations. With this knowledge, he decided to create a business model that allows other startups and businesses to implement and operate in a seamless manner.



Aekansh Chauhan with his college friends

He started his business venture Aekansh Digimaa, a solution for a business's digital marketing problems in 2020. With the onset of COVID 19, he saw the boom in e-commerce. He then conceptualized his idea of a cloud kitchen which also received tremendous positive feedback from the customers. After his success in the cloud kitchen, he decided to venture into a printing business. Aekansh then went on to head 13 companies in the span of the next 5 years across various industries from travel to hospitality.

When asked about the name of his startup he explains that "Digimaa" is supposed to be the mother of all digital things and that's how he has positioned his digital marketing company. He credits the idea of his tagline to Symbiosis, as that is where he first heard the phrase,

"People buy brand, not the product."

Aekansh Group has 3 offices in Raipur, Ghaziabad, and Bilaspur. He explains how the Aekansh group prefers remote employees over in-office employees.

He explains how productivity has seen a huge surge in a remote working environment. Aekansh group has over 100 people working remotely. Aekansh describes that the target audience for his business is other businesses themselves. He explains in digital marketing, the same offering is priced differently by different brands.

He wants to eradicate this practice and create an offering that is transparent with their prices and processes and provides the client with the quickest and easiest solution. To solve this problem, Aekansh Digimaa is working on creating an e-commerce platform that carries solutions for different digital issues which the client can customize according to his business.



“Startups should prioritize hiring the right talent, implement policies to reduce turnover, and focus on effective training”

When asked about the biggest problem he has faced in his startup, he explains that in the current market landscape, employment is the biggest problem. Aekansh explains that graduates are now coming into the workplace with just theoretical knowledge, which makes training them even more difficult and costly. When a candidate is hired he goes through an intense period of training, in which the startup has to spend a lot on his training.

Right now, candidates are starting to switch jobs after the training period, which lays waste to all the effort, time, and money that has been invested in his training. To combat this, Aekansh proposes that startups should have a cooling period of 3 months when a candidate decides to leave without any explanation. Aekansh Group is a fully bootstrapped company. Funding, according to Aekansh is a resource that entrepreneurs have easy access to nowadays.

He explains that if a company focuses on the USP (Unique Selling Proposition) of a product and improves its sales based on the USP, the company would never run out of funding. He calls sales the backbone of any company. When sales are working effectively funds would always be available.

Entrepreneurship could be a very intimidating route to take for young people. Aekansh's advice for young entrepreneurs is to not exhaust funds. Spending wisely in a calculated manner means a longer survival of your business. When a business is commenced, one should have the funding for a minimum of one year of operations. When starting a business, the entrepreneur should be his own powerhouse. Aekansh explains how everyone should look for motivation within themselves and keep moving forward. One should keep himself motivated and be their own cheerleader.

“Trust no one and trust everyone”

He also mentions how the people around you could be your greatest strengths and weaknesses. He explains that the feedback from customers is always the best indicator of your product's health. He always believes in taking constructive criticism and helping himself. He also believes that not everyone can be trusted with your business and your instincts are almost always right. Aekansh credits his family for being extremely supportive of his decision to start his own business.

Even though he got mixed feedback from his friends, he continued to venture out in his entrepreneurial journey which ultimately led him to success. His story inspires us in many ways and shows us what it takes for a person to become a successful entrepreneur.



ADVAIT PAWAR

**KINGSABH TRADING
COMPANY**
FOUNDER

Trading Company

BATCH OF 2018

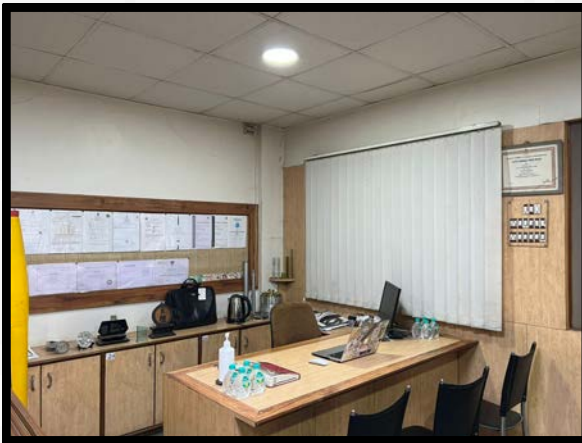
Advait Pawar (**Batch of 2018**), a spirited and down-to-earth entrepreneur, stands as a shining example of resilience and determination, deeply rooted in his journey from our beloved alma mater, Symbiosis College of Arts and Commerce, with entrepreneurship as his specialisation. His venture, 'Kingsabh Trading Company,' is not just a business; it's an evidence of his resolute commitment to turning his dreams into reality, even amidst the storms of uncertainty, such as the COVID-19 pandemic.

