

**Department: Psychology**

**Date: 15/03/2021**

**Activity: Webinar**

**Topic: Start-ups by young Entrepreneurs in the field of Psychology**

**Resource Person: Ms Aparna Joshi, Ms Nithya J Rao**

Talk on startups by young entrepreneurs as part of the MCCIIE e-week.

Aparna Joshi, Founder, Yours Empathetically and Nithya J Rao, Co-founder, Heart it Out spoke about the difficulties and challenges faced while starting their own business. Some of the challenges faced include Digital Adoption, Planning, Time Management, Cash Flow Management, Automation of Business Processes, Delegation, Team Management, and Marketing. They asked the students to be self-sufficient and dynamic in their thoughts, so that they can think outside the box and be a contributing member of the counselling world.





