



**B.V. Patel Institute of Business Management, Computer & Information
Technology, Uka Tarsadia Univeristy**

Date: 25/07/2017

Session on Entrepreneurial Talk by Mr. Rajiv Bhatt, CEO Casskoffi

A session on entrepreneurship was an entrepreneurial talk arranged in B.V. Patel institute of BMC & IT on 25th July 2017 for second and third year students of BBA and B.Com (Computer Applications). One of our alumni member Ms. Yashi Joshi helped us out to arrange the session. Resource persons were Ms. Hetal Bhatt, Owner of MDJ Nutriments Pvt Ltd. Mr. Rajiv Bhatt, CEO of MDJ Nutriments Pvt Ltd., Mr. Rudaraksh Mangrola, Co-partner of MDJ Nutriments Pvt Ltd. and Mr. Ahemad Zakaria, Marketing Associate of MDJ Nutriments Pvt Ltd. The talk was about developing entrepreneurial skills in one self, what is startup, what all it takes to go into startup, what are the characteristics of a good entrepreneur, and the process of entrepreneur.



The whole talk was taken by 3 different speakers and budding entrepreneurs of GUJARAT state. They come up with idea of discussing their own new product and start up of organic coffee.

With this example of their own start up, they pitched idea of entrepreneurship to the students and their different hacks. The stage was taken by the three wonderful speakers, Mr. Rajeev Bhatt a very successful businessmen and CEO of this new startup name CASSAKOFFI, his co-partner Mr. Rudraksh Mangrolia and Marketing associate Mr. Ahmed Zukaria from Egypt.



The talk started with the introduction of the speakers and taken over by Mr. Rudraksh and Mr. Ahmed. They both introduced their company, its beliefs and values. Further they also added the awareness about their product that is organic coffee and compared their product with the present coffee in market. Later on the stage was taken by Mr. Rajeev Bhatt who took the honor of explaining the what is entrepreneurship and what is it's process.

Apart from imparting knowledge about startups and entrepreneurship he had also thrown certain lights on the personality building of an entrepreneur and various other aspects.

The talk majorly covers the whole of entrepreneurial and trading into different markets. The speaker and CEO of company discussed that he already marketed their this product into many international markets like Australia, USA, UK, Zambia, Pakistan, Sri Lanka and so on. He and his team keeps a vision of taking their brand CASSAKOFFI to Manhattan area of new York.

In a practical session our students prepare a tagline for their product like “Simply Pure, Because We Care”, “Nothing Like Anything”, “Pilaoge to Vishwas Hoga” and many more. In this interactive session students came up with the brilliant ideas to launch their product in the new market. At last in the question answer session students ask many questions and get very satisfactory answers. Lastly it was a very interactive, practical and informative session for the students.

This entrepreneurial talk was benefited to the students in many different ways. Also the company got many different ideas and perspective from the students for promoting their product.

It was ended on the thanking note and a token of appreciation given by respected HOD Dr. Vijay Gondaliya to Mr. Rajeev Bhatt.

