



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

Report on Women's Entrepreneurship Development Programme

Event: Women's Entrepreneurship Development Programme in association with EDII sponsored by NSTEDB, Dept. of Science & Technology, Government of India

Date and Venue: 03/03/2025 to 31/03/2025, Rotary Balar Auditorium, Namdha - Vapi

Total Beneficiary: 33

Summary Report:

The Internal Quality Assurance Cell (IQAC) of ROFEL Shri G.M. Bilakhia College of Pharmacy a constituent college of Rajju Shroff ROFEL University, Vapi organized 28 days Women's Entrepreneurship Development Programme in association with EDII sponsored by NSTEDB, Dept. of Science & Technology - Government of India from 03/03/2025 to 31/03/2025 at Rotary Balar Auditorium, Vapi.

The Women Entrepreneurship Development Programme was designed to empower women entrepreneurs. This 28-day program provided participants with insights into entrepreneurial skills, business strategies, and personal development. The structured sessions aimed to enhance participants' knowledge in business planning, marketing, leadership, financial literacy, and innovation, ensuring they are well-equipped to launch and sustain successful enterprises.

Session Overview

Day 1: 3rd March

Session 1: Inaugural Function & Program Overview

Women Entrepreneurship Development Program commenced with a formal welcome address by Ms. Bijal Patel & grand inaugural function, welcoming esteemed guests and dignitaries. The event began with a floral welcome of distinguished guests, including Dr. Arindam Paul, Dr. Priyakant Ved, Dr. Kedar Shukla, Mr. Krushit Shah, and Mr. Patanjali Chaudhary, setting a warm and respectful tone for the program. Dr. Chirag Desai provided an insightful overview of the sessions planned for the coming weeks, emphasizing the importance of fostering entrepreneurship among women.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:





**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelparmacy.ac.in; Website: rofelparmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



The inaugural session introduced the participants to the core objectives of the Women Entrepreneurship Development Program. A keynote address highlighted the role of women entrepreneurs in today's economy and their contribution to various industries. The session also emphasized the importance of financial independence for women and how entrepreneurship serves as a powerful tool for empowerment. Participants were introduced to the objectives of the program and the



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

various resources available to them. The session also provided an overview of the curriculum and the expectations for the next 28 days. It was an inspiring session that set the stage for the rest of the programme.



Session 2: Entrepreneurial Mindset & Motivation



ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

Dr. Kedar Shukla, Director of GRIMS MBA and Dean of Doctorate Research Studies at RSRU, Vapi, led an engaging session on cultivating an entrepreneurial mindset. He discussed the importance of perseverance, adaptability, and risk-taking in business. The session included real-life examples of successful women entrepreneurs and how they overcame challenges. Participants were encouraged to develop a positive and resilient mindset. The interactive discussion helped attendees recognize their strengths and work on their weaknesses. Exercises and activities were conducted to boost self-confidence and motivation. The session concluded with an open Q&A, where participants shared their aspirations and concerns.

Day 2: 4th March

Session 3: Introduction to Entrepreneurship & Women's Role in Business

Dr. Chirag Desai introduced the fundamentals of entrepreneurship, discussing key aspects such as identifying opportunities, understanding market trends, and leveraging resources effectively. He elaborated on the critical role women play in business, highlighting the increasing participation of women in diverse sectors. The discussion covered gender-specific challenges faced by women entrepreneurs and ways to overcome them.

Session 4: Schemes of Assistance for MSME

The afternoon session led by Dr. Chirag Desai, Associate Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy focused on government schemes like NSIC and SIDBI, which provide financial assistance and support for MSMEs. Participants learned how to access and utilize these schemes to enhance their business ventures. The session ended with a Q&A, where attendees clarified doubts regarding eligibility criteria and application processes.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

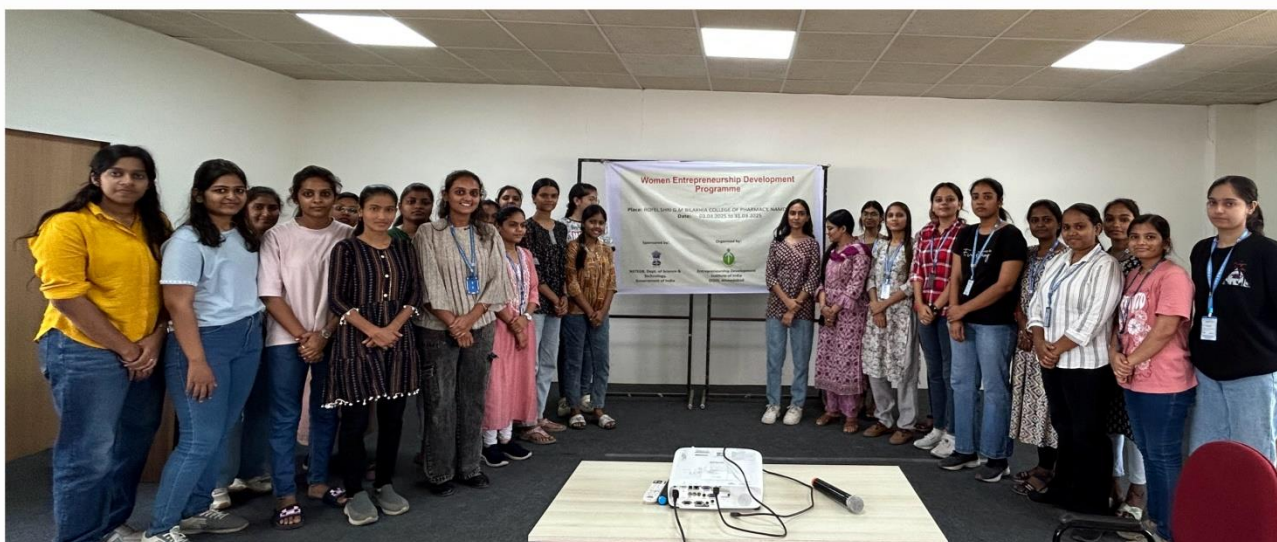
A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Day 3: 5th March

