



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)

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MBA@IICMR

Event Report: Entrepreneurial Journey of Ms. Sanika Prabhu- Founder Indian Dabbawala at Dublin, Ireland

Event Type : Co-curricular Activity
Event Title : Entrepreneurial Journey
Date : Wednesday, February 26, 2025
Time : 12:30 PM to 1.30pm (1 hr)
Coordinator(s) : 1. Ms. Dipti Bajpai

Purpose : Experience Based learning
1. Understanding the entrepreneurial Journey and business feasibility
2. Encouraging Entrepreneurial mindset

Batch of Students : MBA 1
No of Students : 71
Participated

Description :

The session aimed to provide students with insights into the entrepreneurial journey of Ms. Sanika Prabhu, an inspiring entrepreneur currently pursuing her MS in Dublin, Ireland. Sanika is the Founder of *Indian Dabbawala*, a food start-up that began as a small idea and has since grown into a well-recognized brand, particularly among students.

During the session, she shared her journey—from identifying market gaps to establishing a fully operational business. She guided students on the process of transforming an idea into a viable business, highlighting key parameters for assessing feasibility and sustainability. Sanika also emphasized the critical role of time management in entrepreneurial success and encouraged students to adopt the Eisenhower Matrix for effective prioritization.

She underscored the importance of building the right team, sharing her own experience of collaborating with a Michelin-starred chef to curate her menu. Additionally, she discussed the significance of revenue models in online businesses, explaining how a subscription-based approach has helped sustain her company's financial stability.

The session concluded with an engaging Q&A segment, where aspiring entrepreneurs had the opportunity to seek insights from her experiences. Overall, students found the session highly inspiring and informative.

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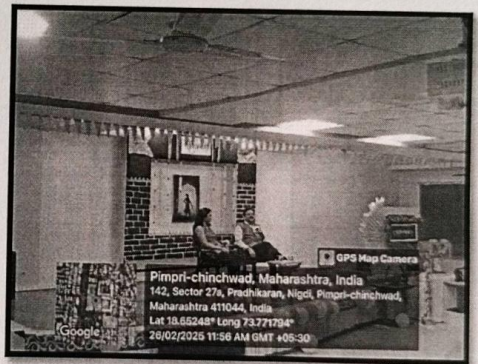
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**Feedback from
Students (if app**

: The students were very satisfied with the session and mentioned that this session guided them about how challenges can be transformed into opportunities and consequently lead towards prosperity.



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