

SSIP Activity Report

Activity 2: Startup Story Telling and Awareness on Startup Ecosystem

Date: 11/10/2025

Time: 9:30 AM to 11:30 AM

Venue: Classroom A2, Shreyarth University

Participants: A total of 40 students from Computer Science, Management, and Nursing schools of Shreyarth University.

Resource Person: Ms. Mirali Chauhan (Assistant Professor, SOE, Shreyarth University)

Got SSIP funding from Marwadi University.

Purpose of Activity

- To motivate students through real-life startup storytelling and entrepreneurial experiences.
- To create awareness among students about the startup ecosystem and opportunities available under the SSIP framework.
- To guide students on how innovative ideas can be developed into practical startup ventures.

Activity Details

- The resource person shared her entrepreneurial journey and experience in working with startup ideas and innovation initiatives.
Students were introduced to the fundamental aspects of building a startup, including **problem identification, idea validation, feasibility analysis, uniqueness, and scalability.**
- The session explained how a strong startup idea should address real-world problems and create value for users.
- Guidance was provided on how students can **align their startup ideas with SSIP requirements** and apply for funding, mentorship, and incubation support.
- The speaker emphasized the importance of **innovation, persistence, teamwork, and continuous learning** in building successful startups.
- Practical insights were shared on how students can begin their entrepreneurial journey while still pursuing their academic studies.

Outcome of the Program

- Students gained a better understanding of **startup development and the entrepreneurial ecosystem.**
- Participants actively interacted with the resource person and asked questions related to **startup ideation, SSIP participation, and funding opportunities.**
- The session successfully encouraged students to explore entrepreneurial opportunities and consider **participating in SSIP programs and startup initiatives.**