



Department of Commerce  
 St. Ann's College for Women, Mehdiapatnam, Hyderabad  
 Autonomous, Affiliated to Osmania University  
 NAAC Reaccredited with A+Grade & College with Potential for Excellence by UGC



# THE RISE

NEWSLETTER

SEED

St. Ann's Enterprise and Entrepreneurship Development Cell,  
 Department of Commerce initiative

Issue II volume IV  
 January 2024

## Photomontage



"The beautiful thing about learning is that no one can take it away from you."



# Cognoscente

- Mrs.N.Suma Reddy has presented a video lecture at EMRC , BRAOU Sub: GST on topic “Value of Supply, Tax Deducted at Source and Tax Collected at Source” on- 22nd September, 2023.
- Mrs.Mahitha Davala, Dean, Students Affairs has been awarded the Best Academician Award from Ambitions Career Counsellors on- 20th January, 2024.



*"Awards echo success, but true triumph resonates within one's unwavering commitment."*



## Research Prowess

- Mrs.N.Suma Reddy Research Paper entitled “A Catastrophe To Migrants In Telangana State”- Mobility And Pattern During Covid-19” was published in History Research Journal , ISSN: 0976-5425(P) Vol:30, Issue:05, Sep-Nov 2023.UGC CARE Approved Group I, Peer Reviewed, Referred Journal.
- Mrs.N.Suma Reddy Research Paper titled “The Role of Artificial Intelligence In Reimagining The Customer Experience in Retail Sector - Nvivo Analysis For Customer Journey Mapping” was published in “International Journal of Intelligent System and Applications in Engineering (IJISAE)”.with ISSN: 2147-6799 Vol.12 No.4s (2024). Scopus Publication.
- Mrs. Saujanya Research Paper titled “Consumer Perception Towards Street Food, Post Covid-19” was published in “International Journal of Emerging Technologies and Innovative Research” with ISSN: 2349-5162, Vol.10, Issue:11, November 2023, UGC CARE Approved, IJ Publication.

*"Research is about engaging in a conversation with a subject, not just collecting information."*



# Kaleidoscope



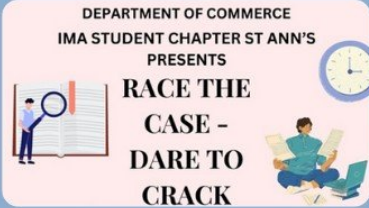
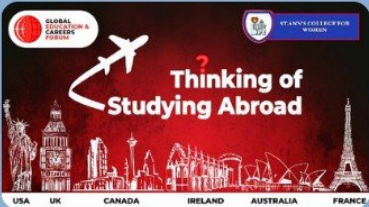
- Department of Commerce and Consumer Welfare Association has conducted a competition on "Enlightened Consumer is an Empowered Consumer" on- 14th September, 2023.
- Workshop on Business Analytics using R Programming was organized for B.Com IInd year students on- 22nd and 23rd September, 2023.
- Guest Lecture On Innovation & Entrepreneurship for B.Com IInd year students by resource person Dr. Syeda Ikrama, Senior Research Associate IOS, Hyderabad was organized by department of Commerce and IMA Students Chapter on- 23rd September, 2023
- One Day National Seminar On Block Chain Technologies And Fintech- The Future Of Web 3.0 was conducted by the Department of Commerce, St. Ann's College For Women in association with ICBM-School of Business Excellence @ ICBM - School on- 6th October, 2023.
- Honor of Guest on One Day National Seminar On Block Chain Technologies And Fintech-The Future Of Web 3.0 was conducted by the Department of Commerce, St. Ann's College For Women in association with ICBM-School of Business excellence @ ICBM - School on- 6th October, 2023.
- B.Com IInd year Students presented PPT presentations For CIA-III on specified topics allotted by subject incharge in Commerce Lab.
- Quiz on GST for B.com IIIrd year Business Analytics students by using Khaoot App on topic "GST Returns and Documents" conducted by Mrs. N. Suma Reddy on- 11th October, 2023.
- Guest Lecture on Theories Of Motivation, Subject : Principles of Management was organized for B.Com Ist year students by resource person Prof. T. Krishna Kumar, Retired Professor of Osmania University on- 28th October, 2023.
- ICAI Members from Calcutta and Hyderabad Chapter have visited St. Ann's College For Women, Department of Commerce to propose Certification Course in IT, GST and Career Orientation for B.Com Ist Year students on- 1st November, 2023.
- Career Counselling session by Aarthi Karan, CAT career launcher for B.Com IIIrd year students of all combinations on Careers in Management on- 21st November, 2023.
- B.Com IInd year students of all combinations have completed Online Certificate Course in the subject Income Tax as a part of the CIA 3 activity.
- B.Com IIIrd year students have attended a Study Abroad Fair conducted by Human Capital Development Centre (HCDC) O.U in collaboration with Global Education Careers Forum on- 23rd November, 2023.



