

The Role of Entrepreneurs in Modern Times

Sheila Raheja School of Business Management and Research organized a seminar on "The Role of Entrepreneurs in Modern Times" for MMS students. The objective of this program was to create awareness about entrepreneurship and to motivate students to become entrepreneurs. The program was conducted on 21st March, 2022 in the Seminar Hall.

After the welcome address, the Guest Speaker Mr. Arjun Deshpande shared with the audience his entire journey and experience in becoming an entrepreneur followed by an exhaustive Question and Answer session.

The key highlights of the session were:

- Entrepreneurship and its application in business
- Journey towards becoming entrepreneur
- Challenges faced to become an entrepreneur
- Business Model and its functioning
- Lastly, the Marketing Strategy adopted



The session ended with a vote of thanks.



Prof. Ritu Chakraborty,

Assistant Professor



For Sheila Raheja School of Business
Management & Research



Director

MR. ARJUN DESHPANDE

Founder & CEO of Generic Aadhaar



Pharma wonder kid Mr. Arjun Deshpande, Founder & CEO of Generic Aadhaar. In the springtime of his life, at the tender age of 16, he came up with the incredible provision of Generic Aadhaar, an innovative Pharma Venture of Affordable Medicines which are 80% lesser prices for the people of India. Generic Aadhaar provides the biggest portfolio of Generic medicines from Government approved quality manufacturing facilities.

This Pharma Wonder Kid titled by Forbes Magazine is undoubtedly reforming the old traditional Pharma world. After recognizing his noble contribution to the country, he was invited to various International and national Platforms such as IIT Mumbai, IIT Delhi, CPhi, MSM, DPU, etc. He has also been invited on the TEDx platform 5 Times. He provides youth a sense of larger purpose. He was honored with prestigious awards like the Indian Young Achiever of the Year 2020 awarded by the Indian Achievers Forum India (IAFI), Dynamic Entrepreneur of the Year 2020, being featured by Forbes, Blackbook Germany, and many more. He is not only serving affordable quality medicines but also aims to employ on a very large scale. This magnanimous achiever is giving job opportunities in his organization for aspiring students. He is not climbing alone on this ladder of success but holding the hands of these youngsters and directing them towards a unifying vision. It will enable each of them to participate in this transformative voyage.

