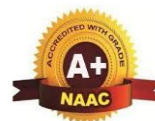




Since 1994

Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(IMERT), Pune
S. No. 18, Plot No. 5/3, CTs No. 205, Behind Vandevi Temple, Karvenagar,
Pune – 411052



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



Ministry of Education
Government of India



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

Date of Event	11/7/2025	Venue	IMERT Board Room
Day of the Event	Friday	Duration 11.30am to 12.45pm	
No of Staff Members and Students Attended the program	45		

Report on Program on a series of sessions with Indian Leaders and Start-up founders in the form of podcasts named “Rashtra Pratham” and “Celebrating Failures with Mr. Mayank Bidawatka, the Co-founder of Koo”

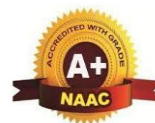




Since 1994

Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(IMERT), Pune

**S. No. 18, Plot No. 5/3, CTs No. 205, Behind Vandevi Temple, Karvenagar,
Pune – 411052**



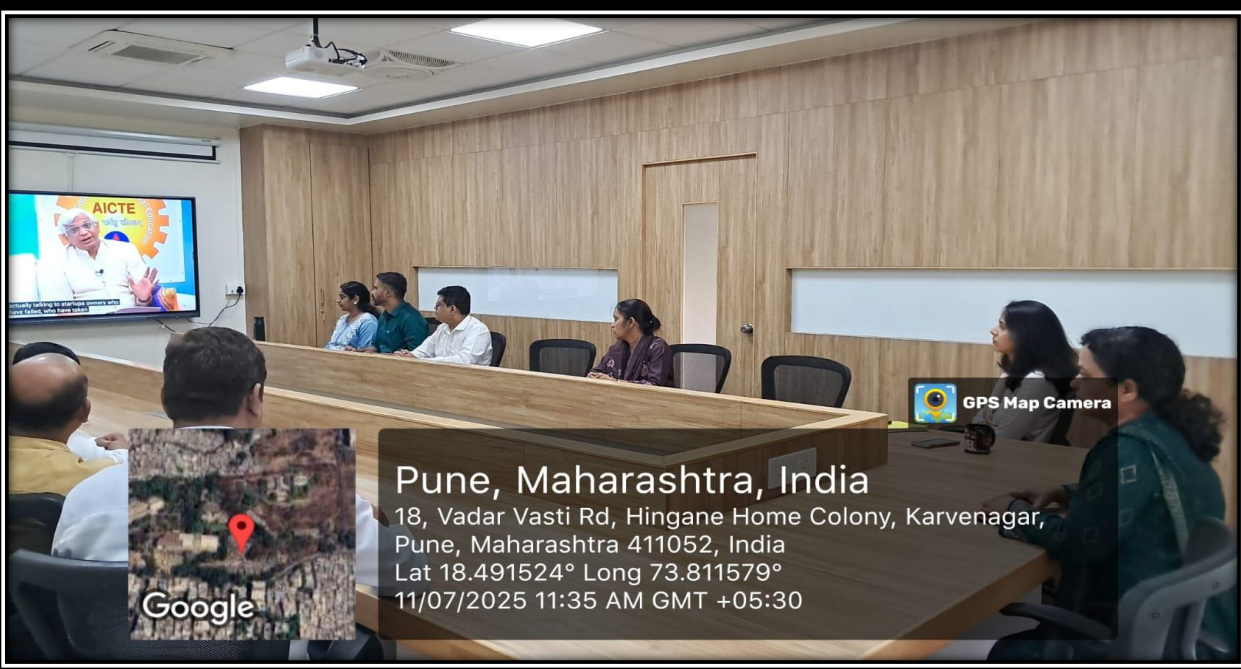
MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



Ministry of Education
Government of India



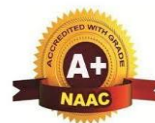
INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)





Since 1994

Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(IMERT), Pune
S. No. 18, Plot No. 5/3, CTs No. 205, Behind Vandevi Temple, Karvenagar,
Pune – 411052



Report on Program on a series of sessions with Indian Leaders and Start-up founders in the form of podcasts named “Rashtra Pratham” and “Celebrating Failures with Mr. Mayank Bidawatka, the Co-founder of Koo”

MM's Institute of Management Education Research and Training (IMERT) broadcasted a half-day session on **11th July 2025**, from **11:30 AM to 12:45 PM**, to introduce a new podcast series titled **“Rashtra Pratham”** and **“Celebrating Failures.”** These inspiring series aim to motivate young minds by showcasing how challenges can be transformed into opportunities through the experiences of Indian leaders and startup founders.

The **episode of “Rashtra Pratham”** was broadcast on **11th July 2025 at 11:30 AM**, In this insightful episode, **Mr. Mayank Bidawatka, the Co-founder of Koo**, participates in an open and thought-provoking conversation with **Dr. Abhay Jere, the Vice Chairman** of the All India Council for Technical Education (AICTE). The discussion centers on Mayank's entrepreneurial journey, offering a behind-the-scenes look into the realities of building a startup in India.

The conversation explores both **successes and struggles**—from national recognition during the "Vocal for Local" movement to challenges like market competition, funding constraints, and policy barriers. Mr. Bidawatka emphasizes how **failures and setbacks shaped his resilience, leadership, and adaptability**.

The episode concludes with actionable advice for aspiring entrepreneurs: embrace failure, solve real-world problems, stay patient and persistent, and approach entrepreneurship with purpose rather than glamour.

This session was **coordinated by Prof. Vivekanand Gaikwad**, Convener of the MoE IIC Cell at MM's IMERT, with the active support of the IMERT team and under the valuable guidance of **Dr. Shubhangee Ramaswamy**, President of the MoE IIC Cell at MM's IMERT.

Prof. Vivekanand Gaikwad Assistant Professor	Dr. Mangalgouri Patil IQAC	Dr. Shubhangee Ramaswamy Director
Prepared by	Reviewed by	Approved by