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SARVAJANIK EDUCATION SOCIETY
SMT. SHARDARANI RAMESHCHANDER



S. R. LUTHRA INSTITUTE OF MANAGEMENT

Approved by AICTE | Constituent College of SarvajaniK University

Report on session under IIC on “My Story – Motivational Session by Successful Entrepreneur” on 25th October 2023



GPS Map Ca

Surat, Gujarat, India
63, Krushna Kunj Society, Narmad Nager Society, Piplod,
Gujarat 395007, India
Lat 21.180545°
Long 72.807793°
25/10/23 11:14 AM GMT +05:30





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Institution's Innovation Council (IIC) of S. R. Luthra Institute of Management organized a session as a part of "My Story – Motivational Session by successful entrepreneur". Dr. Sonal Rochani, Founder and Managing Trustee, Shakti Foundation (one of MOU partners with SRLIM) shared her entrepreneurial journey with the students. The session started at 11:00 AM with an introduction of the speaker. She started the session by informing students about her initial career and shared how she shifted from media industry to social entrepreneurship. She mentioned that Shakti foundation is a registered NGO working for socio-economic upliftment of rural women. Founded in august- 2011 their sole objective is to provide better livelihood opportunities to women. They are currently providing sanitary napkins to around 5000 young girls where these pads are made by a self-help group of women. Currently, the group can only provide with 30,000 to 35,000 pads a month whereas these girls require up to one lakh pads a month. They plan to support one more group of women so more women can get employment and more tribal girls can get pads. Guddi Comedy, comic book with 12 year old protagonist named Guddi, is the second project that sensitizes people on how women can protect themselves amid difficult circumstances. She also explained the difficulties she faced at various stages with respect to funding, marketing and branding. At last she advised students that "always keep faith in the capabilities of your people. They will never let you down!". The session ended at 12:10 PM with a vote of thanks.

The event was intended for: Students of SRLIM (Sem I–Div C)

Number of Students Attended: 63

Number of Faculties Attended: 2

Names of the Faculties Attended: Dr. Riddhish Joshi, Dr. Jayshree Sidhpuria

Other Participants: -----

Outcome: The students got an exceptional exposure to the real life journey of the social entrepreneur and also understood hardships which a social entrepreneur has to pass through.