

Building Dessert Therapy: A Start-up story From Idea to Impact

Name and designation of the Guest Speakers/ Judges/ Mentors etc.:

Mr. Harsh Shah,

The Co-founder of Dessert Therapy

Venue: Classroom 411, 4th Floor, Mithibai Building, SPPSPTM, SVKM's NMIMS

Date of Event: 15th October 2024

Time: 11:00 AM onwards

Duration of the activity (in Hrs): 3 hours

Link of social media post of e-pamphlet:

https://www.instagram.com/p/DBCABmXTYdj/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Link for social media post of 2 min video:

https://www.instagram.com/reel/DBRPzObAuqu/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Program Type: Level 1 Expert Talk

Program Theme: 'Entrepreneurship and Startup'

Objective of the activity (100 characters):

Inspire entrepreneurship, creativity, and passion through the Shah brothers' entrepreneurial journey.

Benefit in terms of learning, skills, knowledge obtained (150 characters):

Participants gained insights into journey of startups and entrepreneurship, emphasize key elements, and mindset needed to achieve growth and success.

SVKM's NMIMS Faculty Coordinators for the activity:

1. Dr. Namita Hegde, Assistant Professor, SPPSPTM, SVKM's NMIMS
2. Dr. Gargi Vaidya, Assistant Professor, SPPSPTM, SVKM's NMIMS
3. Dr. Rohan Pai, Assistant Professor, SPPSPTM, SVKM's NMIMS

SVKM's NMIMS Student Coordinators for the activity:

1. Aditi Thakkar, Student President
2. Kamna Talreja, Student President
3. Yana Desai, Student Vice-President

4. Dhanvi Seth, Student Vice- President

Number of student participants: 100

Number of faculty participants: 03

Number of External Participants, if any: Nil

Expenditure Amount, if any: N.A

Mode of session delivery: Offline

Background of the speakers / Judges / Mentors etc. (Brief Resume):

Mr. Harsh Shah, the Co- Founder of Dessert Therapy, his journey began with a typical pursuit of a degree in management studies, but a deep-seated love for cinema soon led him to a post-graduate course in filmmaking. During this time, he honed a range of skills and was on the brink of realizing his dream of making it to the 70 mm screen, even nearing the completion of a screenplay with Phantom Films. However, fate took a different turn when his younger brother Mr. Nisarg Shah's idea of launching a home-based bakery captured his interest. Trusting in his Mr. Nisarg's talent, he decided to pivot from the world of films to embark on a new adventure, giving rise to Dessert Therapy.

Report on the session with the key outcomes (1-2 pages):

The event was characterized by a palpable sense of anticipation as Amara extended a formal welcome to the distinguished guest, Mr. Harsh Shah, co-founder of the innovative dessert enterprise, Dessert Therapy. As the audience settled, Mr. Shah proceeded to share his compelling narrative. He elaborated on his academic journey, highlighting the completion of a Bachelor's degree in Management at NMIMS Mumbai, followed by a postgraduate degree in filmmaking. This trajectory ultimately directed him back to his entrepreneurial ambitions. Following a tumultuous phase in his personal life, which included his parents' divorce and a challenging breakup, Mr. Shah felt an imperative to pursue his independence, culminating in the establishment of his own business.

Encouraged by his brother, Mr. Nisarg Shah, Mr. Harsh delved into the realm of baking. Igniting a shared passion that culminated in a successful venture. Despite initial intentions to seek opportunities overseas, unforeseen circumstances compelled him to remain in India. With just ₹10,000 as their starting capital, the brothers set out on their entrepreneurial journey,

relying on the power of word-of-mouth to build their reputation. Late nights became routine, as they tirelessly worked to fulfil every order, driven by the joy and satisfaction their creations brought to customers. Their dedication paid off when, in 2016, they reached a major turning point—becoming the first home bakers to collaborate with Swiggy and Zomato. This success was a stepping stone toward their dream, leading them to open their first physical store in Malad on October 16, 2020. The challenges brought on by the COVID-19 pandemic tested their resolve, but rather than hold them back, it fueled their determination. They honed their skills in the kitchen, reaffirming their belief that passion and perseverance are the true ingredients for business success.

