

**MKSSS's Smt. Hiraben Nanavati Institute of Management and Research for
Women**

Title--Report of the Practical Workshop on Green Entrepreneurship

Date: - 2nd July 2022

Time :- From 10:00 am to 12: 30 pm

Venue: Seminar Hall, HNIMR

Innovation and Incubation and Start-up Cell had arranged a practical workshop on “Green Entrepreneurship” on 2nd July 2022.

During the session Green Entrepreneurs were called for sharing their journey and let others know how they had developed themselves into Green Entrepreneurs. The speakers were felicitated and then asked to share their turning point to Green Entrepreneurs. Ms. Sunita Gokhale Madam, one of the guest speaker shared information with the participants about the sustainable eco-friendly products she sells like stationeries, bamboo toothbrush, sanitary pads, up cycled plastic handbags etc. Madam was into corporate but later she got inquisitive of the garbage crisis and how it could be reduced. Therefore, Madam started the ‘Earthing’ brand for the promotion of sustainable products.

Next speaker Mr. Anil Gokarn was also into corporate and then realised that impact of pollution on environment is to such an extent that we should really take action thus he joined several social groups and then became Green entrepreneur along with another Guest speaker Ms. Hamasa Iyer Madam who had a background of economics and after getting opportunity in one of the leading MNC, she shifted to be Green Entrepreneur. Both of them have been in the entrepreneurship whereby they provide a service to compost wet waste generated in residential societies at the societies itself. Also they are into garden waste management and dry waste management. Madam expressed her concern about waste management. If it is not done then it can cause danger to all and thus being creative and socially aware is needed. Hence, Green Entrepreneurship is to be promoted.

The session was very informative to the participants and created awareness about using the eco-friendly products.

The session was coordinated by Prof. Ranjana Gogate, Cell Incharge, Dr. Prashant Mamarde, Cell Member, student volunteers under the guidance of Dr. Surya Ramdas, Director.

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Director





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