



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 “A Journey From Job to Entrepreneurship”

Committee / Cell: - Industry Institute Interaction Committee

Date : - February 12, 2021, Friday

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

Venue: - Online Platform, MS Teams

Name of Guest Speaker: - Ms. Ashna Goel, Founder & Managing Director - MilkinOats |
Marketing and Brand Communication

Name of the Faculty Coordinator: - Dr. Amarish Padma

Name of the Student Coordinator: - Mr. Deepak Kamble

Number of Students Participated: - 229

Brief Information of the Event: -

A session on “A Journey From Job to Entrepreneurship” was conducted under the guidance of Dr. Amarish Padma to make students familiar about the entrepreneurial journey of the speaker.

Ms. Ashna Goel, the Founder and Managing Director of MilkinOats, shared her inspiring journey from a job in the FMCG and QSR industry to becoming an entrepreneur. The session provided valuable insights into her experiences and the transition from working professional to the visionary leader of India's First Oatmilk brand.

Ms. Ashna Goel brings a wealth of expertise in branding and marketing strategy, gained through her experience in the FMCG and QSR industry. She specializes in brand concept building, storytelling, new product launches, and creating go-to marketing strategies based on consumer behavior. Her passion lies in growing a brand comprehensively, from developing consumer insights to creating powerful communication strategies that impact business by increasing revenues.

Ms. Ashna Goel is the Founder and Director of MilkinOats, a venture she launched in September 2020. MilkinOats is not just a brand; it's a purpose-driven initiative to shift consumer habits from animal products to sustainable plant-based food and beverages. The brand is committed to delivering products with maximum nutritional values without causing harm to nature, envisioning a better future.

MilkinOats offers India's First Oatmilk, carefully crafted from high-fiber oats. The brand's mission is to provide customers with a perfect dairy-free alternative that seamlessly fits into every Indian kitchen. The motto of MilkinOats, "No Age For Change," reflects its commitment to promoting better food, better health, a better life, a better planet, and a better future.

In addition to her role as an entrepreneur, Ms. Ashna Goel has experience in primary and secondary research, budget mapping, 360-degree campaign planning, communication development, agency handling, media planning, BTL and ATL activations, corporate alliances, team management, and business planning. Her notable achievements include increasing sales by 25% while managing a campaign.

The session with Ms. Ashna Goel provided students with a profound understanding of the journey from a job in the corporate sector to becoming a successful entrepreneur. Her story exemplifies the passion, dedication, and strategic thinking required to launch and lead a purpose-driven brand like MilkinOats. The session was wrapped up by Mr. Deepak Kamble 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
"A JOURNEY FROM
JOB TO
ENTREPRENEURSHIP"

MS. ASHNA GOEL
FOUNDER & MANAGING
DIRECTOR, MILKINOATS

Date : February 12, 2021	Time : 10:00 am to 11:00 am	Platform: Microsoft Teams
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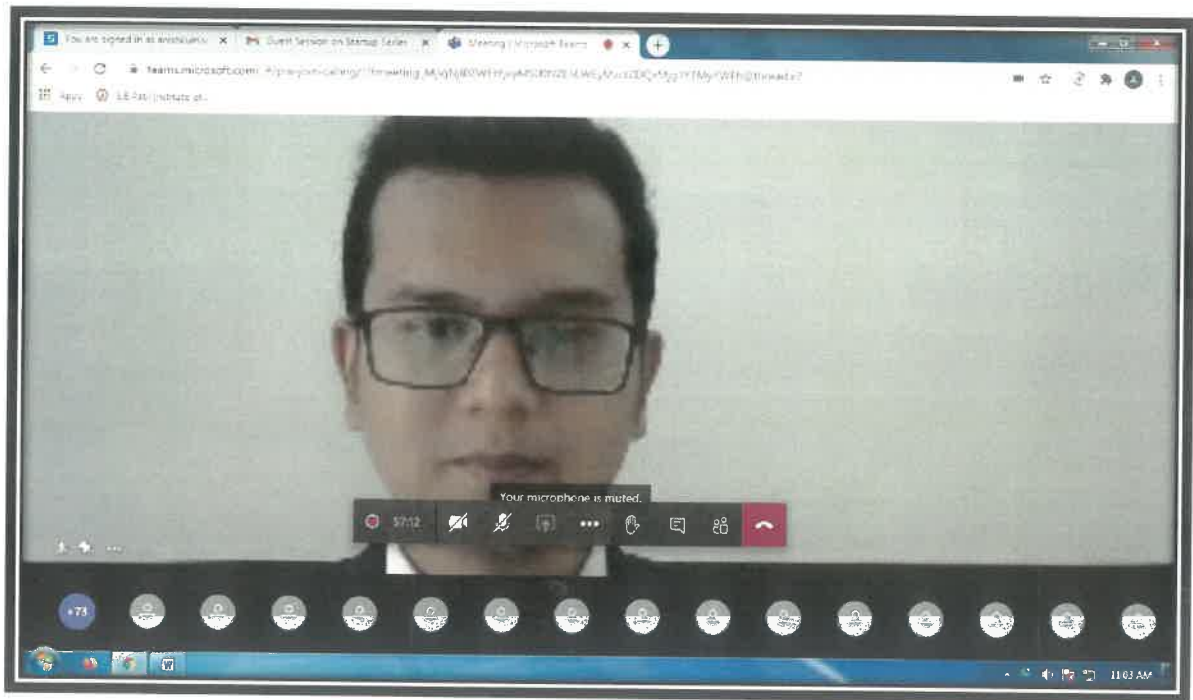
Note :
• The link of the Session will be provided through ERP.