Session 5: Challenges and Opportunities in Entrepreneurship

The morning session led by Dr. Chirag Desai, Associate Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy provided an in-depth analysis of the challenges entrepreneurs face, such as



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

financial constraints, competition, and regulatory issues. Dr. Chirag Desai encouraged participants to see challenges as opportunities for growth and innovation. He discussed case studies of women who turned obstacles into stepping stones for success.





**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

Session 6: Creativity & Innovation in Business (Idea Generation, Business Opportunities, Market Research)

The afternoon session led by Mr. Vilas Upadhyay, Director of Manswin centered on creativity and innovation in business. He explained the process of idea generation and market research, emphasizing the importance of differentiating one's product or service from competitors. Through group activities, participants brainstormed business ideas and received constructive feedback.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Day 4: 6th March

Session 7: Introduction to Social Media Marketing & Workload Management

Ms. Bijal Patel, Assistant Professor, ROFEL Shri G.M. Bilakhia College of Pharmacy conducted an engaging session on leveraging social media for business growth. She discussed platforms like Facebook, Instagram, LinkedIn, and Twitter, explaining how each serves different business needs. The



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

session covered content creation, audience engagement, and analytics to measure campaign effectiveness.



Session 8: Delegation and Workload Management

In the afternoon, participants learned about delegation and workload management. The session led by Ms. Saloni Desai, Assistant Professor, ROFEL Shri G.M. Bilakhia College of Pharmacy focused on



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

strategies for prioritizing tasks, setting realistic goals, and effectively distributing work among team members. Real-world examples illustrated how structured workload management leads to increased productivity and reduced stress.





**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

Day 5: 7th March

Session 9: Effective Communication for Entrepreneurs

Mr. Suleman Khoja, Senior Executive head, USV Pvt. Ltd., emphasized the importance of communication skills in building successful businesses. He discussed verbal and non-verbal communication, active listening, and persuasive speaking techniques. Participants engaged in role-playing activities to practice negotiation and public speaking.

Session 10: Leadership Skills for Entrepreneurs

Mr. Jagdish Ray, QA Manager, USV Pvt. Ltd., addressed session on leadership and management, focusing on decision-making, team motivation, and problem-solving. The session provided valuable insights into how leadership skills impact business growth and sustainability.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Day 6: 8th March

Session 11: Empowered Women, Empower Women – Encouraging Mentorship, Support, and Lifting Each Other

Dr. Lavanya Patel, a distinguished life coach, Mental Health Expert, Clinical Psychologist, NLP International Trainer, Director of Ananya Life Skills conducted an engaging session focused on



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

empowering women entrepreneurs through mentorship and mutual support. She emphasized the importance of creating a network of women who uplift and guide each other in their entrepreneurial journeys. She shared real-life stories of successful women who thrived in business by seeking and providing mentorship. She highlighted techniques to build confidence, navigate societal challenges, and develop a mindset of resilience. Through interactive discussions, participants explored the psychological barriers women face in leadership roles and how to overcome self-doubt. She also conducted exercises on self-awareness and goal-setting, ensuring that attendees left with actionable strategies for personal and professional growth. The session ended with a motivational call to action, encouraging women to mentor, support, and celebrates each other in their entrepreneurial pursuits.

