



S. R. LUTHRA INSTITUTE OF MANAGEMENT

Approved by AICTE | Constituent College of Sarvajanik University

Report on IIC, SSIP Session on “Entrepreneurship and innovation as a Career Opportunity” organized at S. R. Luthra Institute of Management, Surat on 26th September, 2023, 2:30PM.



A colloquium on "SSIP Orientation" was organized for Semester 1 students by S. R. Luthra Institute of Management on 26th September, 2023. Dr. Ranjan Sabhaya Started the session by introduction about “Entrepreneurship and innovation as a career opportunity”. She continued the session by stating similarities and differences of business and service and why one should lean towards business more.



Dr. Ranjan Sabhya proceeded session with topic of current situation about market like today's trend about start-ups. She then talked about Start Ups and the large scope of start-ups in India. He went on motivating students to start leaning towards start-ups. She made the students aware as to why startups fail with reasons like lack of cash, lack of market need, getting outcompeted and so on.

She made everybody that why this is right age and right time to start start-ups. Then she added reason behind why this age is golden period for any start-up because we don't have anything to loose like we still have 2 years to work on the start-up and as we are still students and we don't have to take pressure about failure. And one another reason is that in this age all students have so much different and creative ideas in their head which can lead one start-up to get success if we focus well. She made the students aware as to why startups fail with reasons like lack of cash, lack of market need, getting outcompeted and so on.

Lastly, Dr. Ranjan Sabhaya talked at length about various institutions that help in providing supporting ecosystems for startups. And also how S. R. Luthra is supporting young age entrepreneurs and start-ups. Then further she made everyone aware about how their idea and innovation can go on national or international level with the support of Institute Innovation's Council (IIC) and S. R. Luthra institute of management. The session ended with a vote of thanks, proposed by Dr. Ranjan Sabhaya.

The event was intended for: Semester 1 Students, Division B

Number of Students Attended: Total - 75

Number of faculties Attended: Total – 1

Name of Faculties Attended: Dr. Ranjan Sabhaya

Outcome: The Students learned about how to convert their innovative ideas into start up and learned about the perks of start-ups and why a person should start their start-ups at this age and also person should go for entrepreneur rather than employee.



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