



Som Lalit Institute of Management Studies in Collaboration with PDEU IIC Organised

One Day Workshop On

Insights into Building an Early-Stage Startup



Date: May 05, 2025

Participants: 50+

Time: 10.30AM-
12.00PM

Venue: Auditorium,
SLIMS Campus,
Ahemdabad

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ABOUT PANDIT DEENDAYAL ENERGY UNIVERSITY (PDEU)



PDEU PANDIT DEENDAYAL ENERGY UNIVERSITY
GANDHINAGAR, GUJARAT
Formerly Pandit Deendayal Petroleum University (PDPU)

NAAC A++ Grade



Pandit Deendayal Energy University (PDEU), formerly known as Pandit Deendayal Petroleum University (PDPU), was established by the PDPU Act, 2007; Acts of the Gujarat Legislature and Ordinances promulgated and Regulations made by the Governor, in the State of Gujarat, India. The primary thrust areas for the university are to ensure Energy for All, creating a Larger Social Impact and Prepare the Youth for tomorrow. PDEU has NAAC accreditation with "A++" Grade CGPA of **3.52 out of 4.00** & Graded Autonomy by UGC.

The University addresses the need for trained and specialised human resources for the energy industry worldwide. It intends to expand students' and professionals' opportunities to develop an intellectual knowledge base with leadership skills to compete globally. This objective is being addressed through several specialised and well-planned undergraduate and postgraduate energy education programs and intensive research initiatives, in management, engineering and humanities.



9500+
Students

500+
Faculty & Staff

200+
Guest Faculty

75+
Ongoing Project

450+
Patents

250+
Students
Research Project

98%
Faculty with PhD from
premier institutes

50+
Professional Body
Association

ABOUT PDEU INNOVATION & INCUBATION CENTRE(PDEU IIC)



PDEU Innovation and Incubation Centre (formerly known as PDPU IIC) is an incubator at PDEU established in 2014. The Centre was formally established in 2017 u/s 8 of The Companies Act, 2013, with a vision to provide state-of-the-art support and service to innovators, technocrats and entrepreneurs who aim to create a social and economic pact in society through innovative solutions to existing problems. The centre acts complementary to the academic and research activities of the University.

PDEU IIC has also been approved to be a “Technology Business Incubator”, a recognition by the Department of Science and Technology, Government of India. It is recognized as a Nodal Institute by the Government of Gujarat. PDEU IIC has incubated **220+ start-ups** across **10+ domains** and generated **500+** employment opportunities through start-ups. The IIC Office has a specially designated area of **20,000 sq. ft** for the start-ups to work on.

3500+

Application received

220+

Start-up Incubated

230+

Events Organised

35,000+

Students
Sensitized

30+

Startups with
INR 50L+ revenue

12+

NISP
Startups

45 CR+

Funding Raised

150+

IPR FILED

500+

Employment Generated

SOM LALIT INSTITUTE OF MANAGEMENT STUDIES(SLIMS)



Set up in 1996, Som-Lalit Institute of Management Studies and Som-Lalit Institute of Business Management are one of the oldest management institutes of Gujarat. Since their inception, the objective has been to be contemporary value based management educational institutes with strong ethical values.

The strong alumni of more than 3000 students have built an incredible reputation among the leading corporate houses at national as well as international level. This has resulted in SLIMS/SLIBM students securing the best possible placements year on year. The institute with a performance oriented culture has some of the best faculty resources who have an enviable mix of excellent academic credentials and industry experience. The faculty members are actively involved with the corporate world and take on live projects which not only benefit themselves but the institute and the students.

PURPOSE OF THE SESSION



The session titled “**Insights into Building an Early Stage Startup**” was organized to expose management students to the realities of starting and scaling a business at an early stage. The objective was to bridge the gap between theoretical knowledge and practical entrepreneurial experience. The session aimed to help students understand how startup ideas evolve, how early challenges are addressed, and what mindset is required to sustain a startup journey. It also intended to motivate aspiring entrepreneurs by offering real-world insights and practical guidance from an experienced startup professional.

ABOUT THE SESSION

The session was conducted by **Mr. Aditya Shukla** (Founder & CEO of Saltech Design Labs Pvt. Ltd.), who shared his entrepreneurial journey and offered practical insights into building an early stage startup. He began by discussing how startup ideas are conceived and emphasized the importance of identifying real problems before developing solutions. The session highlighted key aspects such as market validation, customer discovery, team building, and the significance of adaptability in the early phases of a startup.

Mr. Shukla explained common challenges faced by early stage founders, including limited resources, uncertainty, and decision-making under pressure. He stressed the importance of learning from failures and using feedback as a tool for continuous improvement. Through examples and interactive discussions, students were encouraged to think critically about their ideas and evaluate their feasibility.

The session also included an interactive Q&A segment where students asked questions related to funding, scaling strategies, and balancing risk with innovation. This interaction helped students gain clarity on practical startup concerns and understand how theoretical concepts are applied in real entrepreneurial scenarios.



CONCLUSION

The session proved to be highly informative and impactful for the participants. Students gained a clear understanding of the fundamentals of building an early stage startup and the challenges involved in the initial phases. They developed insights into problem identification, idea validation, and the importance of resilience and adaptability. The interaction with Mr. Aditya Shukla inspired students to approach entrepreneurship with a practical mindset and realistic expectations. Overall, the session successfully enhanced students' entrepreneurial awareness and encouraged them to explore startup opportunities with confidence and clarity.





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PDEU - Innovation and Incubation Centre



Let's Connect

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