



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

*AICTE Approved | Permanently Affiliated to SPPU, Pune*  
Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044.  
Phone: 020-27656900 / 87960 76060 / 78875 70600  
Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



## EVENT REPORT

Name of the Event / Activity: - Guest Session on "Not everyone is your Customer"

Committee / Cell: - Industry Institute Interaction Committee

Date : - February 26, 2021, Friday

Time : - 10:00 AM to 11:00 AM

Venue: - Online Platform, MS Teams

Name of Guest Speaker: - Ms. Padma Bhagavatula, Founder & Creative Head, MOUKTIKA Style and Design Studio

Name of the Faculty Coordinator: - Dr. Amarish Padma

Name of the Student Coordinator: - Ms. Kalyani Gupte

Number of Students Participated: - 115

Brief Information of the Event: -

Under the guidance of Dr. Amarish Padma, a captivating session titled "Not Everyone is Your Customer" was conducted, featuring the dynamic entrepreneur, Ms. Padma Bhagavatula. Hosted by Miss. Akshata Swamy, a 2nd-year MBA student, the session aimed to familiarize students with Miss Padma's entrepreneurial journey and provide valuable insights into the world of bespoke fashion and styling.

Ms. Padma, the esteemed Founder and Creative Head of MOUKTIKA Style and Design Studio, guided participants through a comprehensive session titled "Journey from Ideation to Progress." The discourse covered critical aspects of entrepreneurial growth and strategic planning, providing valuable insights to aspiring entrepreneurs.

Ms. Padma emphasized the transformative power of innovation, highlighting the significance of moving from zero to one in the entrepreneurial journey. She delved into the future of progress, emphasizing the need for original ideas and groundbreaking solutions.

The session explored the distinctions between horizontal and vertical progress. Miss Padma discussed the importance of diversification (horizontal progress) and specialization (vertical progress) in building a robust and sustainable business model.

The entrepreneurial journey involves setting clear goals and addressing specific needs in the market. Miss Padma outlined her approach, focusing on the customization of Western

wear for individuals aged 35 to 50 and creating a bio-market as innovative solutions to meet unique customer demands.

Ms. Padma challenged the notion that small ventures cannot achieve prominence. She emphasized the art of building a monopoly within a niche market, illustrating how even small enterprises can thrive and dominate within their specialized domains.

Identifying the right target customer is a crucial aspect of entrepreneurial success. Miss Padma cautioned against thinking too broadly into the target market and attempting to please everyone. She revealed the key secret: understanding who your customer is, breaking them down by demographics, and tailoring solutions accordingly.

Miss Padma shared insights on winning over the target customer by scaling solutions effectively. She emphasized the importance of showcasing innovative offerings, stating that many times, customers may not know what they want until presented with a compelling solution.

The session with Miss Padma provided a holistic understanding of the entrepreneurial journey, from ideation to progress. Her practical insights, drawn from her own experiences, inspired participants to approach entrepreneurship strategically and creatively. The session was wrapped up by Ms. Rutuja Pawar with vote of thanks.

Photos with Captions: -

Pimpri Chinchwad Education Trust's  
S. B. Patil Institute of Management  
and  
Confederation of Indian Industry (CII)  
Young Indians  
presents

START UP SERIES  
SESSION-2  
"EVERYONE IS NOT  
YOUR  
CUSTOMER"

