



Webinar on 'Scaling your startup with technology' to celebrate National Technology Day

The Institution's Innovation Council (IIC) VNSGU, Student Startup and Innovation Policy (SSIP) & Idea and Innovation Cell organized an Expert talk by **Mr. Kunal Shah (Director and CEO of Biz-Insights)** on 'Scaling your startup with technology' to celebrate National Technology Day on 11th May 2023 at 11:00 AM at IQAC Room, VNSGU and online too. In this event, there were a total of 55 student participants and 16 faculties joined this webinar.

Each and every innovation is a small step taken towards the growth of the country. With this motto, this event on the Basics of Intellectual Property Rights was planned. The main objective behind planning this session on World Intellectual Property Day was to spread awareness among youth about Intellectual Property rights and their importance to secure their idea or expression.

At the beginning of the session, Ms. Darshna Tank gave brief information about today's topic and introduced the key speaker of the event Mr. Kunal Shah who is the Director and CEO of Biz-Insights IT Solutions LLP and Founder of Spiritual Energy Pvt. Further, she invited the honorable Vice-chancellor Dr. Kishorsinh Chavda and Registrar Mr. Rameshdan Gadhvi of Veer Narmad South Gujarat University to give a ceremonial address. Vice Chancellor sir and Registrar sir explained the main reason behind celebrating this day and explained the importance of technology to enhance our lifestyle and to make our life a lot easier.

11th May commemorates India's successful nuclear tests that were conducted on May 11th, 1998, at Pokhran, Rajasthan. It is a day to celebrate the achievements of Indian scientists and engineers who have contributed to the development of technology in various fields. Mr. Kunal Shah began his speech through a PowerPoint presentation in which he explained the meaning of the topic for today's session: 'scaling your startup with technology'. How one can scale their start-ups with the help of science and technology. "Let us use National Technology Day as an opportunity to recognize the contributions of our scientists, engineers, and innovators to the growth and development of our nation," said Mr. Kunal Shah. He further explained by showing a graph number of users to use technology on a daily basis by different mediums.

Technology can help businesses in numerous ways such as Streamlining operations, improving communication, enhancing marketing, Collecting and analysing data, and Improving customer experience, etc.

Nowadays, startups have started focusing on AI technology more. which has collected nearly 2.9 cr funds to date. Overall, technology can help businesses to operate more efficiently, make better decisions, and provide better products and services to their customers, leading to increased growth and success.

Mr. Kunal asked participants if they know what is startup. and how can you differentiate start-ups from businesses? Necessary Resources of a Start-Up. He covered some basic topics which may help the participants to get in-depth knowledge about startups such as how can you start?, what is Start-up India and its Certification? , stages of recognition by the Department for Promotion of Industry and Internal Trade. Mr. Kunal mentioned that startup ideas always come as creative solutions to the problems we face in our daily life. He gave so many examples of problems that occur during the span of a startup by showing visual images to the participants. It was a very informative session by the speaker.

Mr. Divyesh Baraiya gave the vote of thanks by thanking the speaker Mr. Kunal Shah for giving us the opportunity to conduct such an amazing and knowledgeable session for our participants, also thank Institution's Innovation Council, Moe's Cell, MHRD, Student Startup and Innovation Policy (SSIP), Idea and Innovation Cell and Veer Narmad South Gujrat University for their support throughout the session. He also thanks IIC Team, VNSGU Team, and all present participants. This event was organized by Institution's Innovation Cell, Student Startup and Innovation Policy (SSIP), Idea and Innovation Cell VNSGU under the guidance of VNSGU Vice-Chancellor Dr. Kishorsinh N Chavda Sir, and Dr. Rameshdan C Gadhvi (Registrar VNSGU).