



**A Report**



**Students Startup  
and Innovation Policy**

**on**

**“Ideation, Opportunities and Challenges”**

**on**

**25th February 2023**

**By**

**SSIP-BVM Cell**

**Birla Vishwakarma Mahavidyalaya**

**[An Autonomous Institution]**

**NAAC [1st Cycle] Accredited: 'A' Grade**

**Celebrating Platinum Jubilee**

- **Summary Table**

Name of Seminar	“Ideation, Opportunities and Challenges”
Address of Organization Visited	Birla Vishwakarma Mahavidyalaya (BVM) Engineering College, Vallabh Vidyanagar
Principal Of Institute	Dr. I.N. Patel
Name of Department	BVM SSIP CELL
Name of Nodal officer	Dr. Bhargav Goradiya
Year/Semester of attended students	First Year, Second Year, and Third Year of All branches
Name of Organiser	Prof. Ronak Vashi (SSIP Institute Coordinator)
Date & Time	25th. February 2023; 11:00 AM - 01:00 PM
Contact No.	+91 94267 24335
Total No. of Students	47

- **The objectives of the Event: -**

1. Ideation allows entrepreneurs to identify potential challenges and risks associated with the business idea, and develop contingency plans to mitigate those risks.
2. To face and overcome challenges, entrepreneurs can develop resilience, adaptability, and problem-solving skills, which are essential for the growth and sustainability of a startup.

- **Brief of the Event: -**

The seminar, “Ideation, Opportunities and Challenges” was conducted by Er. Parasharan Chari, (Co-Founder of MEDKART start-up and our own alumni 2005 EL batch pass out) on 25<sup>th</sup> February 2023. In this seminar, students learned about how to think innovatively and creatively. in start-up how to start thinking and what challenges will come.

A young, astute entrepreneur with a wide-ranging experience in different roles and diverse sectors, Parasharan Chari (BVM-EL, 2005 batch graduate) is the co-founder of Medkart Pharmacy, spearheading its business development, marketing, and operations. Before founding this venture, Parasharan was the COO at Endeavor Careers, helping MBA aspirants ace their entrance exams, and has worked with 40,000+ students during his time here. He loves spending time with his family and friends and is very passionate about sports and fitness. In less than 3 years, Parasharan completed 20+ half marathons, multiple 50+ km runs, and even a 100 km cycling race! Currently, Parasharan enjoys cricket and Karting, among other sports.

Journey of Expert towards the setup his own startup ‘Medkart Pharmacy.’”

“The severe and disruptive COVID-19 pandemic was a hard-learned lesson underlining the importance of universal access to healthcare. The first step to such inclusivity is making it affordable. Over half a decade before the importance of quality and affordable healthcare was widely discussed, Ankur Agarwal (co-founder) and Parasharan Chari sir took the first step in this direction by founding an omnichannel generic medicine retail chain, Medkart, in 2014. Since then, through our venture, we have been on a mission to make quality medicines affordable.

After they started our business, understood the challenges, identified the available generic medicine molecules, and interacted with customers, we realised the severe impact of costlier medicines and the sheer lack of awareness about generics.

For example, some cancer patients refuse treatment due to the sheer cost of medicines! People with common lifestyle ailments such as diabetes and hypertension succumb to or worsen their conditions for lack of available, affordable alternatives. The repercussions are countless – all for medicines remaining costlier. Someone had to change this! Our repeated interactions with each of our customers only strengthen our motivation and commitment to making quality, affordable generic medicines widely available.

Eight years down the line, Medkart has a network of 100+ stores in 15 cities of Western India and a comprehensive online retail portal — all catering to 6 lakh unique customers who have collectively saved at least Rs 200 crore on their medical bills. Adding to this, some 6,000 doctors testify to the quality and affordability of these medicines.

No change is ever easy, and this sure was not! Besides scaling up Medkart by identifying the right target groups and strategy, the mission to make medicines affordable meant changing the entire ecosystem. Therefore, creating awareness among consumers, informing them right, pushing for policy changes and implementation to include molecule names and not brand names of drugs in medical prescriptions, assuring consumers about quality, and ensuring we build an inventory with a range of molecules that are not just of a benchmark quality and affordable but also covering all therapies – was augmented in the business strategy. Achieving this is a work in progress, and we often celebrate small victories, one little change at a time.”

The session was concluded with many questions and answers related to startup and participating students were happy to attend the same. Last Dr. B.C. Goradia sir gave him a memento and a vote of thanks.

