

3.2.1 -

Institution has created an ecosystem for innovations and has initiatives for creation and transfer of knowledge.

SMT. KANTABEN SHAH RESEARCH CENTRE FOR MULTIDISCIPLINARY STUDIES

The Smt. Kantaben Shah Research Center for Multidisciplinary Studies was inaugurated on 15 June 2020. Principal, Dr. Rajshree Trivedi, members from the management committee, all the faculty members from the college, several students from various colleges and the speaker for the day were present during the inaugural ceremony.

Dr. Cicilia Chettiar (HOD- Department of Psychology) and the centre in-charge welcomed all the participants and gave an introduction to the workshop. Dr. Rajshree Trivedi talked about the inception of Kantaben Shah Research Center for Multidisciplinary Studies. Mr. Shachin Nanavati, who is the honorary treasurer of the managing committee addressed the participants. Ms. Angela Shah, patron for the centre shared her best wishes for the centre. At the inaugural session, Dr Vibhuti Patel, the speaker for the day addressed the audience on the topic 'Conducting Research under the Coronavirus Lockdown'. The inaugural session ended with a formal vote of thanks.

This was followed by a six day research methodology workshop in collaboration with the PG departments of Psychology and Commerce of MNWC. It aimed to introduce to students of PG sections of different streams, the fundamentals of research that they would require for the dissertation to be presented across their final year. A total of nine speakers guided 128 PG students from different colleges and departments of the University. The workshop was held from 15th June 2020 to 20th June 2020.



Smt. Angela Shah – Patron KSRC Shri. Shachin Nanavati, Trustee, MNWC.



