



Date: 12/03/2024

Report:

Workshop on Entrepreneurship and Start-up

Introduction:

On the **12th of March 2024**, a comprehensive workshop on Entrepreneurship and Start-up was conducted at Vidhyadeep University. The workshop aimed to provide participants with practical insights, strategies, and knowledge essential for initiating and managing successful entrepreneurial ventures.

Attendance:

The workshop saw a commendable turnout with 200 individuals actively engaging in the sessions. Participants hailed from diverse backgrounds including students, aspiring entrepreneurs, professionals and faculties of Vidhyadeep university seeking to delve into the realm of entrepreneurship.

Session 1: From Concept to Market: Navigating Startup Launch

The first session of the workshop focused on guiding participants through the journey from conceptualizing a business idea to successfully launching it into the market. Key topics covered included market research, product development, business model canvas, and crafting an effective go-to-market strategy. Participants gained valuable insights into identifying market opportunities, understanding customer needs, and mitigating risks associated with launching a start-up.

Session 2: IPR for Achieving Viksit Bharat 2047: Empowering Innovation and Growth

The second session of the workshop centered on the importance of Intellectual Property Rights (IPR) in fostering innovation, creativity, and economic growth. Participants were introduced to various forms of intellectual property protection, including patents, trademarks, copyrights, and trade secrets. Through interactive discussions and case studies, participants gained a deeper understanding of leveraging IPR to safeguard their innovations, enhance competitiveness, and contribute to the vision of "Viksit Bharat 2047".

Session 3: Skill Storm: Facing Startup Challenges with Professional Skills



The third and final session of the workshop focused on empowering participants with the professional skills necessary to overcome common challenges faced by start-ups. Topics covered included effective communication, negotiation strategies, financial management, leadership development, and team building. Participants engaged in practical exercises and role-playing scenarios to enhance their problem-solving abilities and leadership acumen, equipping them with the confidence and resilience to navigate the dynamic landscape of entrepreneurship.

Facilitators:

The workshop benefited from the expertise of experienced facilitators well-versed in the field of entrepreneurship and start-up management. The facilitators effectively conveyed the material, encouraged interactive participation, and provided valuable insights through real-world examples and case studies.

Interactive Sessions:

Throughout the workshop, interactive sessions, group discussions, and practical exercises were incorporated to encourage active participation and foster collaborative learning among participants. These sessions facilitated the exchange of ideas, experiences, and best practices, enriching the overall learning experience.

Feedback:

Feedback from participants was overwhelmingly positive, with many expressing appreciation for the comprehensive content covered and the interactive nature of the sessions. Participants particularly valued the practical insights provided and the opportunity to network with peers sharing similar entrepreneurial aspirations.

Conclusion:

In conclusion, the Workshop on Entrepreneurship and Start-up held on the 12th of March 2024 proved to be a resounding success, equipping participants with the knowledge, skills, and confidence necessary to embark on their entrepreneurial journeys. The workshop served as a valuable platform for fostering innovation, creativity, and entrepreneurial spirit among aspiring individuals.

Acknowledgment:

We extend our sincere gratitude to all participants, facilitators, and organizers for their enthusiastic participation and contributions towards making this workshop a



resounding success. Special thanks to **Pancham bariya, Kirti Patel and Prit Khandor** for their invaluable insights and expertise.



The poster features the Vidhyadeep University logo and Surat Startup Studio logo at the top. The main title is "WORKSHOP ON ENTREPRENEURSHIP AND STARTUP". The date is 12 March, 2024, and the time is 9:00 am to 3:00 pm. Three speakers are listed: Pancham Baraiya (Centre Head of Surat Startup Studio), Prit Khandor (Founder of Skill Sarthi), and Kirti Patel (Founder & Director of IPcalculus). The venue is Vidhyadeep University. A registration QR code is provided at the bottom right. The poster also lists invitees: Dr. Chetan Chodavadiya (SSIP Coordinator), Prof. Sagarkumar Patel (SSIP Co-Coordinator), and Dr. Chaitanya Singh (Organizing Member).





SSIP Coordinator

Vidhyadeep University