Describing Advait as a blend of energy, tranquillity, and talent barely scratches the surface of his character. His passion for exploration and his knack for trading laid the foundation for 'Kingsabh Trading Company' in 2020, nestled in the heart of Pune, Maharashtra. With a dedicated team of 15 to 20 individuals, Advait's venture thrives in the business-to-business (B-B) sector, bridging the gap between enterprises with finesse. But Advait's journey to entrepreneurship wasn't a straight path.



After graduating in 2018, he ventured into the corporate world, gathering invaluable experience over two years. It was this experience that fueled his desire to take the plunge into entrepreneurship, a decision that bore fruit just before the onset of the COVID-19 pandemic. The challenges posed by the pandemic were daunting, but Advait's strategic decisions helped navigate the storm. Operating in the B2B sector proved advantageous, as the company's model didn't rely on stocking products, serving as a conduit between businesses and consumers. Contract-based projects initiated before the pandemic provided a lifeline during the lockdown, allowing the company to weather the storm and emerge stronger.

Reflecting on the experience of being his own boss, Advait admits relishing the newfound freedom and responsibility. *"There's a certain joy in making your own decisions, even if they come with risks."* he remarks, acknowledging the empowering nature of entrepreneurship. The journey, however, wasn't without its hurdles. From building market visibility to navigating competition and addressing accounting issues, every obstacle served as a stepping stone towards growth.



Every challenge, from increasing market exposure to handling accounting concerns and competing businesses, was a step closer to success. His proudest instance? His perseverance and endurance are evident in turning a meagre ₹7000 investment into a profitable business. As an entrepreneur, Advait's journey has shaped him in profound ways. *"It's about being adaptable and persistent."* he says, reflecting on the lessons learned along the way.

The entrepreneurial spirit, he believes, lies in embracing uncertainty and finding opportunities amidst chaos. His advice to his younger self speaks volumes about his humility and wisdom. "Listen to the wisdom of youth," he says with a smile, acknowledging the dynamism of the current generation.

*"Believe in yourself, but also learn from others.
Success is not a solo journey; it's a collaborative effort."*

Looking ahead to the future of Kingsabh Trading Company, Advait is a grounded and humble leader who understands the unpredictable nature of entrepreneurship. "*We take it one day at a time.*" he says, emphasising the importance of adaptability and foresight in an ever-evolving market landscape.

Embracing this mindset, Kingsabh Trading Company is well-positioned to not only survive but also thrive amidst the uncertainties of the future. Breaking the myths of being an entrepreneur, Advait emphasises the importance of self-belief and action. "*The only limits are the ones we impose on ourselves.*" he says, urging aspiring entrepreneurs to embrace uncertainty and take calculated risks. Contrary to popular belief, a day in the life of an entrepreneur isn't all glitz and glamour.

For Advait, it's about finding balance amidst the chaos, from early-morning gym sessions to late-night meetings. "It's about consistency and discipline," he remarks, emphasising the importance of routine and structure in his daily life. Identifying three crucial habits for success—consistency, effective time management, and resilience—Advait offers valuable insights for aspiring entrepreneurs.

Consistency, he says, is all about showing up, and putting in the grind even when the going gets tough. Time, the most valuable resource, needs to be skillfully managed to balance many responsibilities and entrepreneurial DNA is rife with resilience, which turns obstacles into learning opportunities and promotes inventiveness and adaptation.

But perhaps the best part of being an entrepreneur, he says, is the alignment of passion and purpose. "*It's about doing what you love, and loving what you do.*" he remarks with a twinkle in his eye. As the sun sets on a demanding day, Advait seeks refuge in life's little joys—a good workout, a favourite television show, or perhaps a delightful scoop of ice cream. Amidst these simple pleasures, his message for the youth unfolds with a depth that echoes his journey.

