




# A TALK WITH THE ENTREPRENEUR & CELEBRITY SKIN SPECIALIST



 **SEPTEMBER 26TH, 2023**

 **1 p.m. onwards**

 **VENUE : SEMINAR HALL, 4TH FLOOR**

**Dr. Jaishree Sharad**

**CEO & Consultant Cosmetic**

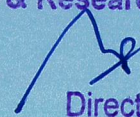
**Skinfiniti Aesthetic Skin & Laser Clinic**

**Dr. Jaishree Sharad is India's leading celebrity cosmetic dermatologist. For over 23 years now. Dr. Jaishree has touched the lives of thousands of people from Bollywood to Politicians to sportsman everyday, with her commitment to bring the very essence of skin care to India. Her work is her passion and her ethos is to make people confident in their own skin.**

*Rashal*  
*Veishali*



For Sheila Raheja School of Business  
Management & Research

  
Director



September 27, 2023



## Activity Report 2023-24

### Institutions Innovation Council

Title of the event: "Her Circle" Hive Event

#### 1. Brief Description of the event:

|                     |   |                      |
|---------------------|---|----------------------|
| Date                | : | 26th September, 2023 |
| Time                | : | 1:00 PM to 4:30 PM   |
| Location            | : | SRBS Seminar hall    |
| Number of students  | : | 72                   |
| Number of faculties | : | 14                   |

#### 2. The Context:

As per the directives of the Ministry of Education's Innovation Cell ("MIC") and in collaboration with AICTE, all higher Education Institutions have to systematically encourage and support the start-up ecosystem and inculcate the culture of innovation among students and faculties.

On the line with this, the Institution Innovation Council of Sheila Raheja School of Business Management and Research decided to associate with "Her Circle" Platform. "Her Circle", founded by Mrs. Nita M Ambani, is an inclusive, collaborative, diverse, interactive, socially-conscious digital movement for the women of India.

#### 3. Details of the event

Understanding a Doctors Perspective on Personal Branding and on entrepreneurs Journey and their uniqueness in maintaining Quality and Customer Satisfaction.

SRBS believes in promoting equal opportunities and platforms to female students and promotes entrepreneurship opportunities to make them job creators rather than job seekers.

The guest speaker of the event was Dr. Jaishree Sharad, a celebrity skin specialist, and Ms. Tanya Chaitanya, CEO of Her Circle.

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*Koshal*



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Director



The event began with the lighting of the lamp, symbolizing the illumination of knowledge, by Ms. Tanya Chaitanya, CEO of Her Circle, Ms. Sara Lokhandwala, Dr. Harish Kumar S. Purohit, esteemed Director of SRBS, Dr. Samadhan Kamkhar and Mrs. Geeta Chauhan. This traditional gesture set the tone for the event.

#### **4. Objectives of the event:**

- Raise awareness and provide insights into starting an entrepreneurial venture.
- Make students understand how to create and coordinate resources to get optimal results.
- Develop challenge facing attitude through interaction with industry people.
- Help them understand the process of how to scan the environment and then develop business plan.
- To provide aspiring entrepreneurs and individuals interested in starting their own business with valuable insights.

#### **5. How is the event supporting SRBS IIC and its activities?**

The event was at the level of providing basic motivations to the students through real life stories of entrepreneurs.

This will help them to understand the practical challenges of starting a venture or a new product that will cater to solving the needs of the customers.

#### **6. The Guest Speaker and the Content of the session**

“Her Circle” is envisioned to be a worldwide digital platform for women — beginning with Indian women but open to the participation of women from all over the globe. It is an all-encompassing content, social media, and goal fulfilment community that cater to the rapidly rising aspirations, ambitions, dreams, and competencies of women of all social backgrounds.

Dr. Jaishree Sharad, the resource person of the event elaborated many useful facts about starting the business (passion) and exploring it in a good and positive way. Through the conversation Dr. Jaishree Sharad explained her experience as an entrepreneur. She encourages the participants by telling them to follow your passion.

