



Guest Lecture on **“Entrepreneurship: From Idea to Business Model”**

The Department of Electronics and Telecommunication Engineering organised a guest lecture on “Entrepreneurship: From Idea to Business Model” on 19th August 2026 at 2.15 PM in venue EN 2/11. The session was conducted by **Mr. Manish Apte**, Proprietor of Ratnagreen Techno Services and an alumnus of Electrical Engineering from FAMT.

Mr. Apte began the session with an introduction to **entrepreneurship and startups**, emphasizing the importance of innovation, problem-solving, and identifying opportunities in the current market. He explained how a promising idea can be transformed into a **viable business opportunity** by understanding customer needs, developing an appropriate solution, and creating a suitable business model. This practical discussion helped students connect the basic concepts of entrepreneurship with the real-world entrepreneurial journey. The objectives of introducing entrepreneurship and business model development and helping students understand how ideas can be converted into viable business opportunities were directly aligned with the approved lecture objectives.

The discussion also introduced students to the concept of **sustainable entrepreneurship** through the example of **Ratnagreen Techno Services**. The company focuses on renewable energy and environmental solutions, particularly through innovative **biogas and compost technologies**. Its approach aims to convert organic waste into **clean energy and nutrient-rich compost**, thereby reducing environmental impact and supporting energy independence.

Mr. Apte explained how such an idea can address multiple real-world challenges simultaneously, including organic waste management, energy generation, environmental protection, and sustainable resource utilization. The example helped students understand how a social or environmental problem can be converted into a business opportunity by developing a useful, practical, and sustainable solution.

The session was interactive and enriched with practical examples, which helped students grasp the concepts effectively. A total of **66 students (SE EXTC)** attended the session.



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The session was coordinated by **Prof. Mahesh A. Jadhav**, Assistant Professor, Department of EXTC. **Dr. Sharada V Chougule**, the Head, EXTC Department, provided support for the successful conduct of the session.

Photograph of the Session: “Entrepreneurship: From Idea to Business Model”



Dr..Sharada V. Chougule (HOD EXTC) introducing Mr. Manish Apte



Prof. Mahesh Jadhav introducing Ratngreen Techno Services



Mr.Manish Apte delivering the session



Student attending the session