BRIEF REPORT ON

Webinar on "How **to Choose and Sustain Start ups"**

GEC- Gandhinagar SSIP CELL has organized a webinar on "How **to Choose and Sustain Start ups" on Microsoft Team platform.**

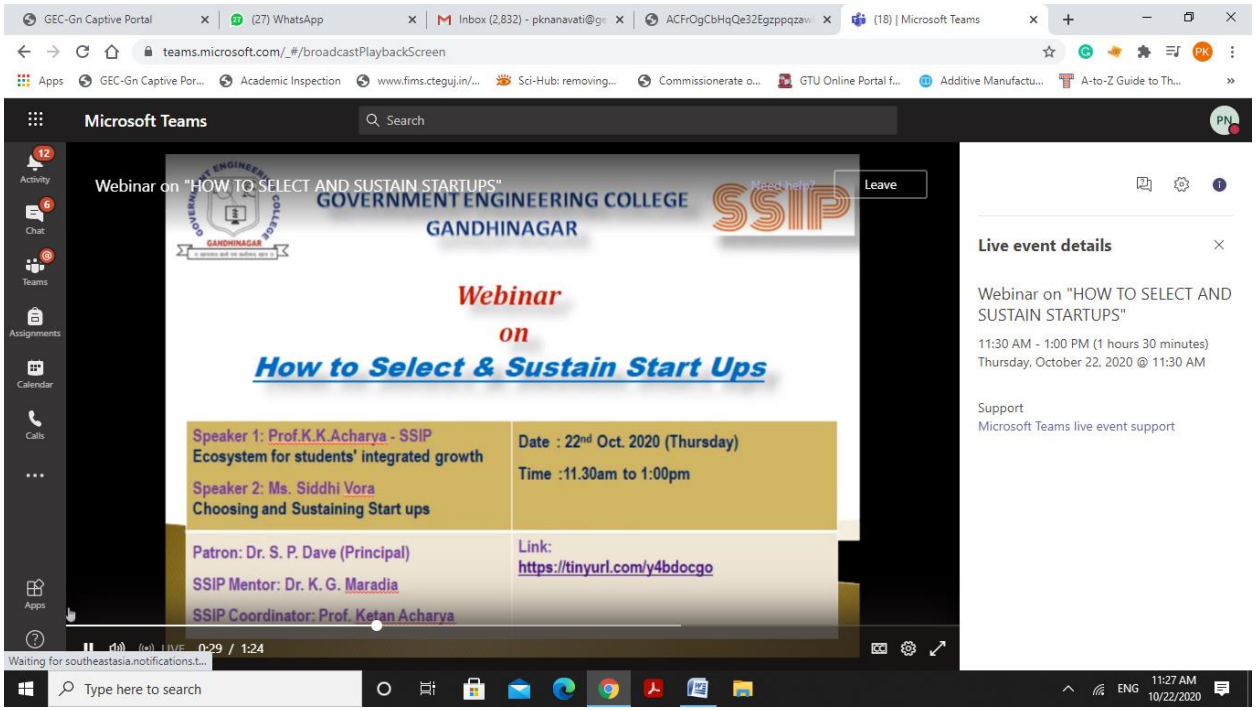
Online : MS TEAM Link : https://tinyurl.com/y4bdocgo

