

SUCCESSFUL STORIES OF STARTUPS

Introduction

Successful Stories of Startups event organized by the Entrepreneurship Cell of Nirma University, held on October 15, 2024. The event aimed to provide an insightful dialogue on entrepreneurship, and was well-attended by students, faculty members, and professionals from various sectors. The distinguished panelists for the discussion were **Mr. Sanjay Desai** and **Mr. Ragesh Bateriwala**, both of whom brought vast experience and expertise in their respective fields.

Pre-Event Preparations

Planning

The members of the Entrepreneurship Cell engaged in a series of detailed discussions over the course of a week to finalize key aspects of Successful Stories of Startups. These discussions focused on deciding the event name, duration, activities, speakers, and logistical requirements. A comprehensive proposal was prepared, outlining the delegation of tasks, execution plans, and deadlines. To ensure smooth progress, regular online meetings were conducted where each department provided updates to the head of the Entrepreneurship Cell. Additionally, emails were sent to students to raise awareness about the event and provide follow-up details as the event date approached.

Marketing and Promotions

The graphics, marketing, and content teams collaborated closely to ensure the successful promotion of the event. The marketing plan included a multi-channel approach, utilizing social media platforms such as Instagram, LinkedIn, and WhatsApp. The graphics team was tasked with creating posters and social media posts, while the content team provided captions, WhatsApp messages, and email content. The marketing team promoted the event through social media and direct messaging.

DAY 1

SUCCESSFUL STORIES OF STARTUPS

Timings: 9:00 am to 10:30 am

Venue: C Auditorium

Speaker – Sanjay Desai and Ragesh Bateriwala

The event began with an enthusiastic atmosphere as the speakers, ****Mr. Sanjay Desai**** and ****Mr. Ragesh Bateriwala****, were welcomed onto the stage. Both panelists were greeted warmly by the audience, who were eager to hear from such distinguished figures. Before taking their seats on the panel, Mr. Desai and Mr. Bateriwala each took a moment to share personal stories from their careers. These stories were not just about their professional achievements but also about the challenges they had faced, the lessons learned, and the pivotal moments that shaped their journeys. Their tales were filled with inspiration and motivation, resonating deeply with everyone in the room. The honesty and humility in their storytelling set a powerful tone for the discussion that followed.

After these heartfelt introductions, both speakers took their seats on the panel, ready to dive into the main discussion. Their speeches throughout the event were nothing short of inspirational. They spoke with passion and conviction, offering insights that were not only informative but also thought-provoking. Whether discussing industry trends or personal philosophies, their words left a lasting impression on the audience. They encouraged everyone to be resilient, embrace innovation, and continuously strive for excellence in their respective fields. The energy in the room was palpable as the audience soaked in the wisdom of the panelists.

Following the speeches, the event moved into a lively ****Q&A session****, where the floor was opened to the audience. Enthusiastic participants asked a range of insightful questions, seeking advice and clarifications on the topics discussed. The panelists responded with thoughtful answers, drawing from their vast experiences and expertise. The interaction between the speakers and the audience was dynamic, creating a rich dialogue that added

immense value to the session. It was clear that the audience was deeply engaged, and the speakers were equally invested in providing meaningful responses.



As the event drew to a close, ****Rashmika Ma'am****, our faculty coordinator, stepped forward to acknowledge the immense contribution of the panelists. In a heartfelt gesture of gratitude, she facilitated the speakers with beautifully crafted mementos, symbolizing the appreciation from the entire organizing team and audience. This moment added a personal touch to the formalities, marking the end of an insightful and memorable event, with this the event came to an end.

