

Report on SSIP event under “Vikas Saptah” Special Event at Gujarat Arts and Commerce College (Evening), Ahmedabad

Title of Activity: Transforming India through Vernacular Indigenous Innovation
Entrepreneurship Inspiration Session under “Vikas Saptah” organized by SSIP & IIC Committee, Entrepreneurship Development Cell, NEO Commerce Club, and IQAC

Gujarat Arts and Commerce College (Evening)
Ellisbridge, Ahmedabad, Pin- 380006

SSIP & IIC Committee

Entrepreneurship Development Cell, NEO Commerce Club & IQAC

‘વિકાસ સપ્તાહ’ 7 થી 15 ઓક્ટોબર | ગુજરાત સરકાર

Organises a special session on Vernacular Innovation during ongoing celebrations of ~ “Vikas Saptah”

Speaker: Mrs Hetal Amin (and her team of Lakhpati Didi)
President of KSMVS, Chairperson of ACCWF Mahila Pankh, Non-govt officer in Women Committee of DIC, MSME, Cottage Industry, Vastra mantralay, GoI
Topic : Transforming India through Vernacular Indigenous Innovation
Date: 11/10/25 Day: Saturday
Time: 1.00 PM to 3.00 PM
Venue: Gujarat Arts and Commerce (Evening)

SSIP
Education Department,
Government of Gujarat

A GACC (Eve) Commerce-Accountancy
Department Initiative
NEO
COMMERCE
club

**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

**START-UP
Shiksha**

Patron -
Dr. Manoj Patel
(Principal, G.E.S. - I)

ENTREPRENEURSHIP DEVELOPMENT CELL
**Facilitating the journey from
'Antah Prerna' to 'Entrepreneur'**

न शः क्षमुपासीता। को ही मनुष्यस्य क्षो वेदा।
Don't wait for tomorrow, do your Karma!
Who knows the future?






Date & Venue: 11/10/2025

Gujarat Arts and Commerce College (Evening), Ahmedabad

Brief Description:

Under the celebration of “Vikas Saptah,” a distinctive program was organized jointly by SSIP and IIC Committees, the Entrepreneurship Development Cell, Innovation Club, NEO Commerce Club, and IQAC at Gujarat Arts and Commerce College (Evening), Ahmedabad.

The session featured five inspiring women entrepreneurs —

Sr. No.	Name and Details	Picture
1	Radhika Jani (Jewellery Industry Entrepreneur)	
2	Nilima Vishal Chauhan (Ladies Purse Manufacturer)	
3	Tanya Bhavnani (Naturic Beauty – Perfume, Candle, and Cosmetic Products)	
4	Priti Chauhan (Designer Dresses)	
5	Pratibha Mathvara (Ayurvedic and Herbal Cosmetic Products)	

Each of these entrepreneurs shared their motivational stories, narrating how they began their journey from ground zero and established thriving MSME ventures through perseverance and innovation.

All women entrepreneurs were associated with Kalyani Sahasik Mahila Vikas Sangh (KSMVS), facilitated through Shri Hetal Amin, the founder and driving force of the NGO. Shri Amin delivered a powerful and awareness-oriented address that inspired the students towards self-employment and women-led innovation. The keynote address by Dr. Manoj Patel, Principal of the College, focused on fostering creativity, entrepreneurship, and self-reliant mindsets among students. The overall event was anchored by Dr. Ijan Vaidya and coordinated by Prof. Riddhi Suthar from the IIC committee, ensuring smooth execution. Following the orientation session, all participating entrepreneurs exhibited their products through live stalls. This exhibition enabled students to engage in experiential learning by observing product branding and sales first-hand. Faculty and staff members also supported the initiative by purchasing items from the stalls, adding encouragement and appreciation to the participants.

Educational Significance and Student Impact:

The event successfully connected students with grassroots entrepreneurial success stories, emphasizing women's empowerment and MSME development. The interaction highlighted how rural women

entrepreneurs benefit from support networks like KSMVS, which also facilitates Artisan Card distribution, access to state welfare schemes, and guidance for self-employment opportunities.

Through this initiative, students were sensitized to government programs, local innovation ecosystems, and the importance of sustainable enterprise creation, aligning with the vision of Gujarat Government's "Vikas Saptah."

Key Highlights:

- Over 50 students and faculties actively participated in the event.
- Students gained exposure to real-life entrepreneurial journeys by women.
- The session strengthened awareness of MSME formation and government benefits.
- Enhanced collaboration between the College and KSMVS for future empowerment initiatives.
- Promoted the college's commitment to innovation-driven entrepreneurship and gender inclusion aligned with NEP 2020 goals.

The event achieved notable success, as evidenced by the enthusiastic response of students who were inspired to pursue their own entrepreneurial journeys. Specifically, two students demonstrated their commitment to vernacular innovation after attending the sensitization session:

Event Impact: Student Entrepreneurs

1) Laxmi Soni:



Laxmi Soni showcased her homemade chocolate products, as seen in the first two attached images. Her business features a variety of uniquely packaged chocolates, including both colorful and premium boxed selections, and creatively decorated treats. Her initiative highlights the quality and branding potential emerging from grassroots student entrepreneurship, influenced directly by the stories and networking experienced at the event.



Rajput Niraj Jaiprakash (Brand - Suddhatma)

Niraj Jaiprakash Rajput introduced his brand "Suddhatma," which produces homemade cookies prepared with healthy ingredients. His business is marked by a strong focus on local sourcing and nutritional value, reflecting the spirit of vernacular innovation and self-employment. Niraj's participation underscores the session's capacity to generate sustained interest in innovative, sustainable product creation among youth.

Major Outcomes and Significance

- The event directly motivated students to convert sensitization into action, with several stepping forward to present real business ventures they were developing, particularly in the domain of food entrepreneurship and healthy local products.
- Featured student entrepreneurs received positive attention from peers, faculty, and event guests, further strengthening the college ecosystem for innovation and skills-based learning.
- This direct linkage between inspiration, mentorship, and student-led enterprise validates the effectiveness of the event format and underlines the importance of continued outreach and capacity building for vernacular MSME development.

These cases provide living examples of how exposure to local entrepreneurial success stories can catalyze the next generation of innovators, aligning institutional efforts with government policies and NEP objectives.

Pictorial Glimpse of the Event



Dr. Manoj Patel (Principal) addressing the audience



Prof. Ijan Vaidya anchoring the session



Dignitaries for the Session with Principal Dr. Manoj Patel Sir



Participants engrossed in the session



Hetal Amin giving the keynote address



Group Photo with Participants and Entrepreneurs



Stall Presentation by the Entrepreneurs



Entrepreneurs felicitated by the Institute through Letter of Appreciation