● **Glimpses Of the Event:**






## STUDENT STARTUP & INNOVATION POLICY

**TOPIC**  
Ideation, Opportunities and Challenges

Scan QR CODE





**SPEAKER**  
**Parasharan Chari**  
(Co-founder of Medkart Pharmacy)  
(BVM Alumni 05 EL)

DATE : Saturday, 25th February 2023  
TIME : 10:30 AM Onwards  
VENUE : SSIP Seminar Hall 1<sup>st</sup> Floor H-Block



**GPS Map Camera**  
Anand, Gujarat, India  
Santram Vadi Rd, Karamsad, Anand, Gujarat 388325, India  
Lat 22.544068°  
Long 72.897599°  
25/02/23 11:44 AM GMT +05:30  
Note : Captured by GPS Map Camera  
7.62 m



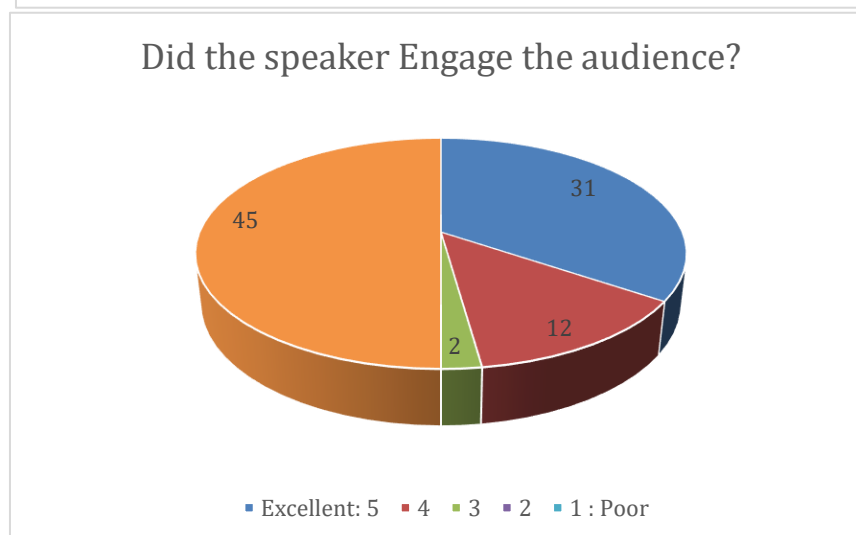
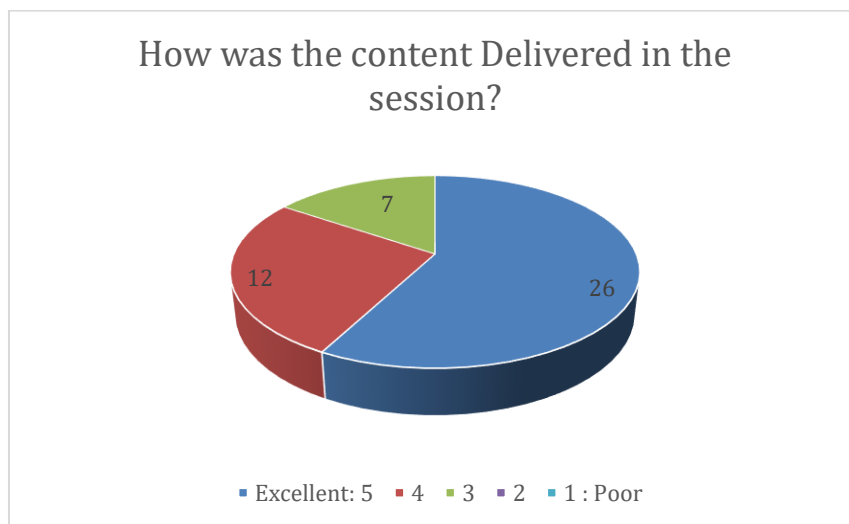

- **Outcomes of the session: -**

The outcome of an event focused on ideation, opportunities, and challenges will depend on the specific goals and objectives of the event.

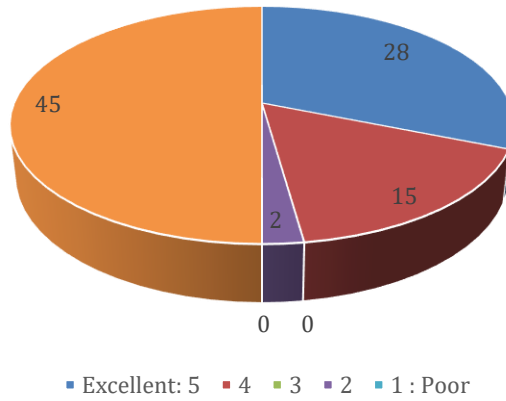
- New ideas: Participants may generate new ideas and solutions to existing problems or identify opportunities for innovation.
- Collaboration: The event may foster collaboration and networking among participants, leading to new partnerships and joint ventures.
- Learning: Participants may gain new insights and knowledge about a particular industry or topic.
- Innovation: The event may lead to the creation of new products, services, or processes that can drive innovation and growth.

