

## Awareness Workshop

### “Entrepreneurship and Innovation as Career Opportunities”

**Name and Designation of the Guest Speaker:** Mrs. Deepti Jaiswal, Founder, Nulyfindia

**Venue:** Classroom 510, Mithibai Building, SPPSPTM, SVKM's NMIMS

**Date of event:** 7th November, 2025

**Time:** 1:30 PM onwards

**Mode of Event:** Offline

#### **Objective of the Activity:**

To inspire innovation, build entrepreneurial insight, and foster creative problem-solving culture.

#### **Benefits Obtained through the Activity:**

Students gained insights into innovation, entrepreneurship, creative problem-solving, market adaptability, leadership and turning ideas into ventures.

#### **SVKM's NMIMS SPPSPTM Faculty Coordinators**

1. Dr. Sinjini Sarkar, Innovation and IPR coordinator, IIC SVKM's NMIMS

#### **SVKM's NMIMS SPPSPTM Student Coordinators**

1. Sonia Mishra, President
2. Tisha Doshi, President
3. Navleen Kaur Malhotra, Vice President
4. Bharati Sharma, Vice President

**Number of Student Participants:** 70

**Number of Faculty Participants:** 1

#### **Background of the speaker:**

Mrs. Deepti Jaiswal, Founder and Director of NuLYF India and Aurumine Naturals Pvt. Ltd., is a trailblazing entrepreneur known for her innovative approach to sustainable beauty and wellness solutions. With over 18 years of experience in the FMCG industry, she has leveraged her expertise in formulation, certification, and marketing to create impactful ventures that bridge science with sustainability.

Beyond founding successful brands, Mrs. Jaiswal exemplifies entrepreneurial versatility, serving as Marketing Director at 9 Dezyne and Technical Director at Mangalam Enterprises, where she pioneers premium skincare and haircare innovations for both the Indian and global markets.

Her journey reflects a deep commitment to purpose-driven entrepreneurship, mentoring professionals, and redefining industry standards through creativity, sustainability, and empowerment. Recognised with multiple awards, including 'Women Entrepreneur of the Year' and the '31 Women Achievers Award', she continues to inspire the next generation of innovators and changemakers.

## **Report on the session with key outcomes:**

The Institution's Innovation Council (IIC) at SPPSPTM hosted a speaker session with Mrs. Deepti Jaiswal, setting the stage for an enriching discussion. Mrs. Deepti Jaiswal, whose dynamic career evolved from marketing to entrepreneurship, reflecting a strong spirit of innovation. Throughout the lecture, she maintained a highly interactive atmosphere, encouraging students to participate, share their thoughts, and ask questions, making the experience lively and thought-provoking.

This session provided a deeper understanding of how ideas evolve into impactful ventures through a balance of innovation, persistence, and strategic thinking. It reminded everyone that entrepreneurship is not just about starting a company but about creating meaningful changes, identifying opportunities, and building value through innovation and purpose.

Mrs. Jaiswal began by describing how the skincare industry has shifted from addressing specific concerns to becoming an aesthetic-driven market that celebrates individuality and self-expression. She explained how major brands increasingly rely on manufacturers, since earlier they lacked in-house resources to develop formulations independently. Drawing a warm analogy, she compared manufacturers to nannies each startup being a unique "child" requiring patience, creativity, and adaptability to nurture.

Using relatable examples like Mamaearth, she demonstrated how brands experiment with packaging, customer engagement, and design to stay relevant in a competitive market. She emphasized that the most successful entrepreneurs are not driven by wealth alone but by their willingness to learn, connect, and evolve. According to her, exposure and relationships are far more valuable than immediate profit because they help sustain growth and innovation over time.

The lecture also featured a fun and light-hearted trivia round on men's grooming brands, which kept the energy high and students actively involved. When discussing the academic combination of B.Pharm and MBA, Mrs. Jaiswal appreciated the student's ambition to integrate science and business. She reminded them that innovation does not always mean inventing something entirely new sometimes it is about viewing existing ideas from a fresh perspective and applying them in a smarter, more solution-oriented way.

Expanding on India's growing startup ecosystem, Mrs. Jaiswal stressed the importance of clarity in defining the what, how, who, and why of every venture. She discussed how entrepreneurs must adapt to regional variations and overcome challenges of trust, culture, and communication. She also touched upon the valuation game and the role of perception in business, explaining that a brand's intangible value can often outweigh tangible output.

Highlighting humility as an essential leadership quality, she advised students to remain grounded as they rise. "Work alongside everyone," she said, "because building a brand is a long-term game." Her words reflected the importance of teamwork, empathy, and shared growth in sustaining success.

She also shared marketing insights for small businesses, emphasising the power of storytelling, relatability, and understanding generational behaviour. Millennials, she explained, tend to be conscious spenders, while Gen Z values novelty and experimentation traits that redefine modern consumer expectations. To illustrate creativity in marketing, she described how her team designed skincare products that looked like food items such as jams and sorbets an inventive approach that appeals to both parents and children.

When asked why she chose manufacturing over brand ownership, Mrs. Jaiswal humorously remarked, “Being a mom is harder than being a nanny,” explaining that while owning a brand carries immense pressure, manufacturing allows greater creative freedom and flexibility.

She spoke about her R&D team’s role in ensuring originality, emphasizing how each client’s formulation is tailored to maintain uniqueness and prevent overlap. This commitment to innovation, she said, not only differentiates brands but also helps uncover emerging talent by merging Indian and global research perspectives.

During the Q&A session, students posed insightful questions reflecting their curiosity and growing interest in entrepreneurship. When asked why large companies prefer outsourcing, Mrs. Jaiswal explained that outsourcing allows brands to focus on marketing and strategy while leaving technical expertise to manufacturers. On regional brand expansion, she noted that understanding cultural differences and building local trust are key to success.

When students asked how to choose between launching a brand or becoming a manufacturer, she encouraged them to assess their strengths, resources, and creative comfort zones before deciding. In response to what makes a successful entrepreneur, she highlighted resilience, humility, and an eagerness to learn. Finally, when asked how pharmaceutical students can enter the cosmetic industry, she inspired them to use their scientific knowledge as a springboard for innovation, bridging chemistry with creativity.

As the session drew to a close, Mrs. Jaiswal encouraged students to keep innovating and to see every challenge as an opportunity for reinvention. She emphasized that chemistry and creativity are deeply connected both require curiosity, experimentation, and courage. Her closing words, “The only success I have today is because I love what I do. I will always show up with the same zeal every time,” left a profound impact on everyone present.

The lecture concluded with a sense of excitement and renewed motivation among students. It served as a reminder that entrepreneurship is not defined by the size of a venture but by the mindset behind it a mindset driven by curiosity, resilience, and the willingness to create something meaningful. The session beautifully captured the essence of innovation and business leadership, leaving students inspired to explore, invent, and pursue their own entrepreneurial journeys with passion and confidence.

Glimpses of the event:

