

## EVENT REPORT

**Name of Event:** Startup Talk by Dr. Smita Birkar, Founder 5RCycle Foundation

**Nature of the Activity:** Webinar

**Date and Time:** 31/03/2021, 04:00 to 05:00 P.M.

**Venue of the Activity:** GSFC University, Vadodara [meet.google.com/ixp-ijpv-bpq](https://meet.google.com/ixp-ijpv-bpq)

**Organized by:** GUITAR Council, GSFC University and SSIP, GoG

**Number of participants of the event:** 85

### Speaker Profile:

- Dr. Smita Birkar completed her B.Tech in Polymer Science and Technology from Institute of Chemical Technology (ICT), Mumbai.
- She completed her Masters and PhD in Plastics Engineering from University of Massachusetts Lowell, USA.
- Post completion of her graduation, she has worked as an Application Engineer in Newage Industries, USA and then joined the research and business development team in Reliance Industries Ltd in Vadodara.
- Dr. Smita Birkar started her own venture a non -profit organization 5RCYCLE FOUNDATION based in Kandivali, Mumbai in June 2020.
- “5Rcycle” was born from humble beginnings; when founder Smita Birkar noticed waste wasn’t being separated at the source and is a major problem hindering the growth of the recycling sector in India.
- With a Postgraduate Degree in Plastics Engineering and over a decade experience in the plastics industry, she decided to venture into solid waste management to reduce the impact pollution has on the environment, wildlife and aquatic life.

### Major discussions in event:

A very inspirational startup talk by Dr. Smita Birkar was delivered on 31st March 2021. Dr. Smita Birkar is a young entrepreneur and running recycling and waste segregation business.

She said waste management is a habit. If we inculcate it among each other, slowly the



outlook of the society will change towards a more sustainable waste segregation system.

She asked the students to focus on a single problem and do the research regarding the existing policies, the competitors in the market. For her case she did a thorough study on the NGOs who are associated with waste management.

She pressed on the importance of consulting with the right person before venturing out with the new idea, to have a practical knowhow of if any licence is required for the type of project students want to work on.

She described the importance of gaining trust among the stakeholders. People want to see results first before they grow trust on some new venture.

She said that campaigning is very much needed to grow the network and the business horizon so to tie up with like-minded people helps to widen the horizon for you. She also showed how she used social media to publicize her work.

She shared from her personal experience that it is important to plan of course but “too much” planning not doing anything doesn’t reap rewards. So doing and submitting a good work is better than planning for perfection and not doing much.

She shared a lot of challenges she faced, a lot of failures in the way due to lack of experience in the field or pre assuming wrong conception. But she showed the bright side also to not giving up and to accept failure wholeheartedly, to learn from the mistakes and move forward.

At last she said that if the idea you have is not scalable then you should rethink the idea to go on with that project. You may have to drop the idea if you do not see how you can grow this idea. The scalability of any idea matters to make a venture successful.

### **Learning Outcomes for the Activity:**

Students learned the importance of planning, taking calculated risk, fund management, business expansion, market/competitor analysis, networking, communication, importance of patience, acceptance of failure and future planning.

### **How will it be useful for Students/School/University?**

Startup Journey of Dr. Smita Birkar inspires and motivates the young students to pursue a career in Entrepreneurship. Students understand the core elements of a new venture during the talk such as planning, consulting ideas, financial management risk calculation, networking, campaigning and communication.



**GSFC UNIVERSITY**  
EDUCATION RE-ENVISIONED



**GUITAR COUNCIL**

**Photos:**

**Startup Talk**  
Organized by GUITAR Council

**Dr. Smita Birkar**  
Founder, 5RCycle Foundation

**Date:** March 31, 2021  
**Time:** 4:00 pm to 5:00 pm

**Registration Link:**  
<https://forms.gle/FjS8hwUAwR97gMYz8>

**REC**

**5RCYCLE FOUNDATION**

**START-UP TALK - 5RCYCLE FOUNDATION**  
NON-PROFIT ORGANIZATION  
**12AA & 80G CERTIFIED**  
GSFC University Incubation Innovation Technology and Applied Research (GUITAR) Council  
31-03-2021

Smita Birkar

@5rcycle

Participants: You, Dr. Sanjukta, Smita, 56 others



**REC**

## CHALLENGES

- Consumer Behavior and sensitization
- Wearing too many hats
- Lack of resources
- Too many stakeholders
- How do we deal with dead ends?
- Gaining trust is a "process"
- Lack of awareness
- Resistance to Change