Overall, the outcome of an ideation, opportunities, and challenges event is likely to be positive, as it provides a platform for participants to share ideas and collaborate on solutions that can benefit their organizations and industries.

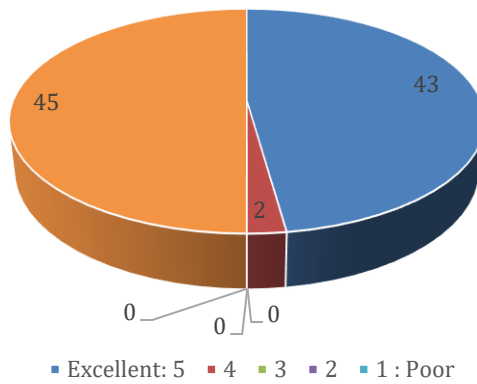
- **Feedback: -**



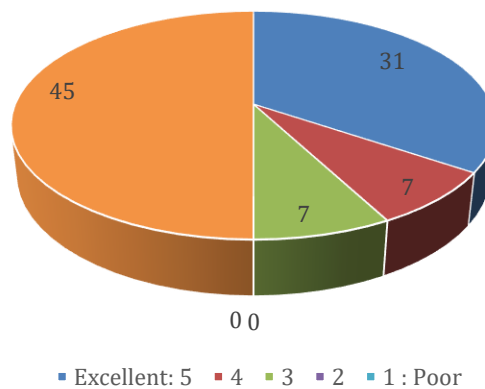
### How satisfy you with this Session?



### How likely would you be to attend our events in the future?



### How did this event impact your perception about your project?



Encl.: Attendance with this Report





**BIRLA VISHVAKARMA MAHAVIDYALAYA**  
**(ENGINEERING COLLEGE)**  
[An Autonomous Institution]  
NAAC (1<sup>st</sup> Cycle) Accredited: 'A' Grade  
Managed by Charutar Vidya Mandal

**SSIP**  
Students Startup  
and Innovation Policy

Expert Talk: Ideation, Opportunities and Challenges

Date: 25/02/2023

Expert Name: Er. Parasharan Chari (Co-founder of Medkart Pharmacy)

**ATTENDANCE**

Sr.No.	ID No.	Participant Name	Sign.
1.	22IT420	KEVAL BUCH	
2.	22EL015	MAYANK VISHVAKARMA	
3.	22EL003	Gupta Akash	
4.	21ME026	Chandhury Karunal	
5.	21EE029	Kush. R. Patadia	
6.	22ME408	Mihir Timbadia	
7.	20CE136	Divyesh Kamaliya	
8.	22EC436	Vaishank J. Soni	
9.	21EL405	Priya N Bhausaar	
10.	20ME098	Daashan Khanapara	
11.	20ME102	Abhay Makwana	
12.	22ME089	Abhay Hiteshkumar Tendel	
13.	22ME045	Samarth Bhatt	
14.	22ME046	Hetan Anandkumar Vyas	
15.	22CP204	NIDHISH TOMAR	
16.	22CP205	YASHRAJ SOLANKI	
17.	22IT423	Devansh Kansagra	
18.	21IT426	Darshan Bheusdaalia	
19.	22EC410	Chaitanya M	
20.	21CE056	Vinay. R. Raut	
21.	21CE060	Chudrasama Dhasmesh K.	
22.	22EL002	Dhruv Gondli	
23.	20EL413	Shalini Kotecha	

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SSIP Coordinator





Expert Talk: Ideation, Opportunities and Challenges

Date: 25/02/2023

Expert Name: Er. Parasharan Chari (Co-founder of Medkart Pharmacy)

ATTENDANCE

Sr.No.	ID No.	Participant Name	Sign.
24	20EC402	Amisha Sakhare	
25	22CE305	Chandhoo Ishuc	
26	22CP037	Chirag Rathod	
<del>27</del>	22IT431	VEER	
28	22IT499	Pratham Patel	
29	22IT465	Kuchhadia Veibhav D.	
30	22IT484	Rachit Akoliya	
31	22IT478	Yagna Rajgor	
32	22IT404	Mansuri Ayaz	
33	22IT407	Soni Rhanjan	
34	22IT403	Kuljeet P. Rana	
35	20IT432	Smit Patel	
36	20IT422	Manav shuk	
37	20ELO73	Kashyap Joshi	
38	20ELO84	Hemangi Rathod	
39	20ELO03	Dev Padariya	
40	20EL094	Jinank shuk	
41	21EL324	Nevil	
42	21EL326	Sahil Rawat	
43	21EL332	Ashish kumar	
44	21EL330	Briganta Sahu	
45	20ELO15	Muzammil chaklasiya	
46	20ELO12	Harsh Patel	