



HSNC UNIVERSITY, MUMBAI

(A State Public University)

OCEAN OF OPPORTUNITIES

Internship, Placement and Entrepreneurial Journey Report



Through inspiring profiles and comprehensive data, we witness the transformative power of our students seizing opportunities in the ever-changing landscape of career development.

ABOUT HSNC UNIVERSITY

HSNC University, Mumbai, formed under the Maharashtra Public Universities Act, 2016, is a Cluster University composed of HR College of Commerce and Economics, Kishinchand Chellaram College, and Bombay Teachers' Training College. These A Grade institutions, recognized by NAAC, boast a stellar reputation nationally and globally, serving as exemplars within the Hyderabad (Sind) National Collegiate Board. Through innovative academic and research endeavors, they continually adapt their curriculum to meet dynamic educational needs, fostering industry-academia collaborations and international ties for experiential learning.

This transformative initiative, driven by RUSA and supported by the Government of Maharashtra and India, aims to address deficiencies in the traditional university model. The Cluster University empowers institutions like HR, KC, and BTTC to pioneer curriculum reforms, offering greater autonomy in syllabus design to align with contemporary, interdisciplinary standards on a global scale. Graduates benefit from extensive employment and higher education prospects, with leading industries and organizations regularly recruiting from these prestigious colleges, shaping influential alumni networks both nationally and internationally.

MESSAGE FROM

DR. NIRANJAN HIRANANDANI,
PROVOST OF HSNC UNIVERSITY:



Dear Students, Faculty, and Stakeholders,

As Provost of HSNC University, I am thrilled to witness the strides we are making towards academic excellence and innovation. With the Honorable Governor of Maharashtra as our Chancellor, our university is committed to fostering a dynamic environment where creativity thrives and ideas flourish. Our recent initiatives, such as the Kalpana Incubation Center and the Kalpana Ideation Competition, underscore our dedication to nurturing entrepreneurial talent and driving innovation.

I am confident that with our collective efforts, HSNC University will continue to inspire and empower generations of students to become leaders in their fields. Together, let us embrace the spirit of collaboration and entrepreneurship as we shape a future filled with boundless possibilities.

Warm regards,

Dr. Niranjan Hiranandani
Provost, HSNC University

MESSAGE FROM

PROF. HEMLATA K. BAGLA, VICE CHANCELLOR OF HSNC UNIVERSITY:



Dear Members of HSNC University, Mumbai,

In my capacity as Vice Chancellor, I am honored to lead our institution towards a future characterized by academic excellence, innovation, and societal impact. HSNC University, Mumbai, under the guidance of our esteemed Chancellor and Provost, embodies a spirit of collaboration and progress that serves as a beacon for higher education. Our steadfast commitment to providing students with a transformative educational experience remains unwavering, and I am proud of the significant strides we are making in this endeavor.

Through initiatives such as the Kalpana Ideation Competition and our strategic focus on forging partnerships with industry leaders, we are equipping our students with the skills and knowledge necessary to excel in an ever-evolving landscape. Let us continue to push the boundaries of knowledge, foster a culture of creativity, and empower our students to emerge as the leaders and innovators of tomorrow.

Warm regards,

Dr. Hemlata K. Bagla
Vice Chancellor, HSNC University, Mumbai

MESSAGE FROM

DR. PARAG GIDE, DIRECTOR,
BOARD OF INNOVATION INCUBATION LINKAGES
AND PLACEMENTS:



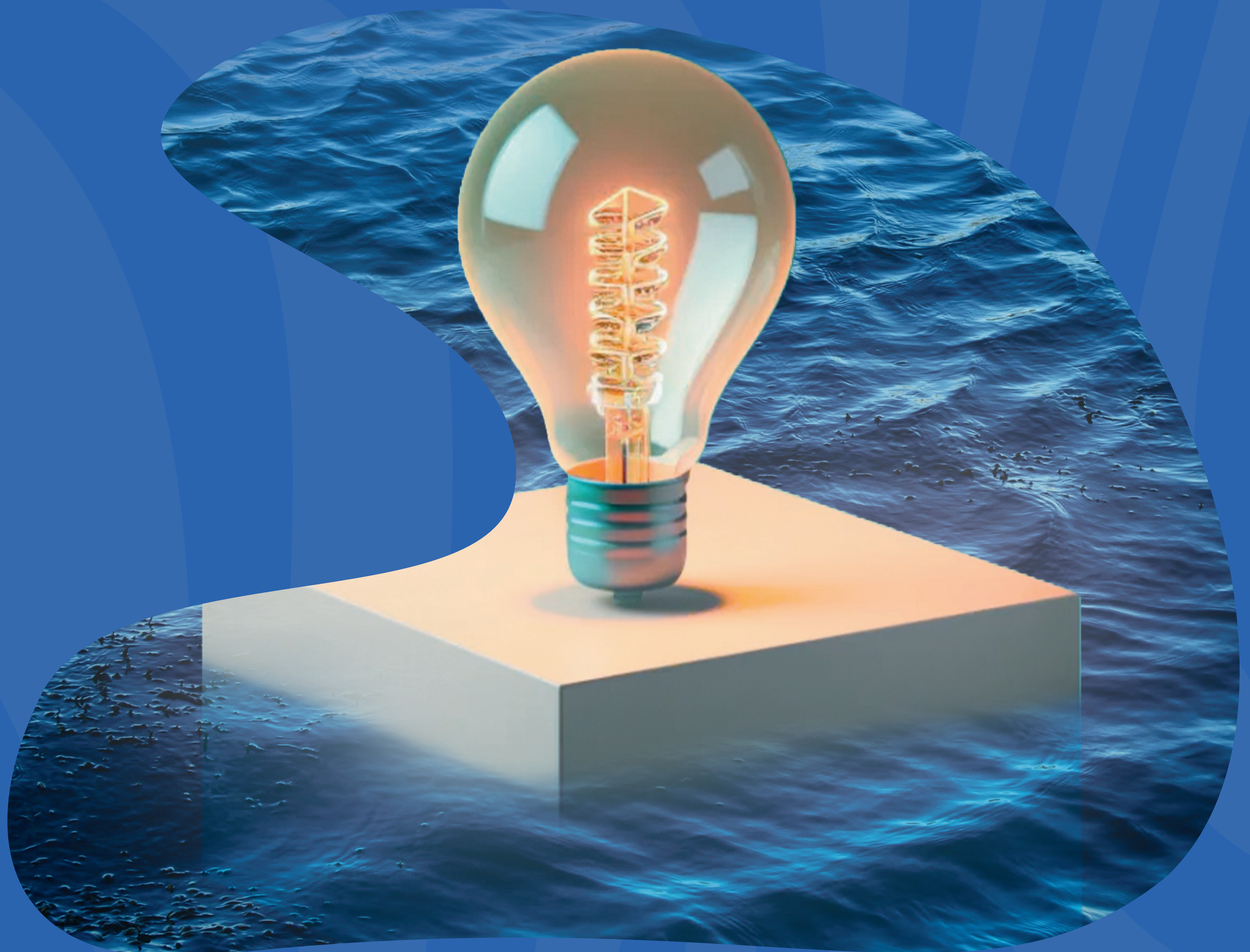
As the Director of the Board of Innovation Incubation Linkages and Placements overseeing Kalpana, I am excited about nurturing innovation and talent within our entrepreneurial community. We aim to provide students with the resources and support to turn their ideas into successful ventures. Kalpana stands as a beacon for aspiring entrepreneurs, offering a supportive environment for creativity and innovation. We believe Kalpana will become a launchpad for many successful enterprises in the future.

Warm regards,

Dr. Parag Gide,
Director, Board of Innovation Incubation Linkages and Placements

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KALPANA INCUBATION CENTRE:

Established under the Board of Innovation, Incubation, Linkages, and Placements of HSNC University, Kalpana Incubation Centre is a hub for fostering innovation and nurturing entrepreneurs. It offers resources, mentorship, networking, and infrastructure to help start-ups flourish. Kalpana aims to build a dynamic community of entrepreneurs, mentors, investors, and industry experts. It provides co-working spaces, prototyping facilities, legal and financial support, and access to funding opportunities. Through events and networking sessions, it facilitates collaboration and partnership within the entrepreneurial ecosystem.

THE KALPANA IDEATION COMPETITION

**HSNC UNIVERSITY, MUMBAI**
(A State Cluster University)
H.R. COLLEGE | K.C. COLLEGE | B.T.T. COLLEGE

The Board of Innovation, Incubation, Linkages and Placements of HSNC University, Mumbai Presents:

KALPANA
INNOVATION IDEATHON 2023 | PHASE 1
कल्पना

A platform for young dreamers to showcase their ideas as solutions to global problems.

For Who?

Students from constituent schools and colleges of HSNC University and colleges managed by HSNC Board. Participation can be individual or in teams of up to five students.

WHEN AND WHERE

September 14th | Room 402
HSNC University, Mumbai 47, Dr. R. G. Thadani Marg, Worli, Mumbai 400018

PRIZES

The top five teams will receive certificates and an opportunity to become incubates in the HSNCU Spark Innovation and Incubation Centre.

NOTE


Each individual participant or team will have 15 minutes to present, followed by a 10-minute question and answer session.

Competition Format:

1. The problem addressed by the business idea.
2. The uniqueness or novelty of the proposed solution.
3. Supporting points indicating idea's potential for success.
4. The target consumers and potential challenges.
5. The future prospects and next steps.

[CLICK HERE TO REGISTER](#)

Last date for sending entries is September 10th 2023.



HSNC University, Mumbai
47, Dr. R. G. Thadani Marg, Worli, Mumbai - 400 018

KALPANA
INNOVATION IDEATHON 2023 | PHASE 1
कल्पना

**HSNCU SPARK INNOVATION AND INCUBATION CENTRE**

PROGRAM SCHEDULE
THURSDAY 14TH SEPTEMBER 2023 | ROOM 402

Time	Activity	
9:45 am	High Tea	
10:00 am	Inauguration and Lighting of Lamp	
10:05 am	Introduction of Kalpana - Innovation Ideathon 2023 by Dr. Parag Gide	
10:10 am	Opening Remarks by Prof. Hemlata K. Bagla Hon'ble Vice-Chancellor, HSNC University, Mumbai	
	Introduction of Judges by Mr. Mikhil Muthreja	
	Mr. Shriram Singh , Zonal Head, Emkay Wealth Management, Mumbai	
	Mr. Nitin J Parab , Ex- Chairman of the MSME Committee at Maharashtra Chambers of Commerce, Industry and Agriculture (MCCIA)	
	A.L. Sundaresan , Senior Relationship Manager, Corporate Banking.	
Time	Entries	Topic
10:20 am	Team - 1 • Mr. Sarvesh Kandu	Packaging of liquid medicines.
10:50 am	Team - 2 • Mr. Prajapati Vivek	Patient Doctor Data Management System
11:20 am	Team - 3 • Mr. Zulfikar Syed	PKGC
11:50 pm	Team - 4 • Mr. Naina Abichandani • Mr. Aditya Mangaldas	RiseLocal: Empowering Villages, Fueling Dreams.
12:20 pm	Team - 5 • Mr. Suhaneef Bafna	Anisue
12:50 pm	Team 6 • Mr. Nisa Shah	Genetic Testing And Personalized Services
1:20 pm	Lunch	
2:00 pm	Team - 7 • Mr. Deeksha Agarwal	Contraceptives
2:30 pm	Team - 8 • Ms. Khushi Randeria • Ms. Ashwini Pillai • Ms. Sejal Jain	Solstice - Smartwatch connected with an AI-Integrated App (Mental Health Industry)
3:00 pm	Team 9 • Mr. Krishi Budhwani	Indus: The Export Revolution
3:30 pm	Team 10 • Mr. Sudhanshu Sahu	MSME and It's contribution
4:00 pm	Team 11 • Mr. Raghendra Singh	Career Compass: Navigating Life's Crossroads with Informed Guidance
4:30 pm	Closing Remarks by Judges	
4:45 pm	Announcement of Result by one of the Judges	
5:00 pm	Vote of thanks by Dr. Parag Gide	
5:05 pm	National Anthem	

HSNC University, Mumbai 47, Dr. R. G. Thadani Marg, Worli, Mumbai - 400 018

The Kalpana Ideation Competition, initiated by Dr. Hemlata Bagla, Vice Chancellor of HSNC University, serves as the first step for enterprises from idea to business. In its first stage held on September 14, 2024, 11 teams from HSNC University and affiliated colleges presented their ideas to judges from prominent organizations.

They presented their business ideas to a panel of judges – Mr. Shriram Singh, Zonal Head, Emkay Wealth Management and Mr. A. L. Sundaresan, Sr. Relationship Manager, Corporate Banking. Five teams were selected to participate in the second stage of Kalpana.

The competition started with the lighting of the lamp followed by Welcome address by Dr. Hemlata Bagla, Hon. Vice Chancellor, HSNCU. After the introduction and felicitation of judges, the participating teams presented their ideas. Each presentation of around 20 minutes was followed by a questions round by the judges. After all the presentations were done, the judges addressed and motivated the participating teams. Finally, five teams were selected for participation in the second round of Kalpana to be arranged in April 2024. The Vote of Thanks was delivered by Dr. Parag Gide, Acting Director, BIILP, HSNC University. The entire competition was anchored by Mr. Mikhil Muthreja, HSNCU.

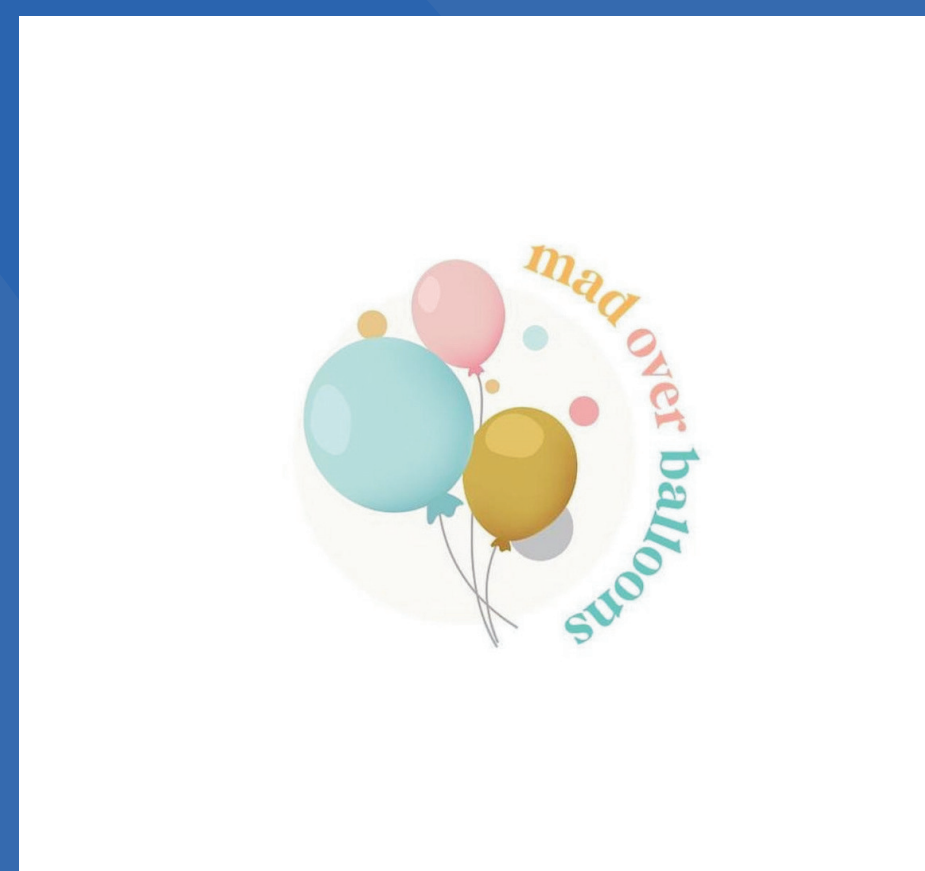


FIVE TEAMS WERE SELECTED FOR THE SECOND STAGE.

NAME OF TEAM LEADER	IDEA	COLLEGE/ SCHOOL
Mr. Sarvesh Kandu	Packaging of liquid medicines	Dr. L. H. Hiranandani College of Pharmacy, Ulhasnagar
Mr. Vivek Prajapati	Patient Doctor Data Management System	Dr. L. H. Hiranandani College of Pharmacy, Ulhasnagar
Ms. Naina Abichandani	RiseLocal: Empowering Villages, Fuelling Dreams	D. M. Harish Law School, HSNCU
Ms. Nia Shah	Genetic Testing and Personalized Services	KC College
Ms. Khushi Randeria	Solstice – Smartwatch connected with AI Integrated App	KC College



FEATURED ENTREPRENEURS



1 AARTI TRIKANNAD

Aarti Trikannad, the founder of Unsquare productions, believes that the job of a filmmaker is challenging and engaging at the same time. However, if a filmmaker learns to relish these challenges while fulfilling their duties, success is bound to follow. Aarti's journey as a filmmaker has not been without its hurdles. She sets herself up to be the perfect idol for those who are ardent about filmmaking.

The qualities of persistence, hard work, creativeness, passion and commitment have enabled her to become adept not only at her role as a filmmaker but also as an entrepreneur. It was not easy for her to adjust to filmmaking as a profession initially as she did not have any contact which she could have used to draw favours from the industry.

She remembers how she used to like telling stories through pictures since childhood. Aarti studied at K.C. College from 2013 to 2016, pursuing her undergraduation in mass communication and media studies. While pursuing a Master's degree in cinematography, she enjoyed her training and internships in creating movies. For being an entrepreneur, she believes that one does not need to be out of the box, what matters is how one sells, performs and works. With this mindset, she creates a confident mood for herself, which helps overcome any obstacle that occurs in her way.



It is very insightful and commendable to know that she fought and stood for herself in a field of work where the dominance of the male gender is visible. At such an early age she is getting recognised in OTT platforms across the world. She has undertaken projects both in Dubai and India. Aarti is known to take challenges and excel at everything she does.

During her college days, she was an expert at chess. Like the male dominated career she is now excelling at, she fought a similar battle while she used to play chess during her college days. She competed with mens' teams and became champion in the general chess league.



2 ALEENA GANDHI

Aleena Gandhi founded Social Media Dissect in 2018. During her time in college, she wrote a book called 'The Switch'. By the age of 16, she had learnt the art of proofreading, content writing and book writing. She studied at K.C. college from 2013 to 2017, pursuing Bachelor's degree in Arts and did her specialization in English Literature which helped her gain a substantial amount of knowledge about various styles of writing that she applied while working on the book.

Aleena pursued numerous internships during her time in college. Her first assignment was at a digital marketing agency in their department of social media. In those 2 years she enhanced her experience in this line of work and decided to move on to start her own business. Initially, her business consisted of an Instagram page that used to bring a number of brands together by conducting thorough research about them. She and her team at Social Media Dissect realised that there was a vacuum in the digital marketing space, which provided them the impetus to establish a mechanism that would give information about the happenings of the marketing industry in one place. They started working on solving a lot of problems like plagiarism, which are still rampant in the Indian digital marketing sector, along with simultaneously building a community of people who were interested in marketing. In three and a half years, they have expanded Social Media Dissect by adding two new wings - one being the Publications wing and another being the Social Media Marketing wing.



A popular misconception about marketing is the lack of decent salaries. However, Aleena maintains that if the person is skilled enough they can and should demand a fair price for their services.

It is also key to establishing a healthy work-life balance to avoid burnout. Presently, Social Media Dissect is focusing on the Web 3.0 digital revolution by working on projects which involve NFTs.

Her message to young entrepreneurs is to never be afraid of failure. An entrepreneur must always take risks and surround oneself with a non-judgemental group of people.



3 AMI BHANSALI

Ami Bhansali, the founder and CEO of Chai Diaries, has thus appreciated the real essence of tea and established her brand of speciality organic and conventional tea.

She is a powerful woman entrepreneur demonstrating success in launching her consumer brand and scaling its growth, both nationally and internationally. Taking in on the childhood nostalgia she had from her summer holidays spent in her grandfather's tea plantations in Nilgiris, she realised her dream in New York City and started Chai Diaries in 2013.

Ami studied at K.C. College from 2001 to 2004, pursuing her undergraduation in Mass Media-Advertising.

The knowledge and the skills she gained during this time has helped her immensely in her entrepreneurial journey. In 2010, she moved to the USA and started by taking short term courses about starting a new business, integrated marketing, and public relations from the NYU School of Professional Studies. While at NYU SCPS, one of the courses needed her to present a business idea, for which her team worked on Chai Chart Concept, and then there was no going back!

Chai Diaries is all about clean ingredients and providing a superior tea experience. The aim is to provide "comfort in a cup" which allows the consumer to reconnect with themselves in those precious moments of silence while the tea is brewing.



The Next 1000 List, which has been created to shine a light on the entrepreneurial heroes and small businesses of America, has included Chai Diaries in its listings, a glorious feat Ami is proud of. Her focus is now growing her brand in retail stores across all states in the USA.

She takes delight in exclaiming that she has learnt about business not from an MBA course but from working in the real life business world, networking and handling rejections. The biggest life experience she credits to Chai Diaries is teaching her independence. It gave her the courage to pursue her passion, the perseverance to start ground up and live in a new country among strangers



4 AMRUTA VIBHUTE

Amruta Vibhute is the founder of the personalised gifting company Décor Mystic. They exhibit a wide variety of unique handmade home décor products like dreamcatchers, wall hangings, artefacts, calendar embroiderers which are custom-made according to the demands of the customers. Their best selling product across various platforms like Snapdeal, Amazon and their website are customisable embroidery hoops and 3D Frames.

She has been very passionate about art, craft and creativity since childhood. Amruta studied at K.C. College from 2016 to 2019 pursuing her undergraduation in financial markets.

The exposure she got as a student at K.C. College helped her develop entrepreneurial skills and made her into the confident person she is today. The Covid pandemic era made everyone come to terms with the fact that tomorrow isn't guaranteed. Thus, she decided to transform her passion into a business and fulfil her dream of being an entrepreneur. She started off by making a few dream catchers and uploading them on her WhatsApp Status. She was overwhelmed to see the great response from her customers as within 2 days all of them got sold.

She repeated the process and gradually, over the span of a month her business started getting even more popular and scaled new heights.



Being the first entrepreneur in her family, as exciting it might sound, came with its own set of challenges. Initially, her parents were a bit reluctant and could not support her, but as the business started growing, her father saw its potential and encouraged her. Furthermore, sourcing raw material at an affordable price during the lockdown proved to be an uphill task.

Such was her dedication that she started watching videos and reading books to learn more about entrepreneurship. Having tried that out, she does admit that real knowledge of managing a business comes from experience. Looking forward, she now wants to convert her venture into a full fledged gifting company and wants her products to reach every household in the country. On a parting note, she advises the aspiring entrepreneurs to believe in themselves and follow their passion, so that no challenge that lies in their way can demotivate them.



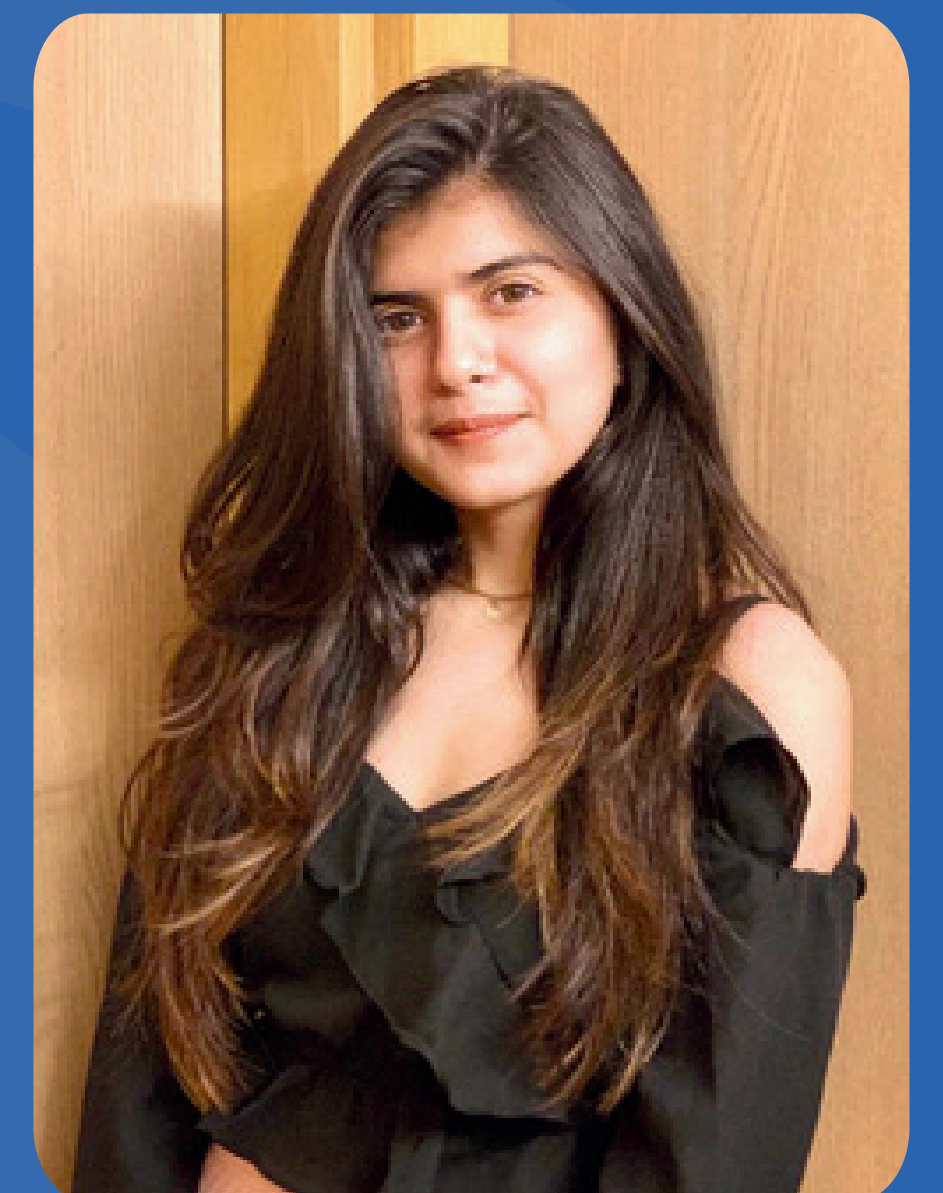
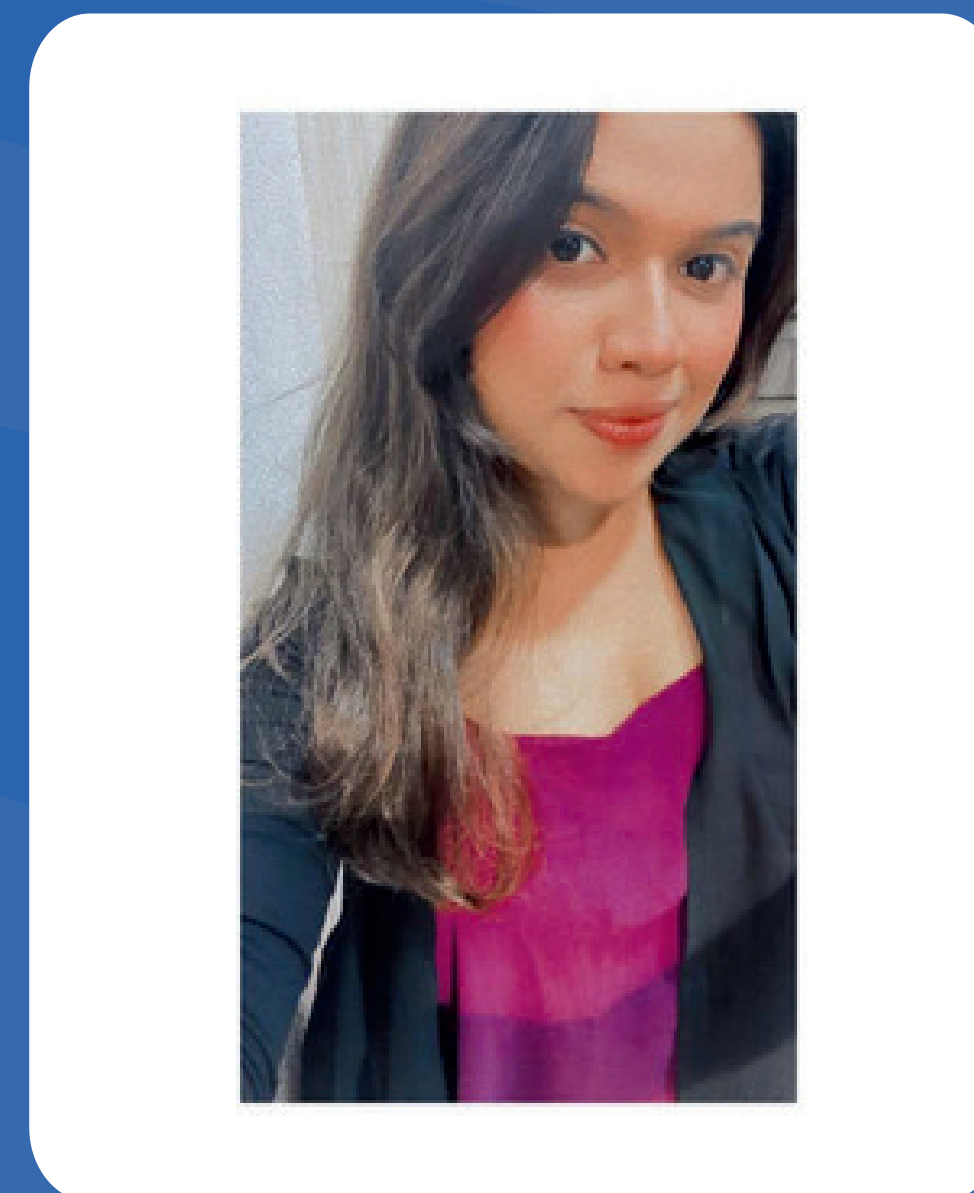
5 ANAM AND NIHARIKA

Social media has become an extremely important aspect of everyone's lifestyle. As such, it allows businesses to purposefully engage with the target audience. However, in order to maintain such a relationship with the target audience through social media, one must possess the required influencing and marketing nous.