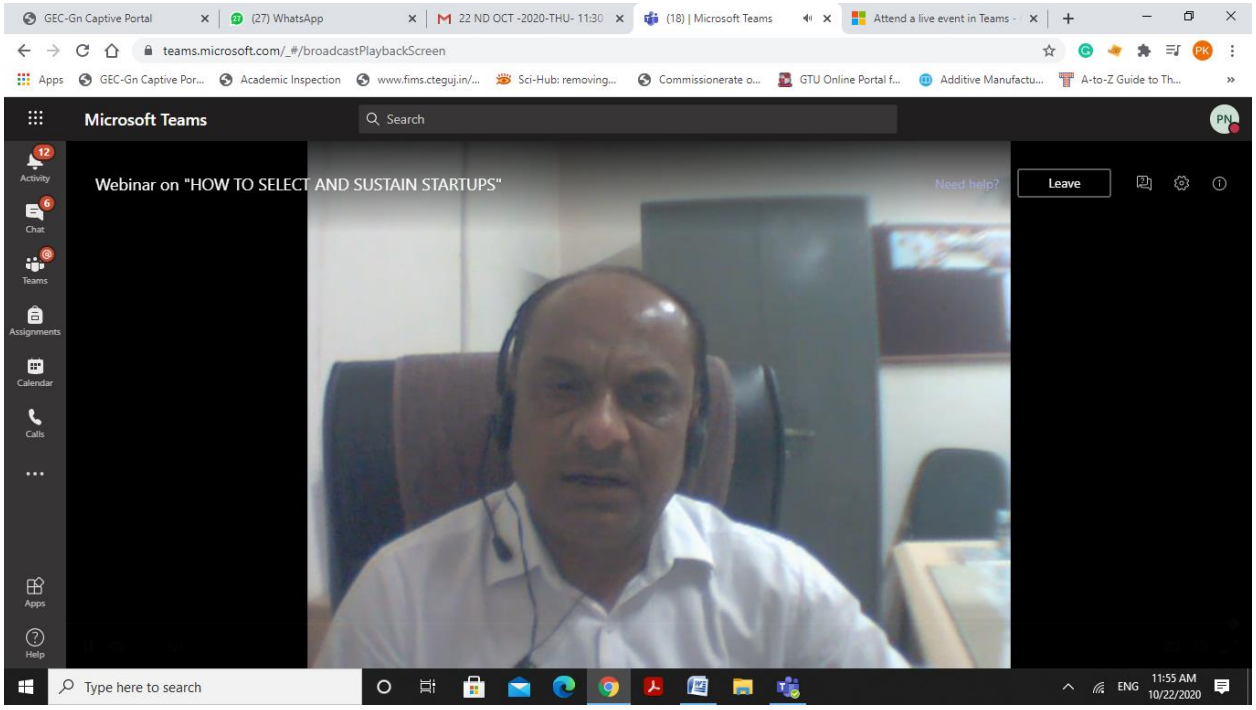
Time : 11:30 a.m to 1: 00 p.m
Date: 22nd OCT-2020 THURSDAY

Schedule of the Webinar :

Time:	Sessions
11:30 a.m to 11: 35 a.m	- Message from Principal -GEC-Gandhinagar
11:35 to 12:05 p.m -	Session -1 - SSIP Ecosystem for Students' Integrated Growth- Prof.K.K.Acharya -GEC-Gandhinagar
12:05 p.m to 12:50 p.m-	Session 2- How to choose and sustain start ups- By. Ms. Siddhi Vora - Founder DeBreath Medical Devices- Ahmedabad
12:50 p.m to 12:55 p.m	- Questions - Answers
