



SADHU VASWANI MISSION'S
St. Mira's College For Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Reaccredited by NAAC- A Grade, cycle 3
[ARTS, COMMERCE, SCIENCE ,BSc(Computer Science), BBA, BBA(CA)]
6,Koregaon Road,Pune-411001. [INDIA]
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PU/PN/AC/015/(1962)
College Code:- 013

Circular No:- G15/10AC/2020-21/98

Date:- 21th October 2020

CIRCULAR

On 31st October 2020 a Webinar titled Entrepreneurial Process and Social Entrepreneurship is to be organized by the Centre for Women Entrepreneurship (CWE) on 30th October 2020 Saturday via. Online platform.

Dr. Rama Venkat
Coordinator

Dr. Gulshan H. Gidwani
Principal



St. Mira's College for Girls, Pune
(Autonomous-Affiliated to Savitribai Phule Pune University)
Centre for Women Entrepreneurship (CWE)

2020-2021

**Entrepreneurial Process and Social Entrepreneurship on 31th October
2020**

A webinar titled, "Entrepreneurial Process and Social Entrepreneurship" was conducted with the aim of introducing students to concepts and practical aspects of Social Entrepreneurship. It was conducted by Mr. Sujay Dixit, VP, Incubation and excellence, TISS. On 31st October 2020 via Zoom Meet Platform.

Mr. Dixit focused on the Entrepreneurial process, exemplified by Thomas Elva Edison through a matrix of creativity and implementation. The participants were introduced to the concepts of Social Entrepreneurship. He emphasized on having an idea or invention, developing a sustainable business model, managing business through creativity and innovation and becoming a successful entrepreneur. The fallacies of entrepreneurship and essentials of successful Social Entrepreneurship were also discussed. The session concluded with the mention of Holy Grail of Social Entrepreneurship which is a merge of Social Process and Social Purpose.

Abhradita Chatterjee Nahvi

Event Co-ordinator

Abhradita





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Circular No:- *G15/1QAC/2020-21/99.*

Date:- 31st October 2020

CIRCULAR

On 11th November 2020 a Workshop titled Problem Solving and Ideation is to be organized by the Centre for Women Entrepreneurship (CWE) on 11th November 2020 Wednesday via. Online platform.

Dr. Rama Venkat

Dr. Rama Venkat
Coordinator

Dr. H. Gulshan

Dr. Gulshan H. Gidwani
Principal



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Centre for Women Entrepreneurship (CWE)
2020-2021

'Problem Solving and Ideation' on 11th November 2020

A Workshop on "Problem Solving and Ideation" was conducted by Ms. Manjiri Latey-proprietor of Earthwise and director, Athletic Initiatives Sports Management, L.L.P, Pune, along with St. Mira's College Centre for Women's Entrepreneurship (CWE) on 11th November 2020. The workshop was conducted on the virtual platform Zoom. It focused on the inherent property of ideation possessed by women, ways of harnessing brainpower, problem-solving techniques and connectivity of the brain through creativity. The speaker also focussed on the fact that our objectives should be clear to have clarity of solutions. She emphasised the importance of internal resources and self-teachings. The students were inspired by the problem-solving techniques discussed by the speaker to become successful in their careers and life.

Abhradita Chatterjee Nahvi

Event Coordinator

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Circular No:- G15/10AC/2020-21/100 **Date:- 14th November 2020**

CIRCULAR

On 24th November 2020 an Event titled Inauguration of Start-up Club is to be organized by the Centre for Women Entrepreneurship (CWE) on 24th November 2020 Tuesday via. Online platform.

Dr. Rama Venkat
Coordinator

Dr. Gulshan H. Gidwani
Principal



St. Mira's College for Girls, Pune
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Centre for Women Entrepreneurship (CWE)
2020-2021

Inauguration of Start-up Club on 24th November 2020

The Centre for Women Entrepreneurship at St. Mira's College for Girls, Pune established the Institution Innovation Council (Ministry of Education Initiative) GOI, in October 2020. The Start-up Club (IIC) was formally inaugurated by the Principal, Dr. G. H Gidwani, on 24th November 2020, through a virtual platform.

The session was introduced by Dr. Rama Venkatachalam, President IIC and hosted by Ms. Abhradita Chatterjee Nahvi, Vice President IIC. A catalogue consisting of profiles of 40 budding entrepreneurs from a wide spectrum of business such as fashion designing, baking, online classes, handmade crafts, graphology, handmade jewellery, vegan food, etc., was formally released.