"Dreams are not just dreams; they're possibilities waiting to be realised." he says, with sincerity in his voice. His message is more than an advice; it's a heartfelt call to embrace the boundless potential within, never relinquishing the pursuit of what sets their souls on fire. Advait Pawar's path is a story of resiliency, determination, and unshakeable faith in oneself, and it speaks more to the human spirit than it does to business success.



He is a representative of the principles that our college upholds, demonstrating that anything is achievable with drive, determination, and humility.



HARI BANSAL

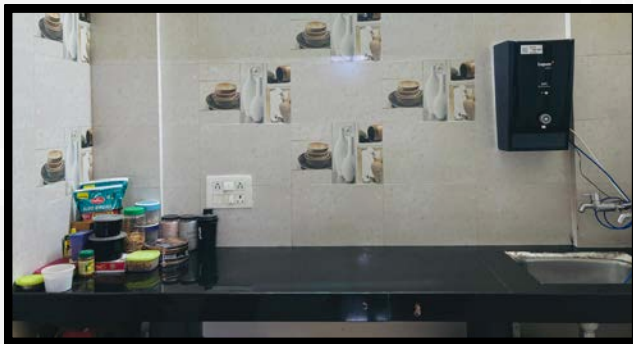
SAFFRON FOODS
FOUNDER

Tiffin Delivery Services

BATCH OF 2020

In the vibrant city of Pune, where college students hustle through the bustling streets of Gokhale Nagar, a unique food service named Saffron Foods has emerged as a solution to the age-old problem of quality and affordable meals, and behind it is a man with a dream and a taste for success – meet Hari Bansal (**Batch of 2020**), the visionary behind Saffron Foods, a business that revolves around food.

Hari Bansal, a graduate from Symbiosis College of Arts and Commerce, and his partner Vimal, both Mcom students, embarked on this entrepreneurial journey to redefine the food experience for students and working professionals alike. Hari Bansal, drawing from his experience as an analyst at Northern Trust, identified a common challenge faced by students and professionals in Gokhale Nagar – the lack of accessible, delicious, and budget-friendly food.



Old Saffron foods kitchen

This realisation, coupled with the entrepreneurial spirit of Vimal, his partner, led to the birth of Saffron Foods. The unique name, Saffron Foods, has a patriotic touch inspired by the saffron colour in the Indian flag. This idea was given by Vimal, reflecting their commitment to offering a distinct and memorable food experience. Currently operating from a single outlet, Saffron Foods plans to expand its reach by opening another outlet in Kothrud.

The focus is on strengthening the internal infrastructure, hiring more chefs, and optimising logistics to maintain the quality, taste, and timely delivery that their customers have come to expect. Saffron Foods predominantly targets college students, considering its location in proximity to educational institutions like BMCC, FC College, and Symbiosis.

Their marketing strategy initially involved a word-of-mouth approach, with a unique offer to try their food via WhatsApp, gradually expanding their customer base from 20 to over 100 within a short span! Their journey wasn't without hurdles. The primary challenge in the food industry, as per Hari Bansal, lies in retaining skilled chefs. Losing a chef meant a potential shift in taste, which is a critical factor for a food-based business.



Saffron Foods tiffin

However, Saffron Foods overcame this challenge through trial and error, finally establishing a reliable team of chefs. Success for Saffron Foods, according to Hari Bansal, is not just financial. While profitability is crucial, the true measure lies in providing quality, tasty, and budget-friendly food. The vision for the future involves expanding their capacity to serve over 300 customers without compromising on the values that define Saffron Foods.

One of the most memorable moments for Saffron Foods was transitioning from personally delivering tiffins to implementing a sustainable food packaging solution. The company opted for a slightly costlier option, a Rs. 10 box that is food grade approved and microwave-friendly, prioritising both customer safety and environmental sustainability.



Company Logo

According to Hari Bansal

“To earn money, you have to be shameless”

Whether working as a delivery person or starting a small business, overcoming the fear of judgement is crucial.

He encourages aspiring entrepreneurs to take ownership, work hard, and not be deterred by societal expectations. While pursuing entrepreneurship, Hari Bansal plans to join Deloitte to broaden his network and seek more opportunities. His family, rooted in business, supports his decision to explore different avenues and acknowledges the importance of multiple income streams. The inspiration for Hari Bansal stems from his cousin, who exemplified dedication and hard work. Reflecting on his college life at SCAC, Hari expresses appreciation for the valuable memories created during his first year.



New Saffron Foods kitchen

Hari Bansal's advice to upcoming entrepreneurs is simple yet powerful –

“Keep working hard and don't give up.”

