



14_Panel Discussion on "Challenges faced by an Entrepreneur". Judges are 1. Ms. Radhika Bajoria , Founder - Radically Yours Inc USA | Podcast Host - 'Wiping out the Norm 2. Mr. Soumyadeep Mukherjee, 3. Mr. Pradipta Sahoo

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Report on "Challenges faced by an Entrepreneur"

25th March 2023

Date of Lecture- 25th March 2023

No. of Participant- 48

Objective: Panel Discussion of challenges and struggles faced by entrepreneurship

About the Judges: The guest panelist are

1. **Ms. Radhika Bajoria , Founder - Radically Yours Inc USA | Podcast Host - 'Wiping out the Norm**

Radically Yours is the new age, cross-border connecting platform for startups to find their way to investors, who give strategic guidance, not just financial support. In the same way, we help investors and institutions connect with their targeted investee companies through our network of associations and founders across the globe. They are in the development phase currently to shape up this one of a kind, seamless tech led platform. However, They are accepting requests at connect@radicallyyours.com from startups and companies which are, Looking to raise funds, Get mentorship and advice on business plan. Seek help from us on content and website development, LinkedIn brand building. They cover trends and issues in the investment funds industry, governance in listed and unlisted companies. Our purpose is to bring out the unheard stories of how companies fail to maximize shareholder value, thereby educate all the investors by capturing the voices of proxy advisors, bankers, and shareholders.

2. **Mr. Soumyadeep Mukherjee,**

A Sales & Distribution Specialist with over 20 years of experience in India & Abroad with some of the top MNCs in the Beverages, FMCG & Financial services sectors. Expertise in start up operations, launching brands, setting up distribution channels, making strategies, managing large sales teams & support functions and setting priorities for immediate actions in achieving sales target. Proficient in managing business operations encompassing channel management, supply chain management, market/ competition analysis, people management with key focus on profitability. Hold the distinction of exploring new markets and New Product Development and standardizing sales operations for escalating turnovers & achieving goals.

Excellent communication, analytical, relationship management and problem solving skills. Willing to work closely with all functional groups within the organization. Experience of Managing complexities of multiple sales channels of Traditional Retail, Modern Format Retail & HORECA for India, Middle East & Africa!!

3. Mr. Pradipta Sahoo.

During discussion some key points are as below:

The panel discussion of entrepreneurs were organized by Institution Innovation Council and E-cell Vidyavardhini's college of Engineering

What are the most significant obstacles faced to start entrepreneurs?

Today setting a good laboratories is important. Companies are ready to work with startups at throw away price to do the testing setting up laboratories. Previously we used to transport material by ourself on truck. Now the logistics is taken care by some other agency. For todays graduates, the world is open with lots of opportunities.

The graduate with required skillset availability?

Ms. Radhika elaborate her experience of human resource as per required skill set. Ms.Radhika highlight to acquire about the necessary skillset apart from the curriculum during the graduation. When a person acquired skill he or she could do something definitely.

The question put on floor that whether there are any sector entrepreneurs in market more than 10 years , how they struggle for survival?

Mr.Pradipta explains about any product any entrepreneur introduced in market is not only product, entrepreneur has to invest lots of money on different modes like advertisement, skill etc. The biggest challenge is the customer because the customer is very uncertain. So while dealing any product, it is very necessary that there must be a group of customer, how it satisfy the need of customer. Entrepreneur has to set the branding accordingly.

How the entrepreneur faces the challenge in change of technology and customer affect the business?

Mr. Soumyadeep highlight about the continuous education need to acquire by the entrepreneur. He or she should be keep updated with the market scanerio and nurture himself.

Ms. Radhika tried to make the entrepreneur mentally strong to accept such changes and try to learn the new things that are important for the growth of the business.

Mr. Pradipta said the customer feedback is important at every stage and incorporating the changes in the product is the utmost need to survive in entrepreneurship.

How the businesses balance and take calculated risk with the resources available ?

-Mr.Soumydeep emphasis about the market scenario is important to take the calculated risk. Being an entrepreneur running 1000 crore business, risk taken is accepted as its have a small effect on overall business. But small entrepreneurs should take a calculated risk with due serious. Prepare the budget for ourself and

decide how much could I take risk. In this journey of business, is on till you become Lifebuoy. Take risk and face the cenerio. Shared example of Colgate with charcoal. Also case study of Kellogg's for breakfast Kellogg's. They spent lots since six years for research for launch. Saffola noodles also another risk by Saffola.

Ms.Radhika emphasis that the culture of organization is important and one need to follow the culture.

All panelist put forward the key points of learning at each level is important for the entrepreneur.

Overall the session was interesting and all had great interactions and audience really enjoyed the session.

Students with an entrepreneurial perspective attended these seminars with great enthusiasm.

I thank all panel members for accepting the invitation and share your experience and views , I definitely look forward for interaction in coming future.

The session ends with a vote of thanks.

Thank you,



Dr. Ashish Chaudhari

Dr.Ashish Chaudhari

President, IIC

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Glimpses of the Event





Social media link for the event

<https://www.youtube.com/watch?v=1gzHQfMnSvc>