

REPORT OF SENSITIZATION PROGRAM OF SSIP

1. **Title of the Activity:** Sensitization program of SSIP 2.0
(Journey of Start up -Innovation to Entrepreneurship)
2. **Date and Time:** 20th August 2025
3. **Organized By:** SSIP, GASC-Bavla
4. **Participants:** B. A. & B.Sc. Semester 1, 3 and 5 students; Number of participants: 96)
5. **Objective of the Activity**

A sensitization program on the Startup Support and Innovation Policy (SSIP) 2.0 was conducted at Government Arts and Science College, Bavla on August 20, 2025. The program was aimed at raising awareness among students as well as faculty members about the government's initiatives to foster entrepreneurship and innovation in Gujarat. The session was designed to familiarize the participants with the objectives, benefits, and implementation strategies of the SSIP 2.0 policy.

6. Brief Description of the Activity

- **Introduction to SSIP 2.0:** Dr. Bharat Makwana began the session by providing a comprehensive overview of the SSIP 2.0 policy. He explained the key objectives, components, and benefits offered by the government to student innovators in Gujarat.
- **Objectives of SSIP 2.0:** Create an integrated, state-wide, university-based innovation ecosystem to support innovations and ideas of young students. Provide a conducive environment for optimum harnessing of the creative potential of students. Promote innovations and startups in the traditional and new age technology along with the sunrise sectors.
- **Components of SSIP 2.0: Innovation and Entrepreneurship (iHub):** These hubs act as one-stop solutions for sector-wise startups and entrepreneurs, providing state-of-the-art facilities like co-working spaces, labs, and incubation centers.
- **Funding assistance:** The policy provides funding support to student startups through various schemes, including grants, seed funding, and equity investments.

- **Mentorship and incubation:** Startups can access mentorship and incubation support from experienced professionals and incubators.
- **Accelerator support:** The policy offers accelerator programs to help startups scale up their operations and reach new markets.
- **Access to industry networks and global markets:** Startups can connect with industry experts and explore opportunities in global markets.
- **Success Stories of Indian Startups:** Dr. Bharat Makwana shared inspiring stories of successful Indian startups that have made significant contributions to the country's economy. These case studies highlighted the potential for startups to create jobs, drive innovation, and contribute to social and economic development.

Oyo Rooms: Founder: Ritesh Agarwal

Story: Started as a student startup in 2013, Oyo Rooms began with the idea of standardizing and aggregating budget hotels in India. With initial seed funding and support, Oyo Rooms grew rapidly and is now a leading hospitality chain with a presence in over 80 countries.

Zomato: Founders: Deepinder Goyal and Pankaj Chaddha

Story: Zomato began as a college project to create a restaurant discovery platform. The founders used their initial resources and support from early investors to expand the platform. Today, Zomato is a global leader in food delivery and restaurant reviews.

Flipkart: Founded in 2007, Flipkart is India's largest e-commerce platform. It started as an online bookstore and now sells a wide range of products, including electronics, fashion, and home goods.

Paytm: Founded in 2010, Paytm is India's largest mobile payments and e-commerce platform. It allows users to make payments using their mobile phones and also offers a variety of online shopping services.

Ola: Founded in 2011, Ola is India's largest ride-hailing platform. It offers a variety of transportation options, including cars, taxis, and auto-rickshaws.

7. Resource Person:-

Dr. Bharat A. Makwana,
Asst. Prof. Chemistry,
Bharatiya Vidhya Bhavan's Sheth R. A. College of Science, Ahmedabad.

8. Outcomes:-

The sensitization program on SSIP 2.0 at Government Arts and Science College was a valuable initiative that contributed to the growth and development of the startup ecosystem in Gujarat. By providing information, inspiration, and networking opportunities, the program empowered participants to explore entrepreneurial ventures and contribute to the state's economic progress. The sensitization program was instrumental in enhancing awareness about the SSIP 2.0 policy, encouraging student participation, and showcasing the transformative potential of innovative ideas. The success stories of Indian startups provided valuable insights and motivation for students, demonstrating how entrepreneurial initiatives can lead to significant achievements with the right support and resources.

9. Photographs



10. Convener / Coordinator Name

DR. B. A. PRAJAPATI,
Assistant Professor (BOTANY) and coordinator SSIP

Dr. B. A. Prajapati
coordinator SSIP
Government Arts and Science College,
Bavla, Ahmedabad

Dr. Kishorsinh Parmar
Chairperson and Principal