

# Mega Startup Sensitization Programme

**Organized by:** Gujarat Arts and Commerce College (Evening), Ahmedabad

**Under the Aegis of:** SSIP & IIC Committee, Entrepreneurship Development Cell (EDC), and IQAC

**Date:** 13/08/2025

**Mode:** Offline (Departmental Level)

**Number of Participants:** 698

## Objective of the Event

The Mega Startup Sensitization Programme was organized to create awareness among students regarding entrepreneurship, innovation, and the startup ecosystem. The initiative aimed to inculcate entrepreneurial thinking and motivate students to explore startups as a viable career option in alignment with national initiatives promoting innovation and self-reliance.

## Session Highlights

The programme was conducted across various departments at the departmental level, where sessions were taken by the faculties of the college. The sessions focused on introducing students to the fundamentals of startups, including idea generation, business models, funding opportunities, and government support schemes such as Startup India and SSIP.

Faculty members shared relevant case studies and practical insights to help students understand the process of transforming ideas into successful ventures. Emphasis was also laid on identifying local problems and developing innovative, scalable solutions.

## Participation and Engagement

Students from different departments actively participated in the programme. The sessions were interactive, encouraging discussions, questions, and idea-sharing among participants.

## Outcomes and Impact

The programme enhanced awareness among students about entrepreneurship and the startup ecosystem. It inspired participants to think creatively and explore innovative solutions to real-world problems.

The initiative also strengthened the institution's commitment to fostering innovation and entrepreneurship in alignment with NEP 2020 and SSIP/IIC objectives.

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