Owing to their thorough knowledge of the various nuances of digital marketing, Anam Tyrewalla & Niharika Abhyankar have together built an establishment based on influencing the targets of their clients through social media. They are also renowned for their efficient handling of the social media accounts of many known firms and businesses.

Anam and Niharika studied at K.C. College from 2017 to 2020, pursuing their undergraduation in mass media and advertising. During their third year in the BMM course when they were looking for internships together, they realised they needed to sustain themselves with their own pocket money. That is how their journey began.

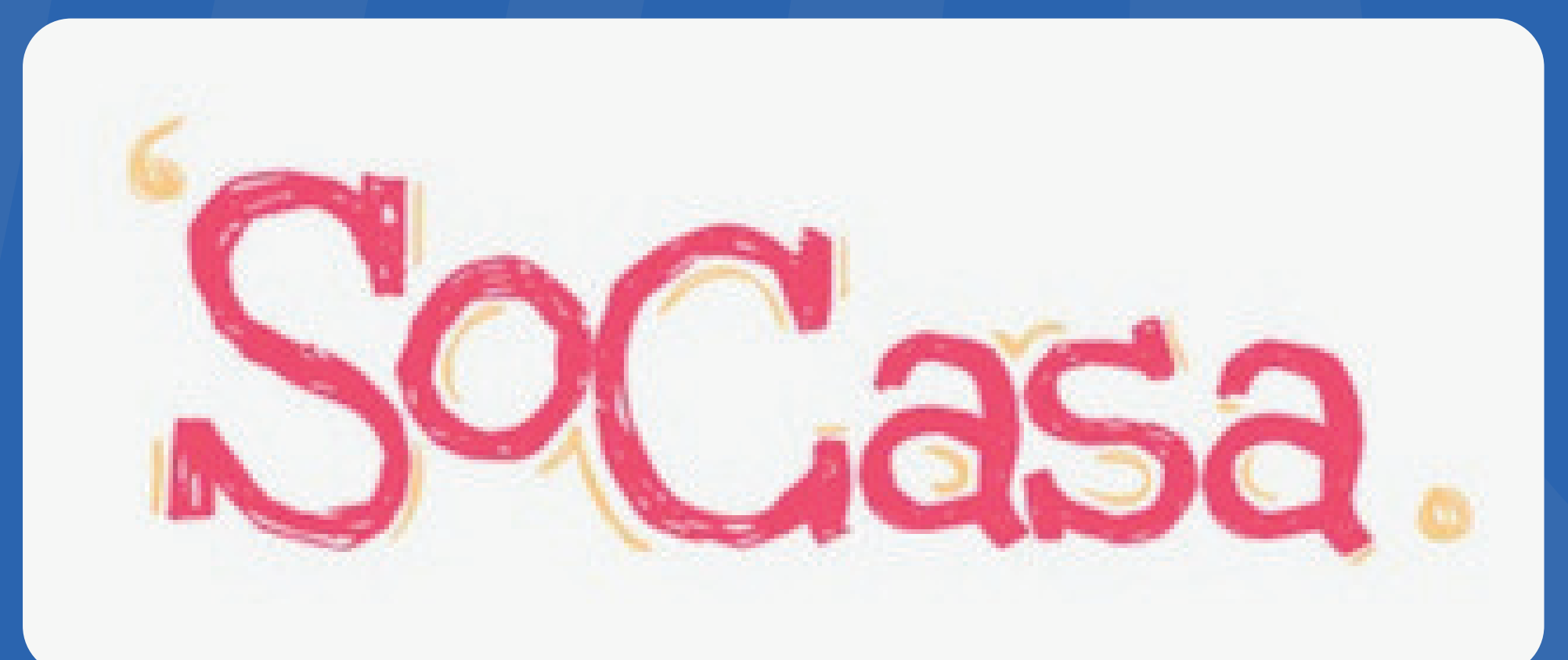
They decided to take this idea to the next level and started looking for people to prepare a working structure. Their company name, Socasa stands for 'So' as in Social and 'Casa', which means home. Anam and Niharika met several designers and other dedicated working professionals, and they landed their first client in March 2021 through sheer hard work and perseverance.



They believe in networking with their previous or existing clients in order to transform their start-up into a successful one. Along with this, great care is taken to ensure the provision of satisfaction to the customers and to work in accordance with the client's needs and preferences. They realised that these personalised relationships with their clients enabled the company to turn them into regular customers.

Maintenance of social media accounts is not a walk in the park by any means as it involves a substantial investment of time to keep oneself engaging in the virtual world to keep up with the latest trends.

Today, at the age of 22, they are running the social media handles of many clients and they are recognised in the industry by virtue of their talent.



6 ANAND KULKARNI

In this series of Entreview, we got a chance to interact with the very versatile Anand Kulkarni who is a writer-director, producer and the founder of Flop Films Pvt Ltd., a media production house in Mumbai.

Anand studied at K.C. College from 2008 to 2011, pursuing his undergraduation in Mass Media, which enabled him to understand the nuances of media. Not only did he emerge as a topper of Mumbai University in his course, but he also actively took part in many extracurricular activities all of which were related to filmmaking. Some of these included working with external institutions like Tata Institute of Social Sciences, Tihar Jail and other prisons, producing videos on various advertising and journalistic fronts. He performed exceptionally well despite being visually challenged, that too in a visually demanding field of learning.

Anand established Flop Films Pvt Ltd. in 2009 while he was still in college. He describes his company as a place where he is reinventing the potential of video-based storytelling in this new digital world. His company aims to help brands and customers to build better relationships, by charting out everything that would help the brand achieve its objectives which includes working on video strategies, scripts and various other creative ideas.



This task is accomplished via the various services offered by Flop Film Pvt Ltd. These include pre-production services, concept development, analysis, amplification, and video strategy. Design is an extremely important factor in filmmaking; excellence in design is achieved through set design, sound design, and line production. Content creation, interactive videos, video mix and strategy also form an integral part of Flop Film Private Ltd.



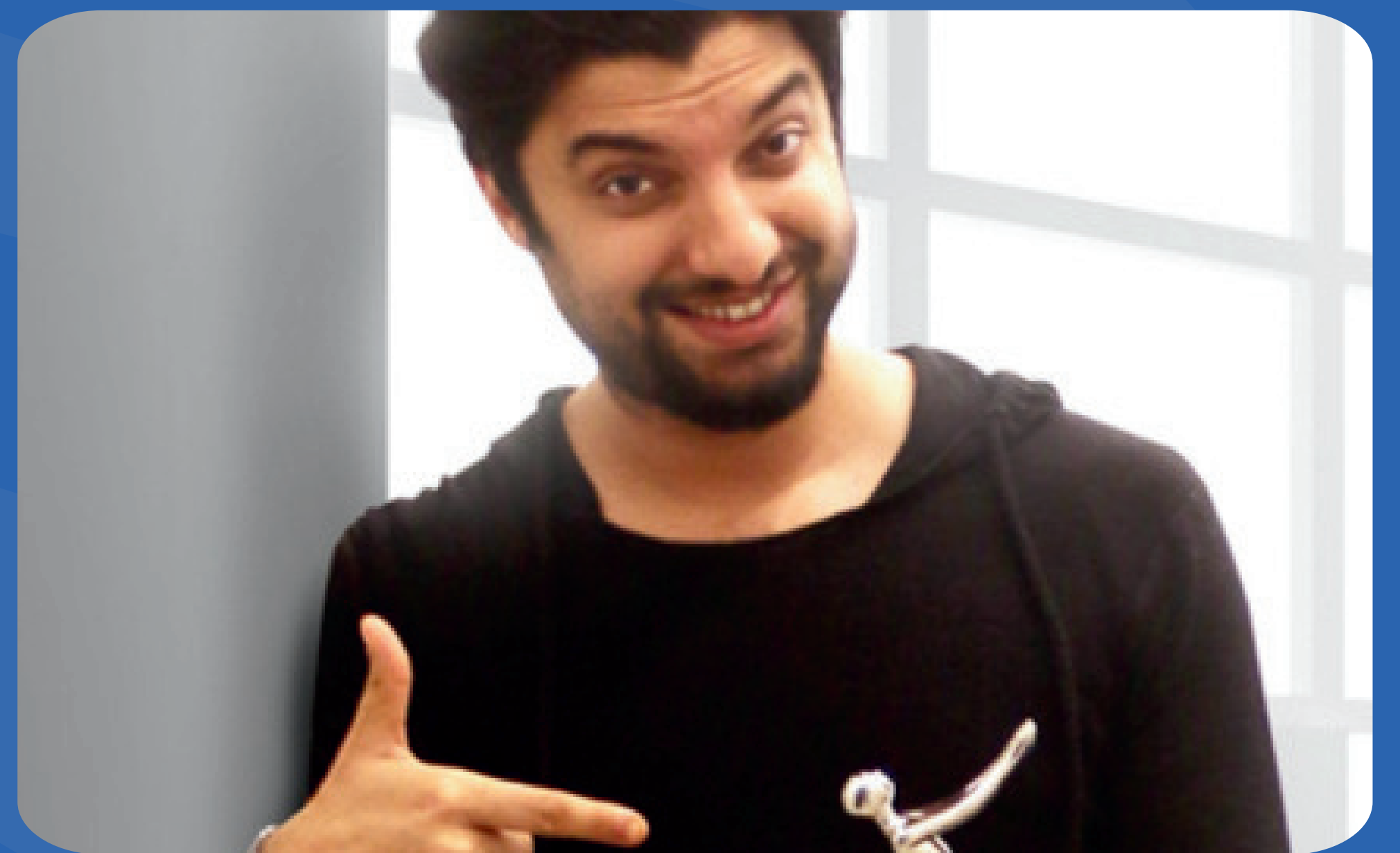
ANKIT BHATIA

Ankit Bhatia serves as the Co-Founder and Director of White Turtles Studios, one of the foremost creative studios in the country. Ankit's journey in this field started while he was pursuing his undergraduation at K.C. College when he was given a project for creating a film. During this project, the students witnessed the sophistication of film editing for the very first time at a local design studio called 'Lalu Studio'.

The process of editing intrigued him to no end, and he decided to work for the studio. The film which he had edited was among the best in that particular assignment and he won several awards for his performance.

When he was 20 yrs old Ankit started editing documentaries, AVS, trailers, etc. While working with the editor, he cut the film 'D-Company', directed by acclaimed director Ram Gopal Varma.

Following this insightful experience, he started working at Reliance Media Works, where he convinced the CEO to establish a Trailer House as earlier there was none. Ankit worked at Reliance Media Works for 7 years and held diverse job roles such as Editor, Marketer etc. On one occasion, his work was of such a high standard that Vidhu Vinod Chopra and Rajkumar Hirani gave him a standing ovation in front of the audience.



After a number of years at Reliance Media Works, Ankit realised that he wanted to start his own venture. He met his business partner at Reliance Media Works who was a graphic artist and together they decided to take the plunge into the world of entrepreneurship.

Today, this company has a revenue of 40 crore rupees. Their company serves as the sole Indian vendor for almost every OTT platform and advertising agency, and has been involved in the production process or digital campaigns of acclaimed shows such as Mirzapur, Taandav, Panchayat etc. Ankit's advice to the young generation of entrepreneurs is to just take the plunge and do whatever they feel is the right thing to do.



8 AYUSH SONI

Ayush hails from a small town in India, and is living his dream by working every waking hour towards his goal. He remembers the time he had to make up stories when he was late to class during high school. He had a passion to construct analogies and compelling stories full of metaphors, anecdotes, theories, characters and empathy.

Ayush Studied at K.C. College from 2013 to 2016, pursuing his undergraduation in Mass communication and media studies. It was K.C. College that provided him the platform to kickstart his fruitful journey as a filmmaker and enabled him to build a strong foundation for his career. His work as a creative producer/storyteller in New York and Los Angeles focused on creating compelling, emotional and captivating content for small and medium-sized businesses and personal brands. Being a foreigner, it was a challenge for him to prove himself as a professional creator which is why he had to go an extra mile to prove his abilities.



He has worked and collaborated with some of the most notable people in the industry who have won Academy Awards. Beyond producing and making films, he is an expert at personal branding and brand building. As a creative content producer, he is creating a fusion point for all his abilities under one umbrella to service multiple personal and business entities.

Ayush's strong connections give his brand the required fuel to take a grandstand in the entertainment scene. He always had the dream of making things happen not only for himself but also others. Following his dreams as a filmmaker and creative producer has enabled him to bring other people's dreams alive, in turn entertaining people and exposing them to the right brands and stories.

9 ARJUN DARJI

Arjun Darji, the visionary Founder and Director of Onemotion Group, embarked on a journey that evolved from a Digital Marketing firm to a leading Data Analysis and Data Visualization entity. Initially providing branding and advertising services, Onemotion Group transitioned into a data analysis firm, servicing notable brands like Spotify India.

Arjun's inspiration came from influential creators on platforms like YouTube, sparking his curiosity about brand integration in FilterCopy videos. To delve deeper, he created a LinkedIn profile, connecting with successful influencers and gaining insights into influencer marketing and high-level branding.

From the outset, Arjun envisioned Onemotion Group as a powerhouse acquiring small businesses instead of being acquired. Constantly seeking growth, the firm collaborates with other agencies, including CGI studios. Business partnerships, including one formed with a friend from K.C. College, underscore the impactful role his college experience played in boosting his morale for entrepreneurship.

Balancing business and studies presented challenges, demanding sacrifices in social life. Arjun acknowledges facing pre-pitch anxiety but manages everything effectively. Originally aspiring to be a collector in a government firm, his passion for influencing and brand creation led him to establish Onemotion Group.



Arjun's creativity and innovation set Onemotion Group apart in the digital marketing industry. Entrepreneurship changed his perspectives on education, workplace dynamics, and responsibilities. He advocates taking risks and trying unique marketing strategies for growth.

Reflecting on his journey, Arjun would reconsider starting Onemotion Group, opting to gain experience as the Head of a Department in larger firms first. His advice to young students is to focus on one thing at a time and give it their best shot.

In essence, Arjun Darji's entrepreneurial story is marked by vision, adaptability, and the pursuit of excellence, showcasing the transformative impact of passion and innovation in the dynamic landscape of digital marketing.

ONEMOTION

10 AKSHAE GOLEKAR

Fueled by creativity and market insight, Akshae Golekar founded Optiminastic Media, a rapidly growing tech-driven digital marketing agency excelling in Social Media Marketing, E-commerce Development, Performance Marketing, Influencer Marketing, and the Metaverse. Co-founding the venture six years ago, alongside a close friend, their collaborative efforts have propelled the company to notable success, boasting an impressive annual turnover of 15 crore.

Before his entrepreneurial journey, Golekar served as an executive associate for three years, delving into the intricacies of the business ecosystem, gaining invaluable insights. His initial dream of establishing a product company faced funding challenges, leading him to strategically pivot and create a marketing agency. Golekar places great importance on networking for business success, considering it a cornerstone of his entrepreneurial journey. To realise his dream, he consciously forwent some social connections, channelling energy into building meaningful connections for Optiminastic.

Immersing himself in market reports, Golekar strategically positioned his venture ahead of market trends, collaborating with reputable companies and planning future collaborations with NSDL in 2024-25. Viewing failures as catalysts for growth, he identifies underlying problems and explores innovative solutions. K.C. College played a transformative role in honing his confidence on stage and leadership qualities.



During the challenges of the COVID era, Golekar turned adversity into opportunity. Shifting operations online, he assembled a talented team to work on a single project, turning pandemic constraints into a flourishing period for Optiminastic.

At the pinnacle of his success, Golekar grappled with imposter syndrome, acknowledging it as a normal part of the entrepreneurial journey. Understanding that self-doubt accompanies pushing boundaries and achieving milestones, he learned to embrace it as a catalyst for growth.

Firmly believing in the essence of business lying in mathematics, Golekar sees entrepreneurship as a vast numerical puzzle. Whether budgeting, forecasting, or assessing market trends, he advocates the importance of numbers for entrepreneurs. In essence, Akshae Golekar's entrepreneurial journey is a testament to strategic pivots, networking, foresight, resilience, and embracing challenges as stepping stones to success.

OPTIMINASTIC
MEDIA

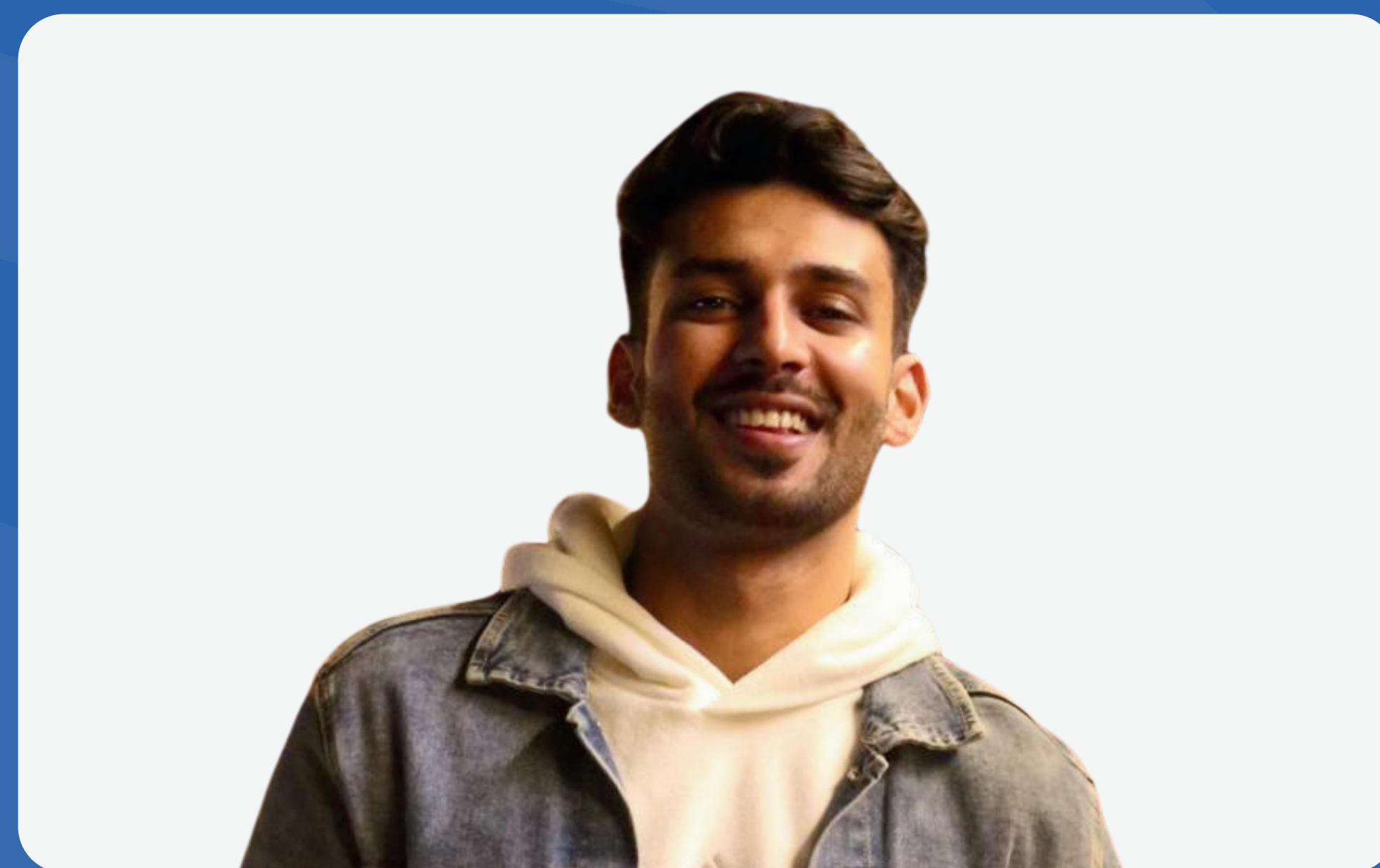
11 ARJUN SHUKLA

In August 2020, amid the first lockdown, Arjun Shukla founded Turf Fantasy League (TFL) as a passion project with a mission to provide recreational sporting opportunities, especially in football, to individuals feeling estranged during the pandemic. Overcoming hurdles, Arjun ensured safety by collaborating with hospitals, security-providing agencies, and strictly following government-prescribed COVID-19 protocols.

Arjun's vision evolved into creating a platform where anyone aspiring to play a sport could explore and showcase their skills, regardless of prior professional coaching. Though the project started with minimal business knowledge, TFL's events garnered excellent responses, and during the 3rd season, Arjun realised his calling while managing both operational and management duties.

In July 2023, TFL ventured into badminton tournaments, expecting modest participation but receiving an overwhelming 300 registrations. While a relief, it posed a challenge to execute the tournament in a concise 2-day structure. Yet, with a strategic plan, they successfully organised the entire competition within the limited timeframe.

Reflecting on challenges in the sports entrepreneurship industry, Arjun emphasised India's upcoming major sporting events like the 2036 Summer Olympics and the 2034 FIFA World Cup matches, indicating a promising future for home-grown sports brands.



Arjun highlighted the importance of explaining the value of registration fees to interested players. At TFL, they believe in earning customers' trust by providing a seamless tournament experience and adding value to players' athletic endeavours.

Arjun advises young entrepreneurs to maintain professionalism, avoid leniency, and create professional calendars and roadmaps for different management functions, especially if multitasking. In times of doubt, he relies on his lifelong love for sports, emphasising that pursuing a passion keeps entrepreneurs motivated during challenging times. His entrepreneurship journey has been vastly shaped by his mentors at K. C. College.

Arjun Shukla's journey with TFL exemplifies the power of passion in navigating challenges and creating opportunities, proving that a genuine love for the work one does is a driving force for enduring success.

The logo for Turf Fantasy League (TFL) is displayed in white text on a blue background. The letters 'T' and 'F' are stylized and connected, with the 'L' following them.

12 AASHNA KARIA

Aashna Karia, the visionary founder of Sinapse, has reshaped the digital marketing landscape through a journey that began with a solid educational foundation. Holding a three-year degree in Digital Marketing and Communication from Flame, University of Pune, she laid the groundwork for her future endeavours. Her immersion in the practical intricacies of the field started with over two years of internships at various digital marketing agencies, providing invaluable insights into its dynamic landscape and igniting her passion for the industry.

Fueled by this vision, Aashna took the leap to establish Sinapse, embodying her commitment and creativity. Her journey from academics to internships and entrepreneurship showcases not only her evolution but the realisation that creative freedom is paramount for her best work. Under her leadership, Sinapse believes digital marketing is a scientific discipline, introducing emotionally resonant content that forges lasting connections rather than mere promotion.

Aashna Karia sees entrepreneurship as an investment in passion, stressing that building one's enterprise yields higher returns than contributing to others. Stress is not a deterrent but an integral part of the entrepreneurial journey, she argues, encouraging others to embrace challenges. Her advice to aspiring business leaders underscores the importance of anticipating and preparing for potential risks, advocating for foresight and humility. K. C. College has played a significant role in helping shape Aashna's confidence.



Managing Sinapse's finances strategically, Aashna prioritises her team by ensuring secure salary payments for 10-12 months. She maintains a belief in the balance between content quality and performance marketing for a successful strategy. Aashna envisions Sinapse not only thriving but becoming a prominent force in the industry, strategically planning and executing initiatives to position the company at the forefront of the marketing realm. Her forward-thinking approach and commitment to a harmonious blend of creativity and strategy showcase her as a leader shaping the future of digital marketing.

SINAPSE
storytelling X performance

13 ANSH KOTHARI

Ansh Kothari, a second-year IT science student at K.C. College and current VCP of K.C. College's club "E-Cell," sheds light on his venture, Skill-Up Education. Transitioning from commerce to science in pursuit of a deeper IT understanding, Ansh is currently pursuing FRM and CFA certifications alongside his college journey.



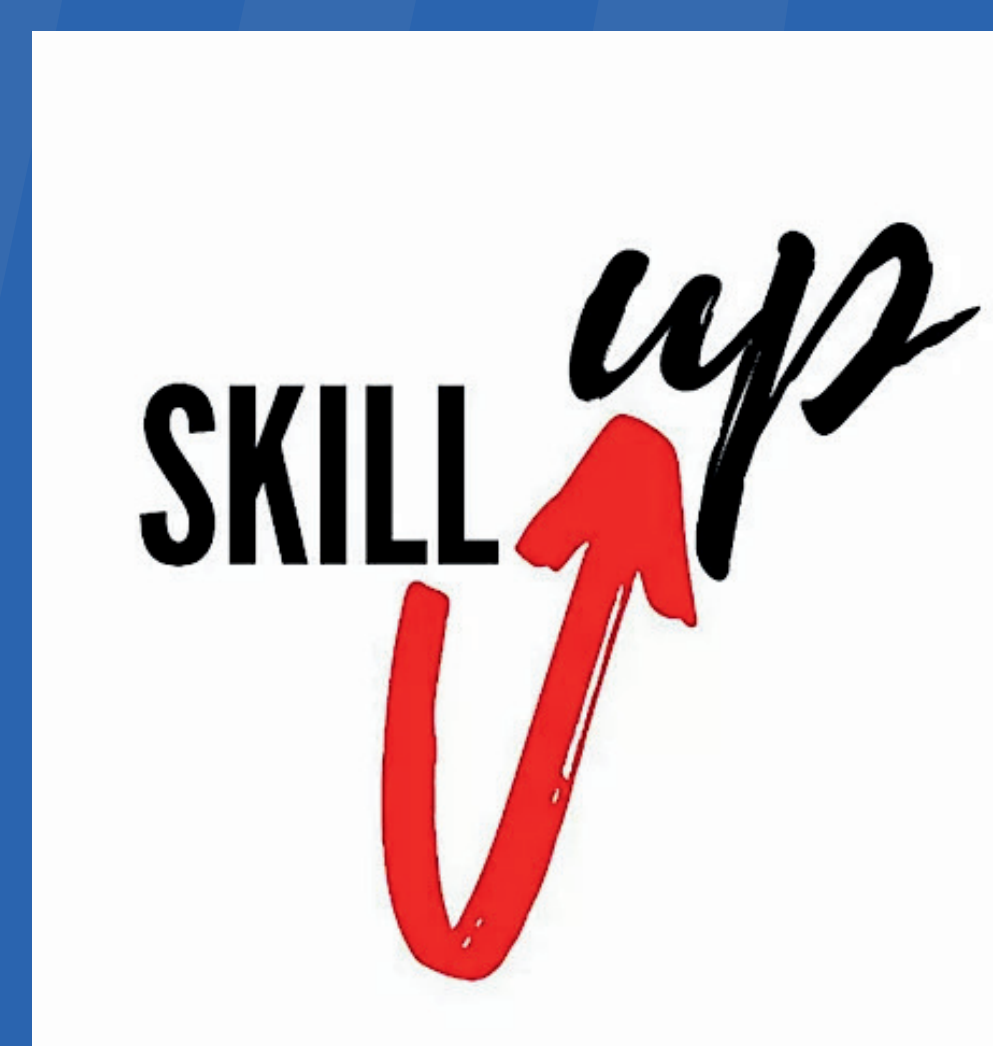
Founded in 2020, Skill-Up Education's mission is to provide basic coding and IT education to children aged 6 to 15, focusing on logical reasoning through programming, Python, and web development. Their current marketing platforms include Facebook and Instagram, with plans to collaborate with schools and institutes in the future.

Motivated by the US educational system where children start programming at seven, Ansh aimed to bring this approach to India, fostering logical reasoning and curiosity. Challenges included building trust and recognition, particularly as a 16-year-old entrepreneur. Offering trial classes and free promotions helped overcome initial trust issues.

Financially independent and self-funded, Skill-Up Education is exploring future funding options for larger visions and expansion. Their future vision involves collaborating with schools, integrating programs into the curriculum, and making basic skill-sharing a school subject.

