

MIT Art's, Commerce & Science College Alandi Pune-412105

Start-Up & Innovation Cell

**“Report on Winning the First Prize IN INNOVATIVE BRILLIANCE
ASTRA NATIONAL COMPETITION 2021”**

Date-17/11/2021

Start-Up & Innovation Cell is glad to inform that one of the active students of Start-Up Cell Miss. Sadhna Dhobale of Class SYBBA (CA) participated & won the **First Prize IN INNOVATIVE BRILLIANCE ASTRA NATIONAL COMPETITION 2021** organized by National Institute of Innovative & Entrepreneurship Management(NIEM) in collaboration with ISMS Sankalp Business School Pune and Foresight College of Commerce, Pune.

Miss. Sadhana Dhobale presented her Innovative Business Plan of Garment Industry **“Lawish”**. The concept behind this business plan is to provide a platform to young designer to design cloths, Main focus behind the business is to provide Indian aged old handloom and handicraft a digital & contemporary platform through **“Lawish Brand”**.

This competition was held on the 17th June 2021 on online platform due to Corona Pandemic. Students, entrepreneurs, innovators from all over India participated in this competition. The competition Consist of three round, first idea submission, second Initial Screen & Third final presentation, Miss. Sadhana Dhobale cleared all the rounds & reach final stage where she presented her business idea to the jury & won the First Place Innovative Idea Prize.

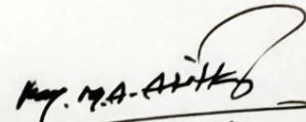
The prize of Miss. Sadhana Dhobale of the competition include

- Email loaded Goodies worth Rs. 5000 which include I Am Creative Honor Badge, E-Certificate of participation, and Online Bonus Course from NIEM.
- Hard copy of “Achievement certificate”
- Creative Winner’s Memento
- Special Appreciation Letter by jury
- She will be featured on social Media Page and the website of NIEM
- Scholarship From NIEM

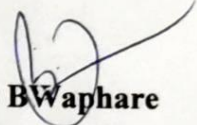
Miss. Sadhana Dhobale is regularly interacting with Start-Up Cell of our college. She has received necessary support, guidance & mentoring for designing and developing her business idea from Start-Up & Innovation Cell.



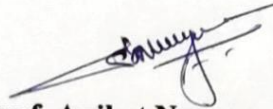
Prof. Abhijit N Netke
(Start-Up & Innovation Cell)



Dr. Manasi A Atitkar
(Vice-Principal & HOD
BA/BCOM)



Dr. B B Waphare
Principal



Prof. Aniket Nagane
(Start-Up & Innovation Cell)