Session 12: Mental Fitness for Women Entrepreneurs

Dr. Jagruti Parmar from MindMap Counselling delivered an insightful session on mental fitness tailored specifically for women entrepreneurs. She emphasized that mental well-being is a cornerstone of sustained success in business. She discussed common psychological stressors faced by women in the entrepreneurial world, such as work-life balance, societal expectations, and financial pressures. She introduced mindfulness and stress management techniques that can help women remain focused and resilient in high-pressure situations. Through interactive exercises, participants learned strategies to develop emotional intelligence, enhance decision-making skills, and cultivate a positive mindset. She also provided guidance on handling failures and setbacks with a growth-oriented approach. The session concluded with relaxation techniques, ensuring that attendees left with practical methods to maintain mental fitness while managing their business ventures.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff Rofel University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Day 7: 9th March

Session 13: How to Convert Your Idea into Business

Mr. Krushit Shah an accomplished entrepreneur and the founder of Startup Vapi, delivered an insightful session on transforming innovative ideas into viable business ventures. He emphasized the importance of identifying market gaps and developing solutions that cater to consumer needs. He



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

guided participants through the fundamental steps of business ideation, including market research, value proposition development, and feasibility analysis. He shared practical examples from his entrepreneurial journey, illustrating how challenges can be converted into opportunities. The session also covered essential elements of a business model, including revenue generation strategies and cost management. Participants engaged in interactive exercises to brainstorm and refine their business ideas. By the end of the session, they gained clarity on how to move from conceptualization to execution with confidence.

Session 14: Identifying Business Opportunities and Idea Validation Guidance

In the afternoon, Mr. Krushit Shah continued his discourse with an engaging session on business opportunity identification and idea validation. He highlighted the importance of conducting thorough market analysis before launching a business. Using real-world case studies, he demonstrated how successful entrepreneurs identified and capitalized on emerging market trends. He introduced various validation techniques, including customer interviews, pilot testing, and competitor analysis, to assess the viability of an idea. The session provided insights into risk assessment and strategic decision-making, equipping participants with tools to test their ideas before making significant investments. Attendees actively participated in discussions, sharing their startup concepts and receiving expert feedback. By the end of the session, they were well-equipped with strategies to validate their ideas effectively and take the first steps toward launching their ventures



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Day 8: 10th March

Session 15: Team Building & Delegation

Ms. Bijal Patel, Assistant Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy conducted an interactive session on the importance of teamwork in entrepreneurship. She emphasized that building a strong and cohesive team is essential for business success. The session covered key aspects such as



ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

effective communication, trust-building, and conflict resolution. Through engaging group activities and role-playing exercises, participants experienced firsthand how collaboration enhances productivity and creativity. She also discussed the qualities of a good leader and the role of delegation in managing a business efficiently. She provided insights into hiring strategies, team motivation techniques, and fostering a positive work environment. By the end of the session, attendees had a deeper understanding of how to build and sustain high-performing teams for their entrepreneurial ventures.

Session 16: Search Engine Marketing (SEM)

In the afternoon, Ms. Saloni Desai, Assistant Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy introduced participants to the fundamentals of Search Engine Marketing (SEM) and the significance of digital presence in today's competitive business world. She explained the basics of search engine optimization (SEO), pay-per-click advertising (PPC), and Google Ads, emphasizing their impact on business visibility and customer acquisition. The session included practical demonstrations on optimizing websites, creating effective ad campaigns, and utilizing analytics to track performance. Participants learned how to enhance their online reach and attract potential customers through strategic digital marketing efforts. The session concluded with a Q&A, where attendees clarified doubts and received personalized recommendations for their businesses.

Day 9: 11th March

Session 17: Negotiation Skills for Entrepreneurs

Dr. Alisha Patel, Associate Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy conducted a session on negotiation skills, a crucial aspect of business growth and sustainability. She elaborated on the principles of effective negotiation, including preparation, active listening, and persuasion techniques. The session covered different negotiation styles and strategies to handle difficult business discussions. She engaged participants in mock negotiations to practice real-world scenarios, helping them refine their skills in pricing discussions, vendor negotiations, and partnership deals. She also highlighted common negotiation pitfalls and how to avoid them. The session left attendees feeling more confident in their ability to negotiate favorable business terms and build strong professional relationships.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Session 18: Creating Effective Marketing Strategies

The afternoon session, conducted by Ms. Bijal Patel, Assistant Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy focused on developing impactful marketing strategies tailored to different business models. She discussed the importance of market segmentation, customer profiling,



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

and brand positioning. Participants learned how to craft compelling value propositions and create targeted marketing campaigns. The session also covered the role of storytelling in marketing, demonstrating how businesses can connect emotionally with their audience. She provided case studies of successful marketing campaigns, analyzing what made them effective. Attendees gained practical insights into designing and executing marketing strategies that align with their business goals and drive customer engagement.