Smita Birkar

Participants: You, Smita, 91 YASHKU..., 68 others

**REC**

## WHERE TO START?

- Focus on a single problem or goal
- Choose the right organization type
- Research on policies, laws, infrastructure, existing players and their challenges, market, statistics etc.
- Start small and within your vicinity
- Take a calculated risk and don't plan too much

Smita Birkar

Participants: You, Smita, 11\_Aaditya, 68 others

### Recorded Video Link

[https://drive.google.com/file/d/1IG-Q0qbNxVSpPTwgLMKhudM\\_qpyejQOD/view?usp=sharing](https://drive.google.com/file/d/1IG-Q0qbNxVSpPTwgLMKhudM_qpyejQOD/view?usp=sharing)



### List of participants:

Serial Number	Full Name	School Name	Division	Semester	Category	Email Address	Mobile Number	Gender	Enrollment No./Employee Id
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Note: S for Staff, SoT for School of Technology, SoS for School of Science, SoM for School of Management

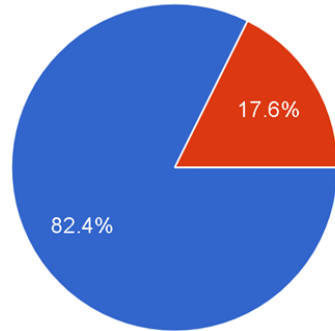




### Feedback from audience:

The webinar objective were stated clearly and met.

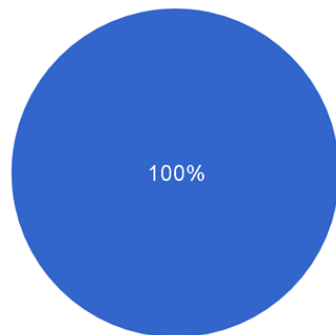
17 responses



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Did the event help you with new learning's or knowledge?

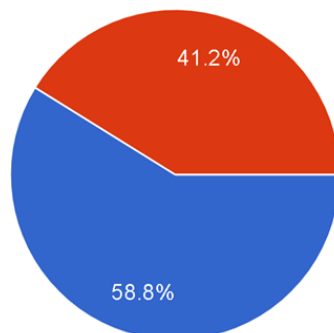
17 responses



- Yes
- No

The Startup Talk has increased my knowledge on Innovation & Entrepreneurship.

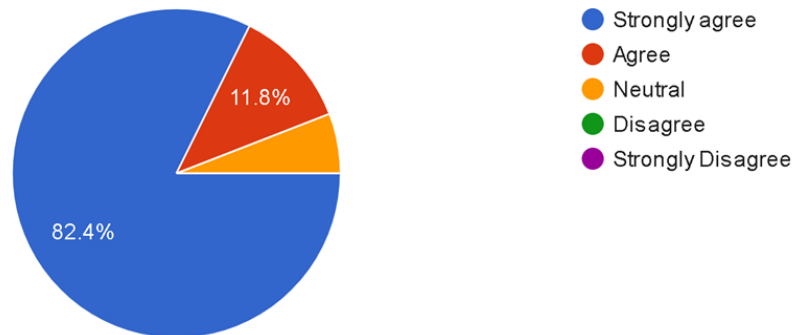
17 responses



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

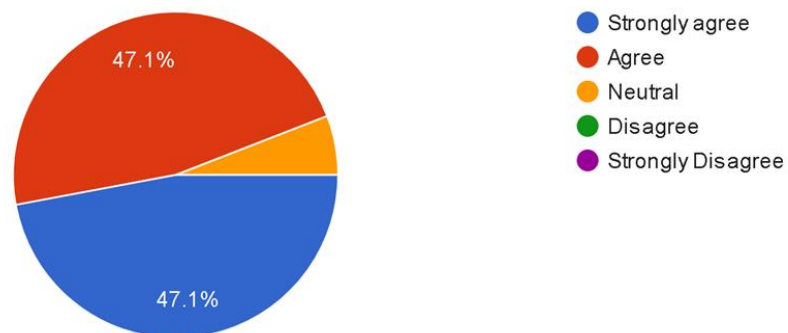
The Speaker made the efforts to make me understand the topic.

17 responses



This Startup Talk will be beneficial for me to pursue Innovation and Entrepreneurship in my career.

17 responses



Please rate your overall experience.

17 responses

