

# Report

## 1. Introduction

The Skill Development & Startup Cell of the College of Agricultural Engineering & Technology (CAET), Junagadh Agricultural University (JAU), Junagadh, successfully organized a seminar titled “Idea Pitch Competition and SSIP Awareness Program” on 18<sup>th</sup> February 2026 at Seminar Hall, CAET, JAU under the Student Startup and Innovation Policy (SSIP) 2.0 initiative of the Government of Gujarat.

The primary objective of the program was to create awareness among undergraduate students about SSIP 2.0 and to encourage them to develop and pitch innovative startup ideas.

## 2. About SSIP 2.0 and Idea Pitch Competition

The Student Startup and Innovation Policy (SSIP), launched by the Government of Gujarat, is designed to encourage innovation and entrepreneurial development among students by offering financial assistance, technical guidance, and mentorship support. The College of Agricultural Engineering and Technology (CAET), Junagadh Agricultural University (JAU), has been proudly selected under SSIP 2.0, which marks an important step toward strengthening the startup and innovation ecosystem within the institute.

As part of this initiative, an Idea Pitch Competition will be organized at the university level. Students of CAET are invited to participate either individually or in groups of up to five members, presenting their innovative ideas. The best ideas will be awarded prize money and may be recommended for participation at the next level of the competition.

## 3. Speaker Details

The session was delivered by:

1) Dr. C. S. Matholiya, SSIP Coordinator & Assistant Professor, Department of FMPE, CAET, JAU, Junagadh

He elaborated on:

- Objectives and framework of SSIP 2.0
- Funding support and financial assistance available
- Process of idea submission and evaluation
- Guidelines for participating in the Idea Pitch Competition

- Success stories and opportunities for student innovators

2) Dr. Haresh Chavda, Assistant Professor, Department of Economics, Collage of Agriculture, JAU, Junagadh

He elaborated on:

- About the idea pitch competition and rules
- Detailed participations criteria
- About the creation of the idea and its formulation
- About the creation of pitch deck

#### **4. Participation**

The seminar witnessed enthusiastic participation from 62 undergraduate students of CAET. Students actively engaged in the interactive session and raised queries related to Eligibility criteria, Funding limits, Prototype development support, Mentorship and incubation process. The interactive discussion reflected strong interest among students toward entrepreneurship and innovation.

#### **5. Key Outcomes**

- Enhanced awareness about SSIP 2.0 among UG students.
- Motivation for students to convert innovative ideas into startups.
- Encouragement for interdisciplinary collaboration.
- Registration of interested students for upcoming Idea Pitch Competition.

#### **6. Conclusion**

The “Idea Pitch Competition and SSIP Awareness Program” concluded successfully with positive feedback from participants. The event served as a stepping stone in strengthening the innovation culture at CAET, JAU. The institute looks forward to active student participation in SSIP 2.0 initiatives and the emergence of impactful student-led startups. The program ended with a vote of thanks extended to the speaker and all participants for their active involvement.