12:55 to 1:00 p.m	- Concluding Remarks and vote of thanks- By: Prof.K.G.Maradia -SSIP Mentor- GEC-Gandhinagar

280 + Nos. of Students of various disciplines EC, IC, MET, BIO, CE/IT from all semesters , GECG faculty members including SSIP Coordinators have joined this Webinar.





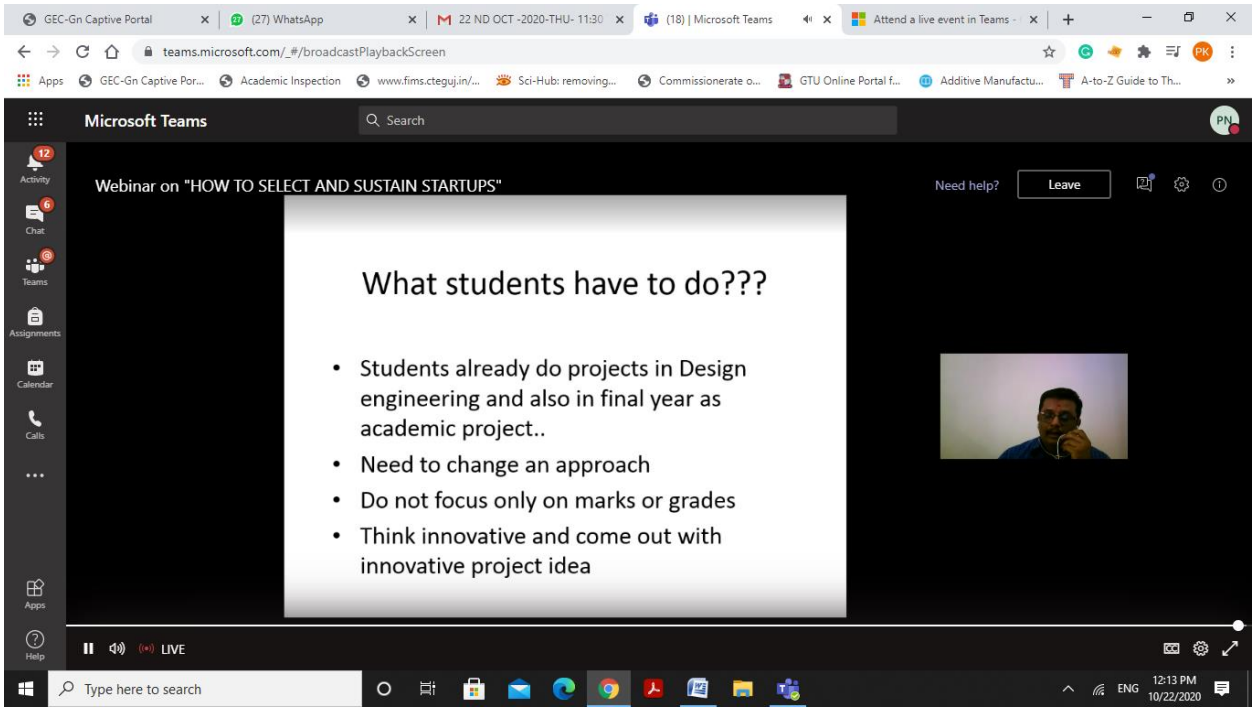
Prof. Dr K.G. Maradia, Professor & Head , EC Dept and Mentor of SSIP Project, GEC Gandhinagar inaugurated the webinar discussing about the SSIP Policy and IPR Cell at GEC Gandhinagar and the various activities under this cell and introduced the Speaker Prof. Ketan Acharya