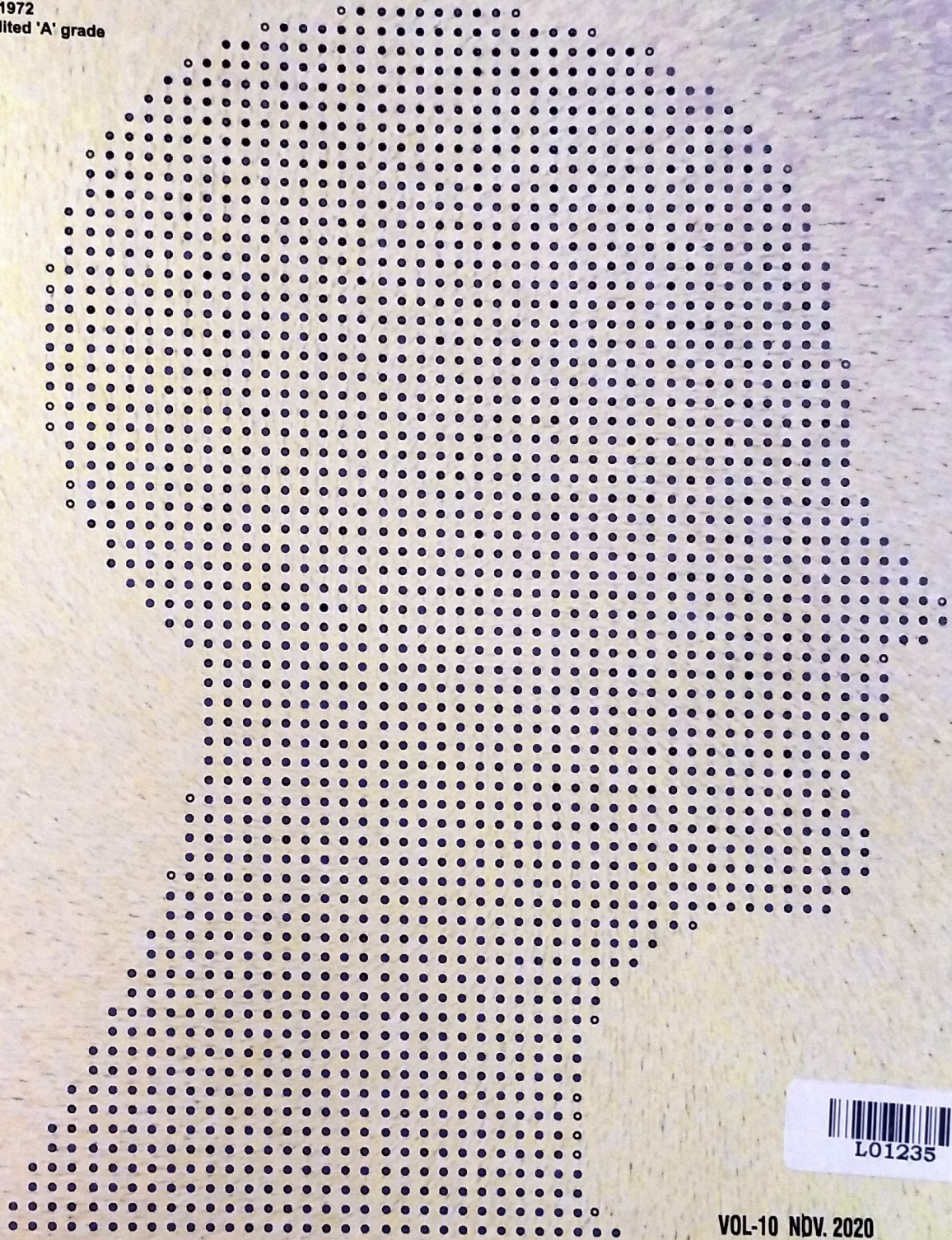
Dr. Vibhuti Patel, Researcher

A4
01/02/2021

ISSN 2229 - 385X



Estd.: 1972
NAAC Reaccredited 'A' grade



VOL-10 NDV. 2020

RESEARCH HORIZONS

INTERNATIONAL PEER REVIEWED JOURNAL

MANIBEN NANAVATI WOMEN'S COLLEGE

BEST COLLEGE 2018-2019 Awarded by SNTD Women's University, Mumbai

Vallabhbai Road, Vile Parle (W), Mumbai - 400 056.

www.mnwc-sndt.org | researchhorizon.mnwc.edu.in

ISSN 2229 - 385X

VOL-10 | NOV. 2020



Estd.: 1972
NAAC Reaccredited 'A' grade

RESEARCH HORIZONS

INTERNATIONAL PEER REVIEWED JOURNAL

MANIBEN NANAVATI WOMEN'S COLLEGE

SMT. KANTABEN SHAH RESEARCH CENTRE FOR MULTIDISCIPLINARY STUDIES

BEST COLLEGE 2018-2019 Awarded by SNT Women's University, Mumbai.

Vallabhbai Road, Vile Parle (W), Mumbai - 400 056.

www.mnwc-sndt.org | researchhorizon.mnwc.edu.in

Now Indexed in



2013 : GIF 0.210



Listed in the Database of :

Global Impact Factor, Australia EBSCO, USA.

Website: <http://researchhorizon.mnwc.edu.in/>

Email: researchhorizons@mnwc.edu.in



Maniben Nanavati Women's College
Nanavati Innovation Entrepreneurship Development Incubation Centre
Minutes of the Meeting

The following is an account of the minutes taken on the Google Meet held on 5th October 2020 at 5:15 pm.

1. Attendees

The following members were PRESENT

Meeting Chairperson	Dr. Rajashree Trivedi
In-charge	Dr. Rita Patil
Co-incharge	Mrs. Jyotsana Raut
Member	Ms. Geeta Varun
Member	Mrs. Pranaya Revandkar
Member	Mrs. Snehal Obhan
Member	Mrs. Saloni Mehta

2. Agenda

To Discuss the website page

To Discuss the Advisory Board members of the NIEDIC

To start creating startups with the help of Ms. Geeta Varun through her existing business

3. Topics of discussion

The meeting started with the briefing of the website page. The following points were discussed:-