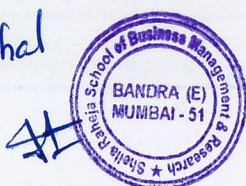
She also highlighted how social media interaction with your target market has a long term impact on your brand and how the results can be seen over a period of sustained efforts.

In any Start-up it is necessary to keep the employees happy and make them part of the journey by aligning theory goals with the business goals.

#### **7. What did the session focus on in terms of Innovation and Start-ups?**

Dr. Jaishree Sharad, founder of Skinfiniti, enunciated the importance of doing research and then identifying gaps that will help developing feasible business solutions

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Bombay Suburban Art & Craft Education Society's

**SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH**

(Approved by AICTE, DTE, Affiliated to University of Mumbai and NAAC Accredited)

It was stressed in the session that "Dream with your eyes open" the context being not to venture in things that are trending and easily doable but on ideas which can be commercially developed.

In today's dynamic and competitive conditions, the importance of handling every customer as the most valued customer and training the staff to follow a consistent process of handling customer queries goes a long way in maintaining quality and getting new clients as a start-up

**8. Impact/ Outcomes for Students:**

1. Students will understand the importance of self-assessment and exploring opportunities in Business.
2. Students will be able to work confidently as leaders and managers in their workplace by understanding main principles required of leadership and management.
3. Students will now be able to scan their internal and external situation and appropriately plan their work with clear knowledge of the targets to achieve.
4. Students aligned their thoughts on working on products /businesses s relevant to their work experience and interest.
5. Improving Work Climate to Strengthen Performance. Student's understood the importance to create a conducive working environment for the work to be done
6. Students should be able to organize align resources and implement their activity towards the planned target.

*Roshel*

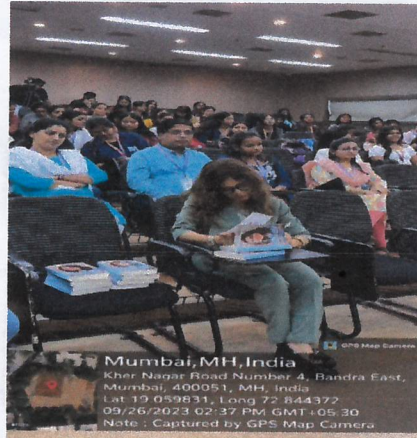


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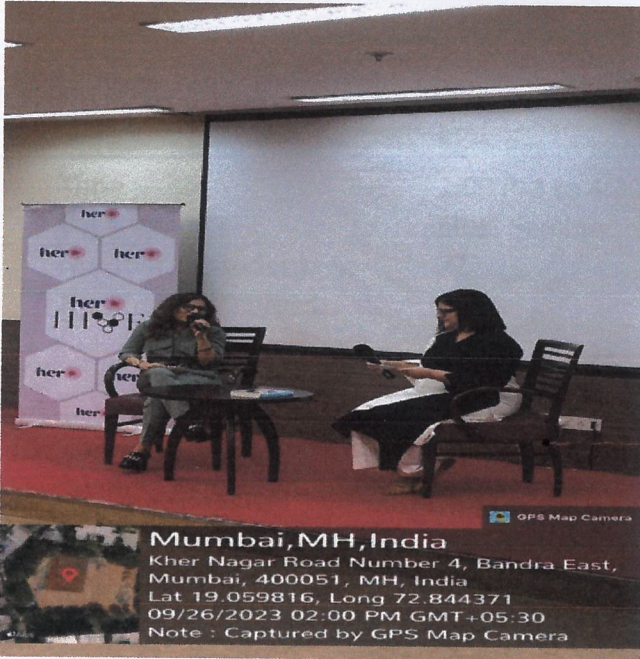
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*Roshal*

Mrs. Roshal Vinu  
 Faculty In Charge



*Harish Kumar S. Purohit*

Dr. Harish Kumar S. Purohit  
 Director- SRBS & President-IIC