Reflecting on his time at K.C. College, Ansh credits the BSA program for providing insights into IT industry needs, motivating him to bridge the gap between school education and industry requirements through Skill-Up Education.

In advice to juniors, Ansh emphasises seizing opportunities, embracing the learning process, and focusing on basics. The interview highlights the challenges and triumphs of a young entrepreneur shaping education's future through technology. Skill-Up Education stands as a testament to the power of combining passion with purpose to make a significant impact on the educational landscape.



14 BENAZIR BAKHT

Benazir Bakht is a strong advocate of building and creating sustainable companies and brands which create social impact and generate employment opportunities. She is the founder of CBD Oils, a health and wellness website that sells CBD and Hemp based products from different brands.

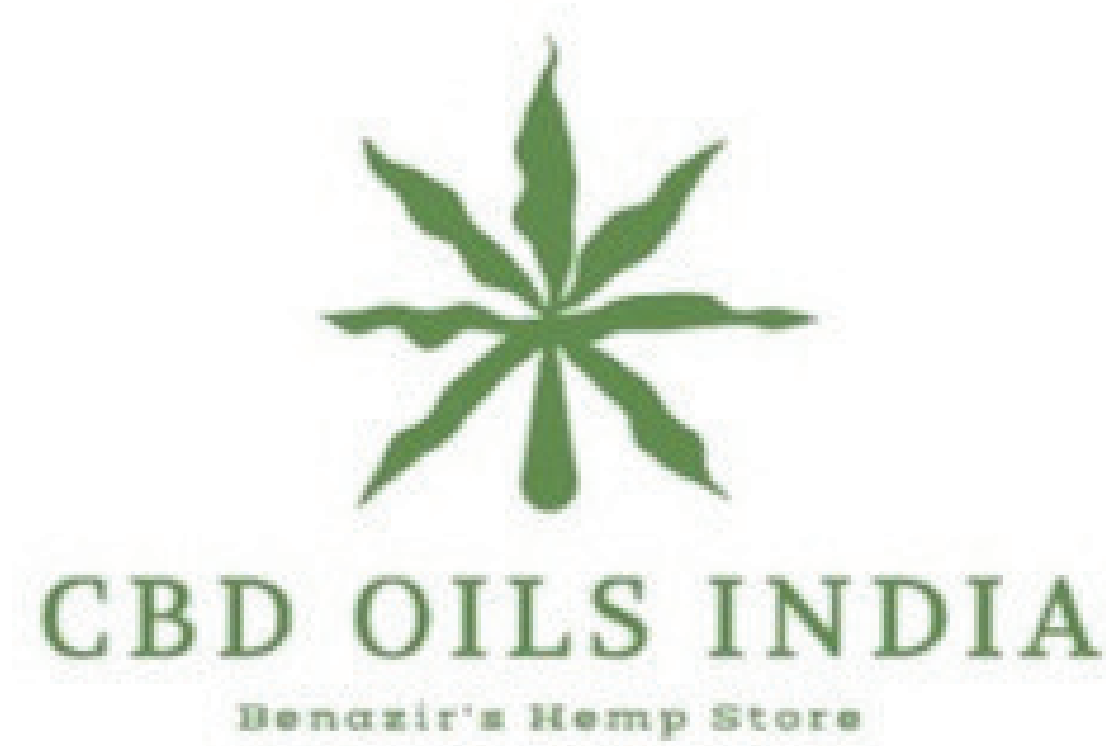
According to her, we must adopt a healthy and organic lifestyle. It is important to go back to our cultural roots and embrace ancient and effective Ayurvedic practices. The use of medicinal cannabis extracts in products has many benefits and also helps farmers earn their livelihood. Her website is a specially integrated platform which sells hemp-based skincare products, edible products with therapeutic properties, CBD oils and even hemp products for pets.

One of the challenges she had to face with her venture being a part of a niche market is that almost all major online advertising channels restrict brands from promoting CBD products. However, with her dedication and perseverance, she could find her way out by opting for influencer marketing and creating content on Instagram.

Benazir studied at K.C. College from 2016 to 2019, pursuing her undergraduation in Film, Television and Media Studies where she learnt the A-Z of filmmaking



She talks about leadership through articles and other mediums but most importantly, she leads by example. It is said, “We don’t inherit the planet from our ancestors. We borrow it from our children.” Benazir is working towards creating a healthy nation and a better future for generations to come. She believes that whatever we have, we owe it to the planet. Therefore, we need to go green and work sustainably.



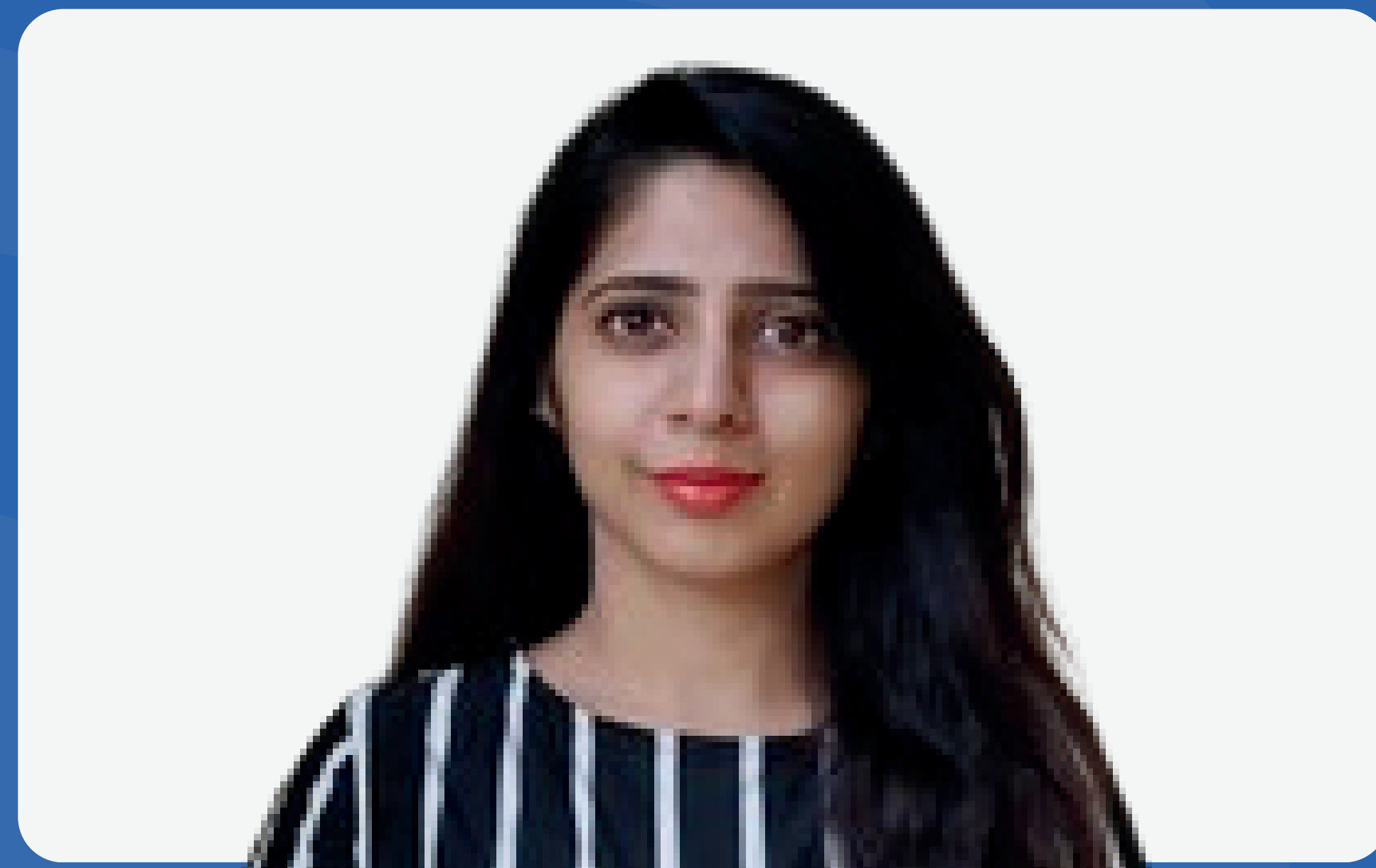
15 BIJAL RAO

Bijal Rao, an inspirational figure in the ever-evolving business landscape, embarked on her entrepreneurial odyssey while studying at K.C. College. Her journey has been defined by resilience, responsibility, and a profound grasp of the human element in business.

Bijal emphasised the impact of personal life on her entrepreneurial role, citing responsibility and motivation as guiding principles. These qualities anchor her during challenges, and she prioritises transparent communication within her company, especially with the Gen Z workforce.

Reflecting on her entrepreneurial path, Bijal values setbacks over successes, emphasising the lessons learned from challenges. The COVID-19 pandemic underscored the need for adaptability and resilience. Regarding regrets, she acknowledged moments of doubt but stressed the importance of prioritising the company's interests over personal considerations.

Recalling her college days at KC College, Bijal highlighted a focused academic approach balanced with a vibrant social life. Engaging in auditions, interactions, and memorable plays, she learned the significance of balance and stepping out of one's comfort zone. Her advice to young entrepreneurs echoes this sentiment: have faith, and everything will fall into place.



Addressing workplace culture concerns, Bijal stressed the importance of allowing individuals to contribute uniquely. Encouraging young entrepreneurs to work with unwavering energy for the company's betterment, she emphasised seeking help, understanding, and mentorship.

In conclusion, Bijal Rao's journey from KC College to entrepreneurial success showcases the transformative power of resilience, responsibility, and visionary thinking. Her insights into learning from setbacks, prioritising the company's vision, and fostering dynamic workplace culture provide a roadmap for aspiring entrepreneurs. Bijal Rao's story embodies entrepreneurship as a journey of continuous learning, adaptability, and taking the plunge with unwavering commitment.

BR@ND
aesthetics

16 BHOOMI DUBAL

Bhoomi Dubal's entrepreneurial journey is a testament to the transformative power of passion and creativity. Her venture, We Learn, emerged during her college days when her love for creativity and personalised gifts led her to craft handmade treasures for college fests. The joy derived from gifting artistry fueled her entrepreneurial spirit.

A pivotal moment occurred in 2020 during the pandemic, where Bhoomi, stranded in her hometown, witnessed her venture flourish. Fulfilling over 70 orders in a month showcased her resilience and the enduring appeal of handmade, personalised creations.

One standout experience was fulfilling a substantial order from a college professor during the early stages of her venture. Despite being a student, Bhoomi rose to the occasion, delivering a unique and impressive product for high-society hampers.

Challenges in entrepreneurship, according to Bhoomi, include understanding customer needs, practising patience, effective client handling, and communication. She underscores the importance of continuous education, reflecting her commitment to self-learning in the gifting landscape.

Bhoomi advocates for patience and consistency, emphasising the uniqueness and cherished value of every handmade gift. Word of mouth has been a powerful ally in building her brand.



Addressing doubts and challenges, Bhoomi advises finding a niche and passionately pursuing it. Trust in one's art, embrace the multidimensional artist within, and persist even in uncertainty.

Reflecting on her days at K.C. College, Bhoomi acknowledges its pivotal role. Being part of cultural teams allowed her to explore her love for personalised gifts, receive valuable feedback, and garner support and guidance from professors recognizing her potential. Bhoomi's entrepreneurial journey imparts lessons on expressing oneself through work, adapting to client needs, and effectively managing business aspects. Her message to budding entrepreneurs is powerful: "Never give up and express yourself boldly. People might criticise or judge, but don't be afraid." Bhoomi's story inspires those daring to dream, showcasing the remarkable outcomes when passion meets perseverance in entrepreneurship.



17 DIPIKA DAGA

Dipika Daga is the founder of The Paddling Foundation, a not-for-profit organisation that works towards the eradication of the stigma around menstruation.

Dipika studied at KC College from 2016 to 2019, pursuing her Bachelor's degree in Arts. She was a bright and zealous student who participated in and organized cultural fests and competitions at intra and inter collegiate levels. She was also a member of the Gender Issues Cell and NSS, which helped her polish her public speaking and networking skills.

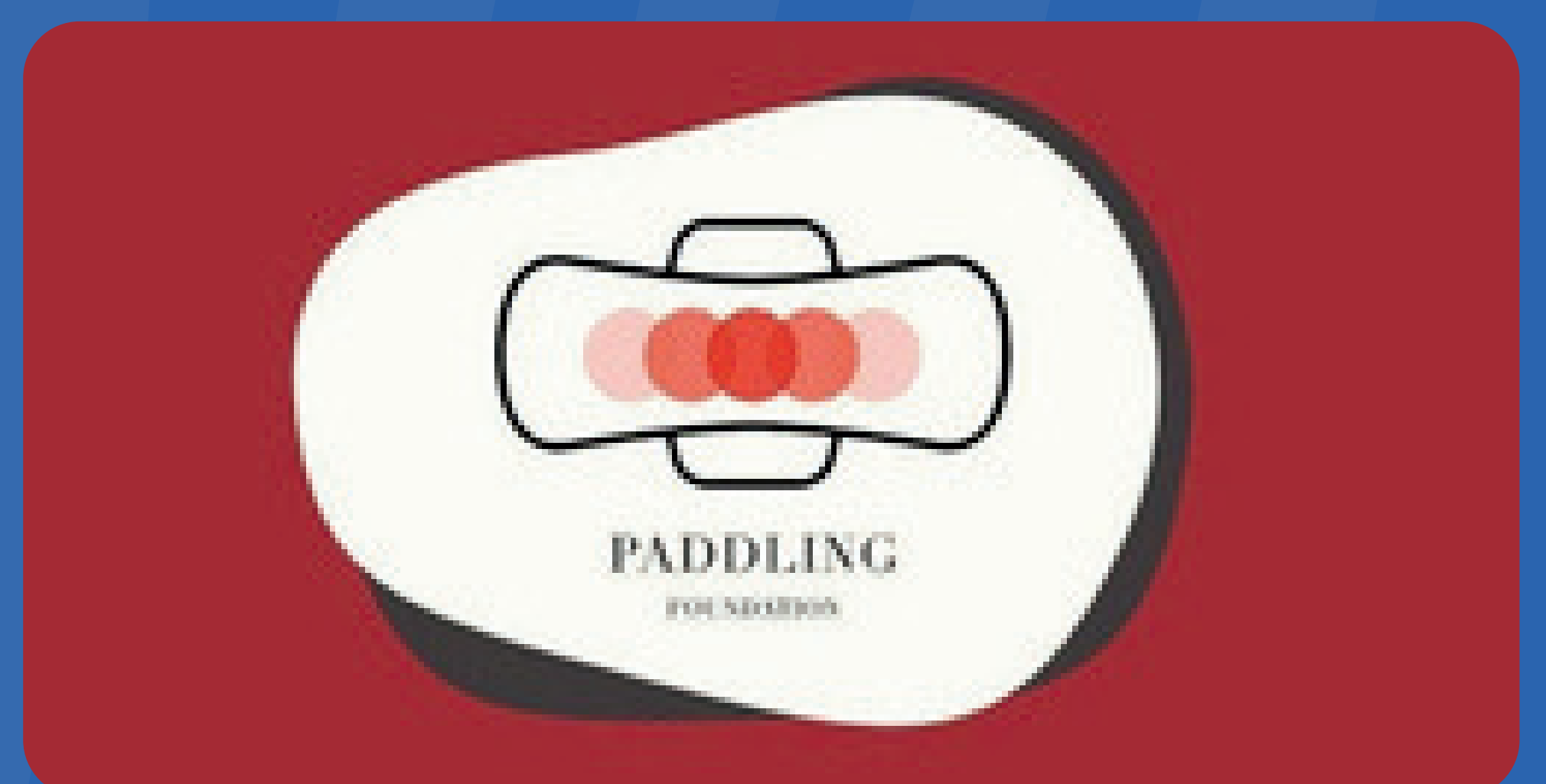
She embarked on her journey as a social entrepreneur with the establishment of the Paddling Foundation in 2018. Personally struggling with the menstrual taboos engraved in the society inspired her to gather like-minded individuals to fight against the same. The foundation conducts several campaigns through which they distribute menstrual products in areas with restricted access to menstrual hygiene and awareness.

Some specialised initiatives of the foundation are school sanitation projects and conducting free gynaecology camps in areas that lack access to professional healthcare facilities. They look forward to conducting workshops explaining the biological, psychological, and social factors of menstruation to help create a positive air around the topic



They also enable women in remote areas to empower themselves by setting up shops selling menstrual products at a subsidized rate, thus providing them a source of income while also catering to the community at large.

Apart from working at the foundation, she is also an expressive arts therapy practitioner. Working towards bringing a positive change in the society and in the mindset of the masses is indeed a challenging job, which she has truly succeeded at, owing to her passion towards the cause and her untiring efforts



18 DIVYESH GOPANI

Divyesh Gopani truly drew upon this quotation and became the founder of I Create Infotech and Rayan Eyewear. I Create Infotech caters to clients across the globe by providing them a one stop cloud-based accounting solution, BU Tools Integration and ERP Solutions.

PEACE- Precisely Evolved Accounting Concept for Entrepreneurs- is a software developed by his team to make accounting more organised by integrating it with IT and to make it easier for people to comprehend and access it. Rayan Eyewear was established by him as a completely Make-in-India eyewear brand which aims to make its products affordable for the entire Indian population.

The aim of his businesses is not just to generate revenue but also to give back to the society in whichever way possible.

Divyesh studied at K.C. College from 2015 to 2018, pursuing his undergraduation in Accounting and finance. He believes that his time at K.C. College is where his entrepreneurial journey began. He was very active in extracurricular activities and was the head of the placement cell during the second year. In addition, being a part of the managing committees of college fests like Joule and Zest provided him networking opportunities. It also helped him to develop leadership skills, communication skills and learn about teamwork and prioritization.



According to him there is no strategy of success. It completely depends upon your own mindset. Consider your business as your child and keep grooming it to make it successful. He says that if you think it is right for your venture, just believe in yourself and go for it. Do not be scared of making mistakes during the initial stage of your business. Look at your mistakes with a positive outlook and try to learn from them in order to not repeat them in the future.

He believes that in a workplace, it is important to be thoughtful of a person's special skill set while assigning work to them. Everyone should do their own work rather than interfering in others work because it creates a lot of chaos. We should, however, always be open to constructive feedback in order to reach greater heights



19 DARSHAN DOSHI

Doshi, an entrepreneur with a nine-year background in logistics, shared insights into the challenges and triumphs of venturing into the niche sector of concert logistics. Beginning as an employee in logistics, the journey unfolded with a passion for the field, leading to the rigorous custom broker licensing exam and subsequent practical experience. To deepen their understanding, the entrepreneur pursued a one-year course at Mumbai University's Institute of Customs.

The global pandemic in 2020 presented unexpected challenges for setting up a business. Despite the turbulent times, the entrepreneur utilised the downtime to understand market dynamics and lay the foundation for future growth. Emerging in 2021, the business faced competitive marketing challenges, prompting a shift to networking events for the unique logistics industry.

The entrepreneur's vision expanded to specialise in concert logistics, streamlining customs clearance for international artists performing in India. Serving clients in the music industry became a focus, with plans to cater to musicians, event management companies, and concert organisers, simplifying the process of importing and delivering event equipment.

Personal growth included developing attributes such as focus, calmness under pressure, and attentiveness. Notable achievements, like handling logistics for the Indian Army's project in Assam, highlighted the entrepreneur's commitment to diverse clients.



College experiences played a crucial role, with logistics coordination during college festivals providing valuable lessons in managing complex tasks, preparing for entrepreneurship challenges, and emphasising the importance of hands-on experience.

Reflecting on turbulent times, the entrepreneur underscored the importance of doing what one loves. The advice to aspiring entrepreneurs is to dive into their field, learn from experiences, and trust that success follows genuine passion and dedication.

In conclusion, Doshi's entrepreneurial journey in logistics showcases resilience, adaptability, and passion, serving as an inspiration for those considering entrepreneurship in specialised sectors. From customs exams to concert logistics, the story exemplifies the challenges and rewards of pursuing one's passion in the dynamic world of logistics.



20 GAURANG SARVAIYA

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21 GAURAV GANDHI

The owner and founder of Conscious Cinematic Arts, Gaurav Gandhi, has been telling visual stories for over a decade through a repertoire of mediums. These range from weddings to corporate events and short films which have captivated audiences as a result of his entrepreneurial venture.

The three years he spent as a student pursuing his undergraduate studies at K.C. College have greatly enhanced his confidence and helped to shape him into the exuberant personality that he has become today.

Conscious Cinematic Arts was founded in 2014. Gaurav also serves as the Managing Director of the marketing and advertising company, Jaya Advertising (P) Ltd. Along with this, he founded a company named 'Another Idea'.

Gaurav has a dynamic professional outlook, elucidated by his stint as a project trainee for Hansa Research along with a Summer trainee for Black Table Creatives. He has used Conscious Cinematic Arts as a tool to help companies build a photography portfolio which suits their purpose. This may be considered an invaluable service in recent times, when it is becoming increasingly challenging to enter the fields of photography and video production due to immense competition.



Gaurav's company has worked with various high-profile clients like Bajaj, HDFC Life, and Hiranandani Group of Real Estate, which elucidates their ability to deliver success. Gaurav also worked as an Account Planner at RK Swamy BBDO for four months.

Gaurav exhibits his multifaceted entrepreneurial skills by handling two start-ups with sheer dedication and hard work. Conscious Cinematic Arts has helped hundreds of couples make their fairytale dream wedding a reality. His venture has a formidable online base, with over 2.5 million total views on its YouTube channel. With this, he believes in making pleasant memories last a lifetime by helping his clients cherish such moments owing to his expertise in photography and videography.

CONSCIOUS

22 HARSHIL DOSHI

Harshil Doshi, the dynamic founder of Raykam, spearheads a groundbreaking venture specialising in lower copper raw materials. Beyond the conventional role of a commodity provider, Raykam positions itself as a comprehensive one-stop solution, catering to Micro, Small, and Medium-sized Enterprises (MSMEs). Founded in 2017, the company's name pays homage to Harshil's grandfather and father, reflecting familial honour and legacy.

Raykam's embryonic phase in 2020 encountered challenges, particularly in establishing a resilient supply chain for its diverse array of products. Securing the first customer proved daunting, requiring strategic prowess and unwavering resilience from Harshil and his team.

The linchpin of Raykam's triumph lies in its astute marketing strategy tailored to MSME dynamics. Recognizing MSMEs' tendency to operate within clusters, Raykam strategically oriented itself towards delivering impeccable service to this segment. Harnessing the power of reference business, Raykam cultivated a reputation that transcended traditional marketing channels.

Harshil emphasises responsibility and sincerity as fundamental to any enterprise's success. Raykam's story epitomises proactive problem-solving and fostering growth - one of the many skills developed during his education at K. C. College.



Reflecting on his entrepreneurial journey, Harshil imparts valuable advice. At its core is the paramount significance of self-belief. In a landscape fraught with challenges, he accentuates the inevitability of encountering peaks and troughs. His counsel is clear: stay resolute, maintain patience, and persist through tribulations. This wisdom encapsulates the resilience foundational to Raykam's transformative journey.

Harshil Doshi's journey is a testament to entrepreneurial resilience. His commitment to excellence and profound understanding of supply chain intricacies have propelled Raykam to industry prominence, setting a paradigm for success. Doshi's indomitable spirit and visionary leadership serve as a guiding light. His influence stands as a resounding beacon, symbolising the enduring impact of strategic leadership and unwavering commitment within Raykam's success.



23 ISHA ADKAR

There is no doubt that everyone craves desserts. Today, we are going to follow Isha Adkar, the curator of Dough and Crème on her sweet journey. As a child, her grandfather had encouraged her to start a business after graduating from school. However, she did not want that due to the heavy responsibilities one has to bear as an entrepreneur.

Isha studied at K.C. college from 2013 to 2016, pursuing her undergraduation in mass media and journalism. The institution gave her the confidence to embark on her entrepreneurial journey as she had already worked under the content and marketing department by the end of her undergraduation. The cherry on the cake was that being a foodie, she had always wanted to do something that revolved around food. She now has her own food blog as well. Her favourite aspect of working in the foodservice industry is selecting the menu because she gets to experiment with new dishes and also research the target audience.

Her business also has a wide selection of international desserts to cater to every type of foodie. In addition to that, she enjoys that she has direct contact with her customers. She gets to know their individual preferences and then decides how many products she can sell to that client group. This is a challenging skill to master, but quite fun to learn and apply.



A big motivating factor is her mother who is also part of the business, so she is pushed to work harder for her mother. Marketing was not a problem for her because she already had 4+ years of experience in the media and was familiar with the tactics of promoting her business on social media. She was able to sell her products to The Times Network, Miss World Association, and many other companies because of the great contacts that the teachers at KC college had. This greatly aided the venture's publicity.

Her favorite dishes on the menu are the classic Tiramisu and cheesecake, which she recommends to everyone. She feels it is important to stay updated with the likes and dislikes of the people and also, she believes that one should keep their biases and beliefs aside while doing a business, in order to achieve greater heights.

*Dough
& Crème*

24 ISHAN ATTRA

Ishan Attra, the visionary behind Playera, recognized a gap in sports training for children and transformed his childhood struggles into a thriving business. With a passion for football since the age of 8, Ishan understood the challenges of travelling long distances for professional training. In his second year of college in 2023, the spark of an idea ignited when he noticed kids playing within their residential complex.

The concept was simple yet ingenious—bring professional coaches to the children's doorstep, eliminating the need for extensive travel and encouraging youngsters to explore sports within their community. Ishan, along with his friends, founded Playera, providing sports services directly to residential complexes. Presently, they operate 20 classes across Mumbai, experiencing notable growth.

Addressing the fears and doubts common to startup founders, Ishan shared concerns about kick starting and scaling Playera, managing various business aspects, and ensuring efficiency. However, his unwavering vision to simplify the sporting journey for children and parents propelled him forward.

Ishan draws inspiration from the vibrant entrepreneurial landscape of India, recognizing anyone with leadership qualities, from a grocery shop owner to a conglomerate founder, as an entrepreneur. At its nascent stage, Playera focuses on experimentation and finding the right business models, temporarily setting aside concerns like ROI and profitability.



Reflecting on his Junior College days at K.C., Ishan expresses gratitude for the opportunity to play football and represent the college in tournaments. These experiences instilled core qualities such as teamwork, leadership, promptness, a unified vision, emotional control, patience, and resilience in the face of failures.

Offering advice to today's youth, Ishan encourages them to explore new opportunities without overthinking consequences. He believes that stepping into unfamiliar territories is an effective way to connect with people, discover opportunities, and unlock new horizons.

Ishan Attra's journey with Playera exemplifies how identifying a need and translating personal experiences into a solution can lead to impactful entrepreneurship. His story serves as inspiration for those daring to venture into uncharted territories, showcasing the transformative potential of addressing real-world challenges with innovative solutions.

PLAY=RA

25 JATIN NADKAR

This simple yet profound saying is what inspired Jatin Nadkar, the founder of two entrepreneurial ventures in the foodservice industry, Nadkar Enterprises and Kitchen Cartel.

Jatin studied at K.C. College from 2018 to 2020, pursuing his undergraduation in Accounting and Finance. Being a part of multiple student committees and living in Mumbai during that time really helped mould him into the confident person he is today. His internships in the media sector helped him land a job at the Schbang company after his third year of college. As a result of COVID, he left Schbang and shifted to Pune. Jatin exclaims that he is very fond of nonvegetarian cuisine.

As non-vegetarian food was not readily available daily, during the Covid period, the idea of his ventures was born. The Kitchen Cartel deals with HORECA [Hotels, Restaurants and Catering industry] and provides seafood to them. Nadkar Enterprises, however, is a veg subsidiary which deals with ecommerce and retailing of regional food.

Often, in the shipping industry, logistics are not under the control of the owner, so they are very important and challenging. He also exports his product abroad, so in this case, one has to be careful. In his opinion, one must make sure to leave a buffer period in order to avoid delays in delivery. The age of the food does not make it unhealthy in the frozen scenario.



What makes the difference is how the company preserves the food. Kitchen Cartel's approach revolves around the Individually Quick Frozen (IQF) technology. In addition, he works at his brother's company, as a finance associate. The key to handling all these roles well, he says, is knowing how to manage your time efficiently.

The 21-year-old entrepreneur does not have a social media profile. He believes there is nothing to gain from unnecessary things. In a workplace, the appropriate allocation of work to different individuals and time management are very important elements. He says that education through books always helps to some extent, but curiosity is necessary to achieve certain goals. Finally, he recommends new entrepreneurs to establish a network and contact others more frequently. Take in what others have to say and make your presence known.



26 JAY SOTTA

Jay Sotta is a beverage entrepreneur who is the founder and curator of Sotta's and Cup-ji, both of which are amongst the finest tea brands not just in Mumbai but in the entire country. Infact, Cup-ji was one of the finalists in Gulfood 2022, UAE in the most innovative beverage category and was the only brand representing India.

Talking about him stepping into the beverage business he told us that his family was involved in the tea making business already. Jay studied at K.C. College from 2017 to 2020, pursuing his undergraduation in Film Television and New Media Production. While in college, he also served as the President of the Rotaract Club.