- 1) Website page should be designed in such a way, that it should include points like concept note, Objectives and outcomes of NIEDIC.
- 2) An advisory board needs to be formed which will include Suketu Sir, Minal Mohadikar madam and some industry persons and some industries to be joined to promote their businesses, Research Organisations.
- 3) Paperwork of NIEDIC to be done for NAAC. Report writing to be done by Ms. Pranaya Revandkar and documents needs to be collected from Sharma madam.
- 4) Website page will be designed by Dr. Rita Patil and Mrs. Jyotsana Raut
- 5) Brochure to be prepared by Snehal Obhan and Mrs. Twinkle Sanghavi
- 6) Advisory Board members to be contacted and formed by Dr. Rajashree Trivedi and Dr. Rita Patil.
- 7) For entrepreneurship Ms. Geeta Varun has to encourage students for the same and a report of her business needs to be collected.



Maniben Nanavati Women's College
Nanavati Innovation Entrepreneurship Development Incubation Centre
Minutes of the Meeting

The following is an account of the minutes taken on the Google Meet held on 23rd November 2020 at 2:00 pm.

1. Attendees

The following members were PRESENT

Incharge	Mrs. Jyotsana Raut
Co-incharge	Ms. Geeta Varun
Member	Dr. Rita Patil
Member	Mrs. Pranaya Revandkar
Member	Mrs. Vaishali Ranadive
Member	Mrs. Snehal Obhan
Member	Mrs. Saloni Mehta

2. Agenda

To discuss the SOP of NIEDIC 2020-21

3. Topics of discussion

The meeting started with the briefing of the SOP. The following points were discussed:-

- 1) Listed out the activities of SOP month wise
- 2) In the month of December Identification of students 2 from each department for entrepreneurship development.
- 3) In the month of January and February a workshop to be conducted on entrepreneurship.
- 4) In the month of April and May talks by different expertises to be organised
- 5) If the situation becomes normal , then exhibitions or Tuck shops to be put up by students in the college, also a visit to a manufacturing industry will be planned after the pandemic .
- 6) A brochure needs to be prepared for registering the prospective students in NIEDIC, who will be trained in the later stage. Also a Google form link will be attached to the brochure for the same.
- 7) Experts can be called from Atal incubation centre for talks or sharing their experiences.

Maniben Nanavati Women's College
Nanavati Innovation Entrepreneurship Development Incubation Centre
Report on One Week Faculty Development Programme on "Entrepreneurship, Incubation and Innovation"

A one-week faculty Development programme was organized by Teaching Learning Centre of Ramanujan College Delhi from 23rd June 2020 to 29th June 2020. Mrs. Jyotsana Raut and Ms. Snehal Obhan participated in the FDP.

Day 1 (Inaugural Session 11:00 to 12:30)- Mr. S.P Agarwal Principal of Ramanujan addressed the audience on the topic of FDP and Mr. Prabhat Ranjan one of the Resource person spoke about the college and its different areas of working. He said this is the right topic in this pandemic situation, the college started in 2010 and it is funded by Delhi University from 2012. 10 centers of Higher learning, 40 societies working in their area of education. Importance is given on the mental health of the students. More importance is given on the faculty teaching and learning. Till now they have completed 10 programmes and its main objective is to reach the unreached.

The 2nd speaker for the day was Mr. Kamal Jeetji, he is the RSS member for 40 years, mentor for swadeshi startups. He talked about Ayurvedic medicines and new technology to be used and what can be its base. Research on medicines by America and India. In India research is done using various environmental goods, some technology driven solutions to be done in India. India is still depended on other countries like china for small spare parts and solutions , so because of banning Chinese products it becomes necessary to work on developing these goods within India so that India becomes self reliant and self-depended.

A quiz was posted at the end of Day 1 to test the participants on the basis of topics covered .

Day 2 (Video lectures on Intellectual Property Rights and Startups)- Different videos were posted on IPR and startups on the basis of which quiz was posted for the participants.