Prof. Ketan Acharya , SSIP Central coordinator talked over "SSIP Ecosystem for students integraed growth " and explained the importance of innovative ideas, innovations and need for a problem solving attitude for socio-economic and techno-commercial and overall economic growth of this nation.

Prof. Ketan Acharya explained about the availability of sufficient fund for Student-Start up activity under SSIP Scheme and encourages the students to generate the idea/ design idea and protect the idea by filing a patent and turn the innovating idea into product form. SSIP Policy can provide financial, Proof of concept / Prototype technical, commercial, marketing and patent support. "Mind to Market" support from 20K To 2L including support from patent filing and registration, marketing and commercialization of product etc.

Prof. Acharya ensured students to provide all the necessary support to the students willing to start-ups

Prof. Acharya urged students to focus on Start-ups and start early working on their innovative ideas. He also shared the inspiring examples of some of the successful start-ups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What students have to do???
• Students already do projects in Design engineering and also in final year as academic project..
• Need to change an approach
• Do not focus only on marks or grades
• Think innovative and come out with innovative project idea
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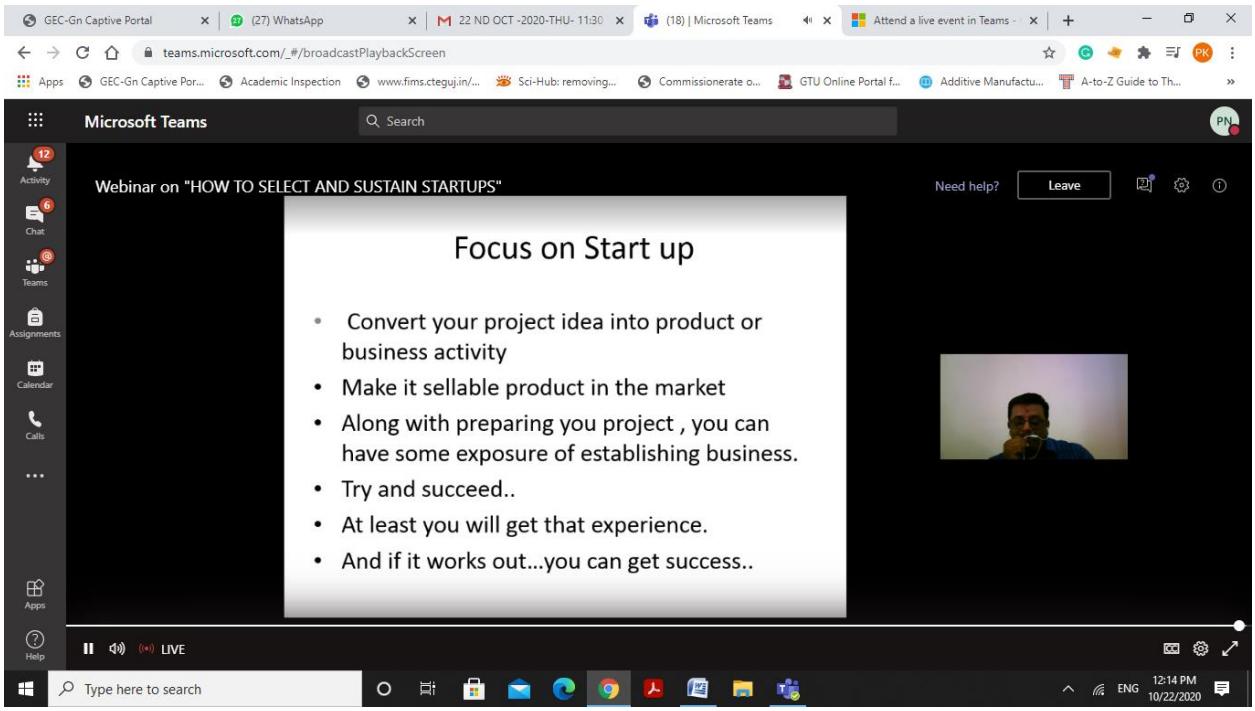