In K.C. College, he got the opportunity to develop leadership qualities and defeated his stage fright.

The marketing strategy used by Jay for both his brands were very distinct. Sotta's tea was completely selling on visuals as he tried to make the product aesthetically pleasing. This strategy worked for some time but then he decided to level up and this was how Cup-ji came into picture.

In Jay's own words the main aim of the company is to democratise green tea. Green tea is often stereotyped as a drink for the rich and feminine. To remove stigma around the drink is the major marketing stance of the company. Talking about how the company caters to the taste buds of the w



Indian consumers, Jay said that the company came up with various green tea flavours namely "chatkara paan" and various other flavours which are sweet and minty with minimal to no sugar that would help the consumer to lead a healthy lifestyle as well. He also said the innovative name "Cup-ji" was inspired from one of the most popular mobile games PUBG so that the company could cater to the youth. Also elaborating on the major challenges that he faces as an entrepreneur is new age hiring as the fast growing pace of the company becomes a challenge when it comes to assembling the right team.



27 JASH MERCHANT

Jash Merchant's journey in motorsports and road safety showcases the transformative power of passion and determination. From a childhood fascination with cars to establishing a business focused on safer roads, Jash's story reflects resilience and purpose.

Several years ago, frustrated with reckless driving, a simple suggestion from his father sparked the idea of creating a driving course. Drawing on international teaching standards and emphasising road safety, Jash turned his passion into a mission.

His time at K.C. College played a pivotal role in shaping his character. Leaving home for a new institution taught him the value of discomfort for personal growth, making K.C. College a platform for new experiences, friendships, and personal development.

The path to success had its challenges. Building clientele and navigating the logistics of motorsports events in India tested his skills. However, the success of these events exceeded expectations, affirming his confidence in the process.

The turning point came when road safety gained prominence due to rising accidents. Jash saw an opportunity to combine his passion with societal impact. With a vision for a safer India, he aims to contribute to road safety, leveraging India's developmental opportunities.



Jash's success is not just about achieving goals but evolving to meet changing objectives. He emphasises hard work, a goal-oriented mindset, and continuous improvement. Financial planning became a cornerstone of his strategy, demonstrating fiscal responsibility.

Jash envisions his firm making a significant impact on many lives through motorsports and road safety initiatives, contributing to a safer India. His unwavering support system of parents and friends has been crucial in guiding him on his entrepreneurial journey.

In conclusion, Jash Merchant's story is more than motorsports; it's a narrative of passion, perseverance, and a commitment to creating a positive impact. Through his business, he's steering India towards a safer tomorrow, one race at a time.



28 KEVIN SHAH

This is the ideology which inspired Kevin Shah to lay the foundation of his company Kallpam Group, a construction consultancy company which provides solutions to all the challenges faced during construction – from footing to finish stage.

Kevin studied at K.C.College, pursuing his undergraduation in Management Studies. After graduation, he worked in a diamond processing company. The turning point in his professional life was in 2018, when the company he worked for decided to discontinue their operations of natural diamonds. Thus, inspired by his father, he decided to become an entrepreneur.

Under the wing of the construction material supplying company established by his father and his uncle 25 years ago, he started his own venture. Kevin strongly believes in the saying 'prevention is better than cure' and hence he strives to save the valuable time and money of his clients by providing solutions at the preliminary stage itself.

Kallpam group offers services for both corporate and residential projects. Commercial complexes form a bigger proportion of his clientele, the famous 5star hotel 'Marriott Surat' being a part of it. They have also worked on a project in Goa designed by celebrity architect Suzanne Khan.

The advertising for his venture is inhouse and he proudly exclaims that they are mostly approached by clients based on word of mouth and excellent customer reviews.



He thinks that having accompanied his father to industrial site visits and client meetings while he was still a student has helped him become proficient in this field. He is also grateful for the support he has received from his mentor Ritika Pathak ma'am and the funding he received from his grandfather, which helped him embark on his entrepreneurial journey.

He believes that the key to being a successful entrepreneur is having great observational skills to identify the common problems around us. After having identified the problem, we must put our critical thinking to work and with a positive approach, try to find solutions. This solution, whether a product or a service, could make for a great business idea.



29 KRISHIL SHETH

In the dynamic realm of healthcare entrepreneurship, Krishil Sheth, founder of India's groundbreaking platform MEDICOM, embarked on his transformative journey in 2021. Armed with a profound understanding of web technology, Krishil set out to revolutionise the healthcare landscape.

Established in 2021, MEDICOM is India's premier platform offering a unique service – swift comparison of medicines. Krishil's brainchild enables users to compare multiple medicines within a remarkable 5 seconds. The platform reflects Krishil's fusion of technological acumen and entrepreneurial spirit.

Krishil's pivotal educational chapter at K.C. College from 2019 to 2022 was life-changing, attributing his growth to exceptional faculty guidance. He honed visionary thinking, leadership, networking, and problem-solving skills, proving instrumental in his entrepreneurial endeavours.

The evolution of MEDICOM mirrors Krishil's commitment to excellence. In mid-2022, he unveiled the second version with enhanced features and a refined UI design. Not resting on laurels, Krishil launched the third iteration in the subsequent year, introducing a patented algorithm to alleviate server stress and enabling the comparison of multiple medicines simultaneously.

Presently, MEDICOM offers users two plans: a free plan and a premium plan. The free plan facilitates the comparison of a single medicine at regular speed, while the premium plan, priced at Rs 9 per month or Rs 99 per year, grants access to multiple medicines and features the patented algorithm.



Krishil draws parallels between his experience with MEDICOM and an earlier stint with Map Guide Internship, emphasising the iterative nature of entrepreneurship. Reflecting on his journey, he advises aspiring entrepreneurs to prioritise security and privacy, addressing unmet needs in healthcare and technology. Staying informed about healthcare advancements and a patient-focused approach, along with the role of design, are crucial according to Krishil.

In conclusion, Krishil Sheth's entrepreneurial journey with MEDICOM exemplifies the symbiotic relationship between technology and healthcare. Through unwavering commitment, continual innovation, and a focus on critical challenges, he has created not just a platform but a beacon of progress in healthcare entrepreneurship.



30 KRIT SHAH

Chaheti, a women's clothing brand specialising in formal wear and customizable designs, was founded by Krit Shah in collaboration with her father, inspired by the memory of her grandfather. Krit's journey began with seven months of dedicated learning about the Mumbai clothing industry, followed by the establishment of their manufacturing unit.

In the competitive fashion landscape, Chaheti faced the challenge of finding its niche and standing out. Krit tackled this by focusing on timeless, basic pieces and offering customization to the exact size of each client, avoiding the pitfalls of accumulating excess inventory seen in fast fashion. They also catered to various market segments with ready-to-wear options.

With the aim of becoming a wholesale brand, Krit's marketing strategy involved local business outreach through sales executives and a strong presence at exhibitions. Her entrepreneurial journey transformed her organisational and time management skills, turning her from a rule-abiding individual to someone with a risk appetite. Prioritising tasks and finding joy in every aspect became her go-to method for managing overwhelming situations.

Memorable experiences include her father sharing anecdotes about her grandfather's work, the venture's inspiration, and the excitement of their first exhibition stall, where nearly the entire inventory was displayed. The first sale and positive customer interactions fueled Krit's motivation.



Krit's time at KC College, holding leadership positions in various committees, played a vital role in her growth. Managing teams and deadlines strengthened her self-belief, and entrepreneurship sessions inspired her to venture into her own business. Group projects facilitated networking with fellow entrepreneurs, forming a strong support system.

Her advice to aspiring entrepreneurs is to persevere, work hard, and maintain transparency. When facing challenges, she suggests seeking perspectives from others and finding solutions collaboratively. Emphasising the importance of creating a unique brand image, Krit recommends continuous learning through podcasts and books. Lastly, she advocates for maintaining a work-life balance to prevent burnout.



31 KARTIKEYA PANDEY

Kartikeya Pandey, the founder and creative director of 'Neon Guts,' is dedicated to crafting compelling brand narratives that deeply resonate with their intended audience. His expertise lies in creating engaging content that goes beyond mere promotion, establishing meaningful connections. Through Neon Guts, he aims to give brands distinctive identities, play a pivotal role in achieving social media objectives, and expand their online footprint.

Mr. Kartikeya believes that the dynamic marketing industry can't be mastered through textbooks alone. He emphasises adapting to evolving trends and values practical, hands-on experience. His roots in a business-oriented family ignited his passion for entrepreneurship, driving him to connect with diverse brands.

Aligning client visions with his strategic plans poses a significant challenge for Mr. Kartikeya. Convincing clients to embrace his ideas in a landscape of unique perspectives requires considerable effort. Yet, he diligently refines their visions to resonate effectively with the target audience. He envisions a decade-long strategy to propel Neon Guts to tenfold growth, planning to reinvest personal capital into the business for substantial and enduring expansion.



Mr. Kartikeya credits the nurturing environment of KC College for instilling the belief that he could forge his path. Guided by his family's advice to 'work for himself,' Kartikeya embarked on a journey of self-discovery and business innovation.

His collaboration with Jems, a renowned jewellery brand in Jaipur, revealed his passion for cultural expansion. He advocates that, armed with focus and determination, entrepreneurs can overcome any obstacle and remain resilient. Kartikeya imparts his life motto to fellow entrepreneurs, urging them to "Believe in themselves, Embrace Cultural Enrichment, and Navigate Challenges with Focus and Determination" on the entrepreneurial journey.



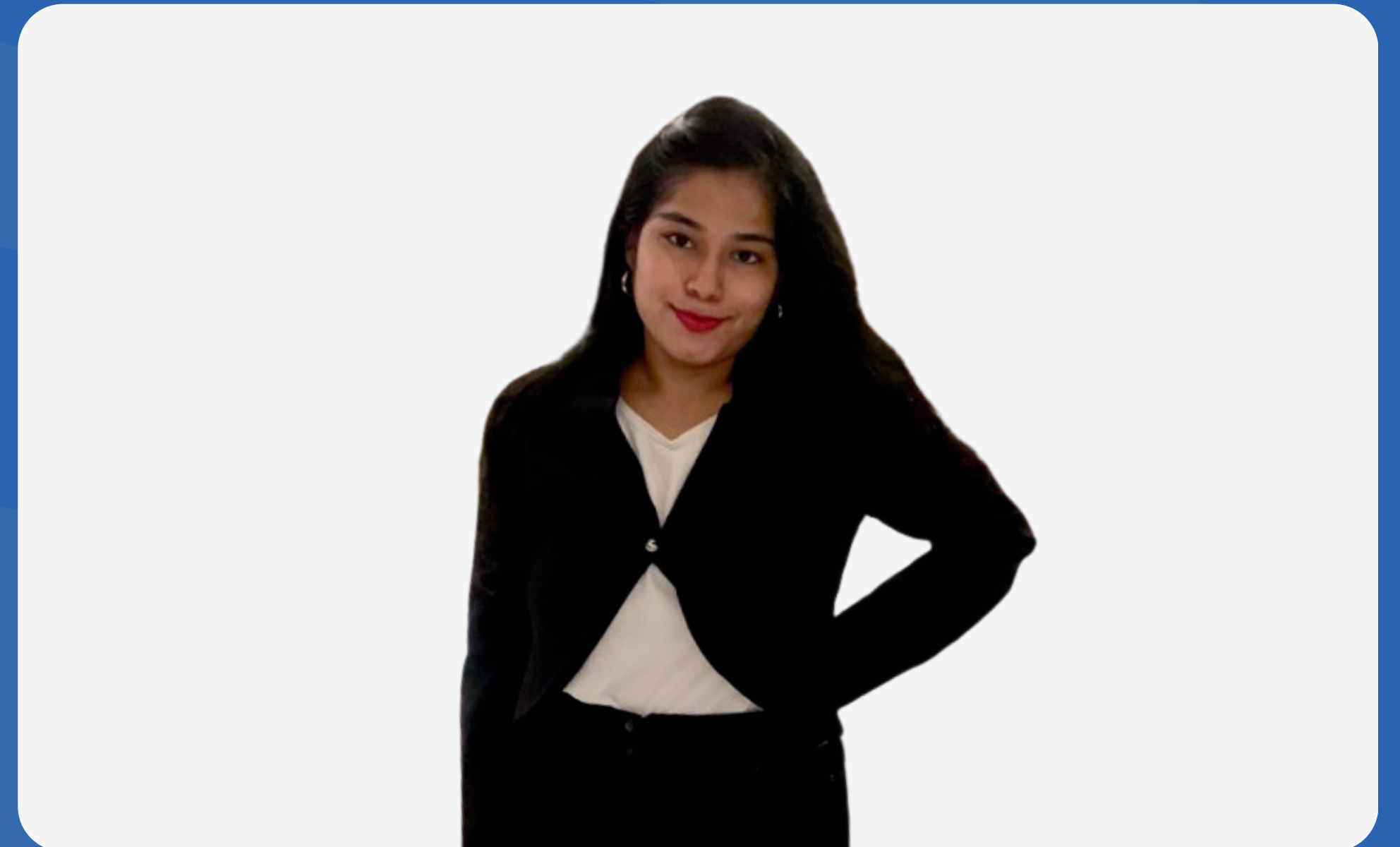
32 KHUSHI GANDHI

In 2020, amid the challenges of the COVID-19 pandemic, Khushi Gandhi emerged as a resilient entrepreneur with a passion for creativity. Founder of Art Amour, Khushi ventured into handmade resin goods, drawing inspiration from her father's entrepreneurial spirit. Starting as a humble endeavour, Art Amour quickly grew into a thriving business, driven by Khushi's commitment to innovation.

Khushi's journey was marked by both business growth and personal development. Adept communication and leadership skills played a crucial role in her success. She effectively articulated her vision internally with her team and externally with clients, adapting to the challenges posed by the pandemic.

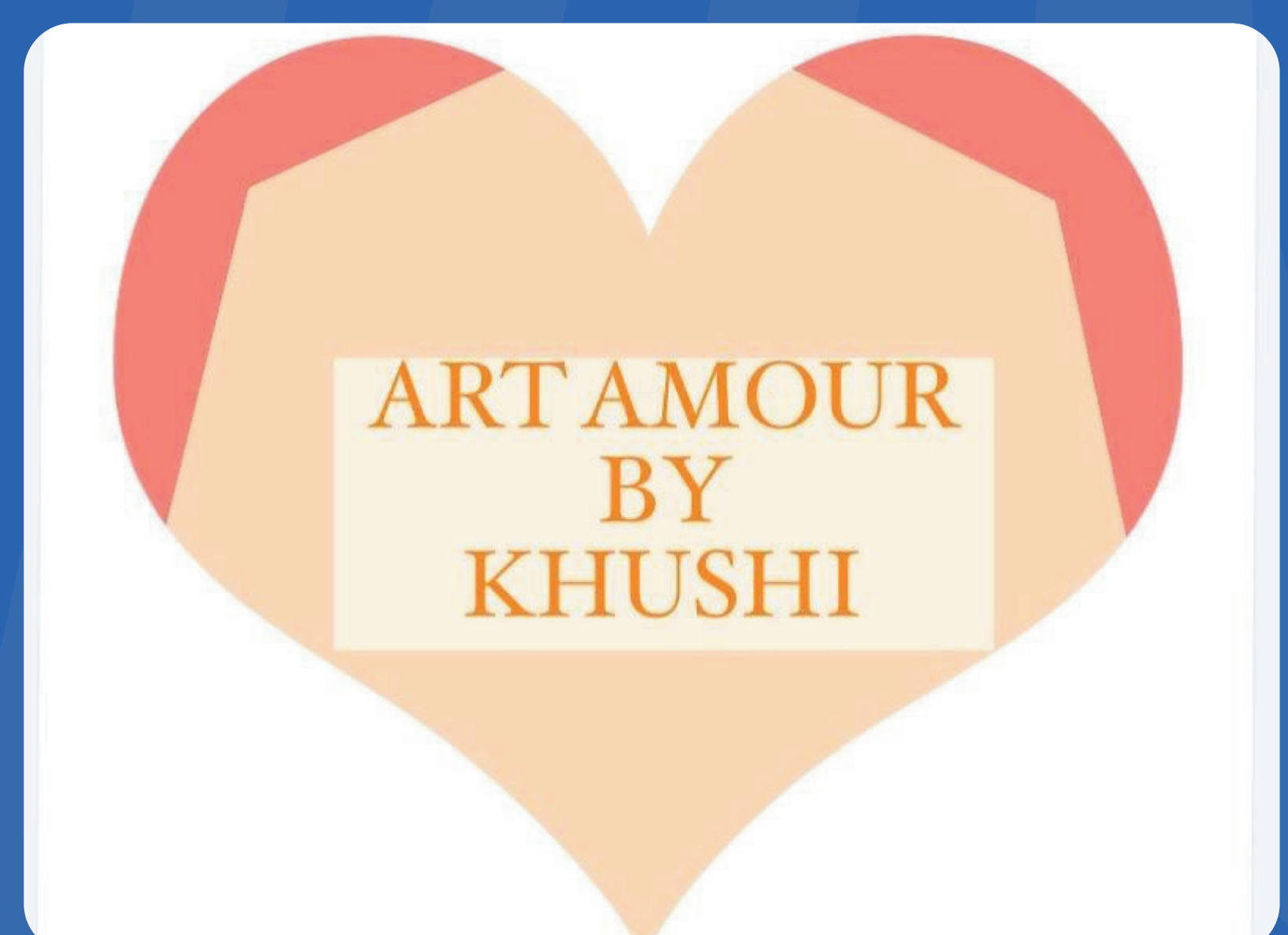
Recognizing the significance of marketing, Khushi leveraged digital platforms to showcase her handmade resin goods and connect with a wider audience. A strong presence on LinkedIn, Instagram, and Facebook amplified Art Amour's reach. Khushi emphasised the power of word-of-mouth marketing, fostering personal connections to expand her client base.

Balancing work and life, Khushi meticulously planned her schedule to cater to both academic commitments and her growing business. Even during exams, she strategically managed her time, ensuring the continuous operation of Art Amour.



Facing challenges in the early stages, Khushi tackled hurdles by integrating innovative marketing strategies and participating in entrepreneurial communities like E-Cell. setbacks and failures were viewed as crucial stepping stones to growth, with Khushi maintaining an optimistic approach and drawing inspiration from her parents' unwavering support.

Khushi's advice to aspiring entrepreneurs revolves around a forward-looking mindset. She encourages others to prioritise their businesses, work hard, and remain undeterred by challenges. Khushi Gandhi's entrepreneurial journey with Art Amour exemplifies resilience, innovation, and continuous self-improvement—a testament to the notion that success can be crafted even in the face of adversity.



33 MAYANK JAIN

For the articles of jewellery that exhibit stories, Ashish Jewellers is known to be a storyteller. Mayank Jain established this start-up with the help of his cousins, and today it inspires those who aspire to do something big on their own. Although he possesses a zeal for filmmaking, Mayank chose this career as an entrepreneur.

It was not easy for him to choose a path different from his passion, but with determination, talent and commitment to work, he pushed himself to do something great in this field. He has a firm grasp of the essentials of advertising, filmmaking and mass media that he learnt at K.C. College, the institution which moulded him as an individual, yet he decided to enter into the family business. Mayank made this decision knowing fully well that there were bigger and more established players in the industry who would serve as his competition.

It was not easy for him to choose a path different from his passion, but with determination, talent and commitment to work, he pushed himself to do something great in this field.

Ashish Jewellers deals with each and every segment of the jewellery industry. As a young entrepreneur, Mayank Jain is constantly enhancing the credentials of his establishment with new and innovative ideas. He has applied his invaluable advertisement and mass media skills to his business to add a unique dimension to his venture. Mayank has indulged himself immensely in the business to the extent that today he is managing to earn at least 20% of growth per annum.



Apart from earning profits, his experience, goodwill and skills ensure that his customers get the desired jewellery at the best rates, qualities, designs, along with a substantial improvement in after and before sale services and with many more benefits. He believes that customers' satisfaction is the key to success and keeping this strategy in mind he tries to maintain an amicable relationship with his customers through honest promises and fair prices. In spite of his creative skillset and efficient business model, he has faced many challenges in his mission to enhance every aspect of his establishment.

Mayank's journey sets an impressive example of how a young entrepreneur with great dedication, passion and hard work can materialise their ideas in the form of a successful start-up.



34 MEGHA GUPTA

The journey of 'DharaviMarket.com' has not been easy for Megha but it has given her the prized opportunity to work for what she is passionate about. She established her foundation after facing up to several hurdles. Most of the career she has created for herself has been entrenched within reporting and researching. Megha studied at K.C.College from 2003 to 2006, pursuing her undergraduation in mass media, majoring in journalism. The role of a news reporter which she played previously persuaded her to think in the manner of a social reformer.

As a journalist, she realised that her work was only about covering news around the world.

She used to feel repulsed about the fact that she was reporting everything negative happening around her but was unable to make any difference despite having a relatively stellar grasp of these issues. Throughout her career in journalism, she focused on infrastructural complications. At the age of 22, she decided to pursue a Master's degree in urban planning to enhance her knowledge and ideas relating to infrastructure. She then started working as a researcher to prepare herself to work in this particular field.

After working for 7 years, at the age of 29, she came up with the idea of 'Dharavi'.

Although she had never planned to start her own business, she quickly acclimatised to the start-up climate and did every single thing from arranging finance, training Karigars to taking bulk orders for the local products of her business



Her journey was hit with a lot of problems initially as she started with a small self-financed contribution of Rs 1 lakh. For many years she was unable to draw salaries for her employees and she had little knowledge about craftsmen, designing, and productive ideas. However, her dedication to the cause enabled her to trump all odds and make a difference for the people of Dharavi as her ideas have enjoyed success in every aspect whether it is social, global or financial.

The lockdown period during COVID-19 adversely impacted her business, but her determination has helped the business regain its stability and even grow internationally. The values of persistence, determination, strong commitment to work, and the courage to take risks helped her to become the person that she is known as today.



35 MUSKAAN JAIN

Sabbatical Travels LLP, established by Muskaan Jain in the year 2020, is a travel company. Muskaan studied at K.C. College from 2017 to 2020, pursuing her undergraduation in technology, tourism and travel services management. In addition to being a travel enthusiast, she also yearned to step foot in this field, and K.C. College enabled her to exude confidence and develop the practical experience required to be successful in any field. The company has strived to become a benchmark for people who enjoy travelling and exploring.

Sabbatical Travels by Muskaan Jain will take you on tours that include the most fascinating places, provide luxurious accommodations, and offer a wide selection of attractions in every tourist destination.

As the entrepreneur herself is very fond of discovering new places while travelling, her company provides all the travel services people may need, including flights, accommodation, transfers, travel insurance, and much more. With the commitment and integrity of their business partners and staff members, their vision is to become one of the most reliable travel agencies in India that serve consumers as well as business communities. They are committed to serving their clients with passion.



Sabbatical Travels LLP believes that transparency is the best way to provide services to its customers. The company guarantees personalized assistance to customers at any time. It is because of her attention to detail, with numerous client testimonials attesting to the same that her company is growing by leaps and bounds. As she is from Mumbai, her company is based in the city and also has an online presence.



36 MEET LAHOTI

In the world of interior design and furnishings, Lahoti, founder of Defy Decor, distinguishes himself with a venture into sofas, wallpapers, floors, and more. With a textile-rich family background, Lahoti and his brother aim to redefine luxury living.

Coming from a legacy of textile business, Lahoti shares that transitioning to interior products was a natural step. Based in Bombay, Defy Decor dominates India's home market and plans a new outlet launch in the next six months.

The journey wasn't without challenges. Sourcing investment and building a dedicated team posed initial hurdles. Focused on quality and customer service, Lahoti emphasises recruiting a trustworthy team and maintaining faith for venture success. He also expresses his gratitude to K. C. College for their unwavering support.

In the evolving market, Defy Decor targets the middle to upper-class luxury segment, differentiating itself. Lahoti stresses being available around the clock, ensuring excellent service, and offering on-site assistance for informed choices.

Memorable experiences include a challenging project for a Bombay builder, with the team working tirelessly for 10 hours straight. Another noteworthy experience involves a month-long negotiation where a customer discovered Defy Decor's better quality at a competitive rate.



Juggling student and entrepreneur roles, Lahoti emphasises balance, managing time effectively and maintaining a commitment to transparent and dedicated work.

For budding entrepreneurs, Lahoti advises starting with dedication, emphasising 100% commitment for success. Transparency is crucial, and staying informed about business trends is essential for a competitive edge.

As Defy Decor thrives in luxury interiors, the textile legacy propels them forward. Their commitment to quality, determination, and customer satisfaction sets them apart, showcasing a family-driven legacy combined with entrepreneurial spirit.



37 MOAZ SAYYED

Sayyed, a natural entrepreneur with a family history of business ventures, founded two successful companies, Digi Bank and Ukiyo Celebrations. His entrepreneurial journey unfolded organically, connecting with the right people and building crucial connections that provided a clear vision for the future.

According to Sayyed, personal growth has been significant, filling gaps in his personality through realisations. He emphasises the importance of patience, discipline, and persistence for entrepreneurs, highlighting the need for adapting and honing skills such as designing presentations, interpersonal communication, attention to detail, and social etiquettes.

Reflecting on the evolution of his companies, Sayyed describes a transformative process. Starting with a focused vision, he gradually embraced new ideas, constructive criticism, and expanded into eight verticals, including 'searching and optimization,' 'website curation,' and 'e-commerce.'

When asked about the challenges of entrepreneurship, Sayyed's confident attitude reflects his trust in himself and his team. Rejecting the traditional job route early on, he values the freedom of running his own business.

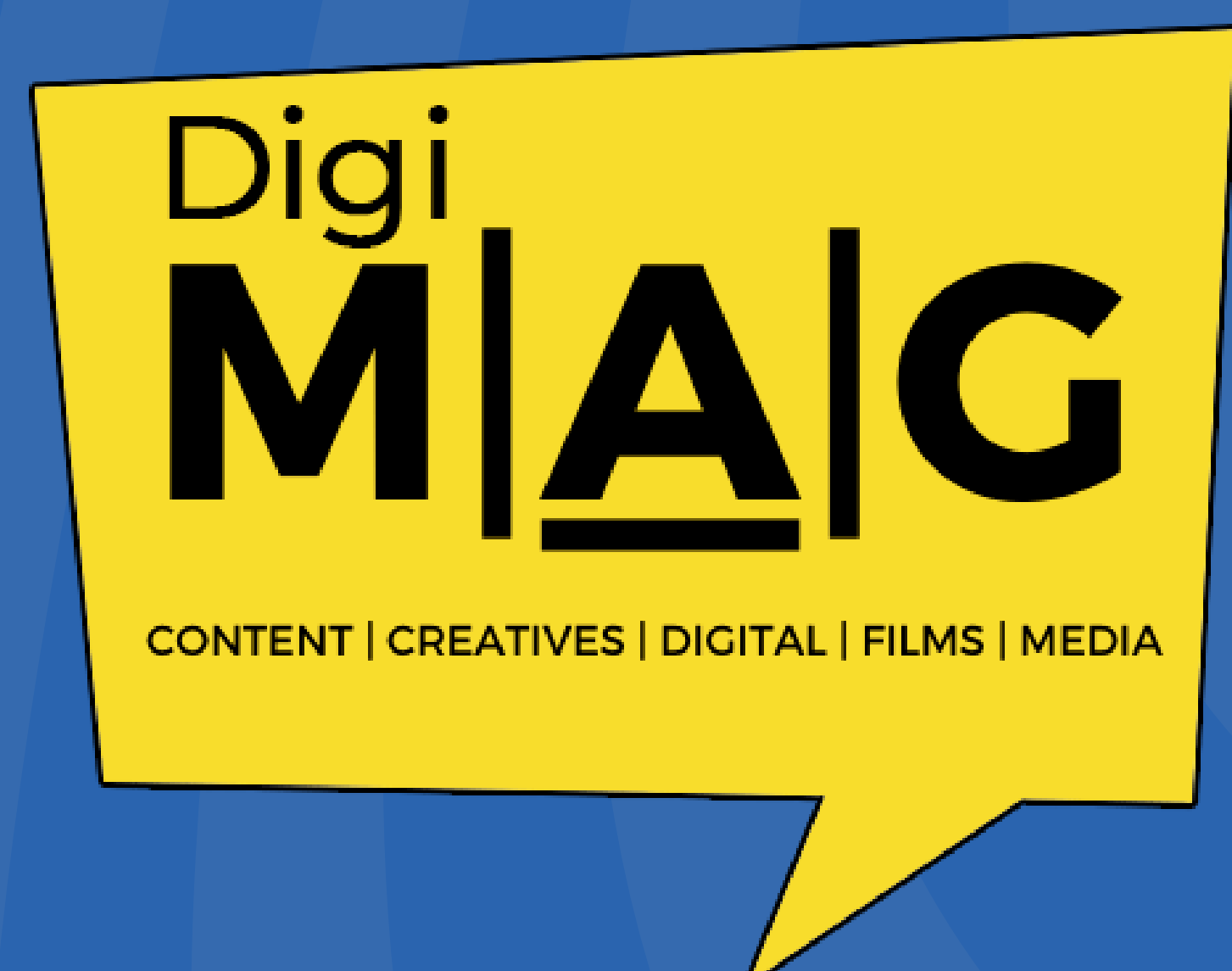
He also believes K. C. College to have played an important role in honing his entrepreneurship skills.