Day 3 (From work Bench to Enterprise lessons from the entrepreneurial journey)- Day 3 concentrated on inculcating entrepreneurial spirit , achievement motivation, training or teaching others to become entrepreneurs and also self motivation to become Achiever/Innovators/Entrepreneurs.

Day 4 (Business Opportunity Identification)- Day 4 session was about identification of business opportunity. 25000 lakh solar panels from china dumping of cheap goods. Close down of Vitamin B complex industries due to dumping of Chinese goods. Manufacturing capacity taken over by multinational companies eg: Refrigerator Company(Kelvinator and Whirlpool). 15 times higher per capita income than India. Goods worth 7,00,000 cores being imported from China. India should start using swadeshi Indian goods and start becoming self reliant. Development of technology within the home country.

A Quiz was posted on the basis of video lectures at the end of the session.

Day 5 (Assessing Viability of a business)- Dr. H. Purushotham NRDC(National Research Development Corporation) spoke about promotion of Innovation, Incubation, Entrepreneurship and startups in Academia and its challenges and opportunities. He spoke about market survey and analysis, competitors analysis, Customer perception, Potential market analysis, level of acceptance, Customer satisfaction, product improvement, steps to research, measures of successful R&D, Higher Education challenges. He explained about the role of incubation, resource mobilization, Technology Commercialization, collaboration with industry and entrepreneurship. A quiz was posted to test the participants at the end of Day 5.

Day 6 (Startup ecosystem in India)- In the session it was explained about the startup ecosystem in India. India is the third largest eco-system in the world, number of start-up:45000(7500 technology startups). VC/Angel funds-239 nos, Mergers and acquisitions-451 nos., venture funds invested 4.2 billion from January to sept 2018. The resource person spoke about IPs, startups, and Aatma nirbhar bharat.

An assignment on Atma Nirbhar Bharat Abiyan was given to the participants along with a quiz at the end of Day 6.

Day 7 (Incubation and Startups)- Prof. Unnat Pandit spoke about personal care and wellbeing and currently relying on Indian products, improving the economic conditions of the country, efficient utilization of the data present should be analyses for the productive knowledge to design the solution.

Dr. Kamlesh Raghuvansh spoke about seamless communication. It's time to change, its time of disruption, time of uncertainty , it's time for youth to utilize the knowledge at the right time of lockdown , transform teaching experience to learning process.

Dr. Surjoday Ghosh explained about the thumb rule Lay of Land- without capital an idea is very little. He spoke about Corporate social responsibility, Industrial partners, startups, industrial designing, objectives of incubation, mentorship, Incubation revenue sources, strategic positioning. Mr. Dipan Sahu (Assistant innovation director MHRD. He spoke about Innovation cell, Entrepreneurship Typology and productive Entrepreneurship. He explained Rustow's five stages of growth, role of entrepreneur and entrepreneurship in economic development.

A quiz was provided at the end of day 7 i.e on 29 June 2020. Certificates for the same were provided on the completion of all the assignmen

REPORT OF SKILL DEVELOPMENT : Udyojokta Demystified – AnyoneCan

This is a 40 Hours Skill Development Programme .Total Participants of MNWC- 26

and BM Ruia College – 26 students. This is a collaborative programme organised by Dept of Commerce & NIEDIC of MNWC and Dept of Commerce and IQAC of B.M Ruia college and Powered by Inner Wheel Club of Bombay Airport. The Inaugural session was held on **12th Sept 2020** and the Chief Guest for the Programme was Ms Preeti Bhagat – President, Inner Wheel Club of Bombay Airport. The participants for the Inaugural programme were Members of Inner Wheel Club, Mr BR Venkatesh and Mrs Tejaswini Venkatesh, Entrepreneurship Promoters and Proprietors of MBTLA Training Academy.The Inaugural Programme included Speeches of Prof Sunita Sharma, Smt Himadri Nanavati : Chairperson Managing Committee,MNWC. Ms Preeti Bhagat, Dr Rajshree Trivedi, Dr. Santosh Kaul Kak (Principals of Both Colleges), Dr Rita Patil spoke on activities of NIEDIC . Mr B.R Venkatesh gave an introduction of MBTLA Academy.The Inaugural session ended with Vote of Thanks given by Dr. Nooruzia Qazi.

