

A Report on

“Startup Talk by Mrs.Riddhi Sharma Founder of Baby Organo.”

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| ACTIVITY TYPE | Startup Talk by Mrs.Riddhi Sharma Founder of Baby Organo. | | |
| DATE& TIME | 12/07/2023 2:00 pm to 05:00 PM | Duration Half day | |
| SEMESTER | all | No. of participant s | 150 |
| EXPERT NAME WITH DESIGNATION | Mrs.Riddhi Sharma Founder of Baby Organo. | | |
| NAME OF EXPERT'S ORGANIZATION | External | | |

The Institution's Innovation Council (IIC) - Entrepreneurship Development Centre (EDC) Parul University organizes **Session of Mrs.Riddhi Sharma Founder of Baby Organo**

Objective:

The primary objective of Mrs. Riddhi Sharma's session is to inspire and motivate aspiring entrepreneurs who have a passion for creating innovative and sustainable baby care products. By sharing her own entrepreneurial journey and the success story of Baby Organo, she aims to ignite the entrepreneurial spirit among the audience and encourage them to pursue their own startup ideas. Overall, the objective of the session by Mrs. Riddhi Sharma, Founder of Baby Organo, is to inspire and empower aspiring entrepreneurs, promote natural and organic baby care, share valuable entrepreneurial insights, empower women in business, and encourage sustainable practices within the industry.

Activity Details:

The Startup Talk by Mrs. Riddhi Sharma, the visionary founder of Baby Organo, was an engaging and enlightening event aimed at inspiring aspiring entrepreneurs and promoting the benefits of natural and organic baby care products. The talk provided valuable insights into her entrepreneurial journey and the strategies she employed to build a successful and sustainable startup in the competitive baby care industry.

Mrs. Riddhi Sharma commenced the talk with a warm welcome, sharing her personal story of how the idea of Baby Organo was born out of her quest for safe and chemical-free baby care products for her own child. Her keynote address highlighted the significance of a mother's determination and love in nurturing a business idea and transforming it into a successful venture.

Key Takeaways of the startup Talk:

1. **The Power of Passion:** Throughout the talk, Mrs. Riddhi Sharma emphasized the importance of being passionate about one's business idea. She shared how her love for her child and the desire to provide the best for him ignited the drive to create a brand focused on natural and organic baby care products.
2. **Addressing Market Gaps:** The talk highlighted the process of identifying market gaps and catering to specific needs. Mrs. Riddhi Sharma discussed how Baby Organo's products filled the void for parents seeking safer and healthier alternatives for their babies, resulting in a loyal and satisfied customer base.
3. **Importance of Sustainability:** Mrs. Riddhi Sharma emphasized the commitment of Baby Organo to sustainable business practices. She shared how the brand's dedication to eco-friendly packaging and responsible sourcing not only aligned with her values but also resonated with environmentally conscious consumers.
4. **Overcoming Challenges:** The talk candidly delved into the challenges faced by Mrs. Riddhi Sharma during the initial stages of starting Baby Organo. She highlighted how perseverance, adaptability, and a positive mindset were crucial in navigating through the obstacles.
5. **Empowering Women in Business:** As a female founder, Mrs. Riddhi Sharma's talk served as an empowering message to other women in the audience. She encouraged women to break barriers and follow their entrepreneurial dreams, demonstrating that success knows no gender boundaries.

Q&A Session: Following her inspiring keynote address, Mrs. Riddhi Sharma engaged in an interactive Q&A session with the audience. Participants eagerly asked questions about product development, marketing strategies, sustainability initiatives, and balancing work-life responsibilities. Mrs. Riddhi Sharma provided thoughtful and practical answers, drawing from her personal experiences as a successful startup founder.

The Startup Talk by Mrs. Riddhi Sharma, Founder of Baby Organo, left a profound impact on the audience. Attendees were inspired by her journey as a passionate entrepreneur, her dedication to natural and sustainable baby care, and her commitment to empowering women in business.

The talk not only motivated aspiring entrepreneurs to pursue their business ideas but also shed light on the potential of creating a business with a purpose, focusing on providing products that promote the well-being of young children and the environment.

Overall, Mrs. Riddhi Sharma's Startup Talk was a resounding success, nurturing the entrepreneurial spirit among the audience and leaving them with valuable insights and inspiration to embark on their own entrepreneurial journeys.

Glimpses of Activity



Mrs.Riddhi Sharma Founder of Nabhi Sutra







Thank You