**"Success is the sum of small efforts, repeated day in and day out."**



# Kaleidoscope



- TCS online workshop was conducted for B.Com IIIrd year Business Process Management students on- 28th November, 2023.
- AICPA exam was conducted for B.Com IIIrd year Honors students on- 28th November, 2023.
- KLU MAT entrance exam was conducted for B.Com IIIrd year students of all combinations on- 4th December, 2023.
- Jeevandan Cadaver Transplantation Programme, State Government of Telangna has conducted an impactful Organ donation awareness program for B.Com students by Dr.Bhanu Chandra Jeevandan, Sr. Transplant Coordinator Osmania Hospital on- 16th December 2023.
- Study abroad GECF free online GRE/IELTS coaching for B.Com students on- 16th December, 2023.
- Competition Case Study Analysis "Race the Case- Dare to Win" was organized by IMA students Chapter on the topic "Financial Planning and Strategic Decision Making" on- 18th December, 2023.
- Career Counselling Session was organized for B.Com 1st year students of all combinations by the resource person Mr. Irfat, Northstar Academy on- 19th December, 2023.
- An Orientation Session on MBA and PGDM program was organized by Inspiring Careers for B.Com IIIrd year students of all combinations on- 19th January, 2024.
- B.Com Final Year Students Visited Global Education Fair Conducted by Inspiring Careers - MBA & PGBM Programm on- 20th January, 2024.
- Orientation on Advanced Excel Certification Program was conducted by Prof.Kishore Kumar Business Analyst -Excelytics for B.Com II year students on- 20th January, 2024.

## CHEER'S CLUB:

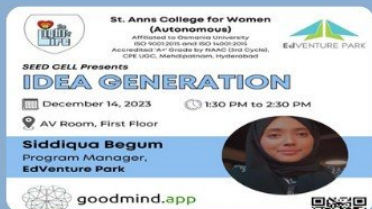
- Lake Cleaning Drive, "My Earth, My Responsibility" Cleaning and Awareness drive at Mushki Cheruvu volunteered by St. Ann's College for Women, (Department of Commerce) CHEER'S CLUB in association with Dhruvansh NGO on- 2nd December, 2023.
- CHEER'S Club, Department of Commerce has conducted a Mini Project on Lifestyle Sustainability and Sustainable Development Goals (SDGs) which aimed to engage and encourage students to explore sustainable living practices while aligning with the broader objectives of the SDGs on- 21st December, 2023.



*"Success is the sum of small efforts, repeated day in and day out."*

## St. Ann's Enterprise and Entrepreneurship Development Cell (SEED) :

- "KNOW YOUR FARMER - KNOW YOUR FOOD" -a field visit to Shamirpet provided a unique fun filled conceptual learning about agriculture and allied subjects- organized by SEED Cell, Department of Commerce for interested students of B.Com and SEED Cell (CCA) on- 29th & 30th September, 2023.
- SEED Cell, Department of Commerce has organized a poster making competition "My Business Idea" and debate on the topics "Self Funding Startups are better than taking Loans" & "Startups with two Founders are more Successful" on- 12th October, 2023.
- SEED Cell, Department of Commerce has organized a seminar on Idea Generation - Innovative Enterprise by resource person Siddiqua Begum, Program Manager, Edventure Park for CCA Students on- 14th December, 2023.
- "A Talk with Alumni Entrepreneurs", CCA- Innovative Enterprise by resource people Akhilandeshwari and Sadiya Khan, Alumni Entrepreneurs, was organized by SEED Cell, Department of Commerce for CCA Students on- 18th January, 2024.



# Career Compass

- Sania Khan, Simran Pendkar and Sumera Begum of B.Com Illrd year got selected for Synchrony company with a 5.5 LPA on- 28th November, 2023.
- D. Reah Rabin, Luveza Tahir, G. Bhagyayeshwari and Afaf Ameen of B.Com Illrd got selected for Dell Technologies with a 6,47,710 LPA on- 22nd September, 2023.
- Syeda Hafsa Hana (3B), Syeda Shaza Fatima (3B), K. Lalitha (3B), V. Sai. Manaswi (3B), Keerthana B. (3C), Shravani K. (3C), Srirjitha Manaswini Pulipaka (3E), Syeda Farheen (3G), Mengekar Gayathri (3C) and Nida Fatima (3H) from B.Com Illrd year have got selected as Associate Consultant for MarketStar (previously Regalix) with a CTC: 3.7LPA + Incentives (5L) on- 14th December, 2023.
- Bhavani Medasani, Maheshwari Battu, Mahima Kakumanu and Jyothsna Chandana Siddani of B.Com BPM Illrd year got selected for TCS.



*"Journey begins not with a job but with the courage to embrace new opportunities."*



# Research Colloquium

## Facilitating student research under expert Guidance

**Research Papers Presentation by B.Com Students under the guidance of faculty in the one day National Seminar on "Block Chain Technologies & Fintech: The Future of Web3.0" held on 6th October, 2023, organized by St. Ann's College for Women in association with ICBM-School of Business Excellence.**

- Ms.Nandini Sahani, Ms.Janavi B.Com Computers IInd year and Ms.Sarah Ajaz, B.Com Business Analytics IInd year, have presented a research paper titled "Geofencing for monitoring students Attendance: navigating the Best Practices" under the guidance of Mrs.N.Supriya and Mrs.S.Santoshi Rupa.
- Ms.M.Sushmitha Reddy and Ms.J.Ashwitha, B.Com Computers IInd year, have presented a research paper titled "Enhancing Students Academic Performance through Artificial Intelligence-A Correlational Study" under the guidance of Mrs.N.Supriya and Mrs.P.Josna.
- Ms.Sumaiyah Nazakath and Ms.Tahseen, B.Com Business Analytics IInd year, have presented a research paper titled "Block Chain Based Secure Assessment and Certification: A New Paradigm in Education" under the guidance of Mrs.N.Supriya and Mrs.J.Saujanya.
- Ms.Vaishnavi and Ms.Tejaswini, B.Com Business Process Management IInd year, have presented a research paper titled "Applicability of Blockchain Technology in Healthcare Industry" under the guidance of Mrs.J.Saujanya.
- Ms.Kummari Ramya Sri and Ms.Surya Kalyani, B.Com Computers IInd year have presented a research paper titled "A Study on Cryptocurrency -A New Era in Financial Innovation" under the guidance of Mrs.N.Naga Suvarchala & Mrs.N.Meena Shanthi.
- Ms.Syeda Mahenoor Wajiha and Ms.Safoora Fatima, have presented a research paper titled "A Study of Cyber Security in Fintech: Challenges and Prospects" under the guidance of Mrs.N.Naga Suvarchala & Mrs.N.Meena Shanthi.
- Ms.Ritika Parihar, Ms.Kavitha Bhati and Ms.Hanumandla Vennela of B.Com Computers IIIrd year, have presented a research paper titled "A Study on Digi Locker in the Educational Institutions: A Case study of CBSE Schools" under the guidance of Mrs.S.Santoshi Rupa.
- Ms.Praneetha Dhulipala, B.Com Business Analytics IInd year, has presented a research paper titled "A Study on Security and Privacy Concern in Adopting Block Chain in Educational Sector" under the guidance of Mrs.K.Pranathi.
- Ms.Priyanka, B.Com General IIIrd year, has presented a research paper titled "Moving Towards Block Chain Use In The Agriculture Industry" under the guidance of Mrs.D.Sujatha and Mrs.G.Srilatha.

*"Without research, it is very difficult to conceive a new idea."*



# Research Colloquium

- Ms.Syeda Zeba Fiza, B.Com General 3rd year, has presented a research paper titled "The Potential of Blockchain in Education" under the guidance of Mrs.D.Sujatha.
- Ms.Govinda Vardini and Ms.Sumaiyya, B.Com Computers 2nd year, have presented a research paper titled "A Study on Applications of Blockchain in Education: Current Situation, Problems and Challenges" under the guidance of Mrs.M.Prathibha.
- Ms.Khushi Jhawar and Ms.Sara, B.Com Business Analytics 2nd year, have presented a research paper titled "A Study on Customer Perception for IOT Goods in Hyderabad" under the guidance of Mrs.M.Prathibha.
- Ms.Rabiya, B.Com Honors 2nd year, has presented a research paper titled "A Study on Transformation of Health Insurance Sector with Blockchain Technology" under the guidance of Mrs.M.Prathibha and Mrs.T.Bhavani.
- Ms.Aqsa Noorien and A.V.J.Sravani, B.Com Business Process Management 2nd year, have presented a research paper titled "Blockchain Technology in Life Insurance" under the guidance of Mrs.T.Bhavani.
- Ms.Nida Tarannum, B.Com Computers 2nd year, has presented a research paper titled "Block chain in Education Funding" under the guidance of Mrs.T.Bhavani.
- Ms.Tanvi Sreepada and Ms.Varsha Tatepapala, B.Com Honors 3rd year, have presented a research paper titled "A Study on Blockchain in Food Traceability: Safety and Quality Perspectives" under the guidance of Ms.Aamna Tahira and Mrs.Sunita Nanda.
- Ms.Tanvi Sreepada and Ms.Varsha Tatepapala, B.Com Honors 3rd year, have presented a research paper titled "A Study on Blockchain in Asset Tokenization: Awareness and Challenges of Implementation in India" under the guidance of Ms.Aamna Tahira.
- Ms.D.Vaishnavi Neha and Ms.K.V.Tanvi, B.Com Business Analytics 3rd year, have presented a research paper titled "Exploring The Impact Of Block Chain On Digital advertising And Fraud prevention " under the guidance of Mrs.N.Suma Reddy.
- Ms.Mansi Agarwal and Ms.C.H. Pranathi, B.Com Business Analytics 2nd year, have presented a research paper titled "Bridging the Gap: Fin-tech's Role in Financial Inclusion" under the guidance of Dr.T.Anuradha, Head Department of Commerce.
- Ms.Zaina Anwar and Ms.Yagna Bhavana, B.Com Business Analytics 2nd year, have presented a research paper titled "Blockchain in Agri product Traceability" under the guidance of Dr.T.Anuradha, Head Department of Commerce.



## 65-year-old woman turns barren land into organic farm of medicinal plants, earns Rs50 lakh annually

Reeva Sood took up organic farming in Una, Himachal Pradesh, in 2016 after her husband was diagnosed with cancer. At 65 years of age, when most people have already retired from active work life, Reeva Sood has turned 30 acres of barren land into a lush green farm of medicinal plants. Reeva decided to create an example of healthy living through organic farming. She earns Rs50 lakh annually from these herbs sold as saplings, dry roots, powders and in extract form to farmers, medicine makers and agriculture universities across India.

### Journey to a new land

When Reeva began to survey the land, she saw some medicinal plants like Sarpagandha (*Rauwolfia Serpentina*), Shatavari (*Asparagus Racemosus*), Vasa (*Adhatoda vasica*) and Vaijayanti (an aromatic herb) already growing on the land. "These plants made me realise that I could cultivate medicinal plants on that land," she recalls. Since that land was a jungle, there were a lot of cactus plants too. "I felt we could plant something from the cactus family as well. I then started to study farming of dragon fruit, which belongs to the cactus family. I went to Maharashtra to learn more about it," says the woman entrepreneur.



### Making barren land cultivable

However, the first task was to make the land fit for cultivation. Reeva procured the best quality seeds of Sarpagandha, Drumstick (*Moringa*), Ashwagandha (*Withania Somnifera*), Stevia, Vetiver Grass, Turmeric, Tulsi or Holy Basil, and other herbs from India's top agricultural universities and planted them on her land. In 2018-19, her first harvest for many crops was ready. Most of the medicinal and aromatic plants (MAP) are ready for harvesting six months after plantation though some like Sarpagandha and Shatavari are ready at least 2.5 years after being planted. Ashwagandha starts yielding in 160-180 days and harvesting is done when leaves are drying and berries change their colour to red-orange. The whole plant is uprooted without damaging the roots, which are separated, cut into smaller pieces and air-dried. Berries are separately air-dried to obtain the seeds. In the case of Shatavari, the roots mature around 25-30 months after transplantation. Harvesting is done between March and May after the seeds have ripened. The dried roots, powder and extracts have extensive use in medical formulations.

