

REPORT ON
“Startup and Entrepreneurship Talk”

by

Kunal Aggarwal

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By

MSIIC (Mata Sundri Innovation and Incubation Cell)

Career Development Cell (Samarth Bharat)

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Entrepreneurship and innovation play a significant role in shaping the future of businesses and creating new career opportunities. To provide students with practical insights into the startup ecosystem, business management, and entrepreneurship, the Career Development Cell (Samarth Bharat), under the Innovation and Incubation Cell (Udhmodya Foundation), Mata Sundri College for Women, organized a Startup and Entrepreneurship Talk on 1st September 2026. The session was held at 12:30 p.m. in Bebe Nanki Hall and was open to students from all years and courses.

The event commenced with a warm welcome by the Members Arshpreet and Gurleen , who graciously hosted the session and introduced the esteemed guest speaker. The faculty Members of the Career Development Cell Dr. Harshmeeta Kaur Soni (Convenor), Dr. Ashema Hasti (Co-Convenor), along with the other members of the Cell extended a warm welcome to Mr. Kunal Aggarwal, Founder of Credflow and IIT Delhi Alumnus.

The session was graced by the distinguished speaker, Mr. Kunal Aggarwal, Founder of Credflow and an IIT Delhi Alumnus. With over 15 years of professional experience, Mr. Aggarwal shared valuable insights from his entrepreneurial journey and provided students with a practical understanding of how businesses and startups operate.

The speaker delivered an engaging and informative session focusing on crucial aspects of entrepreneurship and business management. He discussed the various challenges faced by businesses, particularly those related to working capital, cash flow management, accounts receivable, collections, and payments. Students gained insights into how businesses manage their finances and why effective cash flow management is essential for the growth and sustainability of an organization.

Mr. Aggarwal also explained the functioning of Credflow and its role in helping businesses manage their collections and payments. The session covered important financial concepts such as business loans, equity capital, credit facilities, and cash-flow-based financing. He further discussed how companies can collaborate with banks and industry partners to provide credit and financial solutions to businesses.

A major focus of the session was on understanding how businesses work and the challenges they face in the real world, including the functioning of B2B commerce. Students were introduced to the importance of product development, identifying market needs, understanding alternative products, and creating valuable products that customers and companies would prefer.

The speaker encouraged students to think practically and explore entrepreneurship as a potential career path. He emphasized that starting a venture requires hard work, continuous learning, research, and the ability to solve real-world problems. Students were motivated to identify business ideas carefully and evaluate which ideas have the potential to succeed in the market.

The session also highlighted the importance of branding and marketing in the growth of a business. Mr. Aggarwal discussed the role of campaigns, branding strategies, and product positioning in creating a strong market presence. He encouraged students to understand the different layers involved in developing a better and more valuable product.

Another important aspect of the session was the importance of networking. Students were encouraged to attend business events, interact with founders and industry professionals, and build meaningful professional connections. The speaker emphasized that networking can broaden one's opportunities and often provide a valuable "foot in the door" for future career and entrepreneurial opportunities.

The growing importance of Artificial Intelligence was also discussed during the session. Mr. Aggarwal highlighted that AI is becoming an essential skill for students and professionals across industries. Students were encouraged to use AI for product building, research, idea generation, and developing practical solutions. He emphasized the importance of continuous upskilling to help students become more industry-ready and job-ready.

The talk concluded with an interactive Question-and-Answer round, where students enthusiastically participated and raised questions regarding entrepreneurship, identifying the best business ideas, starting a venture, product development, financing, networking, and career opportunities in the startup ecosystem.

Overall, the session was highly informative and inspiring. It provided students with practical knowledge about the startup ecosystem and motivated them to develop innovative ideas, enhance their skills, and explore entrepreneurial opportunities in the future.