

## REPORT

### Workshop on Startup-MSME connect Vikas Saptah

Event Date: 15.10.2024

#### About the event:

On October 15, 2024, a Workshop on Startup-MSME Connect was held at Ashine as part of Vikas Saptah, aimed at fostering collaboration between startups and Micro, Small, and Medium Enterprises (MSMEs). The workshop provided valuable insights into growth opportunities, funding avenues, and practical strategies for innovation and scaling. The event featured interactive sessions with MSME-Startup leaders, a panel discussion on startup growth and industry collaboration. Government representatives Mr. A. S. Vasava and Ms. Jashoda P. Panda, Industry Inspectors from the District Industries Centre (DIC), Surat, shared information on innovation milestones and available funding policies for entrepreneurs. The panel, moderated by Dr. Rajesh Choudhary, SSIP Coordinator at ASHINE, featured experts such as Dr. Anish Gandhi, IPR Consultant, Sh. Jay Patel, co-founder of AdKriya, Mr. Sunny Kabrawalaa, Founder of STAR, and Prof. Harshit Dave from SVNIT. Success stories from Sh. Jay Patel and Sh. Mayur Sankaliya, Vice President at Trezix Software, highlighted entrepreneurial journeys. The event also featured an exhibition of startups funded by ASHINE, SVNIT, followed by networking and lunch, providing a platform for meaningful interactions among participants and invited guests.