Despite facing competition, Sayyed stands out for prioritising 'client empathy.' He attributes the stable growth of his companies to willingness to meet new people, identifying opportunities, collaborating with other agencies, maintaining an open mind, and delivering promised results punctually to clients.

Acknowledging that failures are part of the entrepreneurial journey, Sayyed stresses the importance of maturity and introspection. As a founder and leader, he advises sitting through setbacks, analysing actions, identifying mistakes, and ensuring they are not repeated.

In conclusion, Sayyed's entrepreneurial success stems from a blend of family legacy, organic growth, adaptability, and a client-centric approach. His journey exemplifies the resilience and continuous learning required for sustainable business growth.



38 MOHIT SONI

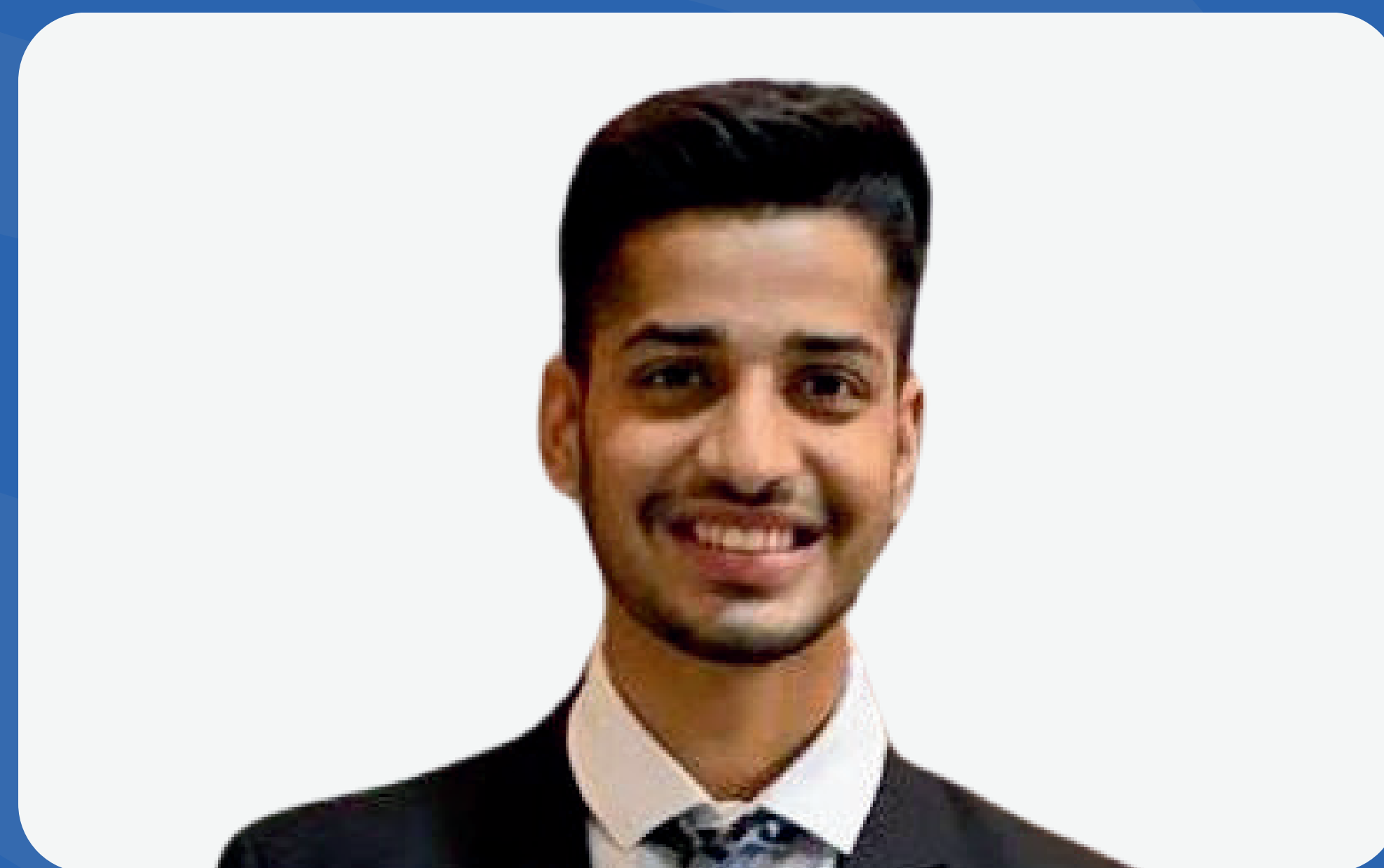
In the dynamic world of cosmetics, Mohit Soni, founder of Micawber, exemplifies a transformative journey from ideation in 2020 to a thriving business in 2022, fueled by passion and determination.

Inspired by his sister, Mohit aimed to break gender stereotypes with a brand catering to everyone, irrespective of gender. The onset of the COVID-19 pandemic prompted his entry into the market by sourcing and selling bicycles, laying the foundation for his cosmetics business.

His initial venture, Misqmen, focused on men's grooming, quickly reaching a monthly revenue of over 30 lakhs within two years. Despite being a reseller, Mohit aspired to create his own brand challenging traditional norms associated with beauty and grooming.

Research formed the bedrock of Mohit's business strategy, aiming to convince everyone that skincare and makeup are for everyone. Despite being an introvert during his K.C. College days, active participation in college activities and committees honed his interpersonal skills.

Learning from experiences, Mohit took on multiple roles within his business, contributing to the brand's success. Positive market response and a growing repeat customer rate validate the efficacy of his strategies.



Reflecting on his journey, Mohit emphasises initiative and assertiveness in a competitive world. His advice to aspiring entrepreneurs is clear – stepping into the spotlight, actively positioning oneself for success, and breaking free from shyness and underconfidence are essential for thriving in the entrepreneurial landscape.

In conclusion, Mohit Soni's story is one of passion, determination, and transformation. From a shy college student to the founder of Micawber, he is not just building a cosmetics empire; he is redefining beauty standards and challenging societal norms, one product at a time.

MICAWBER

39 NAVIN JAIN

Navin Jain founded The Real Analyst in 2020 during his early days at KC College, becoming the youngest NSE and BSE stock exchange broker at just 18. With a goal to make Forbes 30 under 30 by 25, he initially struggled with a meagre ₹4500 in funding.

Targeting South Mumbai's affluent markets like Zaveri Bazaar, he identified a gap in financial knowledge within the gold and metal industries. Recognizing their need for financial management, Navin conducted research, revealing a lack of awareness in these lucrative sectors.

Despite challenges securing investments, his most significant client turned out to be an initial supporter who believed in his concept. This experience fueled Navin's belief in giving every dreamer a chance.

Balancing academics and a burgeoning career in finance proved challenging during college. As he grew in his profession, he felt the trade-off between work and college life, prioritising his vision for a successful startup. He believes that his immensely supportive teachers at K. C. College played a remarkable role in helping him balance his work and education.

Facing the need for a team to handle increasing workload, Navin struggled to find individuals genuinely interested in finance. His workaholic nature, delaying lunch until 4 pm due to market volatility, showcased his commitment.



Joining Angel Broking as the youngest authorised partner, Navin managed seven-digit funds, competing with individuals much older. The Russia-Ukraine war presented challenges, leading to a substantial loss. However, he discovered the potential for profit during market downturns.

Despite setbacks, Navin currently manages a substantial portfolio with a diverse client base, inspiring students with his determination and foresight. His journey exemplifies resilience and a promising future in the financial world.



THE REAL
ANALYST

PORTFOLIO INVESTMENT &
TRADING CONSULTANCY

40 NAAZMA PATEL

Naazma Patel's entrepreneurial journey started with her days as an undergraduate student at K.C. College. She hailed from a conservative background, and it was only because she had managed to secure admission in K.C. College, that her family allowed her to attend college. Her professors served as a constant source of encouragement to actively participate in extracurricular activities. Her stint at the Rotaract Club of K.C. College made her realise that she had a keen interest in marketing and that entrepreneurship was her calling.

Naazma started 'Beautdor' with her college savings of Rs 20,000. She revealed that she was being mentored throughout this process, and her mentor was the business' very first angel investor. She applied her social media marketing skills in establishing her online store, whose first order was for 10 lipsticks.

She is a big advocate of the online business model since every company, big or small has moved online. Authenticity is a major issue in the Indian beauty industry, with a substantial portion of the market saturated with fake products.

Beautdor is amongst the handful of small players in the industry besides giants like Nykaa which have the appropriate documentation to prove that their products are genuine in nature.

Having worked on more than 105 projects till date, she maintains that prioritization is the key to success for any entrepreneur.



In order to identify one's interests, a person must do everything which they feel intrigues them and gradually shift their focus to something specific. She also likes to associate herself and her brand by extension with several social causes, including the LGBTQIA+ community and people who are generally shunned by the industry such as models with a dusky complexion. This in turn attracts an audience that remains loyal to the causes which the company stands for.

She believes that in order to truly make it as an entrepreneur, one has to persevere with the inevitable monotony which will threaten the initial motivation that helped start the business. It may seem easy, but there is no respite of a break like in a 9 to 5 job, and one needs to cultivate a mindset to bear with this fact.



41 NADIR KANTHAWALA

Nadir Kanthawala has spent 12 years in the industry endeavouring to create, produce and direct content for television. Nadir studied at K.C.College from 2001 to 2004, pursuing his undergraduation in mass media and journalism. His journey in media started while he was pursuing his Bachelor's degree in Mass Media, following which he joined Turner. His time at K.C. College provided him with great learning opportunities and set a strong foundation for his career.

While working as an intern at SAB TV during his major in journalism, he realised that his passion lay in making content for television screens. Soon, he joined Big Synergy and started working in the production department of the company.

His first stint was as an Assistant Director for the show Dus Ka Dum, following which he worked for many other shows like India's Got Talent and Nand Kaun Banega Crorepati before moving on to work for BBC Worldwide. WATConsult's association with Kanthawala happened out of the blue.

He is the Co-Founder of Pops In A Pod, a parenting podcast for first-time dads, created to talk about parenting from a father's perspective. Nadir and his colleague Peter established this podcast, intended primarily for dads since the information on parenting was mainly confined to the perspective of a mother.



Through the podcast, Nadir shares stories and experiences related to the subject, encouraging his guests to do the same. Nadir has over 10 years of experience in the Indian television industry, producing, directing and developing fiction, non-fiction and infotainment programming formats for various channels and digital platforms. He is also an avid reader who reads a lot in his spare time and teaches television to media students on weekends.



42 NEHA CHAURASIA

The mission of Unknot Your Mind, established by Neha Chaurasia, is to spread awareness and educate people on what mental health is, why it matters and how it can be better for one's overall well-being. As she neared the age of 14, she was influenced greatly by the school counsellor and became more interested in psychology. She also began to become more intrigued by mental health, which was a very new topic at that time as everybody talked about physical health only.

Throughout her school career, she often volunteered as part of several campaigns. Neha studied at K.C. College from 2014 to 2017, pursuing her-undergraduation in psychology, an experience that prepared her for life's practical challenges. She volunteered for many campaigns on mental health in K.C. College, which piqued her interest in the subject. Her main goal is to eradicate the stigma associated with mental health. Without being aware of the importance of mental health, people will not seek therapy. Starting an online page and giving online sessions, she began her venture around the year 2020 during the period of lockdown. The belief that people could only practice their profession if they had their own clinic was proved incorrect by COVID-19.

The name Unknot Your Mind emphasizes the company's efforts to de-stigmatize therapy. She initially worked with someone who needed therapy urgently but lived outside Mumbai, so the first session took place online, and she was with her for about a month, and then that client referred her to a few more people, who then started approaching her.



Thus began her entrepreneurial voyage, with the support from her family, friends and her mentor, Ms. Veena Kumar. She advises people that whatever they do, they should take care of their mental health first. Therapists often fantasize about opening their own clinics and working independently. As a next step, the entrepreneur hopes to establish her own clinic where she will have both online and offline sessions, and she is also looking forward to starting workshops. Psychology has the ability to teach people about themselves, which is why she considers it a beautiful subject. The younger generation is much more open about mental health, so this field has a lot of possibilities in the future. Unknot Your Mind hopes to realize these possibilities and achieve greater heights.



43 NEHA MEWAWALA

Neha Mewawalla, the co-founder of Wife, lives by this ideology. She had always wanted to do something that would encompass all the different fields. Neha studied at K.C. College from 2010 to 2013, pursuing her undergraduation in Mass Media and advertising.

She found all the course subjects really fascinating. This realisation led to the beginning of her entrepreneurial journey with the creation of Wife. Wife is a full service creative marketing agency that integrates all marketing and advertising aspects for a brand under one roof to create a holistic environment for them to grow. Inspired by the saying “Behind every successful man there is a woman” she works passionately towards moulding it into “Behind every successful brand, there is Wife”.

Wife is essentially the better half of a brand. It took 6 months to finalise this venture name that would make it stand out as a creative agency. In the marketing field, where you have to work for various clients from different fields, it is important to understand that the end consumer is ultimately the same. Thus, conducting market research is very important.

She highlights that the key to retaining existing clients is benchmarking and outdoing yourself with every project, or maintaining your quality of work at the least. Go the extra mile and always aim to work passionately and sincerely so that the client can be stress free. Neha believes that we must all accept that nobody can know everything, to learn two important lessons.



First, we should try to learn and adapt our skillset to the ever-evolving business world. Second, in order to be a successful entrepreneur, having a great team is a prerequisite. Hiring the right person for the right role is thus a very critical process to ensure that your business as well as the employee can benefit. She advises aspiring entrepreneurs to find a gap in the market, which they can work to fill with their product/services. Finally, she wishes to guide them by saying that be approachable to all your teammates, as effective communication is a much underrated aspect of a great workplace.



44 NIDHI KHANDELWAL

Filmmaker Nidhi Khandelwal, the founder of Redblood Films, describes herself as a hoarder of memories. Portraying the world through the lens of a camera and through the medium of films is a means of catharsis to her. For her, watching films is all about the comfort one experiences, similar to when they watch their loved ones. Nidhi studied at K.C. College from 2017 to 2020, pursuing her undergraduation in film, cinema and video studies. This helped open up new possibilities for her as she learnt the art of writing, shooting and editing movies along with the spontaneity that came with it.

She observed that coordination with all the fellow students helped in the-process of becoming more creative. The mentors provided the students with their deep knowledge and helped them understand all the aspects of filmmaking. She further ventured into filmmaking at the New York Film Academy, Los Angeles. The diverse atmosphere of K.C. College and NYFA deepened her understanding of the different moods, tones and themes of the films. Exposure to these conducive learning environments has helped her represent her art of filmmaking in varied ways.



Nidhi herself has made a number of short films and documentaries which typically have real people sharing their stories which makes the films look more authentic.

Along with these she has directed a commercial for PayPal with Redblood Films taking the Director's chair for this project. Not only does she work as a Director, but she also plays several roles behind the scenes, including set and costume design, hair and makeup, boom operator, as she is always keen on learning new things. Such curiosity and enthusiasm have helped her flourish as an entrepreneur.



45 NISHAD SEN

Nishad Sen, Co-Founder of the creative production house inSEN Productions, would attest to the validity of the aforementioned quote. He is a screenwriter, film director and editor. While filmmaking is just a profession to some people, for him, it is much more than that. Nishad and his team members do not just make films, they thrive on living and breathing films. This passion for filmmaking is what sets Nishad apart from the rest. At inSEN Productions, one will witness diverse filmmaking projects like corporate videos, music videos, advertisement films, documentaries, short films, comedy sketches, travel videos, etc.

Nishad's seed of interest in filmmaking that later bloomed into the journey of an accomplished filmmaker was planted while pursuing his undergraduate studies at K.C. College. His experience at the institution provided him a plethora of opportunities to explore and hone his skills. Nishad's studio has curated The Client Tales, a seven-episode web series available on YouTube, which features him showcasing his acting skills as well. His team has also worked to produce music videos for some of the most celebrated names of the Indian music industry like Jonita Gandhi and Amit Trivedi.



Much like how Nishad decided that cinema was his calling, we should explore different avenues in life in order to realise our true passion. Documentaries and films have the power to evoke strong emotions in people. Such projects and the stories behind them inspire him to carry on his work as freelance video-making becomes a more lucrative career option. As he continues his quest to discover new horizons in the film world, he sets an example of how one should never stop growing and learning new things.

in2EN
PRODUCTIONS

46 NIKHIL RUPWANI

Nikhil Rupwani founded Shinora Corps in 2017. Nikhil studied at K.C. college from 2014 to 2017, pursuing his undergraduation in Financial Markets studies, owing to his passion for finance. According to the man himself, K.C. College gave him the ability to express himself in an effective manner. During the initial stages of his professional career, he worked as a skating coach. He eventually moved up the ladders and pursued courses from MAAC Institute. His experience at MAAC inspired him to delve further into technology, and he began working on applications and websites. Back in college, he decided to start a design and concept-oriented company with one of his seniors.

The aim of the company was not just to grow but to allow them to express themselves. Both of them envisioned that they were part of an agency that expresses and communicates ideas. However, in 2021 they separated their ways and now work in collaboration with each other till date. He learnt many invaluable lessons about this type of venture due to his exposure towards the market. The literal meaning of the name of Nikhil's company is 'Gift from God'. He gives great credit to his team for Shinora Corp's success, stating that it is his strength and core. This agency provides all digital services under one roof - websites, apps, graphics, videos, shooting, voiceover-



e-commerce platform listings, public relations, local advertising, branding, etc. He has outdone himself every time he has received an opportunity. His company makes sure that every employee that works under them has learnt something or the other that will benefit them. The company aspires to become a member of the Fortune 500 club. They want to be a multimedia agency that supports B2B and B2C in all aspects. The advice that Nikhil offers to young entrepreneurs is that to grow one's business, earning money and investing money at the right place and at the right time are of paramount importance to achieve success.



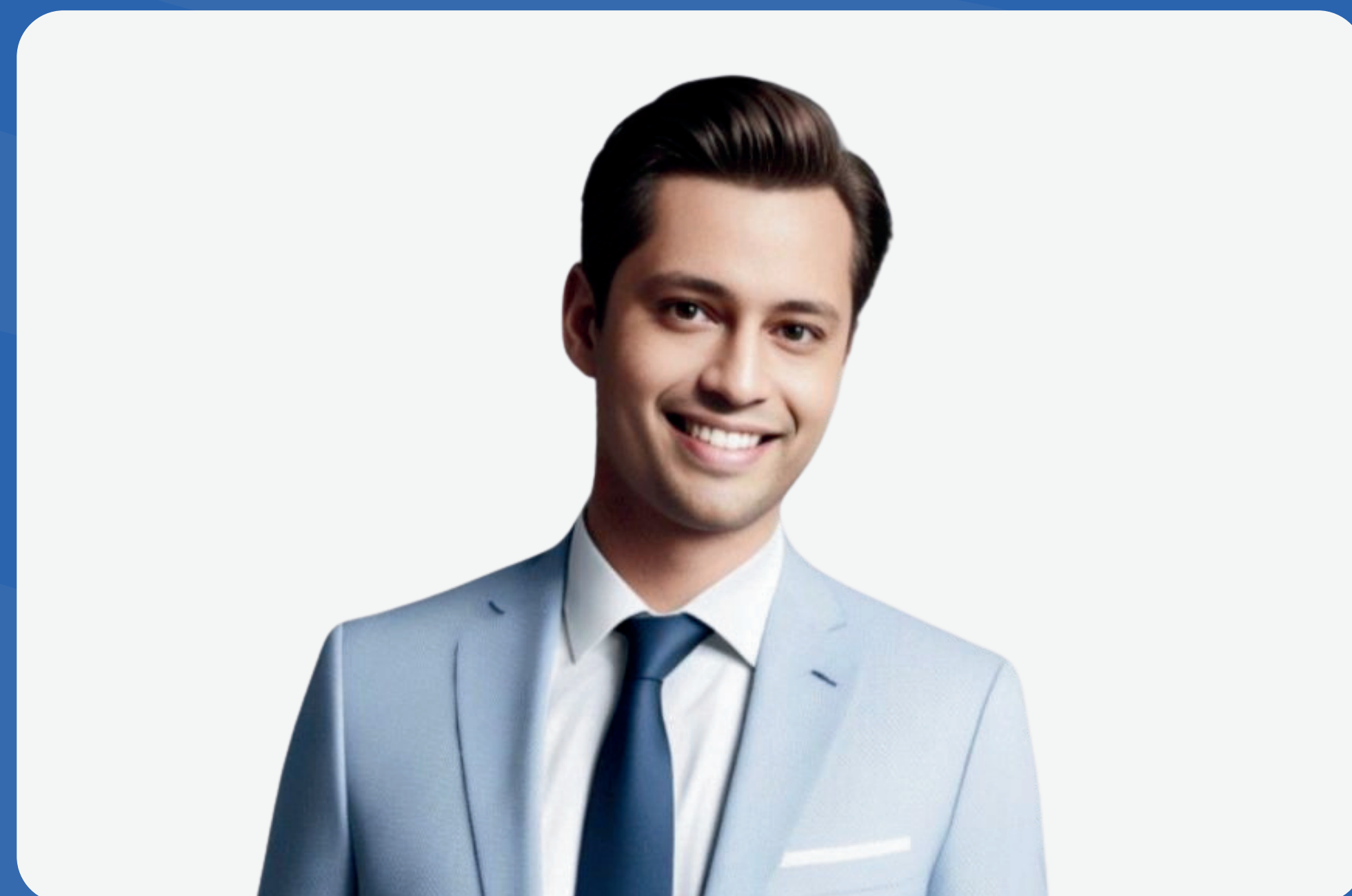
47 NEVIL SHAH

Nevil Shah embarked on his entrepreneurial journey at the age of 16, defying age limitations and embracing the belief that early beginnings pave the way for later success. Recognizing the untapped potential of youth to revolutionise industries, he harnessed the power of the internet for connectivity and idea-sharing, leading to the establishment of HRS Associates.

Specialising in importing gauge glasses from Austria, Germany, and England, HRS Associates transforms and exports these products. Nevil's mission started when he observed the health hazards caused by inferior-quality materials used in the manufacturing process of these glasses in India. This revelation fueled extensive cross-country research to secure superior materials, aiming to rectify the safety issues plaguing workers.

Armed with a master's degree in foreign trade from the World Trade Centre, Nevil faced challenges in convincing companies to adopt the new glass variant, devising pricing strategies, raising awareness, and carving a niche in the market. His efforts were validated with recognition as a Forbes 40 under 40, underscoring the impact and potential of his endeavours.

The inception of HRS Associates, triggered during a Friday evening at the World Trade Centre, unveiled a world of opportunities through meticulous research. Nevil's emphasis on understanding consumer behaviour, valuing opinions, and building a strong business foundation remained unwavering.



He utilised e-mail marketing as a potent advertising weapon, showcasing confidence in attracting international companies and strengthening public relations. He attributes KC College for providing him a foundation of knowledge in the business world that later helped spur his business.

Patience emerged as a virtue in dealing with international clients, as Nevil prioritised making a significant impact on the market through every business decision. His journey encapsulates not only the story of an entrepreneur but also serves as a testament to resilience, dedication, and an unwavering belief in effecting positive change within global trade.



48 PARENDI GAI

Parendi maintains that the journey of having her own start-up was made possible owing to the support of her parents. The idea of creating candles and cakes was initially about fulfilling her wish to pursue this line of work as a vocational hobby. She did not want to pursue it as a full-time career until she was encouraged to become a professional in chocolate-making by her friend and her mother. This motivated her to develop her own business of cake baking and chocolates.

It was an intensive responsibility for her to manage her studies along with this business. Though she had never thought of making a career out of this work, with the passage of time her passion-for the venture grew. According to Parendi, being an entrepreneur at an early age was very challenging. However, she believes that her skills in this regard received a much-needed boost while she was pursuing her undergraduation at K.C. College. Packing, designing, promoting the boxes of chocolates and cakes used to consume a lot of time.

The main role behind the establishment as well as the growth of her business was of her mother. Parendi's mother helped her out with baking, packing while her father assisted with arranging various items and finance for the creation of chocolates and cakes. In fact, she and her parents decided upon 'Magic Melts'-



as the name of her business to connect with the taste and preference of the public. The idea of candles had just randomly occurred to her, and then she decided to produce and sell her own candles to flicker brightness amongst people with her creativity. She believes in consumers' preferences and feels that it is the satisfaction of her customers that has enabled and encouraged her to do better. Fortunately, the impact of COVID- 19 was quite mild on her business as compared to other businesses. She believes that the sales of 'Magic Melts' and 'Flickering Candles' increased during the lockdown as people started placing orders through social media. Today, she is well content with the trajectory of her venture. The passion, consistency, persistence and hard work which she possesses ignites the success of this business.

Magic Melts

Lickable • Likeable • Loveable

49 PRABHAV DAGA

Prabhav Daga is the founder of Curaksha Group, a venture in the web space that revolves around the above statement. Curaksha Group-Gianda Trading Solutions is a conglomerate of companies with several businesses, products and services. It is an industry of Information Technology, Information Security, and Capital Markets. Prabhav studied at K.C. college from 2015 to 2018, pursuing his undergraduation in Information Technology. As a college student, he developed better relationships and interacted with students of diverse backgrounds, which led to better communication skills for his future career.

He has volunteered as an associate member, student partner, technical and editorial committee member in various companies. After graduating from his alma mater in 2018, he has now been appointed to the Board of Studies for the IT department of the college as an Industry Expert. His entrepreneurial journey began with the establishment of Gianda Trading Solutions in 2013. There, he worked as the Chief Technical Officer, Head of Information Security and a registered mutual fund advisor. In 2017, he founded Curaksha, which deals with domains, websites, cloud services, servers and cyber security.



His certifications and licenses include SPSE, CDPSE, CISSP, NISM, 210W03 Common ICS Components, 210W-05 ICS Cybersecurity Risk and HCI, to list a few. Through his proficiency and dedication to juggling these many roles, he has achieved success.



50 PRATEEK ATHALYE

Today, we journey through the eyes of an avid traveller. Prateek Athalye completed a tour of India on his bike, and he does not tend to stay at hotels when he travels. Instead, he erects a tent near his bike along with his food which is set up on the bike. In general, he does not prefer to take photos of the places he visits. He would rather sit there and enjoy the view, converse with locals, and enjoy the regional cuisine. Prateek values making connections whilst travelling. He studied at K.C. College from 2012 to 2015, while pursuing his undergraduation in Information Technology. He organised a trip to Goa for the entire IT Department of K.C. College while he was a student, with the heads of departments also on board.

