

Event: DEVELOPING AN ENTREPRENEURIAL MINDSET & FUNDRAISING AVENUES (Ms.Nisary Mahesh)

DATE- 25 February 2021

TIME-5:00-6:20 pm

No. of participants - 101

Udyamita- The Entrepreneurship Cell and **SOFICA- Society for Financial Literacy and Consumer Awareness** conducted an interactive session on 26th, February 2021. The theme of the discussion was Developing an Entrepreneurial Mindset in Students. We had with us Ms. Nisary Mahesh, Founder and CEO of HerMoney Talks as our guest speaker. It was a very enlightening session and we saw massive participation from all around the country. With years of experience in the fintech world, Ms. Nisary touched upon all the new normals trending topics Like Challenges faced by entrepreneurs.

1. How to raise seed capital?
2. Managing the cash flow
3. To know how and where to spend?
4. Fluctuating income

Apart from this, Ms Nisary had shared her insights on the Golden rules for entrepreneurs which are as follows:

- keep your personal and business accounts separate
- Even if you are going for funding keep learning repayment of 50 percent of your income.
- Avoid your dues mounting up.

It was extremely an interactive session focusing on how to transform a simple idea into the start-up of your dreams. These are among the many things we discussed in the virtual conversation that lasted close to two hours. It was indeed a proud moment for SOFICA to have such a renowned panelist for fire talks. We are truly grateful and appreciative and we are always looking forward to more such exciting sessions and many more events with such passionate audiences.

