



Gandhinagar Institute of Technology

A Report on

“Startup-A Creative Corner”

(18th September 2018)

Seminar Overview:

A seminar of “Startup – A Creative Corner” was held by Gandhinagar Institute of Technology (GIT) for the students of engineering on 18th September 2018. Government of Gujarat declared GIT as “A Nodal institute” to promote Startup and Innovation, by giving SSIP (Student Startup and Innovation policy) grant. The seminar was organized to sensitize the students, in fulfillment of SSIP grant. There were 299 registrations. The seminar was delivered by Mr Sneh Bhavsar, Co-Founder & CEO of Impetus Wellness Pvt Ltd. He has experience of more than 10 years as business analyst. He also launched Oowomaniya.com – an online exclusive network for woman’s health and wellness.

Objective:

The main objective of the event was to sensitize the students of first year about Start-up. The silent objective was to educate the students about understanding the need of society and find out the feasible solution by use of technology. Additionally, the students were introduced to the Student Startup Innovation Policy, launched by Government of Gujarat and its benefits.

Seminar Detail:

The seminar commenced with the overview of the sessions at 11:45 am in Seminar Hall. The participants were divided into two groups due to heavy rush. Each group attended the session of one hour. Mr Sneh Bhavsar started the session with a brainstorming exercise. He shared his experience while creative his own Startup “Oowomaniya.com”. He elaborated the ways of observing consciously by telling his own experience during early stage of Startup.

The mentor also educated the students that the feedback of your customer plays a vital role to get your product succeed by telling his story. He told his situation when he created Startup. He informed that after creating successful online platform and all other stuffs successfully, there was no response from customer. So, he decided to collect the responses of customers, i.e. women. These feedbacks helped him in such a way that he started getting responses. His story persuaded the students that sometimes the idea of improvement comes from the feedback.

In the seminar to maintain the interest of students, he started interacting with the students by asking them their goals, expertise, interest etc. The mentor put the important aspect of all-around thinking for finding out solution. He again used story telling technique to convince the students. He introduced Student Startup and Innovation Policy (SSIP). He educated the students about various opportunities and activities under SSIP. The similar information was given second groups by the mentor in next session.

The event was a grand success under the enlightenment of Dr N M Bhatt, Director of the institute and the participants.

Seminar Memories:



Mentor educating participants



Participants listening to mentor



Mentor convincing students by story telling



Participants interacting with mentor



Group Photo with mentor