This trip led to him being awarded a number of contracts from the College. K.C. College provided full support for organizing this trip, thus giving him an invaluable guiding experience which aided him in entering the field. This was the beginning of his journey as an entrepreneur. Additionally, Prateek started bike rides which then evolved to a caravan business. His target audience comprised solo travellers and young people, but when the pandemic occurred, the business took an entirely new course. Those who wanted to travel in comfort used-

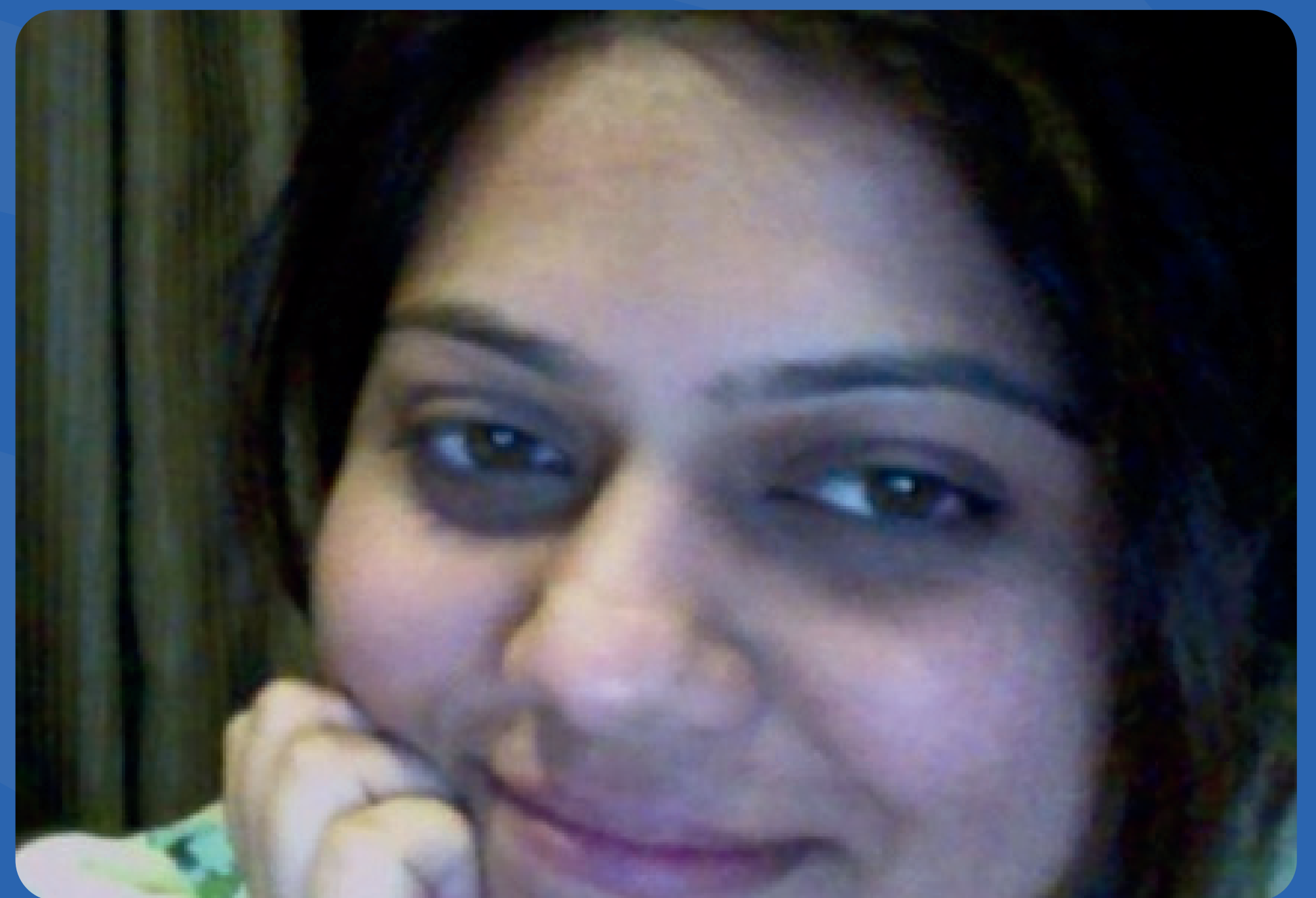


their vehicles, so in this way, many new places and avenues were discovered by the company. Customers can now rent a caravan equipped with a driver and travel at their own convenience. The majority of Vacayvan's sales come from older people since they prefer a relaxed environment, characterised by scenic views. The caravan vehicle includes a bedroom, a living room, sofas, a washroom, and a gas stove, along with a host of other amenities. In addition to his entrepreneurial activities, this young professional works for a corporation as well. His view is that the best time to launch a business is when there is a demand for the same. For India, the space being explored by Vacayvans is an entirely new market. Prateek's goal is to spread awareness about his caravans in the next two to three years. According to him, one of the best parts of his journey is that he gets to travel a lot. The idea of starting a business, no matter how big or small, is always worth trying.



51 PRITI SHAH

Priti Shah, the founder of BrandVu which is a boutique marketing consulting firm that provides go-to market strategies to brands along with state-of-the-art delivery processes to bring these ideas to life. Priti studied at K.C. College from 2000 to 2003, pursuing her undergraduation in Mass Media, which provided her with a glimpse of how mass media and marketing play a crucial role in day-to-day business operations. After graduating, she worked as a business executive at GroupM, where she helped redefine the world of retail operations. She then took upon the responsibility of handling Marketing at Barclays in 2008-handling both the retail liabilities portfolio as well as their digital presence. A dreamer at heart, she took the decision of starting her own venture BrandVU in 2010. Her venture provides all the services necessary to help a brand reach new heights, including business planning, media marketing, geography neutral implementation and investment advisory. Today, BrandVu takes pride in having worked with renowned brands like Parle, Titan and Mawared to name a few. To add to the many feathers in her cap, she also founded a luxury lifestyle brand in 2018, called the House of Edi-



which offers a range of unique and creatively handcrafted products. As a product focused gifting brand, House of Edi brings forth fabulous and unconventional luxury products which find their roots in Ayurveda. She is also a Global Shaper at the World Economic Forum wherein she strives to make a contribution to the community. Priti is also a visiting faculty for Brand Management at K.C. College, an experience that helps her remain close to the glorious moments of her college days.

BrandVU
Be Heard | Be Seen



52 RAHUL TEKWANI

Rahul Tekwani is the founder of Branding Edge Strategic Communications and Advisory, a strategic communication venture. His company caters to and fulfills the needs of professionals with the help of different aspects of Public Relations and Branding.

He has pursued his Bachelor's degree in Mass Media and later LLB from K.C. College. His time at K.C. College spanned from 2013 to 2020, during which he learnt a lot, including discipline, practical experiences, and teamwork.

His journey started by working as an intern in several companies such as Windchimes Communications, Mindshift Interactive, and Dentsu Aegis Network.

In 2019, he was a group brand manager at Enormous Brands LLP. In 2020, he started his entrepreneurial journey as the founder and managing partner of Branding Edge Strategic Communication and Advisory.



The agency focuses on developing a brand and reputation program to achieve business goals, build awareness and credibility, and enhancement of the long-term enterprise value of the clients.

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BRANDING
EDGE

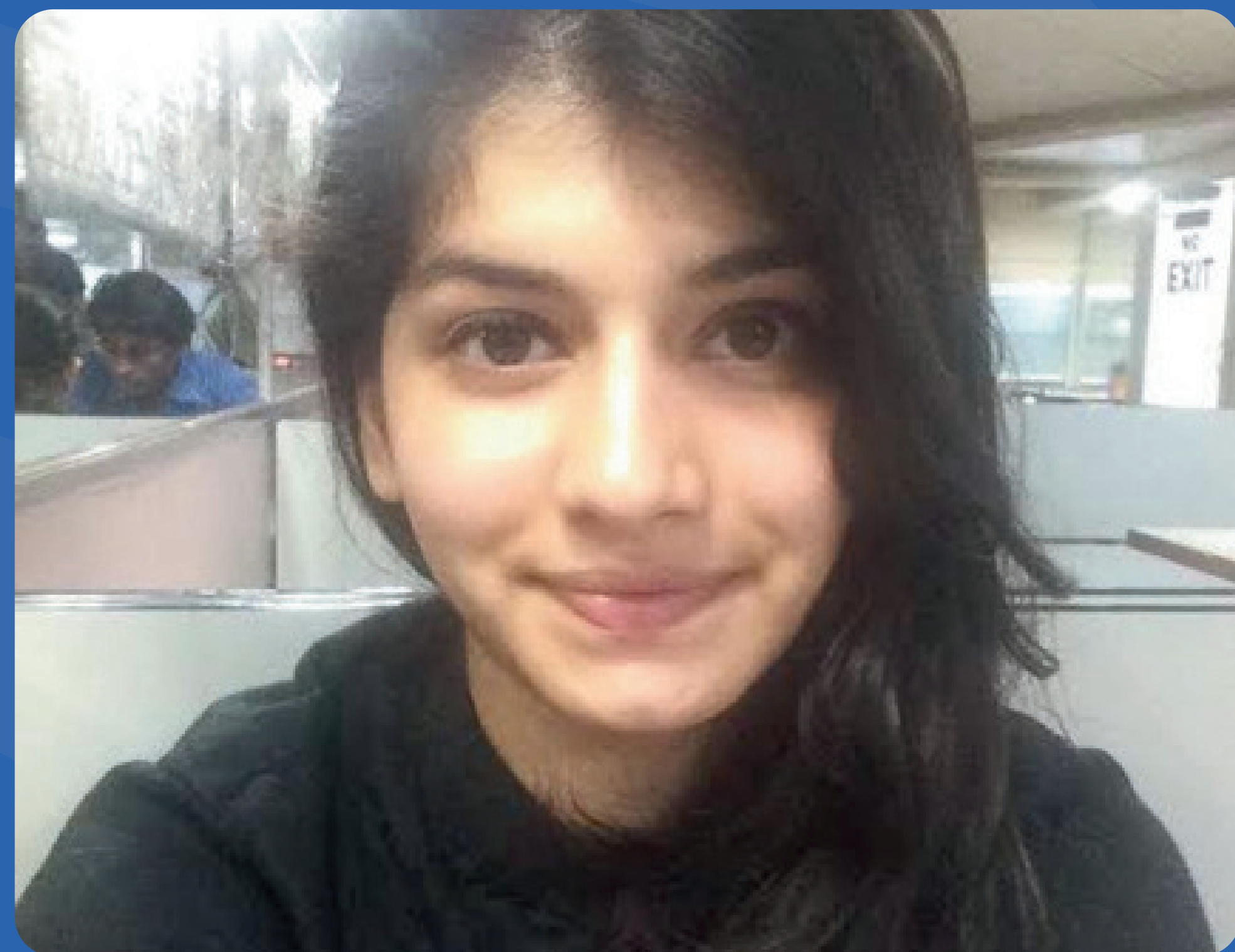
53 RIYA PAWAR

Next in the series of Entrevue, our team had a conversation with Ria Pawar, the founder of Global Deli, a gourmet grocery store which carries out door-to-door delivery services of groceries.

Ria studied at K.C. college from 2012 to 2015, pursuing her undergraduation in Mass Media . She tells us that K.C. College played a huge role in shaping her personality. Ria achieved the academic excellence award in the first and second year of her college. She not only excelled academically but also took active part in extracurricular activities, heading the marketing department of Blitzkrieg.

She also pursued her Master's in marketing strategy and innovation from Cass Business School, London.

At Global Deli, she looks after the purchase, finance, management and marketing of the store. According to her, it is most important to learn how to build supplier and customer relationships in an entrepreneurial venture. She makes a conscious effort to use technology to eventually integrate the offline and online operations at Global Deli.



She's also the founder of a Facebook community called the Nutrition First Network, which comprises like-minded people who believe that nutritious food changes the mind, body & soul.

Ria is a big crusader of nutritious eating and believes that eating right has far reaching benefits and completely transforms the way we work and feel about ourselves.



54 ROHAN GORADIA

Fitness entrepreneur Rohan Goradia is the owner of Anytime Fitness Kemps Corner Franchise. He is a certified personal trainer, having qualified from the American College of Sports Medicine.

Rohan realised his passion for athleticism during his time at K.C. College. In school, he was often bullied for his weight.

His inception in the fitness world happened when he fell sick because of his unhealthy eating cycle. He found that losing 4kg due to the fever left a positive impact on his overall mind and body. He then decided to work on his body.

He researched extensively through YouTube videos of professional nutritionists and planned his progress. Once he saw his own transformation, it instilled a confidence that he could help others do it too and thus found his passion.

Anytime Fitness Kemps Corner was the perfect fit, as it provides 24*7 convenience and a satisfied customer base.

He also believes that his gym doesn't need to compete with anyone, given all the facilities they provide. Anytime Fitness is the world's largest gym chain, having a franchise in Antarctica as well!



He stresses on the importance of communication skills. He considers himself his biggest competitor and inspiration. He wants Anytime Fitness to become synonymous with the very concept of fitness in India. His advice for students is to not fall prey to peer pressure, have an opinion and act upon their dreams with actions. According to him, some of the greatest things in life happen at the most unexpected moments, so we should believe in ourselves and just go for it. The only thing he wishes he could have done differently was to start earlier than he did.

He also strongly feels for the lack of physical education and awareness in India. He advises people to be mindful and not fall for fitness gimmicks and social media fads.



55 RUCHI SHRIVASTAVA

Every one of us dreams of eating the most exotic of foods at the most amazing places on the planet. Now imagine having a career revolving around food and travel. Ruchi Shrivastava, the founder of Greed Goddess Media does exactly this. Greed Goddess Media is a production house that produces content around food and travel on television and digital platforms.

Ruchi studied at K.C. College from 2001 to 2004, pursuing her undergraduation in Mass Media. She said that the curriculum at K.C. College was really holistic, giving equal weightage to academics and practical projects for the all round development of the students and the professors were helpful as well.

After graduating, she worked for Star TV as a creative producer. Working at MasterChef India proved to be a turning point in her career, when she discovered her love for food. After having worked there for four seasons, she quit her job and travelled throughout the country for six months, tasting different cuisines and meeting new people along the way.

She describes that journey as a life- changing experience that motivated her to start writing content on food which fetched her various contracts for writing cookbooks. The journey of becoming an entrepreneur came with its fair share of challenges, the very first being the transition from a creative director at a well-established firm to an emerging entrepreneur finding her way in a new domain.



Another challenge was handling large amounts of paperwork. She said that her disinterest in accounting and mathematics made it really tough for her to keep a track of all the frequent bank transactions she made as an entrepreneur. The one thing that Ruchi wishes she knew while starting her business was "discipline", and told how important it is for an entrepreneur to remain disciplined and motivated round the clock.

Even after achieving so much in life, her definition of success is simple yet significant, that is to remain happy in life. Be happy in life with whatever you have and whatever you do. She advised the youth to travel more and interact with the people of the place you are travelling to. This would help the youth to know the perspective of the entire nation rather than just living in their own bubble.



56 RAUNAQ BHARGAVA

Raunaq Bhargava, CEO and Founder of The Musician's Mall, embarked on an entrepreneurial journey at 18, driven by a profound passion for musical instruments. Exploring the rhythmic allure of drums and melodic resonance of guitars during college, he found inspiration in encounters with renowned music artists.

Undeterred by entrepreneurial challenges, Raunaq expanded his father's modest instrument business, becoming a linchpin in its sustained growth. He initiated a distinctive workshop, resuming in February 2024, offering free monthly sessions fostering knowledge exchange, interactions, and camaraderie among musicians.

In collaboration with banking partners, the workshop imparts invaluable insights to musicians, equipping them for the dynamic music market. Raunaq, wearing multiple hats, manages sales, marketing, accounts, and social media with a holistic approach emphasising personal and professional development, mindset enhancement, strategic thinking, and creativity.

As a beacon for aspiring entrepreneurs, Raunaq advises pursuing passions and leveraging strengths for excellence. He philosophically views each day as a priceless opportunity and considers meaningful work a form of worship.



Raunaq Bhargava's story exemplifies the transformative power of dedication, strategic thinking, and unwavering commitment to growth.

His journey inspires and guides those navigating the entrepreneurial labyrinth, reminding us that success is a symphony composed through a harmonious blend of passion, resilience, and a commitment to continuous evolution.



57 ROHIT SAMDHANI

Rohit Samdhani, founder of Buildwell Advisors, began his journey as a Chartered Accountant at PricewaterhouseCoopers and later transitioned to KPMG, specialising in mergers and acquisitions in the real estate sector. Motivated by a desire to forge his path, he founded Buildwell Advisors to assist real estate developers in fulfilling funding requirements.

To grasp the nuances of the real estate industry, Rohit dedicated a significant time freelancing, studying industry dynamics, inventory movements, and conducting extensive research to understand developers' needs and investors' requirements.

In the face of setbacks, Rohit views challenges as integral to the entrepreneurial journey, imparting advice on maintaining an open perspective and seeing obstacles as opportunities for growth. He acknowledges the risks in entrepreneurship but encourages individuals with passion and expertise to support themselves through alternative means while fully dedicating themselves to their ventures.

Reflecting on his time at KC College, Rohit credits the institution for grooming him for the entrepreneurial path. While technical knowledge can be acquired elsewhere, he highlights the pivotal role of the college environment, peers, and faculty in imparting crucial professional principles.



Sharing insights from his experiences, Rohit underscores the importance of a well-curated LinkedIn profile for students, serving as an efficient tool for recruiters and fostering networking opportunities. He emphasises perseverance and a calm demeanour as key traits for aspiring entrepreneurs, asserting that these qualities pave the way for success. A positive outlook, even in adversity, and a strong self-belief are the motivating factors young entrepreneurs need to keep moving forward.

In conclusion, Rohit Samdhani's narrative is not just a chronicle of professional achievements but also a testament to the resilience, adaptability, and positive mindset that propels successful entrepreneurs forward. His insights serve as guidance for young minds navigating the complex landscape of academia and entrepreneurship.



58 SAHEJ SETHI

The expression "Jack of all trades" is one we all know, and today we are going to read about this first-generation entrepreneur, Sahej Sethi, who believes in living a well-rounded life with multiple facets and being goal-oriented. He started Trijog as a college project and co-founded it with his mother and sister. Trijog is a result of his vision to do something in the realm of mental health, since suicides were prevalent in the 2000s.

Additionally, at the age of 21, he founded a company called Xyra, a consumer electronics brand. He created the company when he had just completed his undergraduation from K.C. College. His main area of expertise was digital marketing. After he became an expert in digital marketing, he sold Xyra and became a professor, and then the director of Trijog.

Today, Trijog is a team of more than 120 members. Trijog has initiated a variety of mental health campaigns and was the official partner of the World Mental Health Federation for World Mental Health day 2020 and 2021. He gives a lot of credit to the youth, who have brought mental health issues to the forefront in recent decades.

Mental health issues existed before, however; awareness and acceptance were not widespread.



The COVID-19 pandemic resulted in the initiation of online therapy, where everyone realized that therapy doesn't have to be conducted in a particular physical space.

The first sign that a person has mental health issues occurs when they suffer abuse or when things in life do not feel fun or rewarding. Regarding that, Sahej exclaims that every day, every moment is an opportunity to view the world from a different lens. He believes that being versed with the know-how of a solid service is critical for starting a business.

It helped him to lay the foundation of his company. In conclusion, he believes that hard work can be turned into smart work

if it is done with effort and that one should always work with passion and determination. This mantra has made Trijog a success.



59 SAKSHI JAIN

Ever since the pandemic changed the world as we knew it, mental health issues have been on the rise amongst people. To understand more, not just about psychology but also about being an entrepreneur in this sphere, our team had the opportunity to interact with Sakshi Jain, the co-founder of Swastha Clinic, which provides therapy and counselling services.

Sakshi narrated an incident from her school life when one of her close friends witnessed a suicide in her family, because of which her friend started having mental health issues. Luckily, the counselling department at her school provided her therapy sessions which helped her tremendously.

That was when Sakshi resolved to learn more about psychology and pursue a career in the field. Sakshi studied at K.C. College, pursuing her undergraduation in psychology. In college, she got to study under the guidance of one of the best faculties in the city which gave her an immense amount of exposure. During the pandemic era, all the therapist resorted to virtual therapy, which did not allow them to study the body language of the patient.

On the flipside, because of therapy sessions going online, people from other parts of the country as well are now getting access to these therapy sessions.

One major challenge she faces as a therapist is people taking her emotions for granted. Also as a therapist, after many counselling sessions on a daily basis, patients' stories might affect a therapist's mental health as well.



On asking her about the major cause of mental health issues amongst youngsters these days, she attributed it to the parenting of the child. She exclaimed that most adults who contact her have some childhood trauma which in turn reflects in how they deal with their child.

Also, when the team asked her about the importance of yoga and meditation in one's life, she said that yoga and meditation can't replace professional therapy. All three things are very important for good mental health, but can't replace each other. Yoga and meditation do, however, help people to focus on one thing at a time. Hence, on an ending note, she advises people to reach out for professional help whenever they feel stuck.

SWASTHA

60 SHABD HANSARAJANI

Shabd Hansarajani is not just the founder of Global Footwear Store but also a testament to the power of seizing opportunities and leveraging personal experiences. His journey from a student at KC College to a trailblazing entrepreneur exemplifies how passion, perseverance, and a keen eye for opportunities can pave the way for success.

Shabd's entrepreneurial journey was sparked by a seemingly simple incident. As a student, he found himself in need of a particular branded shoe. With his father's connections in the shoe business, he managed to procure the desired footwear. However, it was this experience that led him to a profound realisation – he didn't need connections to access the same source. This epiphany laid the foundation for his entrepreneurial venture.

Just three days after this realisation, Shabd launched his startup, embracing a bootstrapped approach and relying on organic marketing strategies. His astute observation of the market revealed a loophole – the demand for quality shoes at affordable prices. Leveraging his personal brand and tapping into his father's expertise in the shoe business, Shabd set out to address this gap in the market.

The supportive ecosystem at K.C. College played a pivotal role in shaping Shabd's entrepreneurial journey. As a founding member of E-Cell, he was exposed to an environment that fostered innovation and risk-taking.



Surrounded by like-minded individuals, some of whom were already entrepreneurs, Shabd found the inspiration and encouragement he needed to embark on his own entrepreneurial path.

Key advice from a senior resonated deeply with Shabd – the notion that starting a startup isn't always about innovating something new but can also be about solving existing problems. This perspective guided him in identifying the opportunity in the shoe market and fueled his determination to address it.

Today, Shabd stands as the advisor of E-Cell at KC College, a testament to his journey from student to mentor. His story serves as a beacon of inspiration for aspiring entrepreneurs, highlighting the importance of seizing opportunities, leveraging personal experiences, and embracing the journey of entrepreneurship with passion and purpose.



61 SHIVANI GOHIL

With this belief, she started her journey of teaching individuals French through her project The French Bee Academy and enabled them to appreciate the beauty of seeing the world through a different lens.

Professor Shivani Gohil has a C1 DALF in French and has acquired DU FLE, which is a diploma course, enabling her to teach French as a foreign Language from Alliance Française de Bombay under Mans University, France. She studied at K.C. College from 2016 to 2018, pursuing her undergraduation in Psychology.

On the work front, she has been freelancing as a French tutor- and has since volunteered at the Kala Ghoda Festival. She then went on to work for a venture called Language Fluent as a tutor, where she also worked on a translation project and better understood the corporate world.

After getting her diploma, she grabbed the opportunity to work at the Directorate of Revenue Intelligence where she acted as an interpreter and helped in the interrogation of the accused.

Her most cherished experience is when she represented India in 2019, at the Centre International Francophone Grand Est (CIFGE) held in Strasbourg in France.



The theme for 2019 was “The Vertiginous Advances of Science: an Opportunity and a Challenge for Man and a Humanist Europe”, making the participants reflect on the values of Humanism and importance of Sciences by discovering elements of French cultural heritage through a regional reality.

Strongly believing that knowledge is wasted if not shared, she started working as a Professor teaching French to junior college students. In 2021, she took on the opportunity of going to France interning at Academie De Clermont Ferrand as a Professor of English and is now joyfully living her French dream.



62 SIMRAN CHANDIRAMANI

Simran Chandiramani, the founder of the WeBee language institute, and our next entrepreneur in the series of Entrevue would completely agree with the above quote.

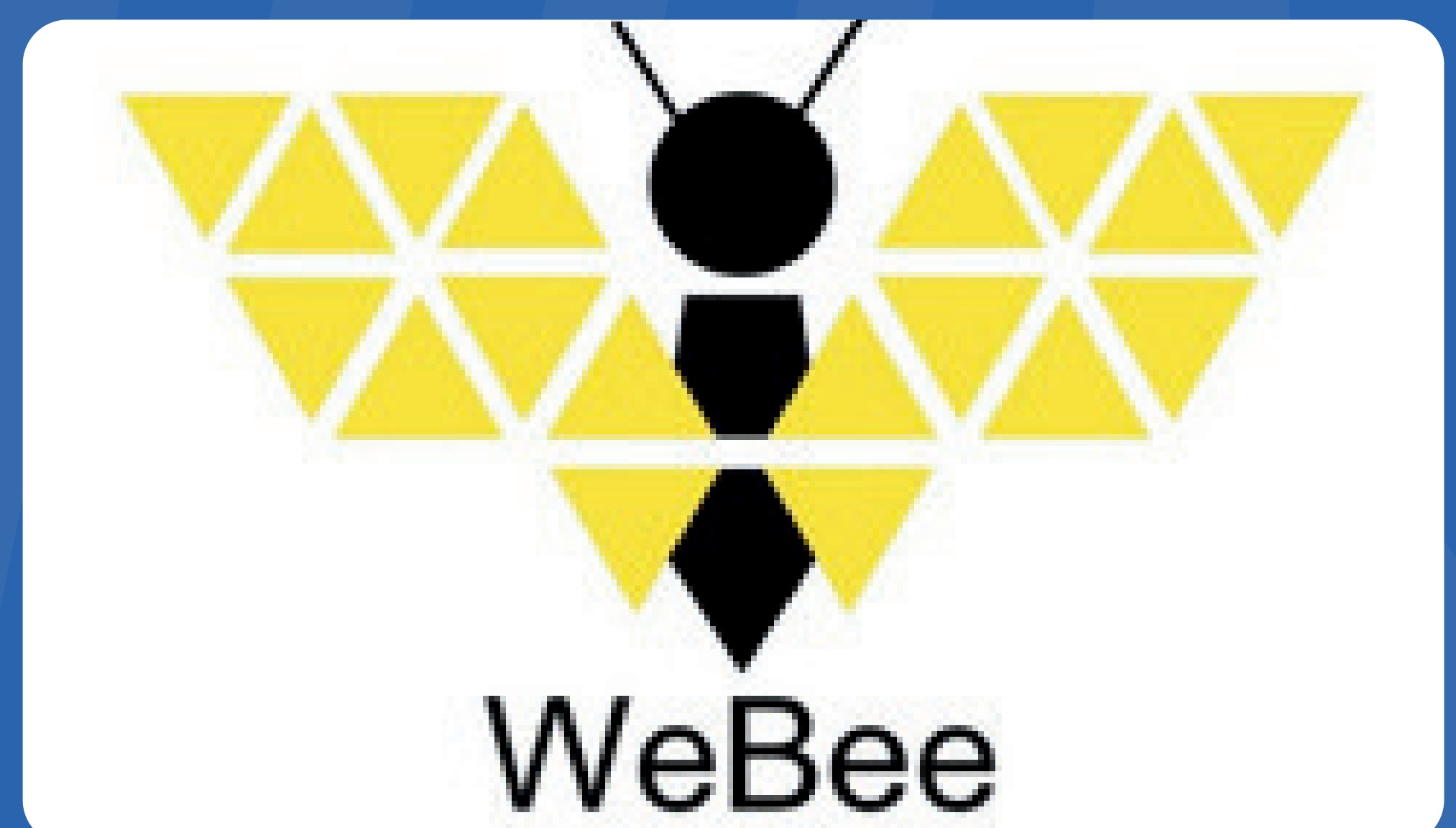
The idea behind naming her institute 'WeBee' was - "We, collectively, will be what we want to be". The WeBee Language Institute teaches various languages namely French, Mandarin, Spanish and many more to people of all age groups. Simran studied at K.C. College from 2016 to 2019, pursuing her undergraduation in Management Studies and went on to specialise in finance.

She said that her college days were full of trial and error with regard to trying to find out what she was passionate about. She soon realised that she had an inclination towards marketing instead and thus used to attend marketing lectures on the sly. It was Ritika Pathak ma'am who motivated her to pursue something alongside academics

Simran learnt Mandarin for a good five years and even went to China, but unfortunately had to return due to the pandemic. She describes it as a low point in her life, but went on to make a very very profound statement that "Plan B is what we plan for ourselves, Plan A is what God plans for us." It was then that she started her own Language School.



Simran believes that in this age of globalization it is very important for children and adults to learn a foreign language. She herself knows around eight languages. For example, if you work in a multinational company, knowing an additional language is beneficial as you would be competent enough to converse with a person who speaks the same language in another part of the world. This in turn gives you an opportunity to earn more and even travel more. "Compare yourself to who you were yesterday", she says. Her definition of success is being more accomplished than you were earlier. She bid adieu to us with a message that we should aim to give back something to the society as a person who gives back to the society is respected by everyone, and to always remain humble.



63 STUTI SAKHALKAR

With this belief, The Cheesecake Project, a venture by Stuti Sakhalkar aims to capture the most beautiful wedding moments of a couple as lovely photographs which they can cherish forever.

Stuti studied at K.C. College from 2006 to 2009, pursuing her undergraduation in Mass Media. She describes her experience in K.C. College as life-changing, where she was taught about mass media by the best professors and developed an immense amount of confidence in dealing with people. After graduating she worked in the television industry for a good amount of time.