"Apart from cow dung and cow urine-based inputs, Reeva's staff also prepares vermicompost on the farm. "Since a lot of local dairy farmers here throw away buttermilk, we procure it from them and use it for making sprays. Being a medicinal plants farm, we also use turmeric, neem and curry patta leaves for making natural pesticides. Nothing is bought from outside and everything is prepared on the farm," explains the organic farmer. The plants have a mortality rate of less than 3 percent, resulting in a good success rate for farmers. The saplings are sold at subsidized rates to farmers who contact us through the National Medicinal Plants Board (NMPB), NABARD and other government schemes," she says. The Sarpagandha sapling is sold for Rs5 per piece while dragon fruit through government schemes costs between Rs 47 and Rs70 depending on the plant size and age. For farmers buying for commercial use without subsidy, the saplings are sold at Rs90 to Rs180 per piece.

### Organic farming of dragon fruit in Himachal

Another Rs20lakh of income comes from her dragon fruit and other plantations. "We have done plantation in layers. The boundary has plants of dragon fruit and *Moringa* followed by a layer of turmeric and other fruit plants like anjeer, guava, kamrakh and apple. There is a space of 5 feet between two dragon fruit plants. So we thought of planting other herbs between the gaps to make the best utilization of land," says the woman farmer.

The other advantage is that dragon fruit requires watering only twice a week in summer and once a week in winter. "I plant the American Beauty variety of dragon fruit, which is juicy and sweet," she says. After a visit to her farm, the World Bank has given a grant for a project to put up a dragon fruit juice factory in Una. "We have started work on setting up the factory with an investment of Rs 2 crore. Of this, 35 percent is being given by the World Bank while the rest is my own money and bank loan," she says. When operational, it will be India's first dragon fruit juice facility set up by a woman entrepreneur.



The once-barren land is now today an ecotourism destination as well. "Students, farmers and scientists from across the country visit the place. From primary school goes to university students, I tell everyone to adopt an organic and natural way of life and put an end to the use of chemicals in every form," she says.



# Timeless Lessons from Naval Ravikant

Naval Ravikant's podcast on "How to Get Rich (without getting lucky)" has gained popularity for its insightful and thought-provoking ideas on wealth creation and personal development. Naval Ravikant is known for sharing valuable insights on various topics, including philosophy, happiness, success, and mindfulness. While it's challenging to encapsulate all of his wisdom in a few points, here are some key lessons from his podcasts and twitter threads :



**Seeking Wealth, Not Money** - Naval emphasizes the distinction between wealth and money. Wealth is defined as the assets you have that can sustain you without actively working, while money is just a medium of exchange. Focus on building wealth, as it provides long-term security and freedom.

**Specific Knowledge** - Acquire specific knowledge that is rare and valuable. General knowledge is widely available and doesn't differentiate you much. Specific knowledge, on the other hand, makes you unique and in demand.

**Fortunate Career** - Choose a career where your specific knowledge can be applied and leveraged. Aim to work in a field that aligns with your strengths and interests, and where you can provide unique value.

**Passive Income**- Strive to build sources of passive income. This involves creating assets or systems that generate income without constant effort on your part. Examples include investments, businesses, or royalties from creative work.

**Financial Independence** - Work towards financial independence, where your wealth generates enough income to cover your living expenses. This liberates you from being dependent on a traditional job, giving you more freedom and control over your time.

**Skin in the Game** - Take risks and have "skin in the game." Investing your time, money, and effort in meaningful pursuits can lead to valuable experiences and lessons, even if the outcome is not always successful.

**Happiness is a Skill** - Happiness is not a destination; it's a skill that can be developed. Cultivate gratitude, focus on the present, and avoid comparing yourself to others. True wealth includes mental well-being.

8

**Compound Interest in Relationships** - Invest in long-term, meaningful relationships. The compound interest of strong, genuine connections with people can lead to opportunities, support, and fulfillment over time.

