



## Sensitization Program

**Date:** 29/05/2024

**Time:** 10:00 AM to 12:00 AM

**Venue:** School of Management Seminar Hall, RK University

**Keynote Speaker:** 1) Dr. Vishal Doshi

**Targeted Audience & Participants:** ACH Students - 275+, Faculty -40+

### Brief Description of the Event:

On 29/05/2024, Ayurveda College & Hospital organized a sensitization programme at the Seminar Hall of School of Management. The event was presided by Dr. Deepty Nair, Director & Dr. Manoj Pande, Dy. Director and the session was conducted by Dr. Vishal Doshi, Head Industry Institute Interaction Cell, Head of Incubation Cell (KSPCFE) & Associate Professor. He focused on raising awareness about the Students Startup and Innovation Policy (SSIP). The session covered various aspects of SSIP, including its importance, application process, idea development, and its impact on students' careers in which 270+ Students & all staffs of Ayurveda college & Hospital participated.

### Objective of Event:

1. To inform students about the SSIP and its benefits.
2. To guide students on how to apply for SSIP.
3. To educate students on identifying societal problems and developing innovative solutions.
4. To highlight the significance of SSIP in students' lives.
5. To provide insights into building a career through SSIP and how it can be a life-changing opportunity.

**1. Importance of SSIP** Dr. Vishal Doshi emphasized the critical role SSIP plays in nurturing young innovators and entrepreneurs. He explained how the policy provides a platform for students to transform their innovative ideas into viable projects and startups. SSIP supports students by offering necessary resources, mentorship, and funding, thus fostering a culture of innovation and entrepreneurship in educational institutions.

**2. Application Process for SSIP** Dr. Doshi detailed the step-by-step process of applying for SSIP. He highlighted the essential criteria and documents required for the application. The process includes:

- Identifying a unique problem or need in society.
- Developing an innovative idea to address the problem.
- Submitting a detailed proposal outlining the idea, implementation plan, and expected outcomes.
- Undergoing a review and evaluation by a panel of experts.

**3. Developing an Idea: From Problem Identification to Solution** Dr. Doshi guided the students on how to develop an idea starting from identifying a problem in society. He emphasized the importance of thorough research and understanding of the problem. He then outlined the process of brainstorming and conceptualizing innovative solutions. He encouraged students to think creatively and leverage interdisciplinary knowledge to devise effective and sustainable solutions.

**4. Importance of SSIP in Students' Lives** The session underscored how SSIP can significantly impact students' lives by providing them with opportunities to innovate and lead. Dr. Doshi shared success stories of students who have benefitted from SSIP, demonstrating its potential to transform academic knowledge into practical solutions that address real-world problems.

**5. Building a Career through SSIP: A Life-Changing Opportunity** Dr. Doshi elaborated on how SSIP can be a game-changer for students aspiring to build a career in innovation and entrepreneurship. He explained the various support mechanisms available under SSIP, including mentorship from industry experts, access to state-of-the-art facilities, and financial aid. He encouraged students to take advantage of these opportunities to build successful startups and contribute to societal development.

### **Outcome of Event:**

The sensitization programme lead by Dr. Vishal Doshi was highly informative and inspiring. It provided valuable insights into the Students Startup and Innovation Policy and its benefits. The session motivated students to think innovatively and take proactive steps towards applying for SSIP. The event was successful in raising awareness and encouraging students to explore the opportunities provided by SSIP for their personal and professional growth.



**Dr. Rohithkrishnan G.B.**  
SSIP Coordinator

**Dr. Manoj Pande**  
Dy. Director

**Dr. Deepthy Nair**  
Director