14th Sept 2020.: The Programme started with Ms Tejaswini sharing her life story with everyone.The EDP training helps to transform a person’s life into a whole new which includes his thinking capabilities, behaviour towards others and encourages inactive persons to become active ones. The students were encouraged to answer questions like what are you good at? What are you afraid from?.

15thSept2020:In this session Mr Venkatesh sir along with Ms Tejaswini explained the students Importance of Entrepreneurship for the country .

This was followed by a discussion on Traits of Entrepreneurship – to increase bonding , talking skills, communication skills, Developing networking, connecting right people at right age, problem solving skills etc. The participants were asked to rate themselves on the scale of 1 – 5. This was followed by setting goals for themselves for each quality, which was followed by an action plan.

17th Sept2020: In this session students were explained how to start a business, and basic things required to do a business. Risk taking is the biggest quality .

We have to start with idea generation . Success is hidden in Ideas.Every business whether big or small has to go through this process of Ideas generation.Students were given an experience of how to generate Ideas.

18th Sept 2020: Ideas in itself contain meaning, mantra of successful business.Our house itself gives ideas of various types of business. Observation is the key of getting ideas.

e.g if washing clothes with hands is a problem than washing with machine is a solution to that problem. In short find a problem and than find a solution to that. Anyone can become an entrepreneur by becoming a problem solver.

21st Sept 2020: The whole group was divided into smaller groups of 4, with 2 students from each college.The groups sat down together to discuss the problems they were facing around. Each group was given a name. Mr Venkatesh started the activity of Hobbies, skills, and qualities. A discussion was initiated on difference

between skills and qualities.. This was followed by Newspaper activity.the participants were taught how to find business information from newspaper. How business could be developed by solving problems faced by students were also discussed.

22nd Sept 2020: The topic for discussion was Idea Generation.taking newspaper as base different ideas were generated like printing business, packing etc. Newspaper also generates ctitical thinking, reading, and writing. A newspaper shows how we can grow our business. A PPT presentation was shown named Scamper. The PPT had 7 points but Tejaswini only explained first point. – Substitute.It tels us about what resources, materials can we substitute to enhance the product and the process.

23rd Sept, 2020:The topic of discussion was Business Idea.Different examples of business idea were given like in college if all girls are using recharge card, then if a counter is opened in the college canteen will earn money for institution . stories of how manikchand started his business were narrated.Different examples like food centre,health & fitness centre were given.

24th Sept, 2020: The topic of discussion was Market Research. What all needs to be researched about the market like customers, competitors, price of the product, manpower etc. The role of Transportation was also discussed. The concept of Product Life Cycle was also explained.

29th Sept 2020: All the groups were given home work to do marketing research of the products selected by them. The groups collected information about the raw materials to be used for their products. They were explained about different types of Organisations – Private Firms, Partnership Firm, Sole Proprietor and Company form of Organisation. The teams were also asked to explore about their Product – customers, competitors, license, financial suppliers, Government Policies, Promotion, etc.

8th October 2020: Mr Venkatesh explained the basics of License, Finance, Taxation, Registration, Risk and litigation. After explanation the teams were asked to list the expenses of the business selected by the group. They had to also list 5 sources of income of their business selected.

9th October 2020: The topic of discussion was the expenses of business and what things should be considered before starting a business. One is required to plan the budget and evaluate the income and expenses according to the concept of business rules of cash book. Cash book does not show profit or loss nor can it show a negative balance.This was followed by a discussion on different types of costs incurred by a business.

13th October 2020: Mr Venkatesh explained that there are three different types of.