Budding entrepreneurs like Pratiksha Bokadia, partner at Kaieo Health Care Services; Afreen Sabooni the founder of Label Afreen Sabooni; Kashmira Rajput the founder of Cakemira; Samina Kausar, a social entrepreneur and few others shared their experiences and insights on their business. They spoke of how CWE has motivated and guided them in fine-tuning their business ideas and taking them to the next level of registration, promotion, networking, etc.

Principal Dr. Gulshan Gidwani shared a short inspiring story and encouraged the budding entrepreneurs by saying, "Don't be just job seekers but also be job providers." Mrs. Stella Ambrose, Course coordinator BBA & BSc, shared words of wisdom and encouragement.

The session concluded with an appreciation for Riddhi Wadhvani of SYBBA for the catalogue designing and collating. Riya Barde of TYBCom, student representative of the Start-up Club of IIC proposed the vote of thanks. It was an interesting and inspiring session for all the participants.

Abhradita Chatterjee Nahvi

Event Co-ordinator

Abhradita





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Circular No:- G.15/10AC/2020-21/102

Date:- 20th November 2020

CIRCULAR

On 3rd December 2020 a Webinar on Identifying Intellectual Property Component at early stage of Innovation is to be organized by the Centre for Women Entrepreneurship (CWE) & Institution's Innovation Council (IIC) via. Online platform.

Dr. Dimple Buche
Event Coordinator



Dr. Gulshan H. Gidwani
Principal

St. Mira's College for Girls, Pune
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Centre for Women Entrepreneurship (CWE)
2020-2021

**Report on Identifying Intellectual Property Component at early stage of
Innovation on 3rd December 2020**

The Centre for Women Entrepreneurship (CWE), IIC and IPR Cell jointly organised a webinar on "Identifying Intellectual Property Component at early stage of Innovation" on 3rd December 2020 from 4 to 6 pm. The resource person was Adv. Prof. Ganesh Hingmire, a renowned Intellectual Property (IP) enthusiast and founder, Great Mission Group Consultancy (GMCC), Pune. The webinar was attended by TY BBA and TY BCOM students on the virtual platform- Zoom.

The webinar focused on fundamentals of IPR, present scenario of IPR and empowerment of women through IPR. The speaker introduced the types of Intellectual Property Rights and narrated how they were related to our day to day lives through examples of products that we use, the patent related to text messages and software like Microsoft Word & Excel etc.

Professor Hingmire offered inspiring examples of patents filed by Indians in the past and present. He further explained the circle of IPR namely research, patent, industry and utilizing patents for welfare of society.

Advocate Hingmire motivated the audience towards women empowerment by sharing a very recent example of Mrs Shubhangi Patil, a budding entrepreneur from Pune who filed and received a patent for her "Walnut Ragi Soup" under his guidance. The webinar ended with a question-and-answer session.

Dr. Dimple Buche
Event Coordinator





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Circular No:- G15/10AC/2020-21/101

Date:- 20th November 2020

CIRCULAR

On 30th November 2020, the Inauguration of the IPR Cell is organized by the Centre for Women Entrepreneurship (CWE) – Institution's Innovation Council (IIC) via. Online platform.

Dr. Dimple Buche
Event Coordinator



Dr. Gulshan H. Gidwani
Principal

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Centre for Women Entrepreneurship (CWE)

2020-2021

Report on Inauguration of the IPR Cell on 30th November 2020

The Institution Innovation Council and the Centre for Women Entrepreneurship of St. Mira's College for Girls have established an Intellectual Property Rights Cell. The Cell was inaugurated on 30th November 2020 by Advocate Shailendra Pathak on a virtual platform. The session had over 100+ participants comprising of institutional faculty and students of final year B.Com and BBA courses.

Advocate Pathak is currently heading a law firm by the name Legalance catering to an array of multidimensional legal needs of individuals and corporates across the country. Adv. Pathak has expertise in various legal domains- Corporate, Cyber, Civil, Criminal, Charity, Intellectual Property, Cooperative, Consumer and Conveyancing, etc. The chief guest inaugurated the IPR cell by a ribbon-cutting on a virtual platform and enlightened the participants with his valuable words, wishing them for the future endeavours.

A peer learning session followed, undertaken by students of TYBBA who shared a presentation in a skit form to give an overview of various Intellectual Property Rights and their types. Concepts of Patents, Copyrights, Trademarks, Geographical Indication, Trade Secrets, etc., were explained with the help of informative examples like Google, Coca-Cola, Yahoo, Starbucks, McDonald's, etc. The session ended with a vote of thanks.



Dr. Dimple Buche

Event Co-ordinator





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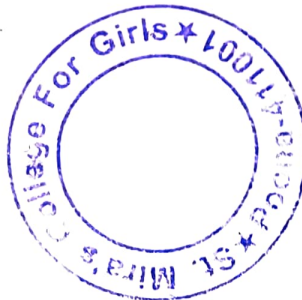
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College Code:- 013

Circular No:- *GIS/10AC/2020-21/103* **Date:- 2th December 2020**

CIRCULAR

On 11th December 2020 a Workshop titled Design Thinking, Critical Thinking and Innovation Design is to be organized by the Centre for Women Entrepreneurship (CWE) & Institution's Innovation Council (IIC) on 11th December 2020 Friday via. Online platform.

Dr. Rama Venkat
Coordinator



Dr. Gulshan H. Gidwani
Principal

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Centre for Women Entrepreneurship (CWE)

2020-2021

Design Thinking, Critical Thinking and Innovation Design on 11th
December 2020

The Centre for Women Entrepreneurship (CWE) and Institutions' Innovation Council (IIC), Ministry of HRD initiative, jointly organised a workshop on "Design Thinking, Critical Thinking and Innovation Design" on 11th December 2020 from 3 to 4.30 pm on Zoom. The resource person was Mr. Tejas Shyam, an award-winning educator and corporate consultant. The workshop was attended by TYBBA, TYBCOM, SYBBA students along with CWE members of TYBCA and member-faculty of CWE.

The Workshop focused on four main points namely "What is Design Thinking", "How is Design Thinking important to us?", "How to come up with distinct innovative ideas?" and "What are the different tools for refining ideas?"

At the beginning, Mr. Tejas discussed about how designs in the logos of different brands like Amazon, Jio, Tour de France etc reflect the products and the fact that every design has a thought behind it. Then the five steps of Design Thinking namely Empathy, Design, Ideation, Prototype and Test were discussed with different examples. It was explained how feedback plays a vital role in design thinking and feedback loops can be created for better results.

Mr Tejas also explained the concept of creativity which has 4 components namely originality, novelty, practicality and utility. He stressed on the point that many times practicality and utility components of creativity are neglected. He discussed the questions necessary to be asked before we ideate i.e. need, necessity, comfort, convenience, emotions and aspirations through examples. At the end of the session the speaker explained in detail the SCAMPER tool for ideation. SCAMPER stood for steps to Substitute, Combine, Adapt, Modify, put to use, Eliminate and Reverse. One of the SCAMPER tools namely Mind Maps which is a pictorial representation of ideas was explained to students. The workshop ended with a question and answer session.

Abhradita Chatterjee Nahvi

Event Coordinator





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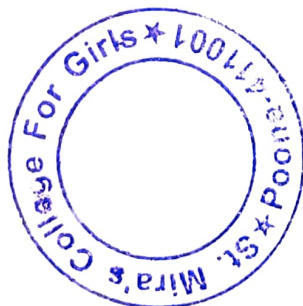
Date:- 27th Jan 2021

CIRCULAR

On 6th February 2021 an Event titled Entrepreneurs on Campus is to be organized by the Centre for Women Entrepreneurship (CWE) and Institution's Innovation Council (IIC) on 6th February 2021 Saturday via. Online platform.

Dr. Rama Venkat

Dr. Rama Venkat
Coordinator



Dr. Gulshan H. Gidwani

Dr. Gulshan H. Gidwani
Principal

St. Mira's College for Girls, Pune
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Centre for Women Entrepreneurship (CWE)
2020-2021

Entrepreneurs On Campus on 6th February 2021

The Centre for Women Entrepreneurship (CWE) and Institution's Innovation Council (IIC) jointly organized the event "Entrepreneurs on Campus" on 6th February 2021 from 3-4 pm on Zoom. Ten Startups by students were presented who shared their experiences about their ventures, the ideation, the challenges they faced and their future plans.

Ms. Zainaab Kapadia, co-founder of Graphe, a venture to learn graphology explained the concept of reading subconscious mind through handwriting and how tools in graphology help to build a better present. She talked about how she and two of friends have jointly started and are working on the business.