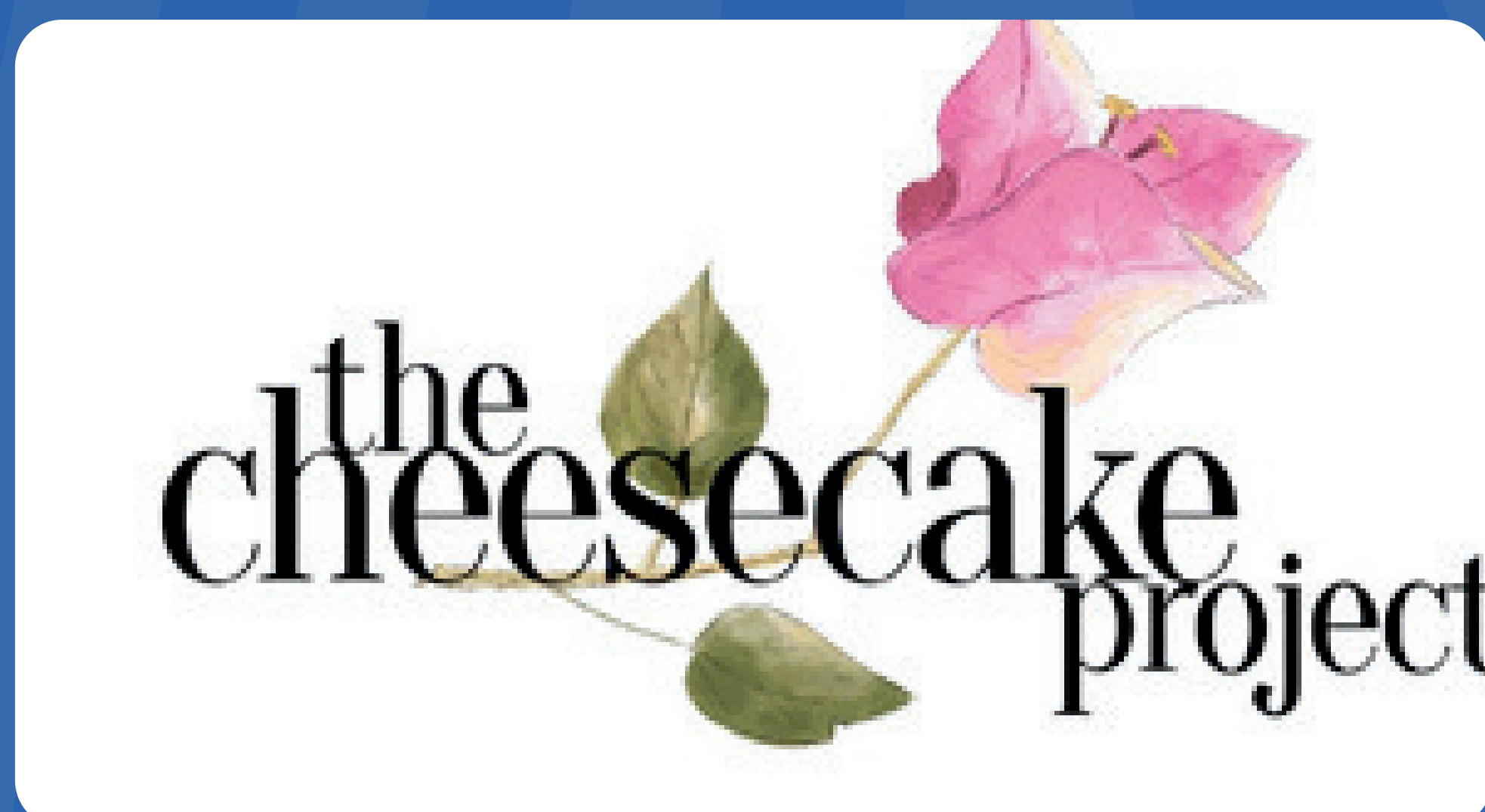
She was also passionate about photography and at the age of twenty two started a facebook page named The Cheesecake Project where she posted photographs that she clicked. It was at one of her classmate's sister's wedding where she realised that wedding photography was something that appealed to her, hence decided to pursue it full time.

Be able to look at the special moments of joy and capture the radiant smiles amidst all the chaos and the hubbub



Telling us about what the pandemic did to their business, Stuti told us that due to the smaller gatherings at weddings, the photos became happier and more beautiful than ever before. It was the first time that the parents of the couple seemed at peace for they did not have to handle any huge gathering. The big, fat, extravagant weddings have now become smaller gatherings with merrier faces in the frame.

Stuti equates success with peace. She believes that following your passion and being happy and content with your work is all that matters. She finds no point in improving her portfolio if it makes her feel stressed. She advises young entrepreneurs to keep a tab of their income and expenses, cut down unnecessary expenditure and never take accounting lightly. She also advised to use Social Media to its full potential to reach out to a larger audience to see your business grow exponentially.



64 SANYA JAIN

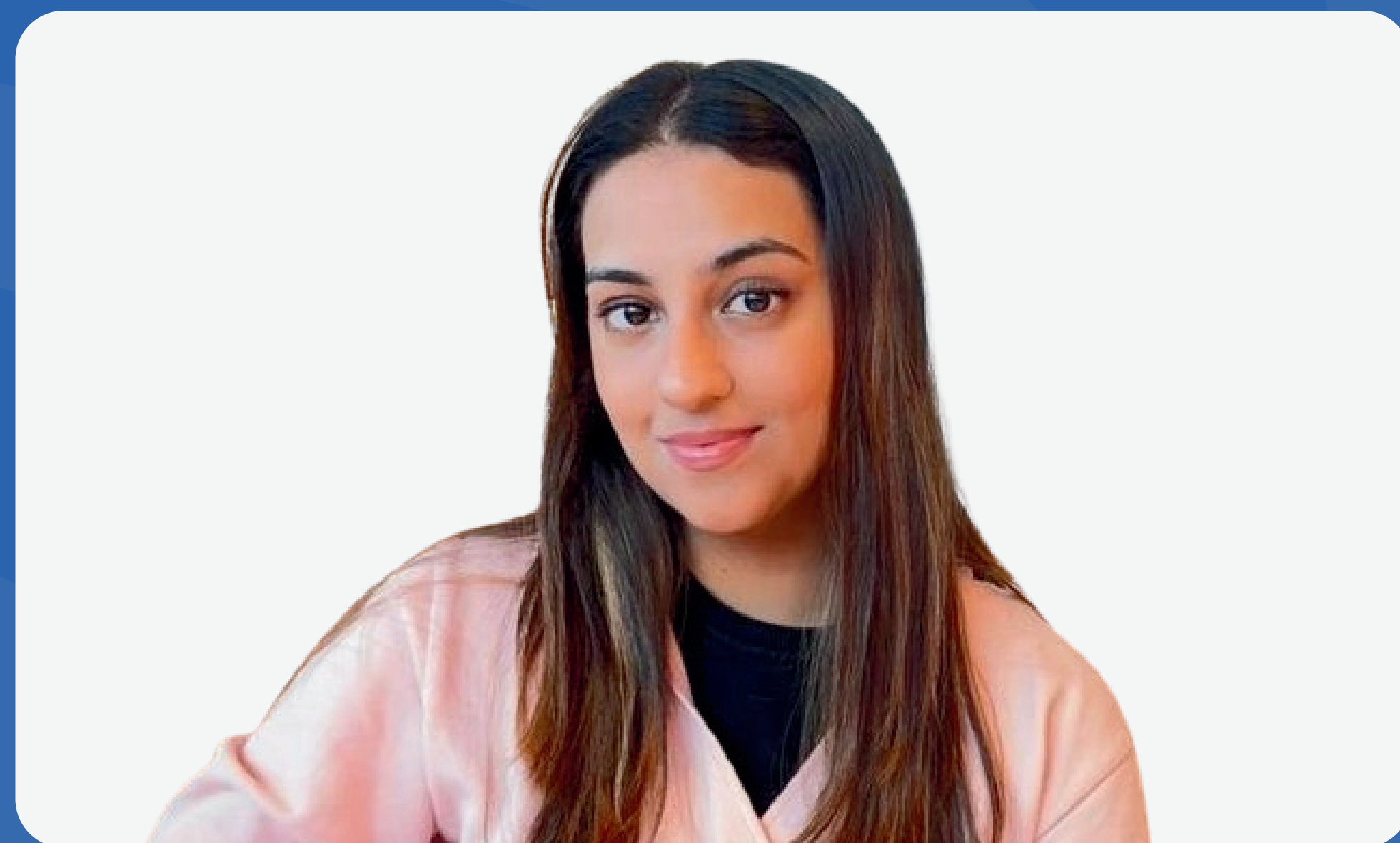
Sanya Jain, the founder of Mad Over Balloons, realised her childhood dream of creating something unique at the age of 18. With a strong family background in business, she ventured into balloon arrangements, distinguishing her brand through quick response times and innovative designs.

Conducting extensive market research and drawing on past experiences, Sanya identified the crucial factor that sets Mad Over Balloons apart – its quick response time and creative designs. Leveraging connections, she ensured high-quality balloons and established a strong clientele in South Mumbai.

Despite a family business background, Sanya explored various options during her formative years. Her instincts, risk appetite, and communication skills led her to realise that entrepreneurship was her true calling. Her family provided constant support, from pooling initial investments to offering guidance and motivation.

Sanya attributes valuable lessons from KC College, emphasising the importance of networking and understanding diverse perspectives. Rigorous examination processes and support from professors and friends have contributed to improving her business.

Facing obstacles, Sanya navigated logistical challenges, negotiated effectively with vendors, and addressed client issues typical in the service industry.



Overcoming scepticism due to her age, she managed work-life balance with a well-trained team and understanding clientele.

With years of entrepreneurial experience, Sanya shares key insights. She advises maintaining discipline in schedules, surrounding oneself with the right people, and building adaptability in the ever-changing business environment. Being ready and presentable is crucial for seizing unexpected opportunities.

Sanya encourages aspiring entrepreneurs to trust themselves, take leaps of faith despite discouraging statistics, and not fear failures. Embracing trial and error as part of the learning process, she wishes aspirants success in their future endeavours.



65 SUHANEES BAFNA

In the realm of entrepreneurship, where innovation drives success, Suhanees Bafna, a SYBMS student, stands out as the founder of Anisue Healthcare. Established in November 2020, Anisue Healthcare has transformed the supplement industry with its plant-based and delectable offerings, challenging the norms of synthetic-laden supplements.

Inspired by her passion for karate and the importance of holistic health, Suhanees founded Anisue Healthcare, reflecting her commitment to natural well-being. The name "Anisue" itself, a fusion of her and her brother Anikesh's names, embodies the essence of a family-driven enterprise.

Anisue Healthcare sets itself apart by providing sugar-free, plant-based products, aligning with a healthier and vegan-friendly lifestyle. In an interview, Suhanees shared the challenges she faced during the initial entrepreneurial phase, highlighting the difficulties in marketing unique products and identifying the target audience. Overcoming these hurdles, she now plans to expand offline operations, focusing on robust distribution channels for global outreach.

Operating as a bootstrap company, Anisue Healthcare hasn't sought external funding, relying on digital platforms like Amazon, Flipkart, Meesho, One MG, and its website for sales. Word of mouth has become a vital part of their marketing strategy, leveraging satisfied customers to spread the word. Further, KC College has helped boost her business by providing a ready market for her products.



Suhanees emphasised the transformative impact of entrepreneurship and her journey at KC College on her life, citing increased responsibility, improved interpersonal skills, and effective time management. Encouraging aspiring entrepreneurs to start when ready, she stresses the importance of balancing studies and personal life.

As Anisue Healthcare grows, Suhanees's journey exemplifies determination, innovation, and a genuine passion for positive impact. Her story serves as inspiration in the dynamic landscape of entrepreneurship, showcasing the courage to embrace challenges, learn from experiences, and persist on the path to success.

αNISUE
HEALTHCARE PVT LTD

66 SHAHZAIB RAZA

In his third year at K.C. College, Shahzaib Raza faced a pivotal moment, unsure of his path until he discovered the transformative opportunity within the college's club scene – "Zest." Taking on the role of the department head of Social Media, Shahzaib found his niche.

Driven by a desire to create something unique, Shahzaib, along with a friend, founded "Faaki," meaning "purity" in Arabic. Despite their limited experience in the fashion industry, they sourced fabrics from Telangana and Surat, dividing responsibilities to ensure a seamless production process. Faaki's mission was to provide high-quality products at affordable prices, with a focus on embracing uniqueness and self-expression. Shahzaib's passion for marketing played a crucial role in establishing the brand's presence.

The decision to enter the fashion industry stemmed from Shahzaib's interest in design and a desire to break away from a monotonous routine. The tagline, "Identity Beyond Fashion," encapsulates Faaki's commitment to uniqueness.

Facing challenges in affordability, Shahzaib emphasised their resourceful approach to fabric procurement and maintaining quality. The brand overcame initial scepticism in pop-up experiences across cities, finding success in Lil Flea, Mumbai, where their unique designs resonated with customers.

Transitioning from college life to entrepreneurship required focus and dedication, balancing academic responsibilities with business endeavours. Shahzaib credited his college for providing essential support, both in terms of advice and networking opportunities.



A defining moment occurred during a chance encounter with the founder of Jaywalking at a street event, urging Shahzaib to pursue a career in fashion and solidifying his resolve.

The interview highlighted the importance of choosing the right business partner. Shahzaib's collaboration with a friend of four years proved instrumental, with complementary skills and shared aspirations making them a formidable team.

As Faaki expands its footprint, Shahzaib Raza's journey stands as a testament to the power of ambition, resilience, and the courage to step into the unknown. From canteen conversations to fashion showcases, his story inspires aspiring entrepreneurs turning dreams into reality.

FAAKi

67 SURAJ JINDAL

In October 2021, Suraj Jindal transitioned from his role as a full-time investment banker to launch Jindal Rock Salt, a Himalayan rock salt business. Focusing on the health benefits of rock salt, Suraj started this solo venture, underscoring the challenges of entrepreneurship and the critical importance of market selection.

With a year and a half of experience in finance investment banking, Suraj advocates gaining practical experience under influential figures to develop a comprehensive understanding of both worlds. He highlights the significance of being goal-oriented, diligent, and striving for greater achievements.

The genesis of his entrepreneurial idea arose during his finance tenure, where he recognized the growing consumer interest in healthier food choices, particularly the popularity of rock salt. Suraj cautions against glamorising entrepreneurship, emphasising its demands for unwavering commitment, daily challenges, and dispelling misconceptions of glamour. Using savings from his previous job, he laid the foundation for his venture, focusing on planning, branding, procurement, packaging, unit sourcing, and securing sufficient capital for the initial 1.5 years.

Reflecting on his transition, Suraj contrasts the challenges of long office hours and commuting during employment with the uncertainties and risks inherent in entrepreneurship. .



Despite facing issues such as raw material quality, delayed payments, governmental challenges, compliance matters, operational intricacies, and employee management, he deems the journey worthwhile, emphasising the lessons learned and constant adaptability required. He also advocates KC College as the setting stone in his journey, providing the means to build a strong foundation.

Driven by vision, Suraj aims to expand his sales team and elevate his company to greater heights, envisioning a pan-India presence and diversifying the product line to include various condiments alongside rock salt.

In offering advice to aspiring entrepreneurs, Suraj encourages dreaming big, entering the right market, and assessing market size and potential. He emphasises the necessity of understanding risks, accumulating savings, gaining work experience, and maintaining diligence and hard work for success in the entrepreneurial realm.



68 SHIVANI DUBEY

Shivani Dubey, a 23-year-old Master's student in Journalism at KC College, is making a mark in news reporting with her commitment to truth. As the founder of 'Mirrors of Truth,' a news company centred on reporting crimes and local news around Mumbai, Shivani has become a dedicated crime enthusiast with a passion for uncovering realities.

Her journalistic journey began in 2021 when she faced professional challenges during internships. Feeling stagnant and financially unrewarded, she contemplated giving up, but her father intervened, suggesting she start her venture. Supported by him, Shivani embraced entrepreneurship, forever changing her perspective.

Mirrors of Truth is a family-driven venture, with Shivani and her brother managing the business. Her brother, the creative force behind every video, has played a crucial role. Shivani is grateful to her father for instigating this transformative journey.

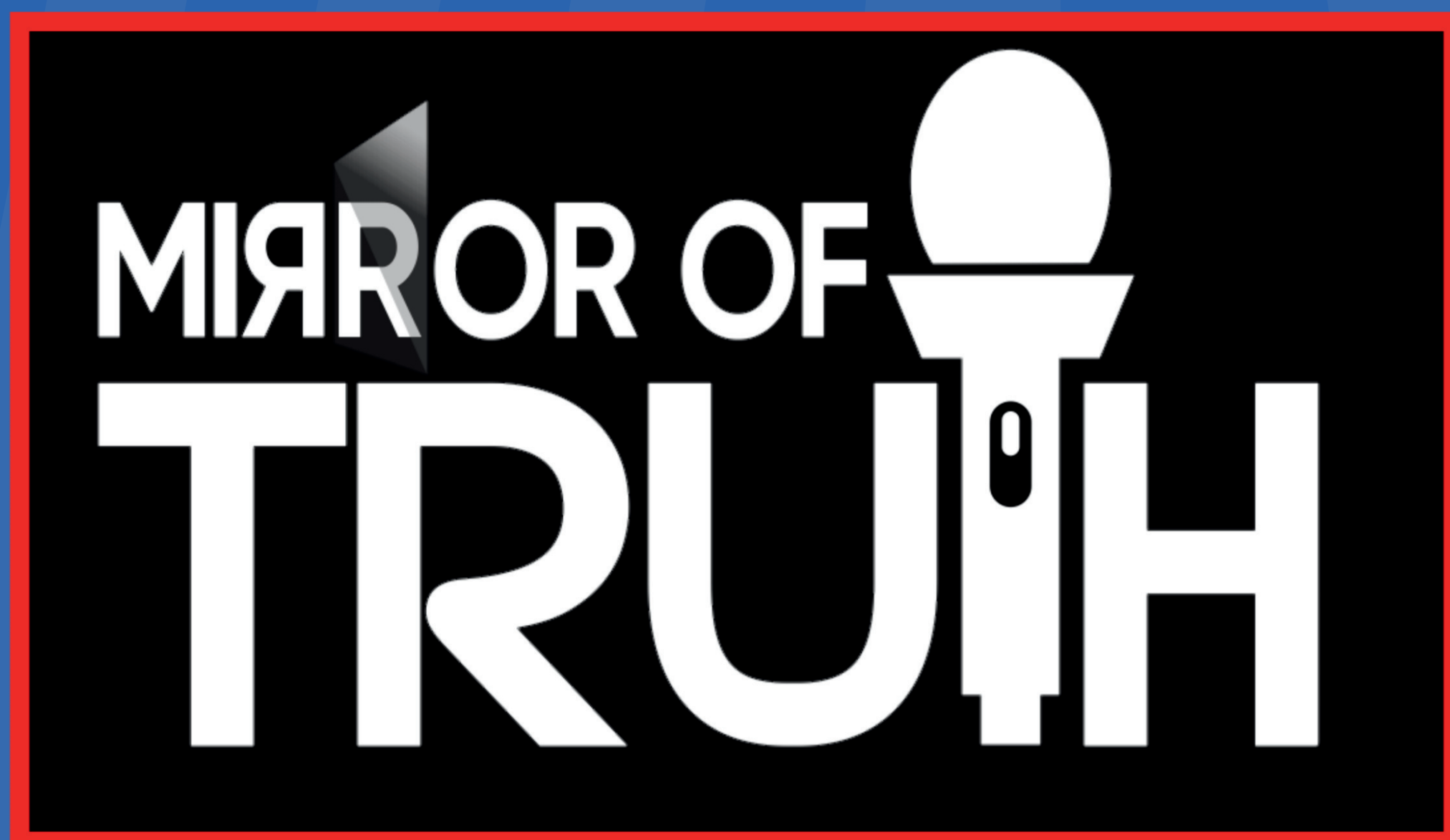
Reflecting on her academic experience at KC College, Shivani acknowledges the institution's role in honing her skills. The diverse subjects and technical knowledge provided by KC equipped her with the tools needed to build her venture. She credits her teacher, Nidhi ma'am, as a guiding light, emphasising the importance of practical knowledge over theoretical concepts.



Shivani's future plans include gaining experience in a larger firm, pursuing law studies, and growing Mirrors of Truth. Her commitment to self-employment is unwavering, viewing it as liberating and empowering.

Despite facing threats and bribery attempts from influential figures, including builders and politicians, Shivani stands firm in her commitment to truth. Her principle is clear: if you do right by others, good things will follow. For her, success is measured not in monetary terms but in the ability to help others. If her stories positively impact even 10 out of 100 people, she deems herself successful.

Looking ahead, Shivani remains focused on enhancing her work, always looking forward and standing by her principle of standing with the truth, regardless of the consequences.



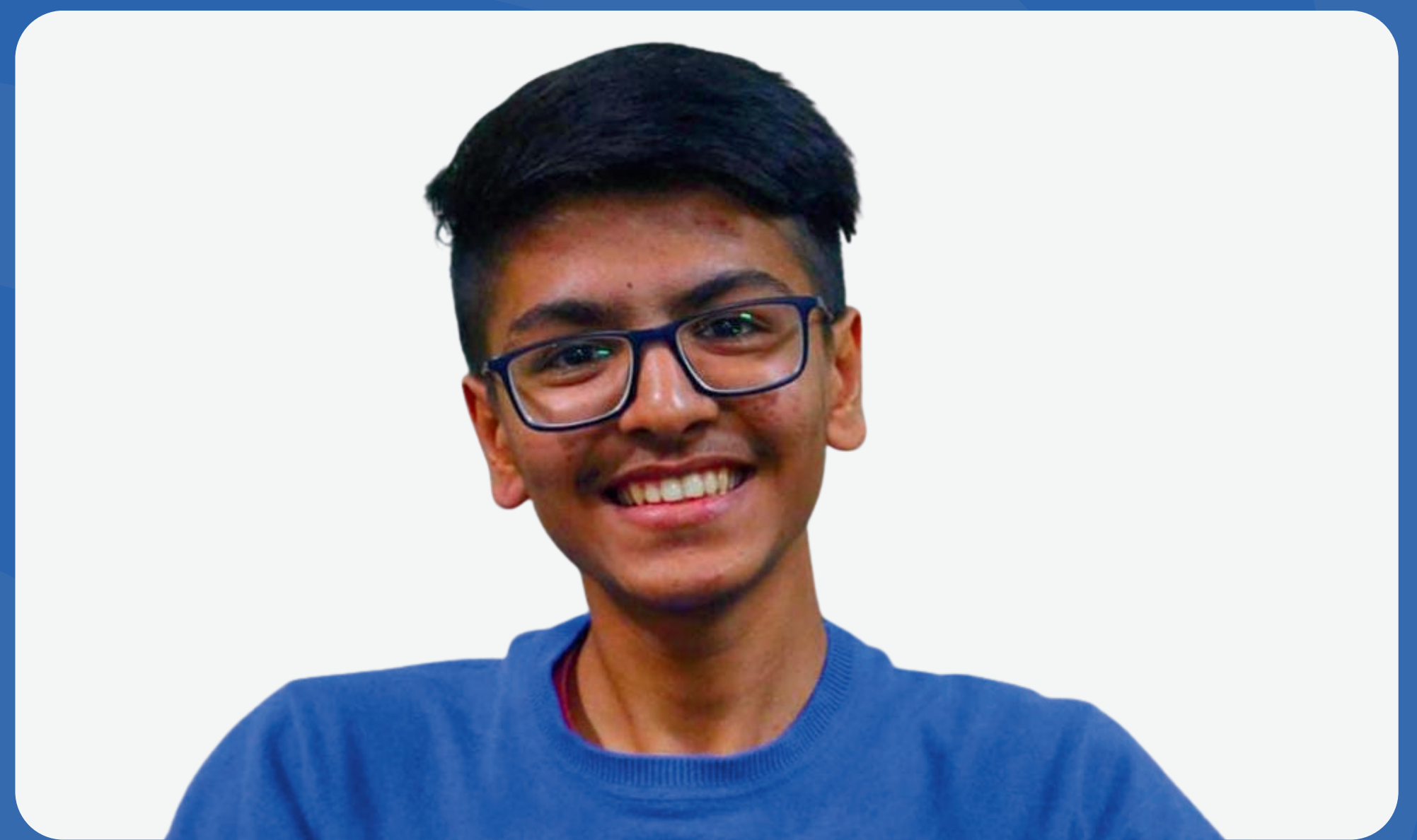
69 SANYAM CHHORIYA

Sanyam Chhoriya, the visionary founder of My College Network, is navigating the dynamic realm of entrepreneurship, steering towards a future where connections are the key to success.

During his years at KC College, Sanyam actively participated in various committees, assuming leadership roles that enriched his academic experience and imparted invaluable financial and managerial knowledge. Fueled by a desire to create something unique, he founded two service-based startups within the academic walls but embarked on a journey to establish My College Network, driven by an unquenchable thirst for innovation.

The platform's core idea is to facilitate seamless connections between students and companies, eliminating the need for third-party references. Dissatisfied with existing platforms like LinkedIn, perceived as cluttered and impersonal, Sanyam aims to create a community-driven platform that bridges the gap between current students and alumni, fostering personalised interactions beyond traditional professional networking.

My College Network operates on a unique business model, collaborating with partnering colleges instead of charging students. Sanyam envisions pitching the app to companies in the future, expanding its reach. For the current year, his strategic approach focuses on targeting colleges in Pune.



With a dedicated team of 20 individuals who share his vision, Sanyam emphasises the importance of a diverse skill set within a team and the necessity of cultivating a network. He advises individuals to carefully choose connections to propel their careers forward.

In conclusion, Sanyam Chhoriya's entrepreneurial journey with My College Network exemplifies the transformative power of connections. His commitment to fostering meaningful interactions within the academic community reflects not only a passion for innovation but also a deep understanding of the vital role networking plays in shaping successful futures. As Sanyam navigates the startup landscape, his vision for a connected world paves the way for a future where one's network truly becomes their net worth.



70 SPARSH VIJAY & ARYAVEER SINGH

In a fashion landscape dominated by fast trends, Aryaveer Singh and Sparsh Vijay, the creative minds behind "Young Grandpa," are determined to resurrect the 90s vibe. Their brand seeks to revive the bold and vibrant styles of the past, blending the wisdom of age with the spirit of youth and redefining fashion for a generation yearning for nostalgia.

Observing prevalent unhealthy lifestyles inspired the founders to create a brand reflecting the confidence and comfort of tradition while making a bold statement with vibrant colours. Young Grandpa aspires to bring back the lost lifestyle of the 90s, where fashion was an expressive form of individuality.

What distinguishes Young Grandpa is not just its products – T-shirts and sweatshirts – but the narrative they convey. The founders believe in drawing inspiration from individuals of all statuses, celebrating hardworking people through their fashion stories.

The journey began with meticulous planning and research into manufacturing, packing, and shipping. However, a significant challenge arose when printing on sweatshirts. Despite initially aiming for local printing in Mumbai, the duo expanded their search nationwide, finally finding the perfect printer in Jaipur.

Young Grandpa's unique appeal lies not only in product quality but also in their presentation, particularly on social media. Staying true to their vision, the brand employs old-school colours like brown and beige, setting them apart from the mainstream. The design process is collaborative, with everyone involved contributing to the final product.



Offering advice to aspiring entrepreneurs, Aryaveer and Sparsh stress gaining experience in the field before venturing into entrepreneurship. Both founders worked in various departments for over a year, honing their skills and understanding industry intricacies. Further, their experience at K.C. College aided in strengthening their leadership qualities through various fests and projects.

Despite busy schedules, the founders emphasise prioritisation and balance, crediting college experiences like interacting with entrepreneurs during fests and speaker sessions for inspiring their journey.

In a message to fellow entrepreneurs, Aryaveer and Sparsh advocate relentless consistency and pushing boundaries, focusing on tasks at hand and challenging themselves for personal and professional growth. As Young Grandpa Clothing continues to make its mark, Aryaveer Singh and Sparsh Vijay demonstrate that blending the wisdom of age with the spirit of youth can create a timeless and impactful brand.



71

VISHAL CHAUDHARI

Vishal Chaudhari, the dynamic founder of Project 23, is a young entrepreneur driven by passion and a background in design. Graduating from Kishinchand Chellaram College, he credits the college's E-Cell for igniting his entrepreneurial spark. Vishal's journey began with a pivotal internship at 17, where he immersed himself in the intricacies of branding while working with influencers. This experience fueled his ambition to establish Project 23.

Strategically managing his time, Vishal alternated between internships, academics, and building his agency. His early entrepreneurial challenges included a lack of connections, leading him to forgo college life and internships to focus solely on Project 23. Despite the initial hurdles, his sacrifice paid off when he secured his first client within the first month of launching the company.

Patience is a virtue Vishal deeply values, having witnessed the tangible outcomes of motivation, hard work, sacrifice, and determination in his entrepreneurial journey. Leadership skills, crucial for any entrepreneur, were honed during his involvement in student committees at K.C. College. The cultural festival at the college played a pivotal role in shaping his leadership and networking skills, enabling him to navigate diverse personalities and clients.

Vishal's advice for budding entrepreneurs emphasises the importance of documenting everything legally, particularly in the service industry.



Acknowledging the challenges of dealing with intangible services, he stresses the need for clear expectations to prevent disappointments on both ends.

Recognizing the imperfections in the initial stages, Vishal encourages aspiring entrepreneurs to embrace their flaws, emphasising that success requires time and effort.

He advises cultivating politeness in expressing opinions, fostering good habits, and valuing kindness. Observing and learning from seniors, acquiring knowledge before gaining hands-on experience, are key steps Vishal recommends for the aspiring entrepreneurial minds. In essence, his guidance revolves around patience, clear communication, embracing imperfections, and building a foundation rooted in knowledge and kindness.

> 23

72 VISHAL DHARIA

In the bustling cityscape of innovation and intellect, Vishal Dharia, a creative entrepreneur, founded 'The School of Chess Masters' to provide a holistic approach to chess education in India. Despite no initial interest in the game, he discovered its potential to shape young minds and make chess accessible and enjoyable for all aspiring enthusiasts.