WEEK 1		
Monday	Tuesday	Wednesday
Breakfast	Breakfast	Breakfast
Idli	Idli	Idli
Chapati	Chapati	Chapati
Lunch	Lunch	Lunch
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Dinner	Dinner	Dinner
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Thursday	Friday	Saturday
Breakfast	Breakfast	Breakfast
Idli	Idli	Idli
Chapati	Chapati	Chapati
Lunch	Lunch	Lunch
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Dinner	Dinner	Dinner
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Sunday		
Idli		
Chapati		

WEEK 2		
Monday	Tuesday	Wednesday
Breakfast	Breakfast	Breakfast
Idli	Idli	Idli
Chapati	Chapati	Chapati
Lunch	Lunch	Lunch
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Dinner	Dinner	Dinner
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Thursday	Friday	Saturday
Breakfast	Breakfast	Breakfast
Idli	Idli	Idli
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Rice	Rice	Rice
Dinner	Dinner	Dinner
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Sunday		
Idli		
Chapati		

WEEK 3		
Monday	Tuesday	Wednesday
Breakfast	Breakfast	Breakfast
Idli	Idli	Idli
Chapati	Chapati	Chapati
Lunch	Lunch	Lunch
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Dinner	Dinner	Dinner
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
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Breakfast	Breakfast	Breakfast
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Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Dinner	Dinner	Dinner
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Sunday		
Idli		
Chapati		

WEEK 4		
Monday	Tuesday	Wednesday
Breakfast	Breakfast	Breakfast
Idli	Idli	Idli
Chapati	Chapati	Chapati
Lunch	Lunch	Lunch
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Dinner	Dinner	Dinner
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Thursday	Friday	Saturday
Breakfast	Breakfast	Breakfast
Idli	Idli	Idli
Chapati	Chapati	Chapati
Lunch	Lunch	Lunch
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Dinner	Dinner	Dinner
Chapati	Chapati	Chapati
Chickpea Curry	Chickpea Curry	Chickpea Curry
Butter Beans	Butter Beans	Butter Beans
Vegetable Curry	Vegetable Curry	Vegetable Curry
Rice	Rice	Rice
Sunday		
Idli		
Chapati		

4 week menu

He shares his experience of facing moments where quitting seemed like an option but emphasises that persistence through challenges is the key to success. After looking at Hari Bansal and the journey of Saffron Foods, we realise that successful people aren't gifted. They work hard and succeed on purpose. Hari Bansal and Vimal have turned a simple idea into a thriving business, demonstrating that with determination and the right values, even a small food venture can make a significant impact.



Hari Bansal in Symbiosis College of Arts and Commerce



**SPECIAL
FEATURE**



DR. MRS. SWATI DIXIT

OJASYA PURIFIERS
CO - FOUNDER

Former Professor at Symbiosis
College of Arts & Commerce

Dr. Swati Dixit, a retired professor from Symbiosis College of Arts & Commerce, with a background far from the world of entrepreneurship, decided to embark on a journey that would redefine her purpose. The story begins with a strong desire to improve environmental well-being and develop a product that stands out for its purity and actively promotes sustainability.



Her journey starts in the peaceful simplicity of a tiny town rather than the busy world of commerce. Dr. Swati grew up in a place where opportunities were scarce. She learned the value of hard work and dedication at a young age. Coming from a rural area with no inspiration or direction, she reflects on the challenges of her past in contrast to the smart and driven younger generation.

After retiring from her profession as Head of Dept. of Geography, Dr. Swati's career took a turn. Instead of relaxing and enjoying her retirement, she set out on a quest driven by her deep desire to make a profound effect on the environment. Dr. Swati humbly reflects on her decision to collaborate with Shivam Sharma, a young and technically sound mind. Despite the generational gap, the partnership is unified by their commitment to environmental preservation.

This partnership represents a harmonious collaboration of historic values with contemporary approaches in the search for a sustainable future, as well as bringing together the wisdom of experience and the ingenuity of youth.