Day 10: 12th March

Session 19: Entrepreneurial Mindset for Business Planning and Strategy

Mrs. Priya Dakle, Managing Director of Dakle Industrial Plastics and recipient of the India Women Entrepreneurs Award, conducted an inspiring session on cultivating an entrepreneurial mindset for effective business planning and strategy. She emphasized that a strong entrepreneurial mindset is the foundation of business success, enabling individuals to navigate challenges, take calculated risks, and seize market opportunities. She shared her personal journey, highlighting the key strategic decisions that contributed to the growth of her company. She elaborated on essential business planning components, such as goal setting, market positioning, and long-term vision. Participants were introduced to strategic frameworks, including SWOT analysis and competitive advantage mapping, to help them craft their business strategies. Through interactive discussions and case studies, attendees learned how to develop resilience, adaptability, and problem-solving skills essential for business sustainability and growth. The session concluded with an engaging Q&A, where she provided valuable insights on industry trends, innovation, and leadership in entrepreneurship.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Session 20: Customer Feedback and Its Importance in Business

In the afternoon, Mrs. Shreya Desai, Assistant Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy led an insightful session on the significance of customer feedback in business growth. She explained that customer feedback serves as a vital tool for businesses to understand market needs, improve products and services, and foster customer loyalty. She discussed various methods of



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

collecting customer feedback; including surveys, direct interviews, social media engagement, and data analytics. She highlighted real-world examples of companies that successfully utilized feedback to enhance their offerings and drive customer satisfaction. Participants were introduced to strategies for analyzing and implementing feedback effectively, ensuring continuous improvement and innovation. The session also covered techniques for handling negative feedback constructively and turning dissatisfied customers into brand advocates. Through group activities and case study discussions, attendees gained practical knowledge on leveraging customer insights to refine their business strategies. The session concluded with actionable takeaways, empowering entrepreneurs to integrate customer feedback as a cornerstone of their business growth efforts.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Day 11: 13th March

Session 21: Financial Literacy and Personal Finance Management

Mrs. Dhara Bhatt, a renowned finance consultant, conducted an enlightening session on financial literacy and personal finance management for entrepreneurs. She emphasized the importance of financial awareness in making informed business decisions and ensuring financial stability. She



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

introduced key financial concepts such as budgeting, savings, investments, and debt management. She discussed the impact of financial discipline on business sustainability and personal wealth creation. The session also covered the importance of maintaining financial records, planning for contingencies, and understanding tax implications for small business owners. Through real-life examples and interactive discussions, participants gained insights into making smarter financial choices and securing their financial future. Attendees were also guided on investment opportunities, risk assessment, and strategies for long-term wealth accumulation. The session concluded with practical tips on financial goal setting and a Q&A session where she addressed individual financial concerns.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Session 22: Overcoming Self-Doubts and Fear in Entrepreneurship

In the afternoon, Ms. Saloni Desai, Assistant Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy delivered a powerful session on overcoming self-doubts and fear in entrepreneurship. She addressed common psychological barriers that hinder entrepreneurial success, such as fear of failure, impostor syndrome, and self-limiting beliefs. She shared motivational anecdotes of successful



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

entrepreneurs who overcame obstacles through perseverance and self-confidence. She provided participants with techniques to develop a growth mindset, build resilience, and embrace failures as learning opportunities. The session included interactive exercises to help attendees recognize their fears and reframe their mindset towards positive action. She also emphasized the importance of self-motivation, setting achievable goals, and seeking mentorship for personal and professional growth. By the end of the session, participants felt empowered to tackle challenges with confidence and transform their fears into opportunities for business success.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Day 12: 15th March

Session 23: Rewards Programs in Entrepreneurship

Ms. Khushboo Kapadia, Assistant Professor at ROFEL Shri G.M. Bilakhia College conducted an insightful session on the role of rewards programs in entrepreneurship. She explained how well-structured reward and loyalty programs can enhance customer retention, boost sales, and strengthen



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

brand loyalty. She discussed different types of rewards programs, including point-based systems, membership-based incentives, and referral programs. She highlighted successful case studies of businesses that effectively used rewards to create long-term customer engagement. The session covered strategies for designing an impactful reward system tailored to different business models. Participants were guided on measuring the effectiveness of their reward programs and making necessary adjustments to optimize customer satisfaction. The session concluded with a discussion on leveraging technology and data analytics to personalize rewards and enhance customer relationships.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Session 24: Confidence Building and Public Speaking Skills

In the afternoon, Dr. Priyanka Desai, a personality and wellness coach from Mumbai, led a transformative session on confidence building and public speaking skills. She emphasized the significance of self-confidence in entrepreneurship, networking, and leadership. She introduced techniques to overcome stage fright, improve verbal and non-verbal communication, and engage



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

audiences effectively. She conducted practical exercises where participants practiced speech delivery, body language, and voice modulation. The session also covered the art of storytelling and persuasive speaking, which are crucial in pitching business ideas and attracting investors. She provided personalized feedback to participants, helping them refine their public speaking skills. By the end of the session, attendees felt more confident in their ability to present themselves professionally, communicate their ideas effectively, and make a lasting impression in business and social settings.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Day 13: 17th March

Session 25: Session on Startup Ecosystem

Mr. Krushit Shah President of startup Vapi and business strategist conducted a highly informative session on the startup ecosystem, providing participants with a comprehensive understanding of the entrepreneurial landscape. He explained the key components of a thriving startup ecosystem, including



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

incubators, accelerators, venture capitalists, government schemes, and networking opportunities. Mr. Shah emphasized the importance of market research, innovation, and adaptability in building a successful startup. He shared real-world examples of startups that navigated challenges and scaled their businesses through strategic planning and execution. Participants gained insights into various funding options, including bootstrapping, angel investing, and venture capital, and learned about the role of mentorship in entrepreneurial success. The session also covered the significance of collaboration, industry partnerships, and leveraging digital tools to enhance business operations. The interactive discussion allowed attendees to explore opportunities in the Indian startup ecosystem and identify resources available for early-stage entrepreneurs.