16th October 2020: In this session a case study was done of a Tea Shop. The location chosen was Andheri Station and it was given a name as Tea Point. This was followed by preparation of a Budget. All expenses and possible costs were included in the budget.

19th October 2020: The topic of discussion was Business Improvement and how business can be made profitable. The example of Tea point was taken and each one calculated the costing and material required for each cup. This also helped to calculate how much profit would be made on each cup. The session was very thought provoking and gave a lot of ideas about starting business.

20th October 2020: The topic of discussion was Fixed Cost and Start Up Cost. Examples of Fixed Cost – Employee Salary, Electricity Bill etc and examples given about start up cost were – place, interior, electricity fitting, advertising, name plate, CCTV etc. This was followed by calculating Total Cost.

22nd October 2020: The topic of discussion was Advertisement – Why desired and different types of advertisement, that too at a very cheap cost. The students were given guidance how to prepare their presentation. Different queries of the students were answered.

23rd October 2020: The girls were guided for the presentations to be done by them. On 24th and 26th October 2020.

24th October 2020: Business Plan Competition Day 1: The programme started with invoking the blessings of All Mighty . Seven teams made a presentation of their business plans. The Judgement Criteria was – All members Participation in Presentation, Marketing Content, Financials ,Overall Viability of project and Overall team presentation. The Judges for the competition were Entrepreneurs Mr Samir Shah and Mrs Meena Shah. 75 participants were present for online programme. The winners were 1st Prize (Rs 2,000) Team Fantastic Four, 2nd Prize (Rs 1,000) each Udyojak and Tufani Girls and 3rd Prize (Rs1,000) SP3.Team.

26th October 2020: Business Plan Competition Day 2: Six teams made a presentation of their business plans. The Judges for the competition were President of Inner Wheel Club of Bombay Airport Ms Preeti Bhagat and CEO of Torsion Group Mr Suketu Jariwala. 67 participants were present for the presentations. The winners were 1st Prize (Rs 2,000) Team Fly Four, 2nd Prize (Rs1,200) Ambitious Girls and 3rd Prize (Rs900 each) Team Rose and Aqua Women. Day 2 prizes were sponsored by Ms Preeti Bhagat. The Programme ended by students presenting their feedback.

costs - Start Up costs, Fixed Costs and Variable Costs. A video on costing of a Tea Shop was shown. Different questions like location, size, whether would purchase or hire, what would be the Layout of the shop were discussed with help of different examples