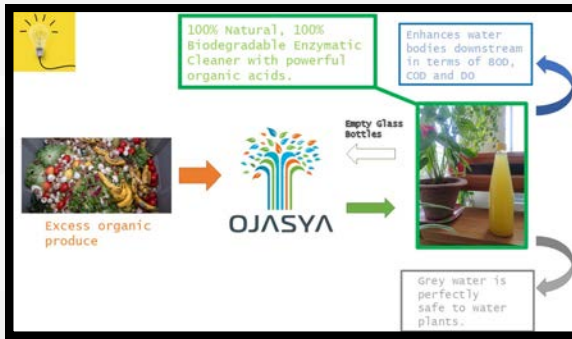
Ojasaya stall at SCAC's startup fest

“Let’s do something for nature,” she shares. This sentiment serves as the compass guiding Ojasaya's journey. Ojasaya, a name resonating with purity and vitality, set out to lessen pollution in the environment especially in waterways. Dr. Swati's team faced various challenges, from limited funds to scepticism about the acceptance of their unconventional products. Despite these challenges, they have prioritised lab work and quality to improve their products.

In the early days of their business, a small group of microbiologists would work relentlessly to raise the calibre of the products. Dr. Swati's story demonstrates her humility as she admits the difficulties her startup has faced. She admits that they are not yet established in the market, highlighting the harsh reality of being a small player in a vast industry.

Yet, Ojasaya carries a unique selling proposition — a 100% natural product. Dr. Swati's dedication to purity, devoid of artificial colours or synthetic chemicals, sets her brand apart in a market crowded with seemingly similar offerings. As the conversation unfolds, Dr. Swati recounts the memorable milestones that marked Ojasaya's journey.

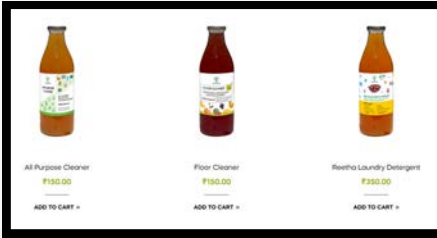
The first victory occurred when surprise met scepticism, when people were doubtful about the response as the product did not look colourful and fragrant, however, within days, phone calls began pouring in, with customers praising the product's purity. Dr. Swati modestly declares it as the company's first small milestone. The story takes a fascinating turn when Dr. Swati divulges an unexpected discovery from a lab.



One of the most profound moments was when a laboratory director commended them, for their product being equivalent to antibiotics level efficacy in eliminating harmful bacteria. Dr. Swati acknowledges the efficiency of her product as she demonstrates her sincere amazement at every small victory. Even while these victories are significant, they are only stepping stones in her journey, giving her confidence and reaffirming that they are on the right track.

They are steadfast in their dedication to developing a product with a purpose for an environmentally friendly and sustainable future. Dr. Swati shared her startup's struggles and successes, revealing the intricacies associated with the new business. A comprehensive approach to sustainability is demonstrated by Ojasaya's dedication to use waste materials for production, reusing water, and creating eco-friendly packaging made up of pure natural ingredients that are biodegradable.

Dr. Swati emphasised that they never compromise on purity and only use natural ingredients, avoiding artificial colours, fragrances, or synthetic chemicals. Ojasaya faced difficulties at first due to being seen as a threat by other businesses, highlighting the challenges faced by startups without a traditional business foundation. When it comes to scalability, Dr. Swati provides a workable solution. The route includes joining an incubator, utilising government programs, and establishing satellite production facilities.



Ojasya hygiene products

As part of their marketing strategy, they are very careful to highlight the negative impacts of using traditional cleaners and to present Ojasaya as the pinnacle of purity.

Technology is a key component of Ojasaya's activities and is a valuable ally in her business operations. From customised management software streamlining internal processes to technology-based machines in manufacturing, Dr. Swati recognizes the important role of technology.

Yet, she modestly expresses the need for a stronger online presence and advertising, recognizing the gap in the social platform domain. Dr. Swati has embarked on an entrepreneurial journey, which involves overcoming various challenges such as raising awareness, securing funding, breaking into the market, and sourcing raw materials.

Ojasaya is facing the significant challenge of raising awareness about the harmful chemicals present in conventional cleaners, which is crucial to achieving its goal. To bridge this awareness gap, Ojasaya conducts several workshops and reaches out wherever there is an opportunity. As the conversation turned towards advice for aspiring entrepreneurs, Dr. Swati shared some profound words. Based on her journey, she emphasised the importance of continuous learning and gaining hands-on experience.