Session 26: Business Model Development and Lean Startup Approach

In the afternoon, Mr. Krushit Shah continued with an engaging session on business model development and the lean startup approach. He introduced the Business Model Canvas as a tool to map out essential components of a business, such as value proposition, customer segments, revenue streams, and key partnerships. He highlighted the significance of the lean startup methodology, which focuses on rapid prototyping, customer feedback, and iterative product development to minimize risks and maximize efficiency. Participants learned how to test their business ideas with minimal resources, validate assumptions through market feedback, and pivot strategies when necessary. He shared case studies of successful startups that applied the lean approach to achieve sustainable growth. Through hands-on activities, attendees worked on refining their own business models and received expert guidance on improving their strategies for long-term success.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Day 14: 18th March

Session 27: Branding and Personal Branding for Women Entrepreneurs

Dr. Shweta Mehta, a dentist and entrepreneur, delivered a powerful session on branding and personal branding for women entrepreneurs. She emphasized that a strong brand identity is crucial for establishing credibility, attracting customers, and differentiating a business from competitors. She



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

explained the key elements of branding, including logo design, brand messaging, storytelling, and digital presence. She also highlighted the role of personal branding in building a professional reputation and positioning oneself as an industry leader. Participants learned how to craft their unique brand stories, enhance their online visibility, and use social media platforms effectively to showcase their expertise. The session featured case studies of women entrepreneurs who successfully built personal and business brands, demonstrating how authenticity, consistency, and engagement contribute to brand growth. Attendees participated in a branding exercise, where they developed their brand positioning statements and received personalized feedback on their branding strategies.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelparmacy.ac.in; Website: rofelparmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Session 28: Creating and Sustaining a Business

In the afternoon, Ms. Priya Patel, an artist and founder of Carita Arts, conducted a session on creating and sustaining a business. She shared her entrepreneurial journey, highlighting the challenges she faced and the strategies that helped her establish and grow her brand. She discussed the importance of identifying one's niche, understanding customer needs, and maintaining quality and innovation in



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

products and services. She emphasized the significance of building a loyal customer base through storytelling, authenticity, and personalized engagement. Participants gained insights into pricing strategies, scaling a creative business, and leveraging digital platforms for marketing and sales. The session concluded with an interactive discussion where participants shared their business ideas and received guidance on overcoming obstacles and fostering sustainable growth.





**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

Day 15: 19th March

Session 29: Session on Intellectual Property Rights in Entrepreneurship

Dr. Komal Parmar, Associate Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy conducted an insightful session on Intellectual Property Rights (IPR) in entrepreneurship. She explained the significance of protecting intellectual assets, including patents, trademarks, copyrights, and trade secrets. She provided an overview of the legal frameworks surrounding IPR in India and globally. She discussed how entrepreneurs can leverage IPR to gain a competitive advantage, prevent unauthorized use of their innovations, and increase the valuation of their businesses. The session covered real-life examples of businesses that successfully utilized IPR for growth and expansion. Participants were also guided on the process of patent filing and how to avoid common pitfalls in IPR management. The interactive session allowed attendees to seek clarity on their intellectual property concerns and strategies for safeguarding their business ideas.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Session 30: Social Responsibility and Ethics in Business

In the afternoon, Mrs. Harshida Patel, Assistant Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy led a session on social responsibility and ethics in business. She emphasized the role of ethical business practices in building long-term credibility and customer trust. She discussed various aspects of corporate social responsibility (CSR), including environmental sustainability, fair trade, and



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

community engagement. She highlighted successful companies that integrated ethical principles into their business models and saw significant benefits. The session also covered ethical dilemmas entrepreneurs often face and how to navigate them while maintaining integrity. Participants engaged in discussions about ethical decision-making and the impact of responsible business practices on brand reputation.





**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

Day 16: 20th March

Session 31: Funding Options: Loans, Grants, and Venture Capital

Ms. Jinal Panchal, owner of Alpha Funding, delivered a highly informative session on funding options for entrepreneurs. She explained different financial avenues, including bank loans, government grants, angel investors, and venture capital. She provided insights into the pros and cons of each funding method, helping participants understand which option best suits their business models. She also introduced the meaning of 'Alpha' in financial growth and success, reinforcing the importance of strategic financial planning. The session included case studies of businesses that secured funding through various channels and successfully scaled their operations. Participants learned about the key requirements for securing funding, including creditworthiness, business planning, and investor pitching techniques. The session concluded with a practical exercise on creating a funding strategy tailored to individual business needs.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

