

Seminar on Entrepreneurship At URICM, Gandhinagar

One of the very influencing entrepreneurs Mr. Mansukhbhai Prajapati, popularly known by his product “**Mitticool**” visited the Institute to conduct a **seminar on “Entrepreneurship Insight through Growth of Innovative Ideas”** on 6th August 2011. This has motivated the **PGDM (ABM)** students to open their mind and to visualize the future.

Mansukhbhai Prajapati, a traditional clay craftsman, has developed an entire range of earthen products for daily use in the kitchen. These products include water filters, refrigerators, hot plates, cooker and other such items of daily use.

He had developed many **eco-friendly** products which are useful to society, but he had struggled a lot to achieve this success. His commitment towards work made him successful. He is always an inspiration to the young entrepreneurs. He has been acknowledged nationally as well as on international level. Some of the glimpses of his achievement are as followed.

- ✓ Forbes ranked him amongst the top 7 Rural Entrepreneurs in India.
- ✓ SRISTI Sanman – 2007
- ✓ NIF Award
- ✓ Green Conclave
- ✓ Brands of India - 2009 Baroda Events
- ✓ Handicraft Award 2004
- ✓ Ministry Of Rural Development