Vishal, a representative for the University of Mumbai in Interuniversity National competitions and affiliated with FIDE since 2015, actively engages in various tournaments, virtual and physical. His success in these competitions, coupled with volunteer work at the 44th FIDE Chess Olympiad, reflects his commitment to chess education. He attributes his beginnings to K.C. College and the diverse opportunities provided at the institution.

Originating in Govandi, the school has expanded to Tilak Nagar, Charkop, and Borivali, with plans for further expansion into Thane, Dadar, and other western regions of Mumbai. Vishal's distinctive teaching approach incorporates meditation during classes to enhance focus and self-esteem. The curriculum, drawn from his experiences, emphasises creating a well-rounded personality, fostering skills like quick decision-making.

Facing challenges of limited awareness about chess and the fear of loss hindering learning, Vishal held workshops and introduced fun activities to overcome these hurdles.



The school offers FIDE-rated instructors, aiming to dispel misconceptions about chess as a mere game.

By creating an environment where students confront stronger players, Vishal instils the lesson that continuous improvement comes from challenging one's abilities. With only 84 grandmasters of chess in India, 'The School of Chess Masters' envisions spreading awareness about the game across the nation. Driven by the belief in India's intellectual potential, Vishal aims to elevate chess's recognition, emphasising its intellectual and personal benefits. The school strives to play a pivotal role in nurturing and promoting the game's untapped potential in India.



73 VIDHI PODDAR

Vidhi Poddar, the founder of Bubble and Glory, a venture specialising in artisanal soaps and candles, embarked on her entrepreneurial journey just a year ago. Inspired by her mother's passion for crafting scented products, Vidhi established her brand, navigating the challenges of business registration and marketing.

Juggling her entrepreneurial role with her musical pursuits at Merchant Records in Mumbai, Vidhi is committed to expanding Bubble and Glory through various online channels like Amazon and Flipkart. Starting as a modest Instagram shop, the brand recently collaborated with Propshop24, achieving unexpected success by selling over 20,000 units across India.

As a side venture, Bubble and Glory plays a pivotal role in Vidhi's life. A graduate in Bachelor of Management Studies from K.C. College, Vidhi efficiently balances academic pursuits and entrepreneurial responsibilities, leveraging her marketing specialisation to navigate promotion through social media.

A significant moment in Vidhi's journey occurred during Diwali, where she orchestrated the seamless delivery of 2000 units to Delhi within a tight timeframe. Vidhi's commitment, along with her mother, showcases their unwavering dedication and industrious spirit.

Vidhi defines success not by perfection but by triumphing over failures and imperfections. She believes resilience to challenges is key, emphasising that perfection is not a prerequisite for achievement.



Alongside entrepreneurship, Vidhi passionately pursues her dream of becoming a singer, enrolling in the A. R Rehman Music Industry and undertaking studies in Boston to further her musical education. She seamlessly integrates her love for music with her entrepreneurial pursuits at Bubble and Glory.

Offering guidance to aspiring entrepreneurs, Vidhi underscores the importance of self-belief and decisiveness. She encourages embracing ideas without doubt, fostering a mindset for organic growth and success. Vidhi's journey exemplifies the harmonious coexistence of passion and entrepreneurship, showcasing the possibilities that unfold when one pursues their dreams with conviction.



74 YASH SHAH

Yash Shah, the founder of Delicacie Love Thy Cake, epitomises diligence, dedication, and patience. His formative years at KC College laid the foundation for his entrepreneurial journey, instilling resilience crucial for achieving targets and navigating challenges. Motivated by a desire for excellence in the service industry, Yash aimed to set new standards globally and within Indian markets.

Business challenges compelled Yash to refine essential skills, including effective communication, astute marketing strategies, and navigating licensing intricacies. Collegiate experiences, from orchestrating events to engaging in competitions, equipped him to handle pressure and identify lucrative sectors for potential ventures.

Yash prioritised research and development, setting his business apart by emphasising post-sales support as a catalyst for growth. His Unique Selling Proposition (USB) – Service, Research, and Learning (SRL) – underscored a commitment to continual improvement, crucial for overcoming dynamic business challenges.

The entrepreneurial journey became a compendium of lessons, emphasising perseverance, strategic acumen, and accepting success and failure as inherent facets of life. Yash urged continuous self-competition for personal excellence.

His marketing success relied on the principle that a superior product speaks for itself, with customer satisfaction at its core.

Goodwill cultivated through exemplary service and strategic digital marketing became pivotal components of his successful tactics.



Reflecting on his transformative journey, Yash acknowledged K.C. College's profound contribution. The guidance from experienced educators and mentors, coupled with invaluable lessons from their experiences, shaped his entrepreneurial vision. The college, a crucible of opportunities, provided Yash with the platform to outperform and excel.

Yash's visionary perspective sees business as a teacher, emphasising profitability metrics and a step-by-step approach to improvisation. His advice to budding entrepreneurs resonates with acquired wisdom – early-stage learning is undervalued, prioritising clarity of vision, self-awareness is crucial, and unwavering respect for everyone in the entrepreneurial ecosystem is imperative for sustained success.



75 YASH PATHAK

A career in finance is exciting, very lucrative and challenging as well. Finance being a complex profession things can get more exciting and rewarding when you are a financial entrepreneur. The Entrepreneurship Cell of K.C. College got an opportunity to interact with one such industrious entrepreneur, Yash Pathak, the founder of Kaydee Capital.

Yash studied at K.C. College from 2010 to 2013, pursuing his under graduation in Commerce with a focus on Accounting and Finance. He simultaneously pursued a certification in Financial Planning. He went on to work with KPMG as an internal auditor. However, audits could not interest him much as he wanted a work profile in which he could interact more with his clients. Hence, he started his own financial planning firm called Kaydee Capital. Not just this, Yash is a CFA charter holder as well.

The flexible academic curriculum at K.C. College not only helped him pursue these additional professional qualifications but also gave him a chance to participate in extracurricular activities which helped him develop strong communication skills which are of great use in his profession till date.

Yash firmly believes that success in entrepreneurship depends on having a good relationship with the client. His company aims to provide their clients financial advice mixed with managerial skills to help them manage their money and/or give birth to a business idea.



He thinks that the biggest challenge to businesses today is the sustainability of the business model. He believes that formulating a business idea and getting the funding is relatively easy, but proper execution is crucial for the business to be sustainable in the long run.

Yash also believes that everyone should have a mentor in life. The mentor does not necessarily have to be from your professional workspace, it can be anyone who motivates you to work harder and guides you in your entrepreneurial journey.

Our team was interested to know what a company looks for in a fresher before hiring them. He shared that the youth of today seem to give an impression to their superiors that they 'know it all'. This kind of attitude, however, is seldom appreciated in a corporate set-up. Hence, he advised that the young graduates should possess the zeal to learn something new every day, be true to their work and prioritise sustainability not just in their professional life but in every other aspect of life as well.



76 TARUN KATIAL

A Kellogg's alumnus, the former CEO of ZEE5, enjoys combining technology and consumer insights to come up with better products for the media industry. He comes with over 2 decades of leadership experience in the Indian media industry, having successfully worked across genres and media including reality programming, soaps, and comedy on Television to retro programming on radio to spearhead the evolution of on-demand video content in India through a leading OTT platform. Tarun began his career with advertising agencies like Saatchi & Saatchi, Enterprise Nexus Lowe, and Ogilvy & Mather. Later, he moved to Star Network and rose to become the Head of Content and Communications across the network in India before moving to Sony Entertainment Television as Business Head. From there he moved to Big FM, where he was the Founder COO-CEO, and during this tenure, he also set up Thwink BIG- the content incubator, and the BIG TV channels - Magic and Ganga. Tarun then moved on to Zee Entertainment Enterprises Ltd., where he was responsible for steering ZEE5, India's largest and most comprehensive digital entertainment platform for language content, towards gaining a leadership position in the cluttered OTT market in India. Tarun now works closely with Founders of media and edu-tech companies, while also investing and incubating some of them himself.



He pursued a course in Digital Transformation from the Northwestern University - Kellogg School of Management.

Grade: Kellogg Alumni Program

He has completed his MMS (MBA) in Marketing from Mumbai University (1995-1998).

He pursued his bachelors of Commerce at H.R. College of Commerce and Economics from 1990 - 1995.

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77 DEVITA SARAF

Devita Saraf is the founder, chairman and CEO of Vu Televisions.

Vu Television is a \$150 million (revenue) luxury television brand.

She founded the company at the age of 24.

She has completed her Bachelors in Business Administration from

the University of Southern California. She has also studied

management of technology at the University of California, Berkeley

and game theory and strategic thinking at the London School of

Economics. She is also pursuing the OPM program at Harvard Business School.

Ms. Devita Saraf co-developed products with Intel and Microsoft until she founded her own company.

Awards -

- Indo-American Society's Most Outstanding Woman Entrepreneur (2010)
- India Today's list of 25 Most Powerful Women in India (2012)
- Business Woman of the Year – India Leadership Conclave (2016)
- India Today – 8 most powerful changemakers in the business world (2018)
- Fortune India – Top 50 Most Powerful Women in India (2019)
- GQ 50 Most Influential Indians (2019)
- IIFL Wealth Hurun India 40 & Under Self-Made Rich List (2020)



She has been the speaker at numerous prestigious sessions such as -

- Wharton-India Economic Forum – Philadelphia, PA, USA (2013)
- Tomorrow's India Summit – Seoul, Korea (2016)
- Istanbul Talks: Entrepreneurship Summit – Istanbul, Turkey (2016)
- TEDxGateway – Mumbai, India (2018)
- Fortune Next 500 Summit – Mumbai, India (2020)



78 RITESH SIDHWANI

Ritesh Sidhwani & Farhan Akhtar founded excel entertainment in 1999 with a vision to make contemporary indian cinema.

In 2008, he won the National Award for the musical- Rock On. Current Valuation is in the range of INR 100 Cr- 500 Cr.

Having started out modestly twenty years ago, today Excel is considered iconic in changing the sensibilities of Indian viewers. Excel Entertainment has been pushing the boundaries of reel entertainment ever since its first release in 2001, 'Dil Chahta Hai,' which even till today is considered a cult classic.

Excel has produced films as diverse as 'Lakshya', a coming of age film set against the 1999

Kargil War, 'Don' an edge of the seat thriller, and 'HoneyMoon Travels Pvt Ltd' a light hearted bittersweet comedy. Alongside these blockbusters and few others such as Talaash,

Zindagi Na Milegi Dobara, Fukrey, Excel has also launched avant garde ventures like Gully Boy- India's first hip hop film and the official entry to the Academy Awards this year.

Excel Entertainment has now ventured into the digital universe with India's first original series for Amazon prime – Inside Edge which was nominated for the International Emmy awards for Best Drama Series. Post the success of Inside Edge, Amazon has collaborated further for more shows with Excel Entertainment titled Mirzapur and Made in Heaven, both of which received great critical acclaim and viewership.



He began his career at Marlex, a family owned home appliances company. For six long years, he remained an enthusiastic learner, and developed strong marketing and business development skills.

He discovered that he was an inspiring team-builder and enjoyed a track record of motivating his colleagues to achieve exceptional business performance. He decided to take the leap of faith and set up Excel Entertainment Pvt. Ltd. in partnership with his long time friend and confidante, Farhan Akhtar.



79 LUIS MIRANDA

Mr. Luis Miranda is the current chairman at Coro, a position he has held for the past 6 years.

He is also the Chairman for the Centre of Civil Society, at New Delhi. He is the Chairman and co-founder at the Indian School of Public Policy (ISPP) which offers India's first interdisciplinary one-year programme in policy, design and management.

He has founded IDFC Private Ltd. in 2002 and retired in 2010 to focus in not-for-profits in human rights, health and education. he is the

Chairperson of centre for civil society, a trustee for the society for nutrition education and health action (SNEHA), and is a senior advisor to

Morgan Stanley Infrastructure. He also sits on the advisory boards of

Booth School of Business, University of Chicago, and St. Xaviers College of Mumbai. Luis

received an MBA from Booth School of Business, University of Chicago. Coro- Over the last

three decades CORO has developed a community-based approach to improving the lives of

India's most marginalised and oppressed.

The Centre for Civil Society is a Think Tank which advances social change through public

policy. They work in the domains of education, livelihood, and policy training promotes

choice and accountability across the private and public sectors. To translate policy into practice, we engage with policy and opinion leaders through research, pilot projects and advocacy.



Their vision is that each individual leads a life of choice in personal, economic and political

spheres and every institution is accountable. They successfully campaigned for livelihood freedom for street entrepreneurs, resulting in the passing of the Street Vendors (Regulation

and Protection of Livelihood Act in March 2014. Their School Choice Campaign popularised

the instrument of school vouchers in education, increasing choice and access to quality

education for all

They are India's leading liberal think tank, ranked 50 worldwide by the annual study conducted by the Think Tanks and Civil Society Program at the University of Pennsylvania



80 ZEBA KOHLI

Chocolatier, Philanthropist and Entrepreneur Zeba Kohli is one of India's most revered and renowned entrepreneurs. She is also known as an accomplished chocolatier and mentor and was responsible for reinventing her family brand, Fantasie Fine Chocolate.

Zeba Kohli's entrepreneurial skills have earned her multiple accolades over the years. She was nominated by ELLE Magazine for the Outstanding Business Achievement Award in 1999 and by the Zee Astitva Awards for the title of Business Woman of the Year in 2007.

Zeba was also selected as the Platinum Woman of India by FEMINA in 2005 and was awarded by the Indo-Belgium-Luxembourg Chamber of Commerce & Industry for her contributions to the Indo-Belgium trade in the Food & Beverage field in 2017.

Under her leadership, Fantasie Fine Chocolates received a plethora of awards over the years and cemented Zeba's status as one of India's biggest chocolatiers.

She is also a part of the Gold Leaf Banquets – an endeavor created by Chef Sanjeev Kapoor & Chef Milind Sovani.



Zeba recently made her debut as a Television Host on her brand new show, Gimme Chocolate, on Living Foodz as well. When she is not busy being an inspirational entrepreneur, Zeba likes to conduct chocolate making workshops for children and adults, hosting chocolate themed parties and exotic chocolate buffets as well.

She studied at H.R. College and pursued her 11th and 12th standard education here, after which she graduated from Sydenham College of Commerce and Economics in Mumbai.



FINE CHOCOLATES SINCE 1946

81 MUNISH ANAND

Mr. Munish Anand is the owner of Krislon synthetics, Krislon Group since 1970. He completed his graduation from the University of Mumbai and joined the family business at a young age. He diversified into the apparel and home textile business. He also set up the retail business pan India. He was felicitated amongst the top 50 alumni of H.R. college, Mumbai. He is highly skilled at textiles, fashion, merchandising, fashion design and similar fields. The Krislon Group was established in 1970. We are a family run enterprise which currently operates in the textiles, apparels, fashion accessories, real estate, financial services, agriculture and educational games industries.



Krislon Group of Companies includes-

- Krislon Synthetics Pvt. Ltd
- Anand International
- Exacto Investment & Securities Pvt Ltd.
- Kristex Pvt. Ltd.
- Borad EduGames LLP.
- Kristeel Shinwa Microponents Pvt. Ltd.●
Kristeel Shinwa Industries Ltd. (sister concern)

Style Quotient
by noi

82 PRASHANT RUIA

- Director of Essar Capital, the investment manager of the Essar Global Fund Limited (EGFL).

- A second-generation entrepreneur who has carried forward the legacy of Mr Shashi Ruia and Mr Ravi Ruia, the founders of Essar Group.

- Starting out at a very early age, Mr Ruia went on to help build a substantial multi-sector investment programme in the core sectors of the Indian economy.

- EGFL is a global investor, controlling a number of world-class assets diversified across the core sectors of Energy, Infrastructure, Metals & Minerals, Services and Technology. EGFL invests with a sense of active ownership, which involves direct engagement with the management of the respective businesses. The portfolio companies have aggregate revenues of about USD 14 billion and employ over 7,000 people.



Firm believer in domestic consumption-driven growth and the India story, Mr Ruia is a keen follower of global technology trends.

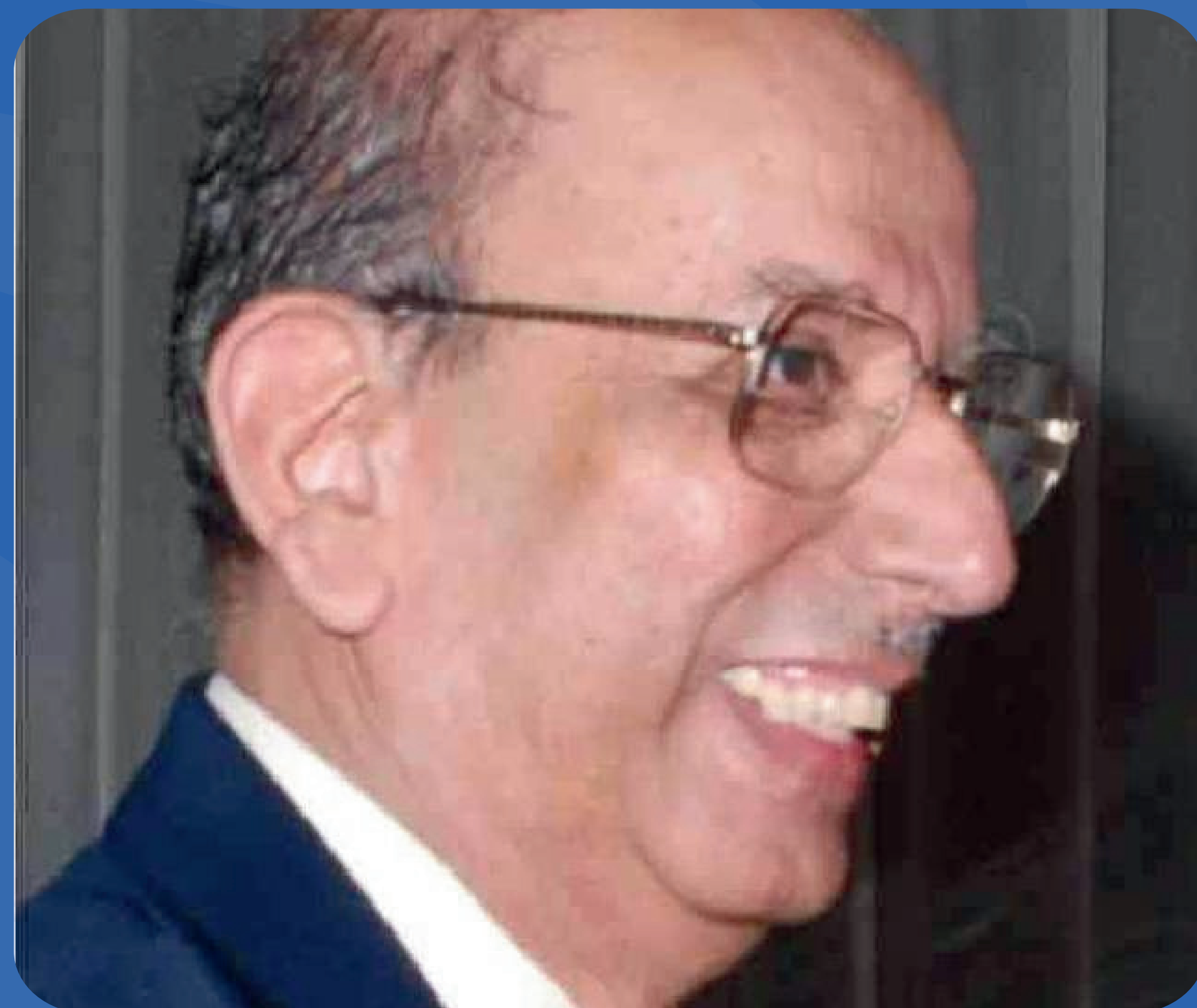


83 ADI SIGANPORIA

Adi Siganporia is the Chairman of World Zarathushti Chamber of Commerce

The World Zarathushti Chamber of Commerce (WZCC), an esteemed global entity renowned for its dedicated service to our community, recently concluded its four-day 'Global Conclave 2020' celebration from January 2 to 5, 2020.

This momentous event, held in the picturesque locale of Lonavala, Maharashtra, marked the culmination of nineteen years of unwavering commitment and fruitful endeavors. Amidst a backdrop of camaraderie and jubilation, members from across the globe convened for a series of insightful discussions, collaborative initiatives, and networking opportunities. The glittering festivities underscored WZCC's pivotal role in fostering connections, promoting business excellence, and upholding the values of the Zarathushti community on a global scale.



Adi Siganporia is Known to successfully promote Zoroastrian entrepreneurs and business.



84 SHAILESH KARWA

CEO and co-founder at Work Limited Store.
Co-founder at Holistique (The face shop)
Co-founder at Value tree. Education - Mr. Shailesh pursued his Bachelors of Commerce in Accounts and Economics from H. R. College.

He has a vocational degree in advertising, sales management, & sales promotion, advertising and marketing from H.R College. He has also pursued corporate law at the Institute of Company Secretaries of India (ICSI).

Along with this he has pursued a masters in entrepreneurship at S.P. Jain Institute of Management and Research (SPJIMR). He has worked as a pre-sales consultant at Tata Consultancy Services (TCS) and pursued key overseas assignments with Morgan Stanley and Bear Stearns. He is the founder and director of Valuetree India Pvt. Ltd. which provides vendor managed inventory solutions in specialty chemicals.



He is currently working in the role of the founder and CEO of Work Store Ltd. (previously known as Staples Future Office Products Ltd.) which is a fully owned subsidiary of the Future Group. WorkStore is India's largest office products company serving businesses of all sizes for everything they require to run their workspaces and offices.



85 SUVEER BAJAJ

Business Consulting • Social Media Marketing • Content Strategy • Content Marketing • Brand Marketing • Digital Marketing • Advertising

Suveer Bajaj has a diverse work experience in the media and marketing industry. Suveer is currently the Co-Founder of Zoo Media, a homegrown media network consisting of 11 agency brands.

At Zoo Media, they oversee various agencies such as FoxyMoron, DoyenOink Consulting, Pollen, The Rabbit Hole, The Starter Labs, Noesis.tech, Mammoth Media, and XP&DLand.

Prior to their role at Zoo Media, Suveer co-founded FoxyMoron, a new media marketing and advertising agency that focuses on digital media services such as social media marketing, search engine optimization, website design and development, influencer outreach, and online reputation management.



Suveer also co-founded The Rabbit Hole, a video solutions agency that has worked with major clients such as Netflix, Burger King, and YouTube Shorts. Another co-founded venture of Suveer is Pollen, a full-service influencer marketing ecosystem that helps brands find the right influencers and build their personal brands.



86 YASH KOTAK

Experienced Co-Founder with a demonstrated history of working in the media and cannabis industry. Skilled in Market Research, Business Development, Management, Communication, Brand Management and Strategic Planning.

At BOHECO, He oversee all internal and external communication with the aim to optimize offline & online media engagements.

He has worked with leading advertising & media companies, which have refined his design and planning skills to portray a strong identity for BOHECO. Driven by a holistic perspective, He strategizes BOHECO's positioning in the hemp industry with an incisive business sense to create impact at the grassroots. He is at the helm of 'BOHECO Life', BOHECO's health & nutrition business.



Co-founder & Chief Marketing Officer -
Bombay Hemp Co. Pvt. Ltd. (2013- Present)
Business Executive-GroupM (2011- 2012)



PLACEMENT AND INTERNSHIP DATA

College Name	Internships	Placements
BTT College	128	28
Niranjan Hiranandani School of Management and Real Estate	51	20
DM Harish School of Law	28	-
SAS	22	2
School of Performing Arts	2	-
Kishinchand Chellaram College	-	79
Hassaram Rijhumal College of Commerce and Economics	-	-





REPORT ON ENTREPRENEURSHIP ACTIVITIES 2021 TO 2023

Sr. No	Date	Title of activity	Organized by	Resource person(s) if any	Summary
1.	March 5, 2022	Webent 1.0	K C College	Mr. Dhyanesh Shah, Co-Founder of Mosaic Wellness	This was an online webinar attended by students and faculty members who got an insight into the start-up culture. This was followed by 'Kaun Banega Entrepreneur' quiz. 74 students participated
2.	March 19, 2022	Webent 2.0	K C College	Mr. Sarthak Goel, Co-Founder and Tech and Product Officer of inVoid	This online webinar was attended by 60 students with whom Mr. Sarthak Goel shared his inspirational journey. He also shed light on new tech start-ups and the want for making a difference with them.
3.	May 1, 2022	Entrefest	K C College	-	Entrefest was an online fest comprising of Seal the reel – a creative product promotion reel making competition, Kaun Banega Entrepreneur – an online quiz and Entrestorm – a fun event requiring participants to solve riddles.
4.	July 28, 2022	Webinar on Angel Investing 101	H R College	Mr. Aanchal Taatya, Co-founder and CEO of Sparklehood	50 students attended the webinar in which the resource person highlighted what Angel Investors look for in start-ups. Various stages of investing were discussed along with technical terms like Deal Flow and Traction.
5.	August 6, 2022	Webinar on Startup Essentials 101	HR College	Mr. Aman Goel, Co-founder of Congo AI	In this webinar, the speaker elaborated on his experience as a tech entrepreneur, the challenges he faced and the importance of not giving up.
6.	August 20, 2022	Maharashtra Startup Yatra	H R College	-	HR College of Commerce and Economics hosted the Maharashtra Startup Yatra, an initiative of Maharashtra's Innovation Society, a platform for bringing innovative ideas to reality,



7.	September 17, 2022	Experanta Book Launch and Discussion Grid	K C College	Mr. Harsh Kedia, founder of A Diabetic Chef Mr. Anubhav Dubey, founder of Chai Sutta Bar Mr. Khushal Lodha CA, CFA, ACCA, LinkedIn Top Voice, Youtuber and Content Creator	In house publication Experanta was released followed by a panel discussion on sustainability in entrepreneurship.
8.	December 17, 2022	Webinar on 'Walking through the unlisted zone'	H R College	Mr. Umesh Paliwal, Co-founder of Unlisted Zone	This was a webinar on investing in unlisted shares. The resource person also shared his experience as an entrepreneur.
9	February 21-22, 2023	RISE – Pan Mumbai Flagship Startup Fest	HR College	-	<p>The fest had four main events –</p> <ul style="list-style-type: none"> • Market Kshtera - This event gave a unique opportunity to the participants to portray the marketing head, and scourge the market with their marketing skills. The judge for the event was Mr. Britu Raj Deka, founder and CEO of Dulic and co-founder of Focterr who pursued his entrepreneurial dreams after a spectacular stint in the corporate. • A man with a plan - In this event, participants were given a company that had suffered a huge loss and they were asked to suggest a profitable business model to re-establish the company's position. The judge for this event was Ms. Ashu, a spiritual business coach for women wanting to start, scale and expand their business on Instagram. • Alliance Arena - which tested the participants' technical, financial and fundamental knowledge. The judge for this event was Mr. Lakshmikant



					Sharma, an experienced Investment banking professional and co-founder of Valuecraftz, a premium global knowledge partner providing high-quality value services for Investment Banks and M & A advisors. Pitch & Rise - This event was a replica of Shark tank, providing the participants a golden opportunity by giving them a platform to present their business idea. The judges for this event were Mr. Devansh Priyadarshan (Founder of Strix Digital) and Mr. Chinmaya Amte.
10.	February 22, 2023	E – Summit: Ocean of Opportunities	K C College		This was a competition organized by E cell of K C College in collaboration with Mangama 3.0. Seven budding entrepreneurs pitched their entrepreneurial ideas before venture capitalists.
11.	July 24, 2023	Jobs Vs Startups – A Panel Discussion	H R College	Mr. Divesh Bhatia, Co-founder of UnMath School Pvt. Ltd. Mr. Viraj Singal, Founder of the Board of Industry Academia Partnerships	This panel discussion event gave the students an insight into the pros and cons of both career paths – jobs and startups. Through questions – answers session and student interaction, the panelists gave an overview of their own journey as entrepreneurs.
12.	August 27, 2023	Webinar on “Exploring Entrepreneurship – Pathway to Success and Challenges faced along the Way”	H R College	Ms. Masumi Mewawalla, Founder of a high-end bridal couture label	The speaker shared her experiences as an entrepreneur and made students aware of the challenges and ups and downs faced by an entrepreneur.



13.	September 2, 2023	Entrepreneurship 101 Seminar	H R College	Ms. Dhairya Gangwani	Ms. Gangwani then proceeded to give an insightful talk on the topic of entrepreneurship as well as the steps to be taken towards building a successful venture.
14.	September 5, 2023	Webinar on Impact of AI on Business	H R College	Mr. Tarun Katial, CEO & Founder, Eve World	Mr. Katial then gave an overview of the current
15.	September 14, 2023	Kalpana – An Ideation Competition	BIILP, HSNC University		11 teams from various colleges of HSNC Board and HSNC University and schools of HSNC University participated in the first stage of Kalpana. They presented their business ideas to a panel of judges – Mr. Shriram Singh, Zonal Head, Emkay Wealth Management and Mr. A. L. Sundaresan, Sr. Relationship Manager, Corporate Banking. Five teams were selected to participate in the second stage of Kalpana.