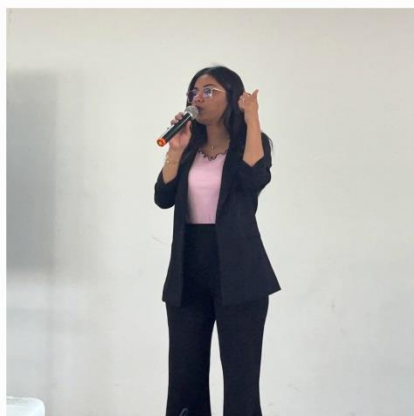
A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Session 32: Disciplined Approach in Entrepreneurship

In the afternoon, Dr. Arindam Paul, Dean – Faculty of Pharmacy, Rajju Shroff ROFEL University delivered an engaging session on the importance of a disciplined approach in entrepreneurship. He explained that discipline is a key factor in maintaining consistency, achieving goals, and managing time effectively. He shared strategies for self-discipline, including setting clear business objectives,



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

developing strong work habits, and staying resilient in the face of challenges. He highlighted the habits of successful entrepreneurs and how they integrate discipline into their daily routines. Participants engaged in a goal-setting activity where they outlined actionable steps to enhance their discipline in business operations. The session reinforced the idea that a structured and disciplined approach can significantly contribute to entrepreneurial success.





**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

Day 17: 21st March

Session 33: Pricing Strategies

Ms. Bijal Patel Assistant Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy led an insightful session on pricing strategies, helping entrepreneurs understand how to set competitive and profitable prices for their products and services. She covered various pricing models, including cost-plus pricing, value-based pricing, and competitive pricing. She discussed the psychological aspects of pricing and how consumer perception impacts purchasing decisions. She provided case studies on businesses that successfully implemented effective pricing strategies. The session also included a practical exercise where participants analyzed their pricing models and identified areas for improvement. Through interactive discussions, attendees learned how to balance affordability with profitability while maintaining market competitiveness.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Session 34: Technology and Automation for Business Efficiency

In the afternoon, Ms. Saloni Desai Assistant Professor at ROFEL Shri G.M. Bilakhia College of Pharmacy conducted a session on leveraging technology and automation to enhance business efficiency. She highlighted the role of digital transformation in streamlining operations, improving productivity, and reducing costs. She introduced various tools and software solutions for inventory



ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

management, customer relationship management (CRM), marketing automation, and financial tracking. She discussed the importance of staying updated with technological advancements to maintain a competitive edge. Participants engaged in hands-on activities where they explored automation tools relevant to their business sectors. The session concluded with a discussion on future trends in business technology and how entrepreneurs can adopt innovative solutions to scale their businesses.

Day 18: 22nd March

Session 35: Session on Group Discussion and Case Studies

Dr. Chirag Desai, Ms. Bijal Patel, and Ms. Saloni Desai facilitated an engaging group discussion and case study session where participants had the opportunity to present their business ideas. The session focused on refining entrepreneurial concepts, modifying strategies, and developing feasible prototypes. Each participant's business idea was evaluated based on feasibility, scalability, and market demand. Mentors provided constructive feedback, helping attendees refine their plans and improve their business strategies. The session emphasized the importance of critical thinking, adaptability, and problem-solving in entrepreneurship. By the end of the session, participants had a more structured approach to their business models and were able to create prototype frameworks for their ventures. This interactive session provided a platform for practical learning and peer-to-peer exchange, reinforcing key entrepreneurial skills essential for business success.

Day 19: 24th March

Session 36: Business Pitching Methods

Ms. Kajal Purohit, a research scholar and Startup Vapi winner, conducted a session on business pitching methods. She explained the fundamental aspects of crafting a compelling business pitch, including structuring an elevator pitch, highlighting unique selling propositions (USP), and tailoring presentations for investors. She emphasized the importance of storytelling, data-driven presentations, and effective communication techniques. Participants learned how to build confidence while pitching and how to handle investor questions. The session included live pitch demonstrations, where attendees received feedback on improving their business presentations. Through interactive exercises, entrepreneurs refined their pitches to make them more persuasive and impactful.

Day 20: 25th March

Session 37: Industrial Visit: Mangalam Drugs and Organics Ltd. Unit 2



ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

An industrial visit to Mangalam Drugs and Organics Ltd., Unit 2, located in Phase 2, GIDC, Vapi, was organized to provide students with practical exposure to pharmaceutical manufacturing and quality assurance processes. The visit was coordinated by Ms. Bijal Patel, Ms. Saloni Desai, and Mr. Patanjali Choudhary, EDII officer. The students traveled by bus to the facility, where they were warmly welcomed by HR representatives Mrs. Falguni Desai and Mrs. Leena Patel. The HR team provided an overview of the company's operations, followed by a structured tour of various departments.

Company Overview:

Mangalam Drugs and Organics Ltd. is a leading manufacturer of bulk drugs and active pharmaceutical ingredients (APIs), catering to both domestic and international markets. With a strong focus on quality, innovation, and sustainability, the company follows stringent regulatory guidelines such as Good Manufacturing Practices (GMP), WHO-GMP, USFDA, and European Pharmacopoeia standards. The company has established itself as a reliable supplier of anti-malarial, anti-bacterial, and anti-viral drugs, playing a crucial role in the global healthcare sector.

