

From Passion to Impact: Celebration of World Creativity and Innovation Day

Name and Designation of the Guest Speaker:

Ms. Ruchi Sethi

Founder, Shvaas India

Venue: Classroom 817, 8th Floor, Mithibai Building, SPPSPTM, SVKM's, NMIMS.

Date of Event: 23rd April, 2025

Time: 2:00pm onwards

Duration of the activity (in Hrs): 2 hours

Link of social media post of e-pamphlet:

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

Link for social media post of 2 min video:

https://www.instagram.com/reel/DI_EB88s7rg/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Program Type: Level 1 – Expert Talk

Program Theme: Entrepreneurship and Startup

Mode of Event: Offline

Objective of the Activity:

To inspire creativity through career insights, entrepreneurship, and CPR training awareness.

Benefits obtained through the Activity:

Students gained clarity on career planning, entrepreneurship, CPR, and first aid, celebrating creativity, innovation, and insightful learning.

SVKM's NMIMS SPPSPTM Coordinators

1. Dr. Rohan Pai, Convenor of the IIC at SPPSPTM, SVKM's NMIMS

SVKM's NMIMS SPPSPTM Student Coordinators

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

Number of Student Participants: 100

Number of Faculty Participants: 2

Background of the speaker:

Ms. Ruchi Sethi is a seasoned professional with years of multifaceted experience spanning the pharmaceutical industry and the wellness space. Having served as a Brand Manager at Abbott and Group Product Manager at Lupin, she has played a pivotal role in shaping impactful healthcare strategies. Beyond her corporate accomplishments, Ms. Sethi is a certified counselor and corporate trainer, deeply committed to emotional wellness and empowerment. She is the founder of Shvaas India, a transformative initiative that bridges the gap between life-saving physical first aid and mental well-being. Through hands-on training programs in CPR, AED, industrial first aid, and psychological first aid, Shvaas India empowers individuals to confidently respond to both medical and emotional emergencies.

Report on the session with the key outcomes:

The session, originally planned for April 21st to commemorate World Creativity and Innovation Day, was postponed to April 23rd due to examinations.

The event featured an esteemed guest speaker, Ms. Ruchi Sethi, a seasoned brand manager with over 12 years of experience in the pharmaceutical sector, having held prominent roles at Abbott and Lupin. In addition to her corporate expertise, Ms. Sethi is a certified counselor and the founder of Shvaas India, an organization dedicated to providing first aid and CPR training.

She started by sharing her professional journey, outlining her transition from a pharmaceutical background into the corporate world and eventually into entrepreneurship. Holding a master's degree in healthcare, she has worked across business development, market research, and corporate strategy—most notably at Lupin, where she managed brands with a combined value exceeding ₹110 crores.

Ms. Sethi's talk was highly interactive, prompting students to reflect on their goals, motivations, and the "why" behind their career choices. Students expressed interests in research and development, product innovation, and nutraceuticals. She offered insightful advice on career mapping and encouraged students to identify potential gaps in their plans early on.

She then introduced her entrepreneurial initiative, Shvaas India, founded in January 2024 in response to the rising incidence of cardiac arrests, especially among younger age groups. Shvaas collaborates with two medical professionals from Nair Hospital and provides training in emergencies such as strokes, seizures, choking, and poisoning. The organization primarily caters to two sectors—manufacturing/construction workers and corporate employees—and has already partnered with major players like Tata and L&T.

Ms. Sethi emphasized traits critical to entrepreneurship, such as adaptability, stakeholder management, and a deep sense of ownership. She advised students to only pursue entrepreneurship when they've identified a real-world problem and a viable market fit.

An impactful part of her presentation featured images of five public figures who lost their lives to sudden cardiac arrest, underlining the urgent need for CPR training. She elaborated on how Shvaas conducts sessions with over 50 MD doctors across India using silicone mannequins, issuing one-year certifications aligned with the latest first aid protocols. Sharing a personal story, she recounted reviving a 70-year-old woman through CPR—a moment that cemented her mission. Believing that even young students can respond effectively in emergencies, she offers practical workshops and certifications starting from Grade 8.

During the Q&A session students asked about her area of expertise and the inspiration behind the Shvaas logo. Ms. Sethi shared that it was designed by a member of the World Health Organization to represent hope, positivity, and heart health. She also revealed that her decision to leave the corporate world came after a successful World Heart Day campaign, backed by Nair Hospital, which gave her the conviction to fully commit to Shvaas.

In her concluding remarks, Ms. Sethi reflected on her entrepreneurial path, including five failed ventures that taught her invaluable lessons. She stressed the importance of purpose over profit and advised students to eliminate the safety net of a Plan B to drive real commitment. And just like that, she left the audience with a lasting message: it only takes one act, one moment, one decision—to *save one breath at a time*.

Geotagged Photographs:





