



Date of Event:	1 <sup>st</sup> July 2023					
Name & Type of Event (online/offline):	Offline Workshop on Assign a Price To your Offering					
Guest Speaker :	Nishma Singhal, Founder-Zoivane pets, Masters in Cosmetics & Perfumery.					
Conducted By:	BMU IICE and SSIP Cell					
No. of Participants:	Staff: 08		Students: 35		Total: 43	
	Male	Female	Male	Female	Male	Female
	03	05	22	13	25	18
Venue:	Bhagwan Mahavir College of Basic & Applied Sciences Seminar Hall					

**INTRODUCTION:** Sankalp, the rapid scale up program for startups at BMU IICE

The program features a cohort of 10-15 top startups that come together to tackle specific technical or business challenges that can help grow their business through a mix of remote and in-person, 1-to-1, group learning sessions, and sprint projects.

In this program, Founders outline the top technical and business challenges for their startup, and are then paired with relevant experts from both BMU and the industry to solve those challenges and grow their business.

In addition to mentorship and technical project support, BMU IICE for Startups incubator includes deep dives and workshops focused on product design, customer acquisition, and leadership development for founders.

**EVENT STRUCTURE:**

- 11:00 am Welcome address
- 11:15 am Talk on her journey
- 12:15 pm Interaction with students
- 12:45 pm Question & Answers
- 01:00 pm Closing remarks



**ABOUT THE SPEAKER:**

**Speaker:-**

**Ms. Nishma Singhal**

Head Pet Mommy at Zoivane Pets | Cosmetics and Perfumery Masters, ISIPCA, Paris | MBM from UNIPD, Italy | Ex-BASF, Germany | Ex-Lakme Lever

She has completed her masters in Cosmetics and Perfumery (EFCM) from Université de Versailles Saint-Quentin-en-Yvelines with groupe ISIPCA, France and Masters in Business Management (MBM) from University of Padova, Italy. She worked for esteem companies like BASF, Germany (largest chemical company in the world), Lakme Lever( a part of Hindustan Unilever), Delhi.

**PROGRAM :**

The Workshop on Assigning a Price to Your Offering is designed to equip entrepreneurs and business owners with the essential skills and strategies to determine the optimal pricing strategy for their products or services. In this interactive session, participants will delve into the intricacies of pricing, exploring factors such as market demand, competition analysis, value proposition, and cost considerations. Through case studies, group discussions, and practical exercises, attendees will gain valuable insights into effectively positioning their offerings in the market and maximizing profitability while maintaining customer satisfaction. Whether launching a new product or refining an existing one, this workshop empowers attendees to make informed decisions that drive business success through strategic pricing.



**PROGRAM OUTCOMES:**

Sankalp is BMU IICE's rapid scale-up programme for startups. Through a combination of virtual and in-person, 1-to-1, group learning sessions, and sprint projects, the program's cohort of 10–15 top startups work together to address specific technical or commercial difficulties that can help them expand their companies. In this programme, founders were matched with appropriate professionals from the industry and BMU to address the main technical and business difficulties for their firm and to help them expand. Students receive education on product design, customer acquisition, and founder leadership development in addition to mentorship and technical project support.

This event also assisted students in starting and verifying their ideas, developing a marketable product, and maturing as entrepreneurs to suit the needs of new clients and markets.

**POSTER CREATIVE:**

**BMU** **IICE** **SSIP** **SANKALP Session #6**

**WORKSHOP ON  
ASSIGN A PRICE  
TO YOUR  
OFFERING**

**By Nishma Singhal**  
Founder, Zoivane Pets  
Masters in Cosmetics &  
Perfumery

At Sem Hall, Science College, BMU

**Saturday  
11 AM - 1 PM  
1 July 2023**

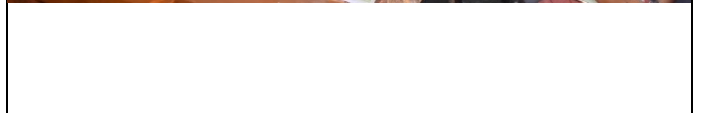
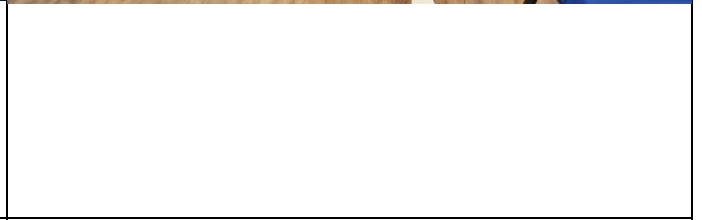
**REGISTER**

More Information, Contact  
**0261-6770104, 7575807374 / 75**

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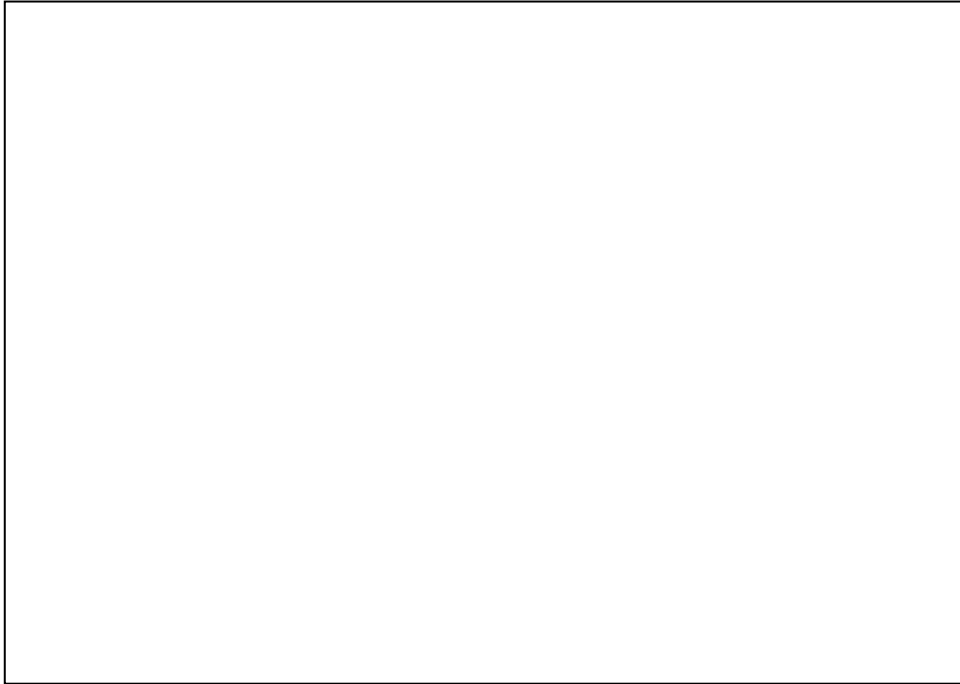


**Event Photographs:**





**News Paper photograph :**



**TESTIMONIAL 1:**

**TESTIMONIAL 2:**

**Attachment of following details:**

1. Feedback of Students (Minimum 4 students)
2. Attendance sheet

**Report Submitted By**

**Name** : Ms. Shikha Agrawal

**Designation** : Assistant Professor

**Constituent College Name:** Bhagwan Mahavir College of Basic & Applied Sciences



**BHAGWAN  
MAHAVIR  
UNIVERSITY**

Report on  
BMU Career Expo-2023  
“Workshop on Assign a Price To your Offering”

Held on: 1<sup>st</sup> July, 2023

**Event Responses:**

**Event Feedback:-**