"I strongly feel that I'm very honest with my efforts and my intentions are correct, if not today, definitely tomorrow I shall succeeded. "

The challenges faced by Ojasaya are not concealed; they are acknowledged with humility. The initial lack of support, the struggle for funds, and the uphill battle to create a market presence are all part of their narrative. Yet, amidst these challenges, Dr. Swati and her team have found opportunities—to educate, to innovate, and to contribute to a greener, healthier world.



Dr. Swati Dixit's story stands out in the vast fabric of entrepreneurial tales not for its grandeur but for its modesty. Her story demonstrates the value of lifelong learning, authenticity, and a steadfast dedication to a purpose.

Through Ojasaya, Dr. Swati has built more than simply a company; she has established a legacy that respectfully recognizes each accomplishment, values each teaching, and quietly but resolutely advocates for sustainability. Ojasaya is not just a startup; it is a movement, a commitment to environmental consciousness and sustainability.

Indradhanu

Endeavour to promote art entrepreneurship



Almost everything around us has been inspired by an artist's imagination. Artists and creative thinkers are the people who possess the power to bring about a change, to bring about a revolution. If provided with the correct platforms and the required exposure, artists can break the boundaries and reach greater heights. This is exactly our aim for Indradhanu.

Indradhanu, organized by the Centre for Innovation and Entrepreneurship every year aims to give a platform to the budding artists of our college and promoting art entrepreneurship. Indradhanu intends to provide the artists with an opportunity wherein they have the freedom to explore all of their creative capabilities and passion and at the same time, grant them access to the required tools and knowledge to convert their passion into business. With the exposure that the students receive at Indradhanu, they are able to have first-hand experience of navigating their way through the world of entrepreneurship in general. In the year 2023-24, Indradhanu was graced by Mr. Charuhas Pandit, well known Cartoonist and Graphic Designer.

Startup Fest

Endeavour to promote startup mindset



The Start-up fest, organised under SymBiz brought together 21 different startups focused on a variety of different fields.

The event witnessed enthusiastic participation from students, faculty, and visitors with an interest in entrepreneurship and students exploring the potential of millets. This audience actively engaged, learning about the health benefits and environmental advantages of incorporating millets into our diets, among other things. By raising awareness and fostering connections, the Startup Fest successfully inspired attendees to consider the exciting possibilities of entrepreneurial businesses, contributing to a more sustainable future for the country. Recognizing the event's success, the Centre for Innovation and Entrepreneurship plans to make the Startup Fest an annual tradition, aiming to expand its reach and address logistical challenges to accommodate a growing number of participants in the years to come.

This fest was organised in collaboration with incubators- SCIE, BHAU Institute & TIE.

Project Campus Entrepreneur

Pre-Incubation Program



Project Campus Entrepreneur is a comprehensive 45-hour pre-incubation program specifically designed to foster and support the entrepreneurial spirit of young, ambitious individuals with innovative ideas. The program provides a unique platform for students to explore and cultivate their entrepreneurial talent and serves as a launching pad for them to convert their business ideas into tangible products or services.

Through this program, budding entrepreneurs receive essential guidance from industry specialists and seasoned experts from the startup eco system who provide invaluable insights and support. These experts guide students through the challenging business environment and give them the tools and resources they need to be successful. Thanks to their vast experience and knowledge.

Moreover, the program guides students on the path to developing and launching their startup businesses directly on campus. By doing so, it not only helps students to bring their ideas to life but also contributes to the growth and development of the broader campus community.

'Experiment to experience.'

Glimpses



Digital Inauguration of the Entrepreneurship, Employability and Career Hub at Symbiosis College of Arts and Commerce, Pune



Startup Arena: Solutions to problems workshop



Indradhanu: Art and Craft Festival- Promoting Art Entrepreneurship



Visit to Suhana Masala Factory



Visit to Chitale Bandhu Mithaiwale Industry

Glimpses



Vyapaar Vichar: Inter-Collegiate Commercial Business Plan Competition



Visit to Malas Food Processing Industry



Quinnovation - Entrepreneurship Quiz



Young Pioneer: National Level Business Plan Competition



Participation in Flea Market



Symbiz - Startup Fest

Glimpses

Inter-collegiate achievements



**Debate and Business plan competition
1st and 2nd positions**



**Synopia- Business plan competition
2nd position**



**Pitch palette competition
2nd Position**



**TIE National Level B Plan Competition 1st
runner up - Akshat Bhatia**



**Participation in Flea Market at
Kalagram Exhibition**



Flea Market in another college

Symbipreneurs - The team





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