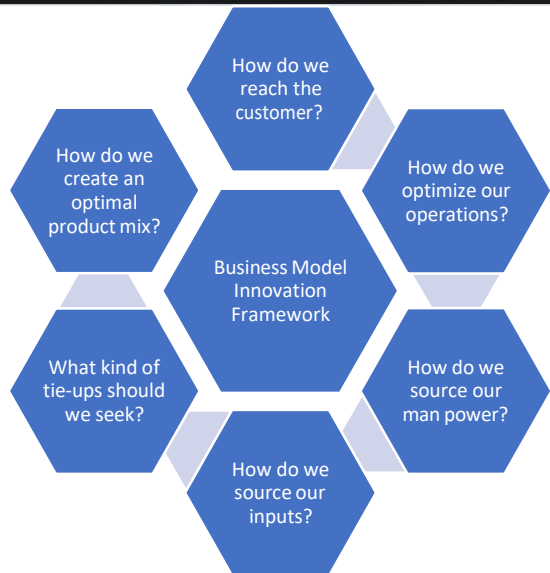
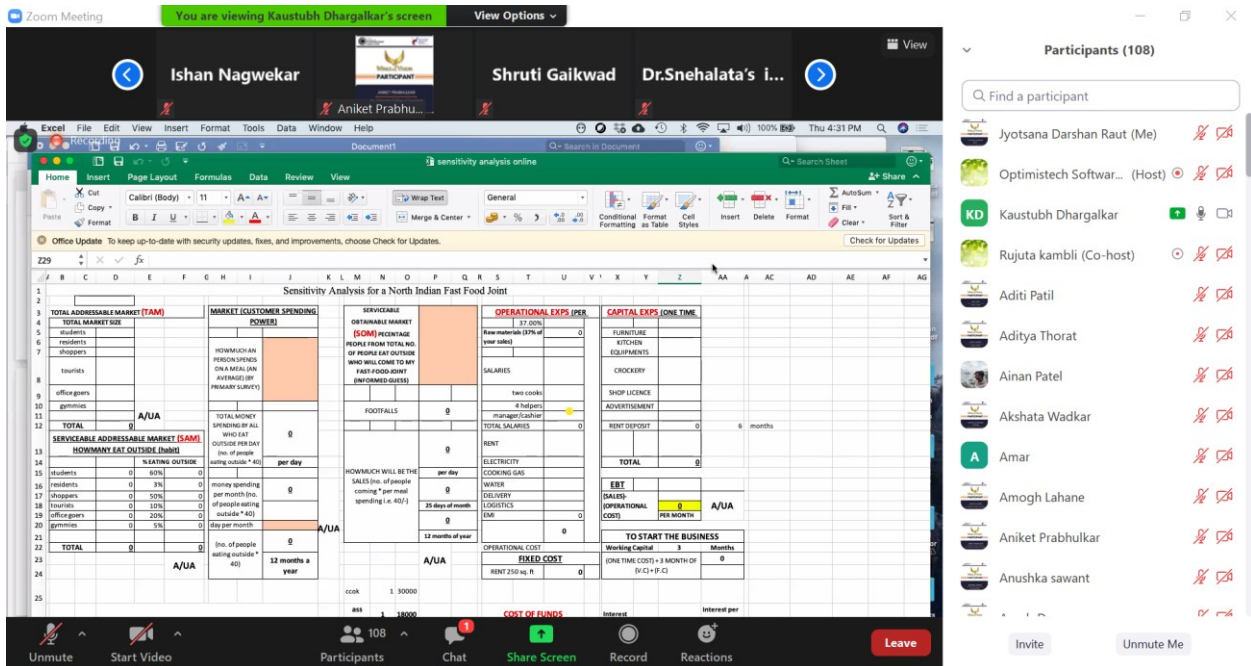
Maniben Nanavati Women's College
Nanavati Innovation Entrepreneurship Development Incubation Centre
Report of Wings 2 Vision 3 Days Workshop

Day 1 (2:30 pm to 5:30 pm)

Design Thinking: Understanding the customer, ways to do user research, feasibility study, crystalizing your Business Ideas.

Resource Person: Dr. Kaustubh Dhargalkar

Dr. Kaustubh Dhargalkar started the Workshop from understanding the customer for starting the type of business. What are the different ways to do research and feasibility study of the business. He explained the 6 frameworks to design the business model



Day 2 (10:00 am to 3:00 pm)

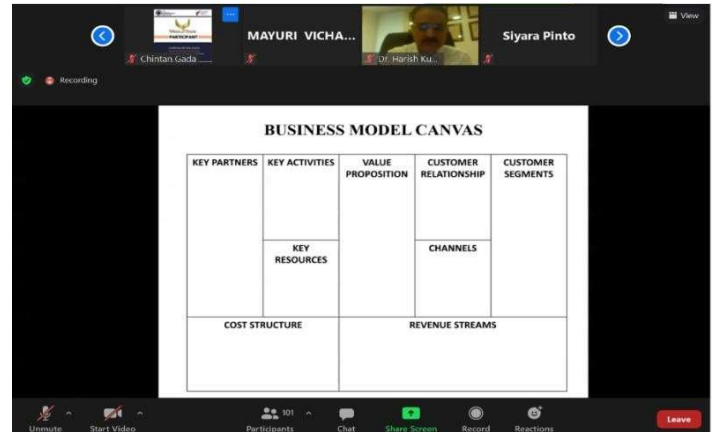
Creation of business model canvas: The Resource person for the Day 2 session was Dr. Hasina Sayed she explained different areas to be covered while preparing a business model.

