

## Report on Startup Saga 2.0: The Success Formula: From Idea to Reality!

- 1) **Faculty/Department/Teaching Unit:** Faculty of Commerce, The Maharaja Sayajirao University of Baroda
- 2) **Title of the event/activity/celebration/workshop:** Startup Saga 2.0: "The Success Formula: From Idea to Reality!"
- 3) **Date:** Friday, 14th February 2025
- 4) **Time:** 9:30 am to 11:30 am.
- 5) **Venue of the event:** M4 Class, Main Building, Faculty of Commerce.
- 6) **Jointly Organized by:** Faculty of Commerce and University Level Innovation and Startup Cell, The Maharaja Sayajirao University of Baroda.
- 7) **Details of Resource Person/Chief Guest (if any):** Mr. Rajesh Dave, Vice President of Sales & Trade Marketing at Naturell India Pvt. Ltd., a mentor, business strategist, and growth consultant with 29+ years of experience in the FMCG sector. He has been instrumental in building India's ₹1000 crore protein bar market and leading Naturell India's ₹390 crore merger with Zydus Wellness. With expertise in business expansion, team development, and multi-channel sales, he excels in P&L management, product launches, and distribution strategy, driving growth and innovation in the FMCG industry.
- 8) **About the Event:** Startup Saga 2.0: "The Success Formula: From Idea to Reality!" was a dynamic and insightful event aimed at equipping students with essential knowledge about the startup ecosystem. Organized by the Faculty of Commerce in collaboration with the University Level Innovation and Startup Cell, the event provided a unique platform for aspiring entrepreneurs to explore the challenges and opportunities in launching and scaling a business.

Mr. Rajesh Dave's session at Startup Saga 2.0 highlighted the importance of identifying a niche market, thorough market research, risk assessment, and team building. He emphasized financial prudence, leveraging government funding schemes, and utilizing modern distribution channels. Encouraging adaptability and resilience, he provided practical insights and real-world examples to guide students in navigating startup challenges.

Dr. Prashant Murumkar, Convener of the University Level Innovation and Startup Cell, highlighted the various schemes and efforts made by the Government of Gujarat and the University to help the students in their startups. Prof. Jayesh K. Pandya, Dean, Faculty of Commerce were presented in the programme and encouraged the students to take up the startups and innovation. Dr. Nandini Kannan, in charge of Career Counselling & Placement Cell & Office of International Affairs and other teachers of faculty of commerce were presented to motivate students. Dr. Bhavin Rajput, Faculty level SSIP Coordinator, has coordinated this event.

More than 120 students actively participated, engaging in thought-provoking conversations with industry experts. The event successfully bridged the gap between academic learning and practical business applications, inspiring students to take confident steps toward their entrepreneurial ambitions.

#### **9) Outcomes of the Event:**

- **Enhanced Understanding of Startups** – Students gained insights into business ideation, market research, and innovative business models.
- **Exposure to Funding & Growth Strategies** – Participants learned about funding options, including government schemes, venture capital, and bootstrapping.
- **Interactive Learning & Networking** – Over 120 students engaged in discussions with industry experts, fostering professional connections.
- **Understanding Government Support & Compliance** – Attendees explored regulatory frameworks and government-backed startup initiatives.
- **Skill Development for Entrepreneurship** – The event focused on leadership, financial planning, and strategic decision-making.
- **Motivation & Entrepreneurial Mindset** – Success stories and case studies encouraged students to pursue their startup ideas.
- **Practical Case Studies & Business Models** – Participants analyzed successful startups, learning about market positioning and revenue models.

#### **10) Attachments:**

- Brochure/invite/flyer
- Images of the event with an emphasis on crowd and resource person (activity-oriented)



Faculty of Commerce and  
University Level Innovation and Start-up Cell  
The Maharaja Sayajirao University of Baroda

Presents

# STARTUP SAGA 2.0

The Success Formula from Idea to Reality



**Speaker**

**Mr. Rajesh Dave**

Vice President

Sales & Trade Marketing Naturell India Pvt. Ltd.  
Mentor | Business Strategist | Growth Consultant



**Chief Patron**

**Prof. (Dr.) Dhanesh Patel**

Hon'ble I/C Vice Chancellor  
The Maharaja Sayajirao University of Baroda



**Dean**

**Prof. (Dr.) Jayesh K. Pandya**

Faculty of Commerce  
The Maharaja Sayajirao University of Baroda

**Date: Friday, 14th February 2025, Time: 9:30 to 11:30 AM**

**Venue: M4- Main Building, Faculty of Commerce  
The Maharaja Sayajirao University of Baroda**

**Dr. Prashant R. Murumkar**  
Convenor

The University Level Innovation and Start-up Cell

**Dr. Bhavin Rajput**  
Program Coordinator & SSIP  
Coordinator: Faculty of Commerce