



Session on What is Success Mantra - An entrepreneurial Journey Mr. Jaydeep Sojitra

Date: 19-09-2024

Date of Event	19-09-2024
Venue	J. D. Auditorium
Time	9:30 to 11:30
Total No. of Participants	180 students of SYBBA and TYBBA Entrepreneurship Specialization
Name of Speaker	Mr. Jaydeep Sojitra, CEO and MD- Wellgreen Xpress Pillow, Surat
Event Coordinator	Dr. Trishna Shah, Ms. Nimisha Jariwala and Mr. Parvez Malek
Event Category	SSIP and Entrepreneurship Cell
Program objective	To make understand the business and to deal with challenges in business
Program outcomes	At the end of session students can learn the importance of hard work, effective time management, and innovative thinking to achieve success in business from Mr. Sojitra's entrepreneurial journey.

BVPIM arranged A Talk Show on "What is success mantra" and we had invited Mr. Jaydeep Sojitra to conduct the talk show. The session was to make understand the business and to deal with challenges in business through the journey of Mr. Jaydeep Sojitra to the BBA students.

Ms. Nimisha Jariwala – Faculty at BVPIM, given the introduction of the speaker.

Mr. Parvez Malik – Faculty at BVPIM, felicitated the speaker

The session commenced by asking questions to the speaker. Our Moderator Mr. Parvez Malik asked no. of question to the speaker. The answer to the question involved lot of learnings and knowledge of business, which made our student easy to understand the success mantra of business. The questions were as under

- 1) What motivated you to start your own business, rather than joining the family business?
- 2) How you deal with the competition from reliance and sleep well mattress in your starting phase?
- 3) What is the USP of your product that make you stand out in the market?

4) How you implement SOP guideline in your company?

These were some of the questions asked by the moderator.

Learnings to the students are as under:-

- Learn from your competitor, don't always take them your competition
- Treat your employees like your family
- Importance of time management in life
- Always have vision in your life
- Have the habit of practicing the skill you want to learn



Mr Parvez malek had beautifully moderated the entire session and the panel experts was also motivated engaged. Mr Parvez Malek – Faculty at BVPIM had also appreciated the speaker for the excellently executed game changer discussions for our students. The discussion was very insightful and inspiring for young entrepreneurs. The session ends with appreciation and giving token of love to Mr. Jaydeep Sojitra.

Faculty In Charge:-

Dr. Trishna Shah Mr. Parvez Malik Ms. Nimisha Jariwala Ms. Pragya Tripathi

Report prepared by Mr. Parvez Malek

Sign of the HOD