



CIBMRDs Institution's Innovation Council (IIC) - SELF DRIVEN activities for academic year 2022-23

India Start-up Day-Case Study on Brand Building Start-up- Nutshell Idea on dated 1st October 2022

Semester 1	Quarter 1
Theme	Entrepreneurship
Activity Name	India Start-up Day-Case Study on Brand Building Start-up- Nutshell Idea
Mode of Conduct	Online
Time	One Day
Mandatory/Elective	Self-Driven activity
Participants	21 Students + 3 Faculties
Description	<p>Vidya Shikshan Prasarak Mandal AHEs Central Institute of Business Management, Research & Development, CIBMRD, Nagpur through its IIC cell and ED cell celebrated India Start-up Day-Case Study on Brand Building Start-up- Nutshell Idea on 01/10/2022 by organizing a webinar from a Young Start-up Nutshell Idea.</p> <p>Nutshell Idea (Brand Building Start-up) established on 9th January, 2015 by Pushpak Bhandekar, Business Head, Chandrapur and Shailesh Chorode, Partner, Warud.</p> <p>They shared their journey of their business. Initially being new they found very little acceptance because of the low trust level which is quite obvious for any business to start with.</p> <p>They decided to work with established players in the field and build their portfolio mentioning how they assisted the established players in building the brand of various clients and over the period of time they were able to build their self-image. With this confidence they then decided to start their own brand thereby gaining good clients viz Waghmare Masale, Rachna Construction, Ocean Realtors etc.</p> <p>Brand building is not done in a short span. It really takes time and lots of hard work and sincere efforts to be successful.</p> <p>They also advised students not to be complacent after getting successful. We all need to work on our SWOT and prepare ourselves for the threats ahead so as to remain competitive throughout.</p> <p>Dr. Ajay Talwekar, President, IIC, CIBMRD shared his view on the occasion and Dr. Krupal Parekh, Asst. Prof., IIC Convener also looking after ED and Incubation Cell proposed vote of thanks.</p>

Dr. Ajay Talwekar,
President- Institution's Innovation Council (IIC),
CIBMRD, Nagpur (M.S.)

Vidya Shikshan Prasarak Mandal's Academy of Higher Education
CENTRAL INSTITUTE OF BUSINESS MANAGEMENT
RESEARCH & DEVELOPMENT
 Pawarbhondi, Wardha Road, Nagpur - 480035(MS) India
 Affiliated to Nagpur University and Approved by AICTE, New Delhi

INSTITUTION'S INNOVATION COUNCIL
 (Ministry of HRD Initiative)

VSPM-AHE's
CENTRAL INSTITUTE OF BUSINESS MANAGEMENT
RESEARCH AND DEVELOPMENT, NAGPUR, MAHARASHTRA
 Affiliated to RTM Nagpur University, Nagpur and Approved by AICTE, New Delhi
 (NAAC Accredited B+ Grade)
 INSTITUTIONS INNOVATION COUNCIL AND ED CELL
 is celebrating
India Startup Day

Speakers

Mr. Pushpak Bhandekar
Business Head

Mr. Shailesh Chorode
(Partner)

Nutshell Ideas Nagpur, M.S.

📅 : Saturday, 1st October 2022 🕒 : 12:00 pm

Session will be conducted online via Zoom app

Organizers

Dr. Ajay Talwekar
President, IIC Cell,
CIBMRD, Nagpur

Dr. Amishi Arora
Principal, CIBMRD,
Nagpur

Dr. Krunal Parekh
Convener, IIC Cell
CIBMRD, Nagpur

Zoom Meeting

Recording...

Participants (20)

Find a participant

CIBMRD-Dr. Krunal Parekh (Host, me) [Mute] [Video Off]

Nutshell Ideas [Mute] [Video Off]

Shailesh Chorode [Mute] [Video Off]

Amishi Arora [Mute] [Video Off]

Anup Suchak [Mute] [Video Off]

Atharva Choube [Mute] [Video Off]

CIBMRD-Dr. Anup Suchak [Mute] [Video Off]

Dr. Pranjali Bogavari [Mute] [Video Off]

Dr. Ravindra Gharpure [Mute] [Video Off]

Ajay Talwekar [Mute] [Video Off]

Ganesh Sharma(Nagpur) [Mute] [Video Off]

Harris Singh [Mute] [Video Off]

Hello [Mute] [Video Off]

Piyush Yadav [Mute] [Video Off]

Write

Mute All

27°C Haze 12:18 PM 10/1/2022

Photos - 1st oct 2022-India Startup Day.jpeg

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CIBMRD-Dr. Krunal Parekh [Mute] [Video Off]

Dr. Ajay Talwekar [Mute] [Video Off]

Shailesh Chorode [Mute] [Video Off]

Atharva Choube [Mute] [Video Off]

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