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Focus on Start up
• Convert your project idea into product or business activity
• Make it sellable product in the market
• Along with preparing you project , you can have some exposure of establishing business.
• Try and succeed..
• At least you will get that experience.
• And if it works out...you can get success..
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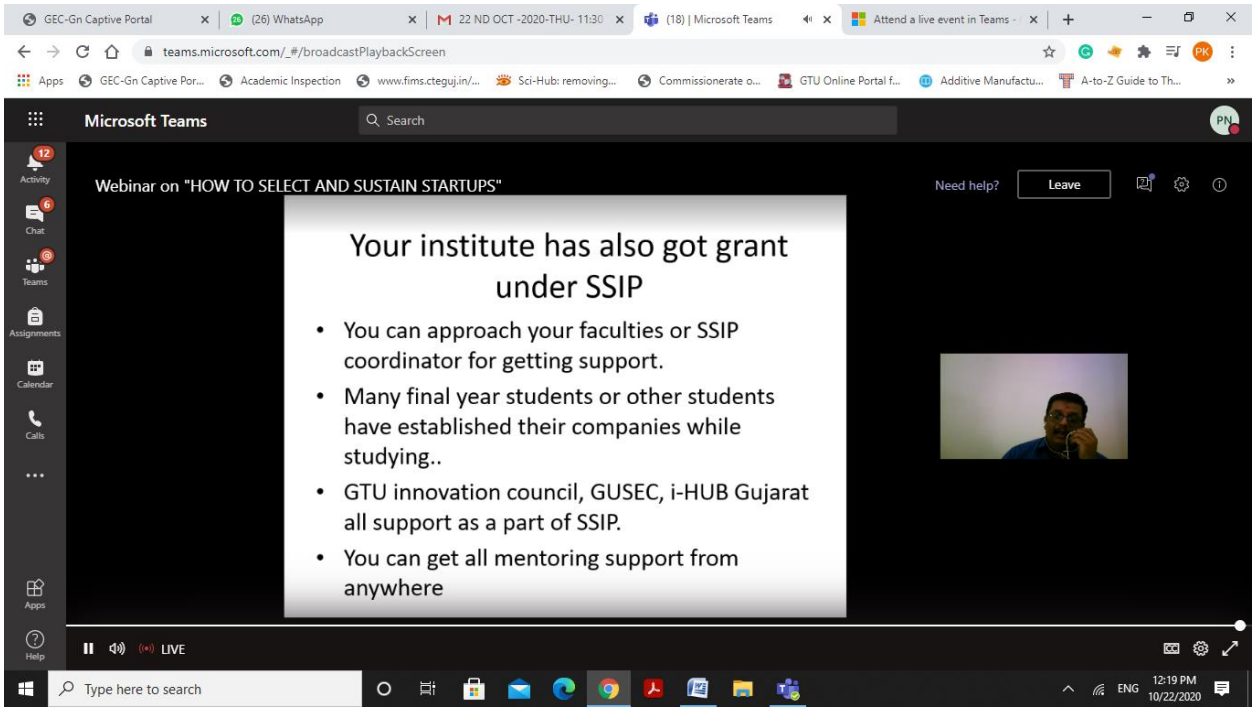
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Your institute has also got grant under SSIP
• You can approach your faculties or SSIP coordinator for getting support.
• Many final year students or other students have established their companies while studying..