**Time as a Finite Resource** - Treat your time as a precious, finite resource. Be selective about how you spend your time and allocate it to activities that align with your values and contribute to your long-term goals.

**Learn to Sell** - Learn the art of selling, not just products but also yourself and your ideas. Effective communication and persuasion skills are crucial in various aspects of life, including business and personal relationships



# Student Corner



• Ms.D.Vaishnavi Neha and Ms.K.V.Tanvi, B.Com Business Analytics IIIrd year have won a consolation prize for presenting a research paper titled "Exploring The Impact Of Block Chain On Digital advertising And Fraud prevention" in the one day National Seminar - ICBM on- 6th October, 2023.



• Ms.Tanvi Sreepada and Ms.Varsha Tatepapala, B.Com Honors IIIrd year have won a consolation prize for presenting a research paper titled "A Study on Blockchain in Asset Tokenization: Awareness and Challenges of Implementation in India" in the one day National Seminar - ICBM on 6th October, 2023.



• Ms.M.Sushmitha Reddy and J.Ashwitha, B.Com Computers IIrd year have won a consolation prize for presenting a research paper titled "Enhancing Students Academic Performance through Artificial Intelligence-A Correlational Study" in the one day National Seminar - ICBM on- 6th October, 2023.

• Ms.Nandini Sahani, B.Com Computers IIrd year and Ms.Sarah Ajaz, B.Com Business Analytics IIrd year have won a consolation prize for presenting a research paper titled "Geofencing for monitoring students Attendance: navigating the Best Practices" in the one day National Seminar - ICBM on- 6th October, 2023.

• Ms.Khushi Jhawar and Ms.Sara, B.Com Business Analytics IIrd year have won a consolation prize for presenting a research paper titled "A Study on Customer Perception for IOT Goods in Hyderabad" in the one day National Seminar- ICBM on- 6th October, 2023.

• Aqsa Noorien of B.com BPM IIrd year has bagged the first prize in Christmas tree making competition, organized by the language department.



• M.Sushmitha and Nandini of B.com Computers IIrd year have participated in "Mini Project On Lifestyle Sustainability/SDGs" organized by the department of commerce, CHEERS club and won the 1st prize.

• J.Ashwitha and T.Rishitha of B.com Computers, IIrd year have participated in "Mini Project On Lifestyle Sustainability/SDGs" organized by the department of commerce, CHEERS club and won the IIrd prize.

• Karishma Singh, has participated in "Mini Project On Lifestyle Sustainability/SDGs" organized by the department of commerce, CHEERS club and won the IIIrd prize.

• Sakshi, Haneefa Tazeen, Shagufta Tazeen, Sara Hashmi of R19 batch B.Com and Quola Kounin of R20 batch have cleared the CMA Part 1 and Part 2 exams.

• Sara Hashmi, Rabiya and V.Aishwarya lakshmi stood as 1st, IIrd and IIIrd toppers in AICPA exam conducted by Miles Academy on 28th December, 2023 and received medals.





# Talent Corner



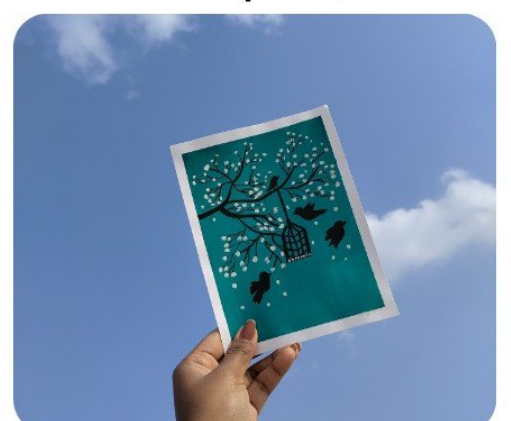
**Aeliya Fatima, B.Com Business Analytics, IIIrd year**



**Abstract by, Vindhya Reddy,  
B.com Computers, I Year**



**Epitome of love, Radha Krishna by M.Shruti Yadav  
B.Com Business Analytics, IIIrd year**



**M.Shruti Yadav  
B.Com Business Analytics, IIIrd year**



**Abstract by  
Syeda Sara Begum, B.Com BPM, IIIrd year**



**Photo Collage**



**Food and Art by Nabeelah Mirza, B.Com FT, IIInd year**

# SCAM SERIES

## THE DELHIVERY SCAM

### The Rise: The Birth of a Scam

It all started in 2014 when a young entrepreneur named Sahil Barua founded a logistics startup named 'Delhivery.' Sahil was a bright, ambitious entrepreneur, who quickly gained a reputation for his ability to raise funds from investors. With his excellent communication skills and persuasive personality, Sahil convinced several prominent investors to pour money into his startup.

