

**GUJARAT ARTS AND COMMERCE COLLEGE (EVENING) AHMEDABAD
SSIP - IIC COMMITTEE & EDC**

JOINTLY ORGANISED - 50 HOUR CERTIFICATE COURSE ON FUNDAMENTALS OF ENTREPRENEURSHIP - STARTUP SHIKSHA

SESSION 12 REPORT - 7/2/2025

With a purpose to motivate and sensitize students to take up initiatives related to Entrepreneurship and Startup, the college launched a 50 hour Certificate Programme on the Fundamentals of Entrepreneurship called - "Startup Shiksha" under the SSIP 2.0 Grant. Overall 90+ students applied for the programme, however after due filtration and assessment process around 30 students, be selected for the said course. Also, 10 out of these students will be selected for EDC.

The Twelfth session of 2 hours was delivered on 7/2/2025 by Dr. Krupa Mehta (Founder - Adblitz Creative Communication and Strinovation Foundation, Government of Gujarat) explained how to build a personal brand in a startup through design thinking techniques and presented her inspiring startup journey to the students in an interesting way. She gave a motivational account of her journey from academican to turning entrepreneur now, facing difficulties in her journey to collaboration with the White House now. She motivated the students thoroughly to create a startup canvas and focus on their startup ideas through Design Thinking Technique.

The sessions were managed Dr. Ijan Vaidya, Dr. Vinod Movaliya, Prof. Nikhil Rohit, Dr. Pujaba Jadeja, Dr. Usha Gadhvi and Prof. Riddhi Suthar.

40 students attended the session.

(Fund Heading SSIP- Others (max. 30% of the SSIP Grant))

Sr. No.	Name of the Speaker	Date of the Session	Time	Hours	Designation	Organisation	Picture	Speaker Type	Topic Title	No. of Students Present	Media Coverage
12	Dr. Krupa Mehta	7th February 2025	11.30 AM to 1.30 PM	2	Founder	Adblitz Creative Communication and Strinovation Foundation, Government of Gujarat		External	Design Thinking and Innovation through Personal Branding Case Studies of Womenpreneurs	40	