



Samarthya: Empowering Entrepreneurship Week

Date: 14/10/2024

Time: 10:00 AM to 01:00 PM

Venue: Seminar Hall, School of Engineering

Keynote Speakers: 1) Mr. Piyush Kasundra
2) Ms. Sofia Jargela

Participants: 250+

Brief Description of the Event:

Samarthya: Empowering Entrepreneurship Week at RK University on 14/10/2024. The event was inaugurated by Mr. Densih Patel, Executive Vice President of RK University. In his opening address, Mr. Patel emphasized the importance of nurturing entrepreneurship at all levels, from students to established business leaders, highlighting the vital role universities play in fostering innovation and providing support to startups and MSMEs. He also appreciated the efforts of the Startup Gujarat Cell and DIC Rajkot for their continuous contribution to the region's entrepreneurial ecosystem. The keynote session featured Mr. Piyush Kasundra, CEO of Quotonas Infosoft, who shared his inspiring entrepreneurial journey with the audience. Mr. Kasundra, a successful startup leader, recounted the challenges he faced while building his business from the ground up and offered valuable insights into the key factors for startup success.

He emphasized that hard work, perseverance, and continuous learning are critical to achieving long-term success in entrepreneurship. As part of the event, 20 students from RK University presented innovative projects they had been working on, covering a variety of sectors, including technology, sustainability, and social impact. This project showcase provided students with an excellent platform to demonstrate their creativity and technical skills, while also allowing industry professionals and MSMEs to explore potential collaborations and investment opportunities. A total of 25 food stalls were set up by students and local entrepreneurs, adding a lively and vibrant atmosphere to the event. The food stalls not only served as a social hub where participants could interact and network, but also highlighted entrepreneurial ventures in the food and hospitality sector. As part of the event 10 startups showcased their ideas also, with the networking stalls. The impact of Samarthya was palpable, with several MSMEs reporting

newfound insights for improving their businesses and students gaining a better understanding of practical entrepreneurship. The success of this event reinforced RK University commitment to empowering the next generation of entrepreneurs.

Objective of Event:

The event Samarthya: Empowering Entrepreneurship Week, organized by the K S Patel Centre for Entrepreneurship at RK University, marked the foundation day of the university and commemorated 23 years of the Startup Gujarat Cell, DIC Rajkot. This significant gathering aimed to sensitize Micro, Small, and Medium Enterprises (MSMEs) about their business growth and sustainability, while also fostering an entrepreneurial spirit among students and startups. The event saw an enthusiastic turnout of approximately 250 participants, including students, startups, businesspersons, and MSME representatives. The diverse mix of attendees ensured a rich exchange of ideas, networking opportunities, and learning experiences for everyone involved.

Outcome of Event:

The event successfully met its objective of raising awareness among MSMEs about business challenges and opportunities in the modern marketplace. It also provided valuable exposure for students and startups to connect with seasoned entrepreneurs and investors. The discussions and interactions during the event offered a fresh perspective on the entrepreneurial ecosystem, with participants leaving inspired and motivated. Additionally, the Startup Gujarat Cell and DIC Rajkot expressed their appreciation for the platform provided by RK University to celebrate 23 years of their efforts in nurturing the startup ecosystem in Gujarat. The event was a significant milestone in strengthening the relationship between academia, MSMEs, and the startup community.

Photographs:





Dr. Bonny Patel
Assistant Professor,
School of Science,
RK University