

A Report on “Converting Innovation into Startup”

ACTIVITY TYPE		Expert Session on “Converting Innovation into Startup”	
DATE & TIME		12 July, 2025	Duration 2 hours
SEMESTER		1 st – 7 th Sem	No. of participants 46
EXPERT NAME WITH DESIGNATION		Dr. Sanket Borat , Innovation Director	
NAME OF EXPERT'S ORGANIZATION		Helly Food & Dairy Consultancy, Ahmedabad, Gujarat, India	
EXPERT CONTACT DETAILS		+91 99663 78678	
FACULTY COORDINATOR		Dr. Rishab Dhar (Dept. PIERC coordinator) & Dr. Ashwini Mugale	
FACULTY CONTACT DETAILS		rishab.dhar37764@paruluniversity.ac.in , 8402836189 (Dr. Rishab Dhar)	
SPONSORING AUTHORITY	-NA-	SPONSORING AMOUNT	-NA-

The workshop was organized by the Dairy & Food Technology Department situated at the Parul Institute of Technology (PIT) of Parul University in association with the Parul Innovation and Entrepreneurship Research Center (PIERC) as a part of one day seminar on “**Converting Innovation into Startup**” on **12th July, 2025**, from 2:30 to 4:30 pm for the students of Dairy & Food Technology Department (PIT), Parul University. The session was delivered by our external expert Dr. Sanket Borat, Innovation Director, Helly Food & Dairy Consultancy, Ahmedabad, Gujarat, India. The session was coordinated by Dr. Rishab Dhar (Dept. PIERC coordinator) and

Dr. Ashwini Mugale along with support of the convenor Dr. Vejay Kele (HOD, Dairy & Food Technology, PIT).

Objectives

- To introduce students to essential entrepreneurial skills and career planning frameworks.
- To explain the dynamics of business models, reasons for startup failures, and innovation-driven approaches.
- To encourage participants to identify opportunities by understanding real-world needs and applying innovative thinking.

Outcomes

- Participants gained practical insights into the entrepreneurial journey, including the importance of the golden circle (why, how, what) and skill sets needed at each stage.
- Students were equipped with tools to identify business opportunities, understand consumer needs, and develop innovative product ideas.
- The seminar helped instill confidence, motivation, and strategic thinking for aspiring entrepreneurs aiming to convert innovative ideas into sustainable startups.

Activity Details

The Department of Dairy and Food Technology at Parul Institute of Technology, in collaboration with PIERC, organized a one-day expert seminar on “Converting Innovation into Startup” on 12th July 2025. The seminar took place at Subhash Chandra Bose Bhavan, COA, from 2:30 PM to 4:30 PM, and was attended by students and faculty members from various branches of food and dairy technology.

The session was started by a basic introductory speech of innovation and startup followed by introducing the expert to our audience by one of our most active students ‘Ajinkay Chaudhari’ (fifth semester, dairy tech. student). Our senior faculty Dr. Pankaj Parmar sir and Dr. Adil Shaikh sir welcomed the guest expert with flowers.

The session was delivered by Dr. Sanket Borad, Innovation Director at Helly Food & Dairy Consultancy, Ahmedabad. Dr. Borad began the session by setting the context of today’s dynamic entrepreneurial landscape and

emphasized the importance of innovation in transforming ideas into viable businesses. The talk focused on guiding students through the journey of entrepreneurship — right from identifying business opportunities to successfully launching a startup.

A key highlight was the discussion around the Golden Circle Model — Why, How, and What — which helped participants understand how successful startups frame their purpose and deliver value. Dr. Borad explained the skill sets required at various entrepreneurial stages, the lifespan of careers, and what constitutes a meaningful career path in today's volatile job market. Topics such as business dynamics, why startups fail, and opportunity identification were discussed with relatable examples from the food and dairy sector. The concept of innovation was explored in depth, including how it drives efficiency in sales, product development, and overall business functions. Dr. Borad illustrated how innovation can be incremental or disruptive and provided real-world examples of product innovations that succeeded in the market.

He also discussed general tendencies of entrepreneurs, the importance of motivation, having the right information, and courage to take calculated risks. Students were guided on how to frame a business plan, assess market needs, and align their personal interests with business ideas. The seminar concluded with a success mantra: “Understand the need, innovate with purpose, plan wisely, and act bravely.” An interactive Q&A session followed, where students asked questions related to funding, team building, and scalability. The event was coordinated by Dr. Ashwini Mugale (Coordinator), Dr. Rishab Dhar (Departmental PIERC Coordinator), and Dr. Vijay Kele (Convenor), and received enthusiastic participation from attendees.

Finally, at the end of session Dr. Ashwini Mugale ma'am was felicitated with a gift and a vote of thanks was presented by Ajinkay Chaudhari, one of our bright students at dairy technology. We concluded the event ceremony and the students were then dispersed.

Benefits in Terms of Learning / Skill / Knowledge Obtained

- **Entrepreneurial Mindset Development:** Students learned to think beyond traditional job roles and consider entrepreneurship as a viable and fulfilling career path. The session emphasized critical thinking, problem-solving, and decision-making skills crucial for startup success.
- **Understanding Innovation and Business Strategy:** Participants gained an in-depth understanding of how innovation drives value creation across various

business functions, how to identify gaps in the market, and how to apply structured thinking to design solutions.

- **Skill Set Awareness for Career Planning:** The session helped students identify and assess the skills needed at various phases of a startup journey — from ideation to execution — enabling them to prepare accordingly for real-world challenges in business and innovation.

Glimpses of Activity







