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Chandragupt Institute of Management Patna (CIMP) organized an interaction with Ms. Aishwarya Sawarna Nir, Founder/CEO, Global Beauty Secrets & Director, Aishwarya Healthcare under the IIC activity.

Prof. (Dr.) Rana Singh, Director, CIMP opened the event with a welcome speech. Dr. Rana Singh, Director, CIMP welcomed the guest, other dignitaries and audience.

Further this day, Ms. Aishwarya Sawarna Nir, addressed the audience and talked about the struggle in start-up. She told that now we have enough resources for start-up with minimal fund. Being a 2nd generation entrepreneur of her family, she talked about her Father who encouraged her for being an entrepreneur. She shared that her family is a sources for her courage. She explained about her company, D2C, start-up ideas tailored for Bihar, theory v/s experience and women's participation in the economy.

Ms. Aishwarya Sawarna Nir also mentioned about the Aishwarya group which is started by her Father in 2006. It has a pan India presence. Talking about D2C space, she said that this model has no intermediaries and got more famous in the period of COVID 19. According her digitalization is the key for this D2C model.

Discussing about Bihar she said that Bihar is the 3rd largest producer of vegetables in the entire country. Bihar is well connected to whole country through rail, road and air. Bihar has most cheap and hard labour in the whole country. These are the reasons; Bihar should be interested in start-ups. She also said that a good entrepreneur should have art of frugality. Rather than getting jealous we have to get inspired. Lastly, she talked about the involvement of women in the economy. She want that every woman should do something. Every woman should utilise the resources and help Bihar to grow.

Prof. (Dr.) Rana Singh, Director, CIMP delivered the Vote of Thanks. In his address he gives a heartfelt thanks to the respected guest and other participants. Faculty members, students, staffs and others distinguished dignitaries were present during the session.





Prof. (Dr.) Rana Singh
Director, CIMP

Ms. Gunjita Nir
Director, Aishwarya Group

Aishwarya Sawarna Nir
Executive Director, Aishwarya Group

Shri Kumod Kumar
Chief Administrative Officer, CIMP