• GTU innovation council, GUSEC, i-HUB Gujarat all support as a part of SSIP.
• You can get all mentoring support from anywhere
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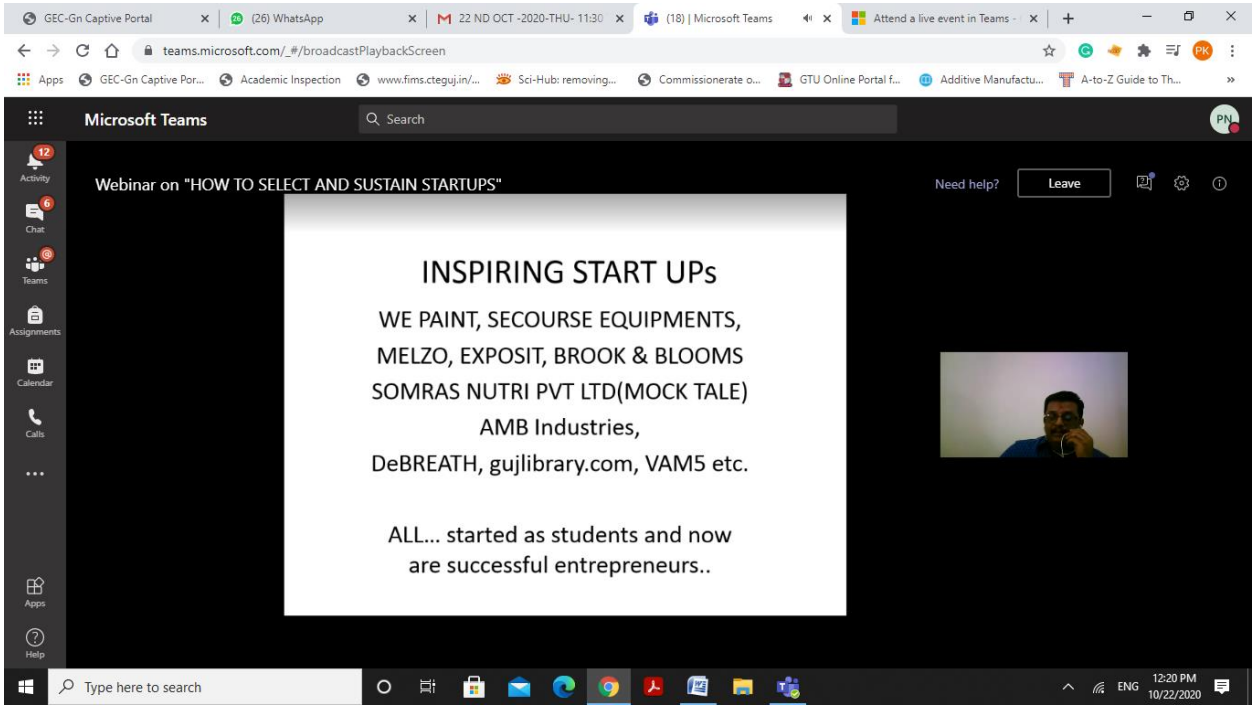
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INSPIRING START UPs
WE PAINT, SECOURSE EQUIPMENTS,
MELZO, EXPOSIT, BROOK & BLOOMS
SOMRAS NUTRI PVT LTD(MOCK TALE)
AMB Industries,
DeBREATH, gujlibrary.com, VAM5 etc.
ALL... started as students and now are successful entrepreneurs..
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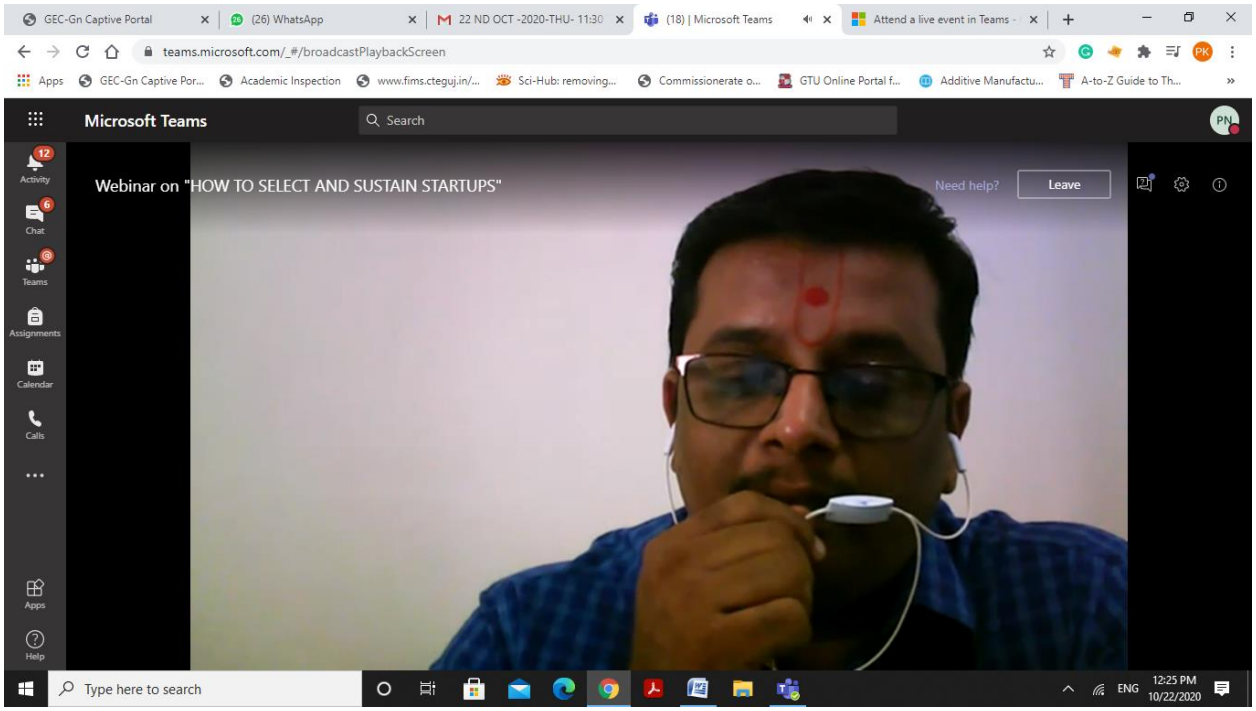
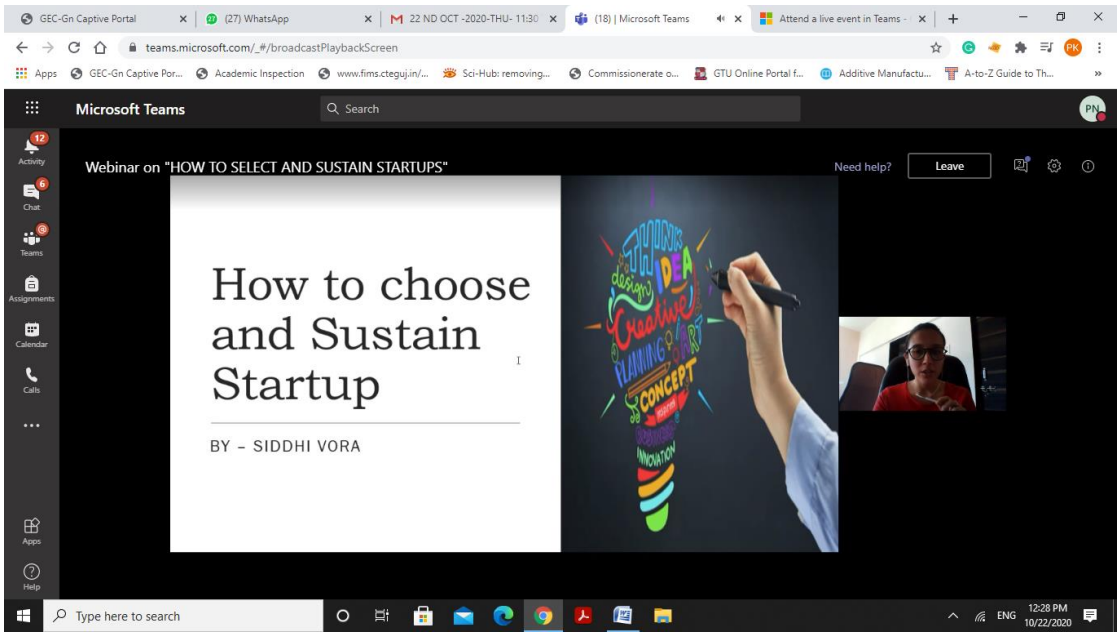
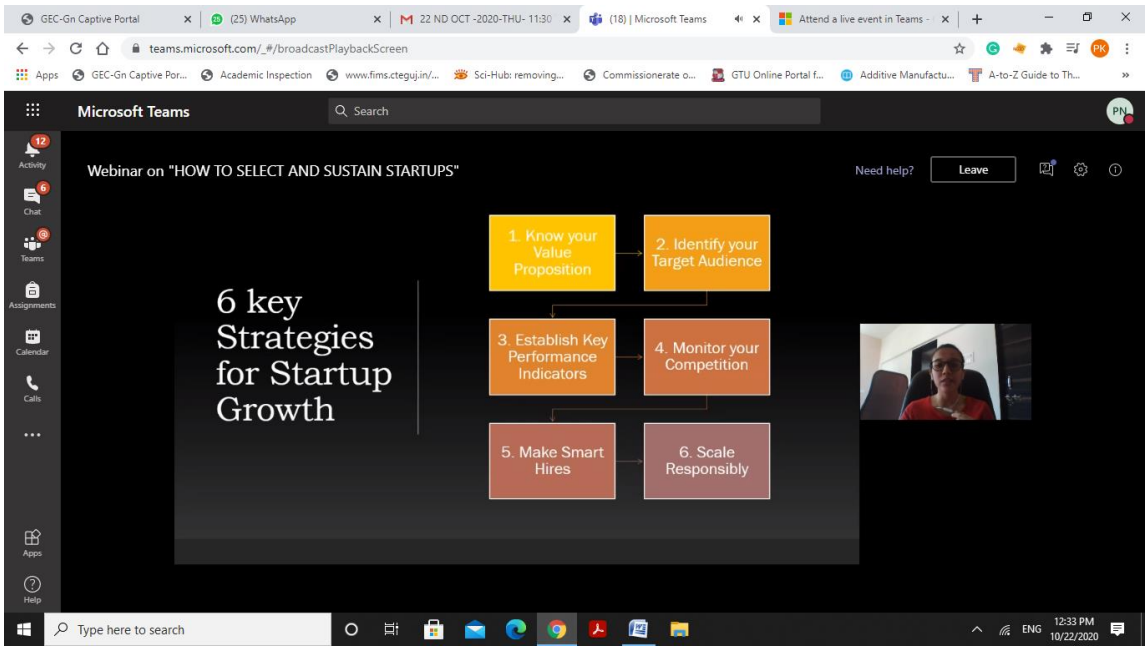
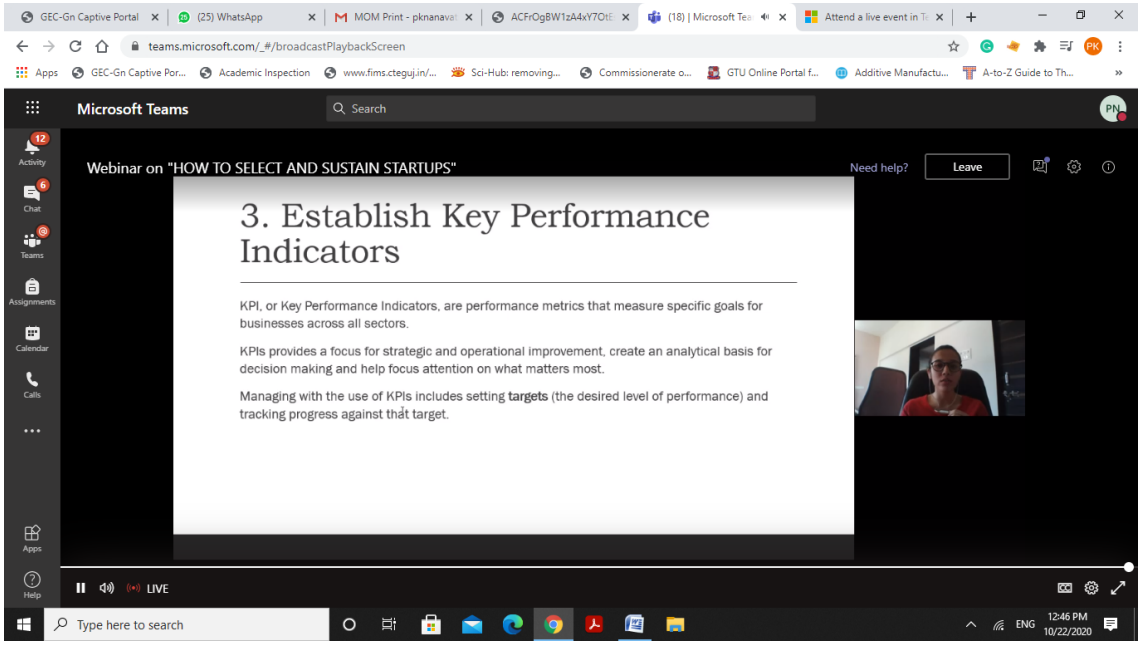