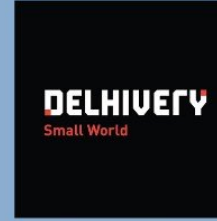
Over the next few years, Delhivery grew rapidly and Sahil became a poster boy for the startup ecosystem in India. He was invited to speak at conferences, featured in media interviews, and his startup was lauded as the next big thing. Investors poured in millions of dollars into Delhivery, making it one of the most valuable startups in India.

### The Fall: The Unraveling of a Scam

However, the success of Delhivery was not what it seemed. Behind the scenes, Sahil was running a scam, and he had roped in several other prominent startup founders to participate in it. Together, they formed a cartel and began siphoning off funds from several startups, leaving behind a trail of destruction.

The scam involved Sahil and his associates raising funds from investors for their startups, and then funneling those funds into shell companies that they controlled. These shell companies existed only on paper, and their sole purpose was to launder money and siphon off funds from the startups.

As the scam unfolded, several startup founders began to notice irregularities in their funding rounds. They began to investigate and discovered that their funds had been siphoned off to shell companies controlled by Sahil and his associates. The truth soon came to light, and the startup ecosystem was rocked by the revelation.



### The Aftermath: The Fallout of a Scam

The fallout of the scam was devastating. Over 2000 startup founders lost crores of rupees, and several promising startups had to shut down as they ran out of funds. The investors who had put their money into these startups were left with nothing, and many of them sued the founders for fraud.

Sahil and his associates were arrested and charged with fraud, but the damage had already been done. The startup ecosystem was left reeling, and it took several years for the trust to be rebuilt.

# ENTREPRENEUR SERIES

## GHAZAL ALAGH

### CO-FOUNDER, MAMAEARTH

A Corporate trainer turned artist cum entrepreneur Ghazal Alagh, co-founded Mamaearth, driven by the passion for making early parenting, stress-free. As the Co-Founder and Chief Mama at Mamaearth, India's first toxin-free baby care brand, Ghazal is responsible for product development and community management. She works closely with a large number of mothers to develop a product line that addresses problems that moms face on a daily basis. The idea of a 100% toxin-free baby products brand came to Ghazal when she became a mom and had a difficult time finding chemical-free products for her son, Agastya.

Besides being a successful entrepreneur and devoted mother, Ghazal has been recognized amongst top 10 women artists in India, nationally and internationally. With a Bachelors in Information Technology and Intensive Courses in Modern Art, Design and Applied Arts from New York Academy of Arts Ghazal started her career with NIIT as Corporate Trainer, as a part of her role, Ghazal trained managers and engineers from various IT companies in SQL, J2ME, and Oracle.

Mamaearth debuted with seven goods with an initial investment of ₹25 lakhs, under the parent organization Honasa Consumer Ltd., focusing mainly on baby care products.

Later on, the brand expanded into skincare and cosmetics brands. The company houses brands like Ayuga, The Derma Co., and Aqualogica, including its investments in the salon firm BBLUNT, Momspresso, and the beauty brand Dr. Sheth's.



The D2C company, Mamaearth takes pride in being the first Asian brand with a "MADE SAFE" certification. The company is known to deliver completely toxin-free products. The company initially focused on the online marketplace, later expanding to its offline stores. The IPO of Honasa Consumer Ltd, the parent company of Mamaearth, was launched on October 31, 2023.

Guidance and support by:

Dr.T.Anuradha -HoD  
Mrs.G.Srilatha- Coordinator

Columnists:

D. Vaishnavi Neha (B.Com BA III E)  
Kiranmayi, Mansi (B.Com BA II E)  
Nandini Sahani (B.Com Comp II C)

Editor:

Kiranmayi (B.Com II E)  
Mansi (B.Com II E)