A business model describes the rationale of how organization creates, delivers & captures value in economic, social, cultural or other contexts. The process of Business model construction is part of business strategy.

The canvas is used to describe, design, challenge & pivot your business model. It works in conjunction with other strategic management & execution tools and processes.

The points of canvas include

- Key Partners
- Key activities
- Value Proposition
- Customer Relationship
- Customer Segment
- Key Resources
- Channels
- Cost Structure
- Revenue Streams



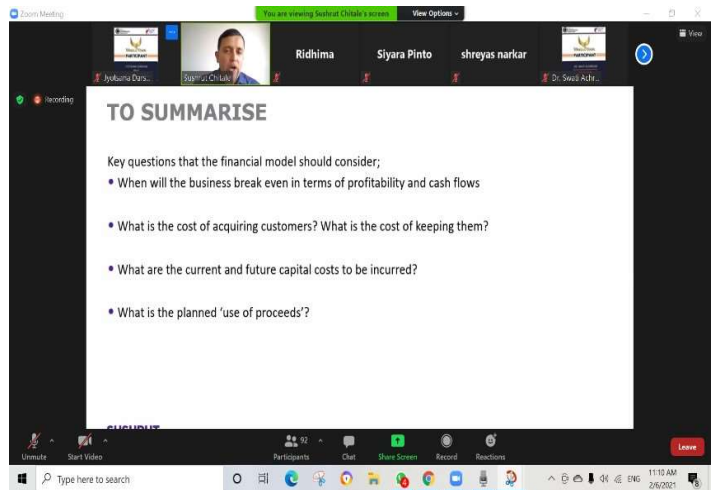
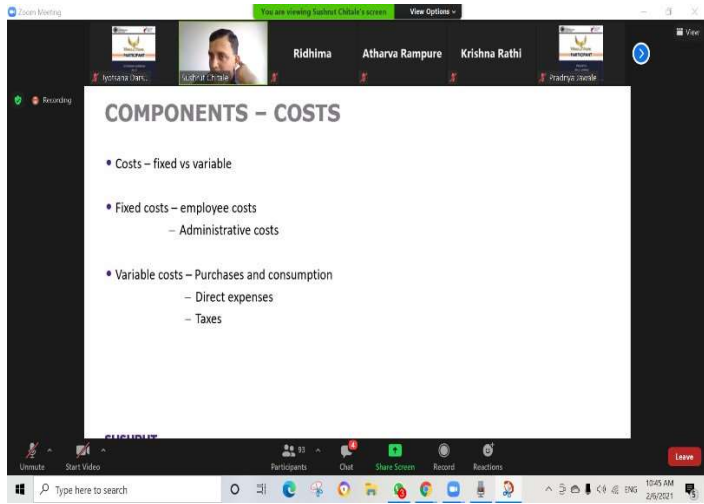
Day 3 (10:00 am to 11:30 am)

How to develop basic Cost and revenue model: The Resource person for the program was CA. Sushrut Chitale he spoke about How to develop basic cost and revenue model. He spoke about the characteristics of a good business model like clean and well laid out , assumptions on one sheet, Highlight editable cells so that they are easy to locate, consistent formulae and linking across the model.

He explained different types of cost which are important for the business like fixed and variable cost, he summarized his session with soe key points like

- When will the business break even in terms of profitability and cash flows
- What is the cost of acquiring customers ? what is the cost of keeping them?
- What are the current and future capital costs to be incurred?

- What is the planned 'use of proceeds'



Day 3 Session 2

Format of Business idea presentation for Wings2Vision panel rounds, schedules and mentoring session details: Dr. Sucheta Pawar and Ridhima Mahabal explained about the business idea presentation and provided a template for the presentation of the business model. They explained about the different panel rounds and schedules for the same. 5 Students were mentored by Mrs. Jyotsana Raut out of it 2 students participated in the business model competition.