Currently, Dessert Therapy operates four successful outlets, with the initial location in Malad followed by a vibrant establishment in Bandra in 2022, as well as subsequent outlets in Fort and Juhu. The Malad store is scheduled for expansion and relocation in 2024. At 11:25 AM, the event transitioned into an engaging question-and-answer session, during which Mr. Nisarg Shah joined his brother to offer further insight. Attendees actively participated, posing a variety of inquiries, to which the Shah brothers responded with thoroughness and consideration. They articulated their aspirations for expanding their café to other states, acknowledging challenges related to staffing and geographical considerations. Their vision for Dessert Therapy is inclusive, catering to a diverse clientele.

The brothers emphasized the distinctive interior designs of each establishment, specifically tailored to provide a unique customer experience. They regard competition as a catalyst for growth, prioritizing the development of personalized dining experiences over pursuing franchising opportunities. They candidly recounted the initial skepticism expressed by family and friends regarding their unorthodox career path, affirming their conviction in the value of their work and the joy it engenders in their patrons.

Mr. Harsh Shah reflected on his early struggles with setbacks, admitting to a period of sleepless nights; however, he has since cultivated a more composed approach, recognizing that constructive criticism is an intrinsic aspect of any business. While Mr. Harsh attends to business operations, Mr. Nisarg oversees culinary management, and together, they undertake responsibilities spanning recruitment, photography, and social media engagement. To ensure the continual freshness of their offerings, they have committed to introducing a unique specialty dish each month, thereby showcasing their dedication to a diverse range of desserts.

Their partnership remains robust, characterized by a clear delineation of roles that minimizes discord.

Their entrepreneurial journey soon became a beacon of hope and inspiration for those who attended their talks, offering a powerful message to anyone feeling stuck or unfulfilled in their current career paths. With an easy charm and heartfelt sincerity, they spoke of breaking free from the mundane and daring to chase what truly sets one's heart on fire. True satisfaction, they believed, could only be found in pursuing one's passions, and they shared their own story as proof that the risk was always worth taking.

Their words encouraged the audience to embrace boldness and creativity, urging them to push past conventional thinking. "Innovation," they said with conviction, "should be at the heart of everything you do." They invited everyone to challenge the status quo, to let their imaginations run wild, reminding them that the best ideas often emerge when you dare to think differently. Confidence, they insisted, is key—not just in others' eyes, but in your own belief in your vision, even when the path forward is uncertain.

They spoke of the entrepreneurial mindset as more than just a skillset—it was a way of seeing the world. It's the ability to spot opportunities where others see only barriers, to remain steadfast when the going gets tough, and to keep moving forward even when the path is unclear. Their story was filled with moments of uncertainty, but it was their passion and resilience that helped them weather each challenge. In sharing these experiences, they invited their audience to not just aim for success, but to become the trailblazers of tomorrow, transforming their bold ideas into reality. And as the room filled with a sense of possibility, their message became clear: that with courage, creativity, and an unwavering belief in oneself, anyone could turn their passion into something extraordinary.

Lastly, the winners of the Innovation Relay were announced, followed by a commemorative photo session with the Shah brothers. Dr. Gargi Vaidya expressed gratitude to our distinguished guests by presenting them with a bouquet and a token of appreciation. The event concluded on a delightful note.

Glimpses of the event (4 geo-tagged photographs):







 **GPS Map Camera**



Mumbai, Maharashtra, India

Sppsptm, Vaikunthlal Mehta Road, Vile Parle West, Navpada, Suvarna
Nagar, Vile Parle West, Mumbai, Maharashtra 400056, India

Lat 19.1003°

Long 72.83661°

15/10/24 12:04 PM GMT +05:30