Ms. Siddhi Vora - Founder DeBreath Medical Devices- Ahmedabad shared her experience of a journey as an entrereneurship from a student of Biomedical engineering. She explained about the 6 keys strategies for establishing a successful start-ups and growth. She put an emphasis over the target / customer needs to develop the product or process for successful start-ups.

She also emphasized on constantly monitoring our won start-ups progress using Key Performance Indicators (KPI) and developing a sense of ownership.



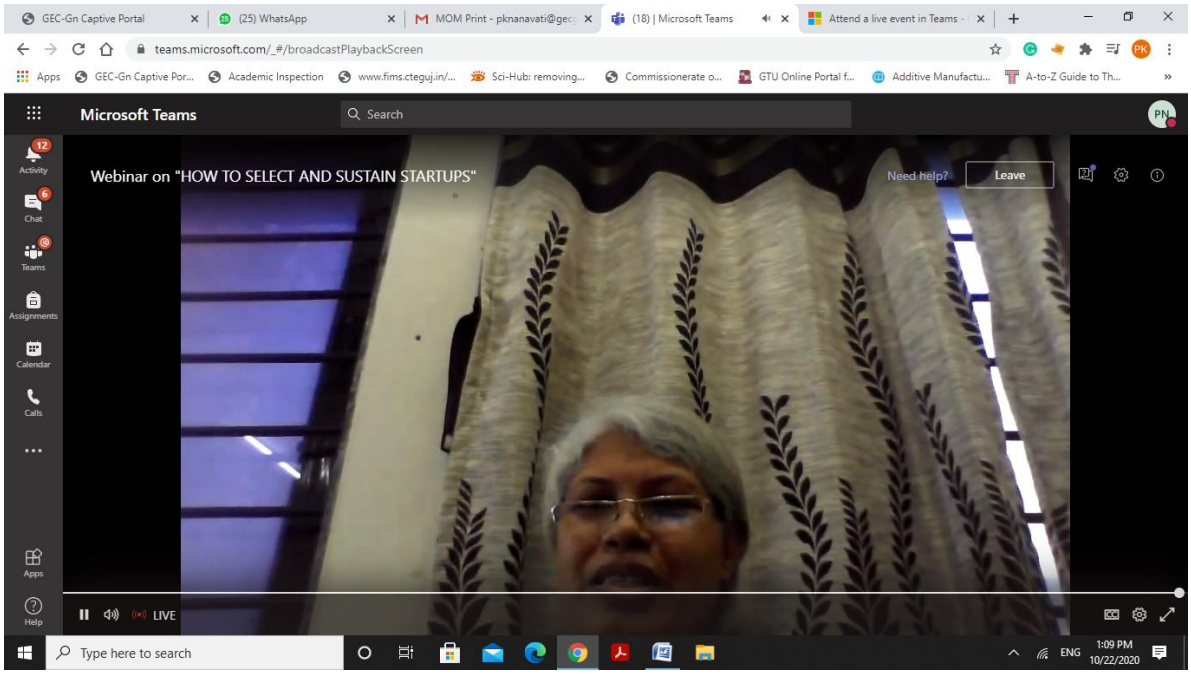




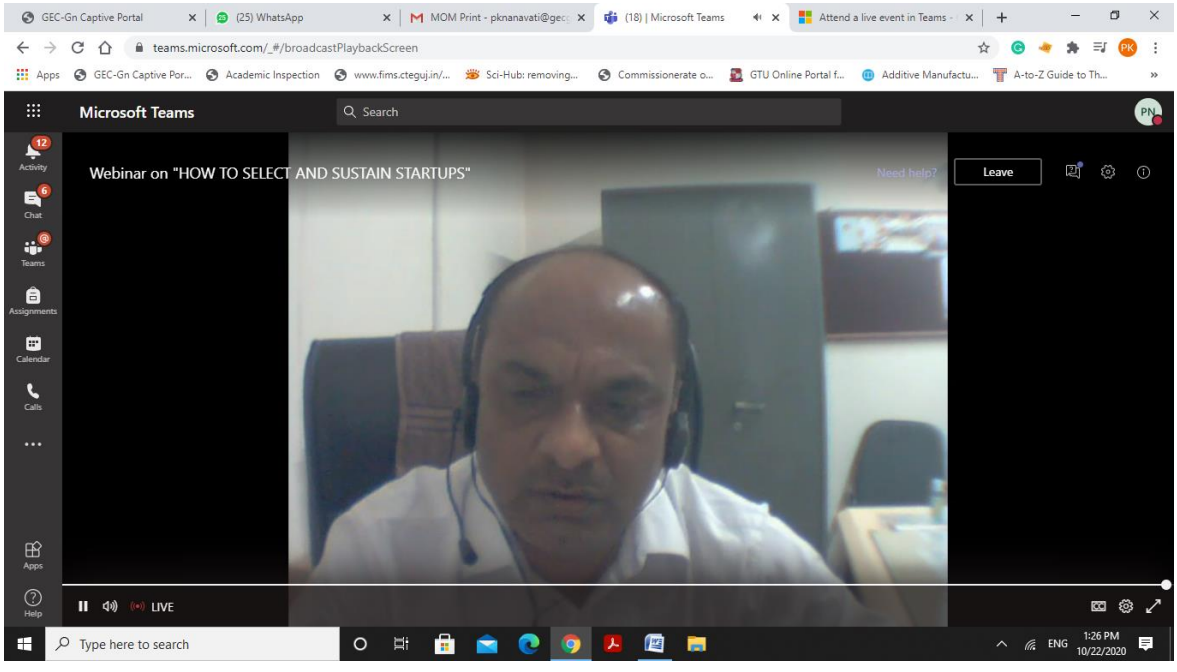
Ms. Siddhi Vora also explained about her product DeBreath – development of cost effective and technological innovation of Pulse Oximeter.

Principal Dr Shweta Dave, congratulated and encouraged the Ms. Riddhi Vora for her achievement as young and innovative student-startups entrepreneurship. She has also emphasized on Start-Ups in today era as job opportunities in the market are decreasing day by day, it is a need of the hours to create the

opportunity for entrepreneurship. She mentioned about the necessity of developing Ecosystems in the college for the effective implementation of Student-Start-ups.



The Session ended with Q&A and very healthy interaction with the expert speakers followed by Vote of Thanks by Dr Prof. K.G.Maradia, SSIP Mentor of GEC Gandhinagar.



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