Division of Groups and Departmental Visit:

To ensure an efficient learning experience, students were divided into two groups, each led by either Ms. Falguni Desai or Ms. Leena Patel. The tour covered critical sections of the manufacturing unit, including:

1. Production Department:

The first stop was the production area, where students observed the various stages of pharmaceutical manufacturing. The staff explained the importance of Good Manufacturing Practices (GMP) and how raw materials undergo processing, formulation, and packaging. The significance of maintaining a sterile environment, automation in manufacturing, and regulatory compliance was emphasized. Students observed state-of-the-art production lines, granulation processes, tablet compression units, and encapsulation procedures.

2. Research and Development (R&D) Laboratory:

The students were then taken to the R&D lab, where they were introduced to innovative drug formulation processes. Scientists demonstrated how formulations are developed, tested, and optimized before reaching the market. They also discussed the role of stability studies, bioequivalence studies,



ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelparmacy.ac.in; Website: rofelparmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

formulation trials, and regulatory documentation in drug development. Cutting-edge equipment and methodologies used in drug innovation were also highlighted.

3. Pilot Plant:

A visit to the pilot plant provided insights into the scaling-up process from laboratory experiments to full-scale production. The staff explained how small-scale batches are tested in pilot plants to assess feasibility before large-scale production begins. This is a critical step to ensure that the drug formulation remains stable and effective when produced in larger quantities.

4. Quality Assurance (QA) Department:

The QA team briefed students on quality control measures, documentation processes, and validation protocols that ensure compliance with regulatory authorities such as the FDA and WHO. They highlighted how every batch of drugs undergoes rigorous testing, validation, and documentation before being approved for sale. The role of standard operating procedures (SOPs), batch records, and compliance audits was also discussed in detail.

5. Analytical Drug Laboratory:

The analytical drug laboratory visit focused on high-performance liquid chromatography (HPLC) and gas chromatography (GC). Experts explained the principles and applications of these sophisticated analytical techniques in detecting impurities, analyzing active pharmaceutical ingredients (APIs), and ensuring batch-to-batch consistency. Advanced analytical instruments such as UV spectrophotometers, dissolution testers, and stability chambers were also demonstrated.

6. Reactors Plant:

Students were introduced to the reactors plant, where chemical synthesis and reactions take place. The team explained the importance of temperature and pressure control, reaction kinetics, and raw material purification in reactor operations, ensuring efficiency and safety in pharmaceutical production. Various types of reactors, including batch reactors, continuous stirred-tank reactors (CSTR), and fixed-bed reactors, were shown.

7. Effluent Waste Treatment Plant:

Sustainability and environmental responsibility were emphasized during the visit to the effluent waste treatment plant. The staff explained the procedures involved in treating industrial waste, ensuring that emissions and effluents meet regulatory standards before being released into the environment. Students



ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

learned about different treatment techniques such as neutralization, biological degradation, chemical precipitation, and advanced filtration methods. The company's commitment to zero liquid discharge (ZLD) and eco-friendly waste disposal was highlighted.

Training Session by Senior QA Head:

Following the comprehensive tour, students attended a training session conducted by Mr. Digit, who provided an in-depth explanation of the Quality, Safety, Environment, and Management (QSEM) process. He covered the industry's compliance with international guidelines, including GMP, GLP, and ISO standards. The session also included discussions on:

Process validation and documentation for ensuring drug efficacy and safety

Safety protocols in the pharmaceutical industry, including personal protective equipment (PPE) use

Environmental impact and mitigation strategies adopted by the company

Regulatory framework governing pharmaceutical manufacturing at the global level

The role of automation and AI in pharmaceutical quality control

The industrial visit to Mangalam Drugs and Organics Ltd., Unit 2, Phase 2, GIDC, Vapi, was an enriching experience that bridged the gap between theoretical knowledge and real-world industrial applications. Students gained firsthand exposure to pharmaceutical production, research, quality control, and waste management practices.

This visit provided valuable insights into the functioning of the pharmaceutical industry, inspiring students to explore career opportunities in production, R&D, quality control, and regulatory affairs. The day concluded with an interactive Q&A session, allowing students to clarify their doubts and gain deeper knowledge about the industry. Overall, this visit was a highly informative and practical learning experience that enhanced the students' understanding of the pharmaceutical sector and its impact on global healthcare.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Day 21: 26th March

Session 38: Building Business Resilience and Crisis Management

Dr. Aabha Singhvi, Associate Professor at ROFEL GRIMS-MBA, led a session on building business resilience and crisis management. She discussed strategies for navigating uncertainties, maintaining financial stability, and adapting to market fluctuations. She provided case studies of businesses that



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff Rofel University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

successfully managed crises and emerged stronger. She highlighted the importance of risk assessment, contingency planning, and leadership in times of crisis. The session also covered emotional resilience, stress management, and maintaining motivation during setbacks. Participants engaged in scenario-based exercises, developing crisis response plans tailored to their business models. The session reinforced the idea that resilience and adaptability are keys to long-term business success.





ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

Day 22: 27th March

Session 39: Sales Strategies and CRM

Mr. Krishna Singhal, a high-ticket sales expert and holistic business coach, delivered an insightful session on sales strategies and customer relationship management (CRM). He discussed the psychology behind sales, customer acquisition techniques, and methods to improve conversion rates. He introduced various sales models, including consultative selling, solution-based selling, and value-driven approaches. He also emphasized the importance of CRM tools in tracking customer interactions, improving retention, and automating sales processes. Participants engaged in role-playing exercises to practice sales conversations and learned how to build long-term relationships with customers. The session concluded with actionable strategies for increasing revenue and optimizing sales performance.

Day 23: 28th March

Session 40: Entrepreneurship Games

An engaging session on entrepreneurship games was conducted, where participants applied business concepts through interactive activities. These games were designed to enhance problem-solving, decision-making, teamwork, and negotiation skills. Attendees participated in simulation exercises that mimicked real-world business scenarios, challenging them to make strategic decisions under constraints. The session also included financial planning games, marketing strategy simulations, and leadership challenges. Through these activities, participants gained practical insights into entrepreneurial thinking and learned how to adapt to dynamic business environments in an enjoyable and interactive manner.

Day 24: 29th March

Session 41: Women Entrepreneurs' Success Stories

Mrs. Hetal Juthani, a caratlane franchise holder, shared inspiring success stories of women entrepreneurs. She discussed the challenges faced by women in business and how they overcame barriers to achieve success. She highlighted key takeaways from her entrepreneurial journey, including resilience, networking, and strategic planning. She encouraged participants to take calculated risks, seek mentorship, and remain persistent despite obstacles. Her session provided motivation and real-world insights into building a successful venture.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



Session 42:

In the second session of March 29th Mr. Pankaj Bharti, a professor at EDII, addressed students and engaged them in discussions about their entrepreneurial challenges. He encouraged participants to voice their concerns and provided expert guidance on overcoming business roadblocks. He shared valuable lessons from his experience, emphasizing the importance of innovation, adaptability, and



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

continuous learning in entrepreneurship. The interactive session allowed students to gain practical solutions to their business-related queries, reinforcing their confidence in their entrepreneurial pursuits.



Valedictory Function & Closing Remarks

The Women's Entrepreneurship Development Program concluded on a high note with a valedictory function, marking the successful completion of an enriching 28-day journey. Throughout the program,



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

participants engaged in insightful sessions, interactive discussions, and hands-on activities designed to equip them with the necessary skills and knowledge for entrepreneurial success.

Each day began with a breakfast; ensuring participants were energized for the day's learning. The sessions, delivered by esteemed speakers from various domains, covered key aspects such as financial literacy, branding, business resilience, and strategic planning. The program also emphasized personal development through sessions on confidence building, public speaking, and overcoming self-doubt. Additionally, every morning, participants gathered over breakfast, which provided an opportunity for networking, informal discussions, and reflections on previous sessions, fostering a strong sense of community and collaboration.



**RAJJU SHROFF ROFEL
UNIVERSITY, VAPI**

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:



The valedictory function was a momentous occasion where students were awarded certificates for their active participation and commitment to the program. Dignitaries and faculty members commended the enthusiasm and dedication of the participants, encouraging them to apply their newfound knowledge in their entrepreneurial journeys. The event concluded with heartfelt closing remarks, emphasizing the importance of continuous learning, networking, and perseverance in the world of entrepreneurship.



RAJJU SHROFF ROFEL UNIVERSITY, VAPI

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER

ROFEL SHRI G.M. BILAKHIA COLLEGE OF PHARMACY, VAPI

NAAC Accredited B++ Grade Institution & Approved by Pharmacy Council of India

A Constituent College of Rajju Shroff ROFEL University, Vapi

ROFEL Namdha Campus, Vapi – Namdha Road, P.B. No.11, Vapi (West) – 396 191, Dist: Valsad (Gujarat)

Tel: 9727723722 – 42 – 62; Email: info@rofelpharmacy.ac.in; Website: rofelpharmacy.ac.in

Ref. No. ROFEL/Pharm/

Date:

The Women's Entrepreneurship Development Program not only provided theoretical insights but also fostered a spirit of innovation and resilience among the participants. It served as a stepping stone for many aspiring entrepreneurs, equipping them with the confidence and skills to embark on their business ventures. The program's success was evident in the enthusiastic discussions, innovative ideas, and the strong community of women entrepreneurs it helped build. With daily breakfasts setting a positive tone for each day, the program ensured a holistic and engaging experience for all participants.



Prepared By: Dr. Chirag Desai (Associate Professor)

Ms. Bijal Patel (Assistant Professor)