



**B.V. Patel Institute of Management,  
Uka Tarsadia University**



**Date: 04-08-2023**

**Session on “Challenges to manage FMB in current Era**

**Objectives of Session:** Its aim is to motivate students how to become a successful FMB entrepreneurs and discussed challenges in managing and leading FMB with professional approach to business development by entrepreneurial skill sets, attitude, knowledge and behaviors for consumer durable industry trends were discussed in detail.

**Outcomes of Session:** At the end of students got an idea about practical challenges in execution and also fast execution can be a vital tool to scale up small FMB business domains and also the art of networking and challenges to scale up existing FMB business to new heights by application of new trends of management into action.

Date	04-08-2023
Time	10 am to 12 pm
Venue:	J D Auditorium
No. of Students:	175 students of TYBBA
Name of speaker	Mr Ashutosh Jetwani- Director at NAVIN ELECTRONICS PVT LTD
Coordinator:	Mr Parvez Malek,,Ms Bhavana Patel & Dr Trishna Shah
Category	SSIP and Entrepreneurship Club at BVPIM

B. V. Patel Institute of Management has organized session “Session on Entrepreneurial Journey & Entrepreneurial Opportunities”. The session begun with journey from being a college student at METAS and then life at SP JAIN FMB CAMPUS – MUMBAI and then to becoming a successful entrepreneur by joining their FMB and scaling same to new heights in business across Surat City.

Mr Ashutosh shared about his journey at NAVIN and how he scaled existing FMB to next level and important steps to be taken into consideration while taking charge of FMB business. He also laid importance to the need for empathetic listening when you meet your employees, Channel partners, Retailers, Wholesalers, customers and suppliers too.

The purpose of the session was to inspire and train the students to be able to motivate and convince their first-generation entrepreneurs on the various SOP, Technological advances,

Logistics and various new innovative trends in business by leading without the title by minimizing resistance to change from their old family members in the business conglomerates.

The importance of communicating effectively and also leading with strategic leadership and setting up role model for other young family members in introducing change in systems, processes, guidelines and employee engagement practices linked to career growth of employees.

They also urged the young innovators to try and to fail and to act fast because the essence of winning lies in starting and having tried. He also discussed how Young Indians has a vision to be recognized for creating an environment, which promotes entrepreneurship as a tool for developing and scaling existing FMB to next levels by correct vision, mission and goal orientations.



Setting up right values systems within the organization and building a culture of excellence an also experience sharing by key note speakers on his various aspects of their journey has enabled students to be inspired to take on a journey of entrepreneurship. All in all, it was a truly reformative session that filled the attendees with a new zeal to create something meaningful or to solve a problem and take existing FMB to new heights in business