Dr. Kirti Dharwadkar
Director, SBPIM

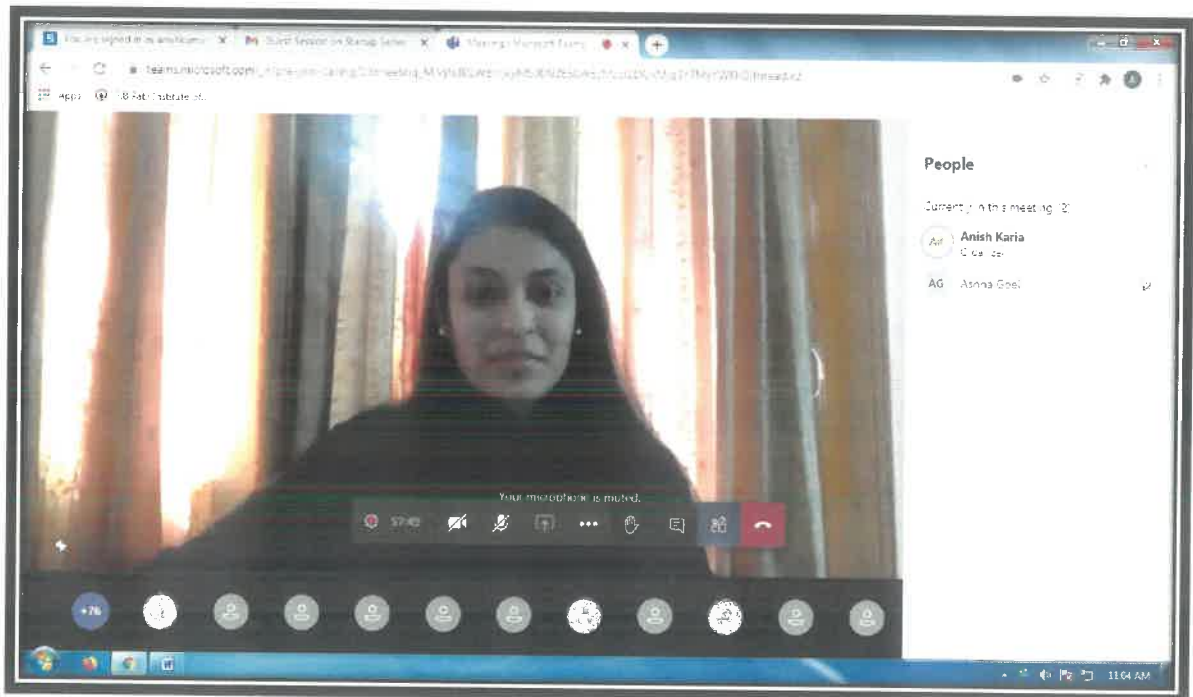
CII
Confederation of Indian Industry

Yi
Young Indians

Flyer of Guest Session



Guest Speaker Ms. Ashna Goel introduced by Mr. Deepak Kamble




Online Guest Session Guest Speaker Ms. Ashna Goel

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PROBLEMS



Traditional Dairy Milk

1. Not sustainable
2. Not eco-friendly
3. Causes high ecological damage
4. Artificial sweeteners are added



Other Plant-based Milk

1. High carbon footprint
2. Not accessible and affordable
3. Causes high ecological damage
4. Artificial sweeteners are added

11:45

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Online Guest Session by Speaker Ms. Ashna Goel



Dr. Amarish Padma
Event Coordinator



Dr. Kirti Dharwadkar
Director