Ms Afreen Sabooni co-founder of Label Afreen Sabooni, a brand of Indian and western outfits explained the importance of building an excellent team in any entrepreneurial venture. She narrated how she diversified into masks and scrunchies to stay afloat during COVID times.

Ms Ritul Vackal, co-founder Ritul's handcrafted jewellery explained her journey starting from college exhibition to having her own business. She also said that she has done online courses to upskill and come up with new & creative designs

. Another budding entrepreneur Ms. Supriya Kale, who started SupkisBakes explained how she saw opportunity in the lockdown situation and started baking for people in nearby areas and later became successful for baking customised orders all over Pune. She also showcased varieties of her customised cakes while stressing upon learning new techniques in baking.

Ms. Moksha Shah, founder of Capturinguntoldstories revealed her exciting journey of wildlife and miniature photography and the opportunities in the field of photography.

Ms. Sara Khambati, our alumus and Co-founder of Habitat Foods revealed how during lockdown she along with her husband and his friend began by helping people to buy essentials and now moved into a business where she buys products directly from mills thereby helping daily-wageworkers and providing to consumer at reasonable rates. She also explained how a thorough market research and study the popular brands like Dmart, Reliance Mart helped her. She has spread her business across countries like Australia and Dubai as well.

Later Ms. Gunjan Advani from Ritu's creation explained how she initiated the idea of pay less buy more in clothing range for working women which turned out to be a big success. Exploring platforms like PULA has given her business a new focus and direction. Ms. Shweta Kshirsagar started her own German Language Institute and trained 30 people in online sessions during lockdown. She shared the challenges she faced and narrated how she plans to expand her business in future.

Dr. Rama Venkatchalam, President IIC, concluded the session talking about the importance of being Entrepreneurial in whatever we do. Members of CWE also provided tips and inputs to the budding entrepreneurs to encourage them to move to the next level. The event in itself was inspiring for All to think innovatively and develop ideas.

Abhradita Chatterjee Nahvi
Event Co-ordinator

Abhradita





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Circular No:- G/S/1QAC/2020-21/105

Date:- 23th Feb 2021

CIRCULAR

On 5th March 2021 a Webinar titled Will Digital Currency Empower the RBI is to be organized by the Centre for Women Entrepreneurship (CWE) on 5th March 2021 Friday via. Online platform.

Rama Venkat

Dr. Rama Venkat
Coordinator

G.H. Gidwani

Dr. Gulshan H. Gidwani
Principal



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Centre for Women Entrepreneurship
2020-2021

“Will Digital Currency Empower the RBI” on 5th March 2021

St. Mira's College for Girls, Pune and Centre for Women Entrepreneurship in collaboration with the prestigious Meghnad Desai Academy of Economics conducted an insightful webinar on “WILL DIGITAL CURRENCY EMPOWER THE RBI” on 5th March 2021. The session was conducted by the esteemed guest speaker Mr Shailesh Dhuri, Chief Executive Director at Decimal Point Analytics, a finance professional, having more than thirteen years of experience in fund management, trading, and research. The discussion revolved around a few important aspects covering Artificial Intelligence in transforming human life, Blockchain Technology, Private Crypto Universe, CBDC and impact on employment in India. The webinar was very helpful and informative to all the participants. It provided in-depth knowledge of the world of cryptocurrency and its multi-effect on different prospects.



Abhradita Chatterjee Nahvi

Event Coordinator





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Circular No:- G15/1QAC/2020-21/106

Date:- 24th Feb 2021

CIRCULAR

On 6th March 2021 a Webinar titled Fuelling up of Start-ups and MSME's is to be organized by the Centre for Women Entrepreneurship (CWE) & Institution's Innovation Council (IIC) on 6th March 2021 Saturday via. Online platform.

Dr. Rama Venkat
Coordinator

Dr. Gulshan H. Gidwani
Principal



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Centre for Women Entrepreneurship (CWE)
2020-2021

Fuelling up of Start-ups and MSME's on 6th March 2021

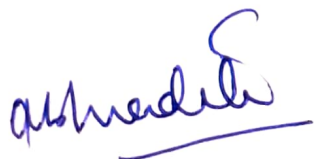
'Fuelling up of Start-ups and MSME's webinar was organized by the St. Mira's College, CWE – IIC on 06-03-2021 through Zoom Meeting.

The Session was conducted by Ms. Aparna Thadani - the co-founder of the AK's Training academy and a faculty from ACCA (The Association of Chartered Certified Accountants).