MS. PADMA SWARUPA  
BHAGAVATULA  
FOUNDER - MOUKTIKA  
DESIGN AND STYLE STUDIO

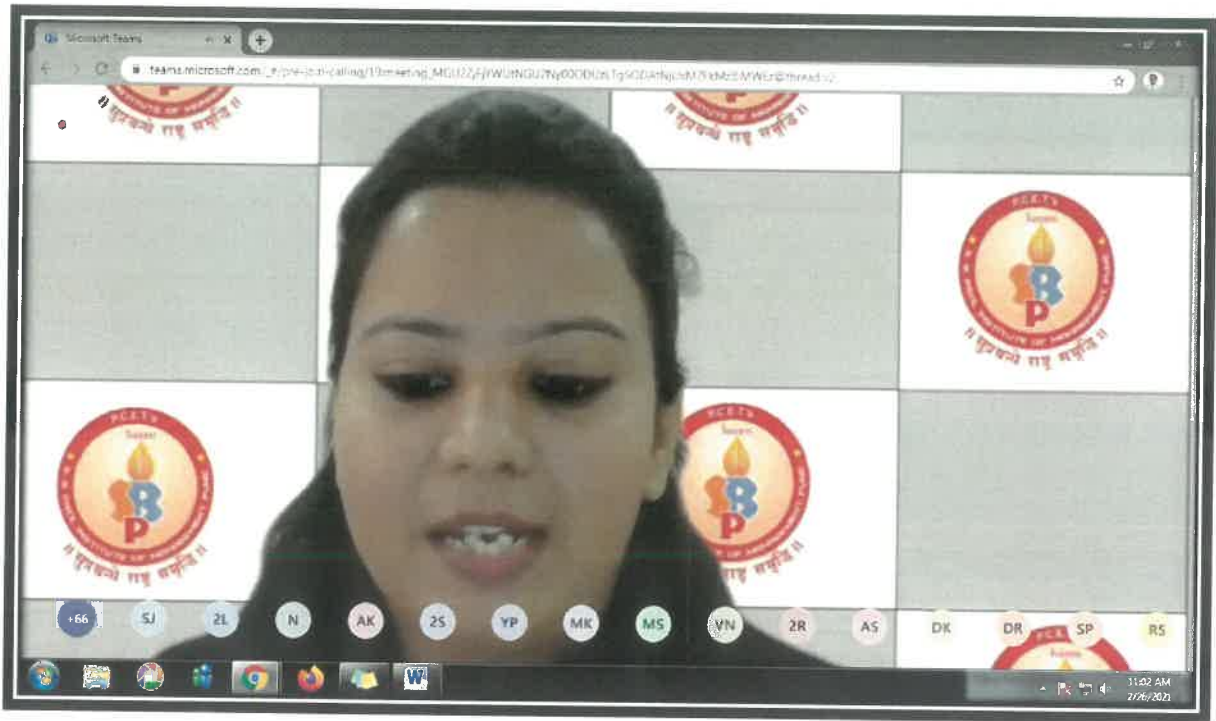
Date	Time	Platform
February 26, 2021	10.00 am to 11.00 am	Microsoft Teams

Dr. Kirti Dharwadkar  
Director, SBPIM

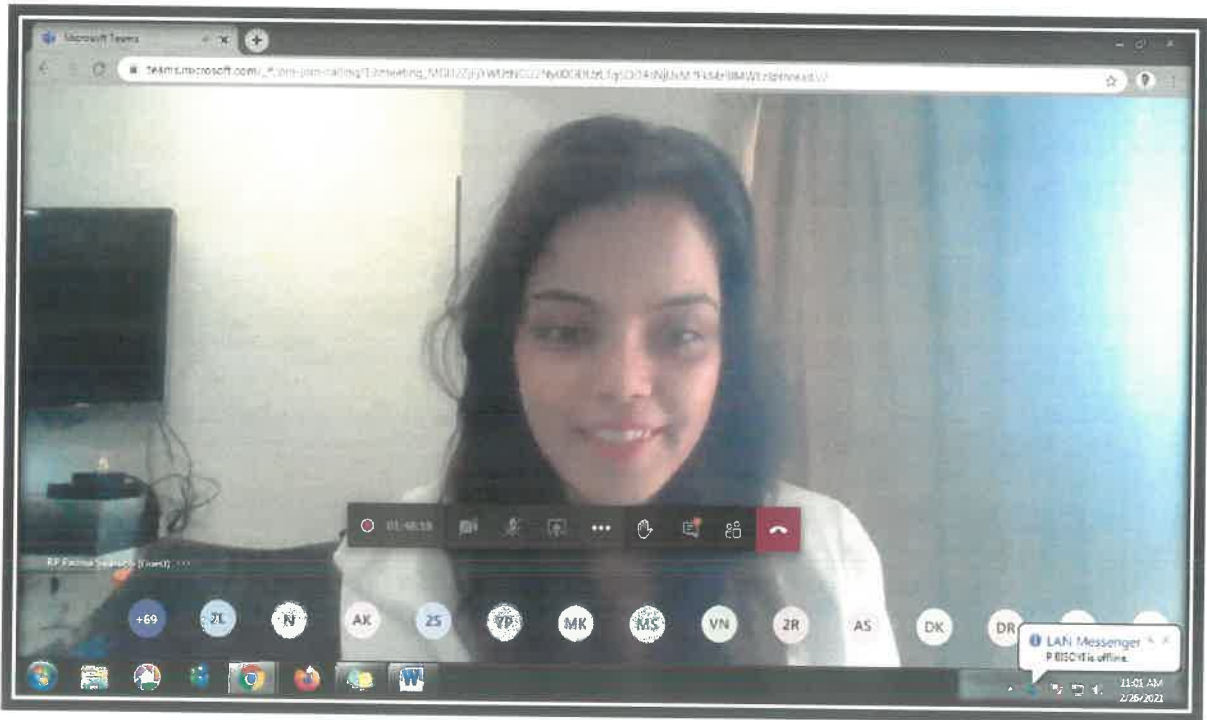
CII  
Confederation of Indian Industry

YI  
Young Indians


*Flyer of Guest Session*



*Guest Speaker Ms. Padma Bhagavatula introduced by Ms. Rutuja Pawar*



*Online Guest Session by Speaker Ms. Padma Bhagavatula*

  
**Dr. Amarish Padma**  
Event Coordinator



  
**Dr. Kirti Dharwadkar**  
Director