Ms. Aparna Thadani focused on the financial aspects of starting one's venture. The primary focus of the webinar revolved around differentiating between fixed capital, working capital and how to keep the business running for a longer period by managing both the capitals of the business in an efficient manner.

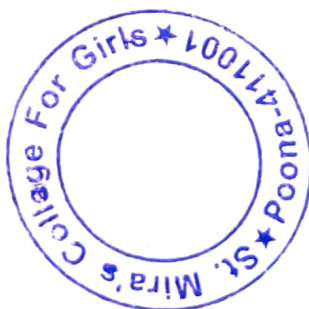
She also elaborated on the aspects of having a separate account; keeping track of loans (if taken), not spending prematurely and above all, check each aspect of the business before taking the next step.

The students learnt about the importance of managing one's own money when starting or running a business. Even if there is some form of dependency, one must always be aware of certain important aspects of capital such as cash flow, profits, taxes, etc



Abhradita Chatterjee Nahvi

Event Coordinator





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Circular No:- G15/1QAC/2020-21/107

Date:- 8th March 2021

CIRCULAR

On 18th March 2021, a Webinar titled Intellectual Property Rights and IP Management in Start Up is to be organized by the Centre for Women Entrepreneurship (CWE) via. Online platform.

Dr. Dimple Buche
Event Coordinator



Dr. Gulshan H. Gidwani
Principal

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Centre for Women Entrepreneurship (CWE)
2020-2021

Report of Webinar on Intellectual Property Rights and IP Management in Start Up on 18th March 2021

The Centre for Women Entrepreneurship organized a webinar on Intellectual Property Rights and IP Management in Start Up on 18th March 2021 for the TY BCOM students. The webinar aimed to understand Intellectual Property Management - from creation to valuation to commercial utilization. The resource person was Prof. Adv. Ganesh Hingmire, an Intellectual Property expert and Founder of GMGC (Great Mission Group Consulting) Pune.

Advocate Hingmire discussed about various IPRs and imparted valuable insights by sharing local examples of IPRs registered in Pune. He further elaborated on the concept of Management of Intellectual Properties from creation to valuation and its commercial exploitation. Lastly, Adv. Hingmire warned the audience about securing ideas by registering before disclosure. The concluding remarks included how new ideas in the form of Intellectual Properties can be further converted into a successful Start Up venture.

The students of TY BCOM learnt about Think Global- Act Local and conditions necessary for any product to be patented- worthiness, newness, inventiveness and novelty and various aspects of IP management.



Dr. Dimple Buche
Event Co-ordinator





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Circular No:- G15/10AC/2020-21/108

Date:- 10th April 2021

CIRCULAR

On 20th April 2021 an Event title Online Mira Bazaar is to be organized by the Centre for Women Entrepreneurship (CWE) on 20th April 2021 Thursday via. Online platform.



Dr. Rama Venkat
Coordinator



Dr. Gulshan H. Gidwani
Principal



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Centre for Women Entrepreneurship (CWE)
2020-2021


Online Mira Bazaar on 20th April 2021

The Grand Gala Annual Event 'Online Mira Bazaar', the endeavour of the Centre for Women Entrepreneurship (CWE), St. Mira's College was organized on April 20, 2021. The event was organized for the very first time on the virtual platform Zoom.

The event primarily provides a platform for the young 'entrepreneur' students to showcase their entrepreneurial skills. The Bazaar had 16 stalls of delicacies like cakes, handmade chocolates, handmade jewellery, clothes, accessories, home decor, confectionaries, etc. put up by the students with great enthusiasm and creativity. The students explained, in detail, their journey of setting up their new venture, the challenges faced, the products/services catalogue with contact details, pricing, offers & schemes, customer reviews and backed by beautiful photographs of their products & services. Also, new stalls like graphology, content writing and Seabuckthorn were the attractions of the event. Besides these, there were interesting games in between the showcase for the enthusiastic audience.

The event was coordinated by Mrs. Rekha Kankariya, T.Y.BBA students and the CWE team. Principal Dr. Gulshan Gidwani applauded the efforts taken by the students and wished them success in their endeavours. The feedback for the event was very encouraging and the event was a grand success, as always.

The Online Mira Bazaar 2021 witnessed an enthusiastic response from over 100 visitors comprising of students and faculty. The outcome/learnings are that even during a pandemic one can explore plenty of opportunities on virtual platforms with a little more effort and planning. The stall owners received positive responses from the visitors through orders and feedback.



Abhradita Chatterjee Nahvi

Event Co-ordinator

