

JANUARY 2026

NATIONAL STARTUP DAY

CELEBRATING INNOVATION, IDEAS & INDIA'S STARTUP SPIRIT



29th January 2026



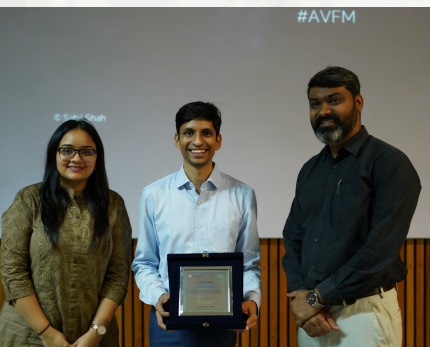
11:00-12:30 & 03:00-4:30



400+ Students



B Block, PDEU Campus





National Startup Day at PDEU Showcased the Role of Academic Spaces in Shaping Problem-Solvers, Innovators, and Future Business Leaders.



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ABOUT PANDIT DEENDAYAL ENERGY UNIVERSITY

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

450+
Patents

200+
Guest Faculty

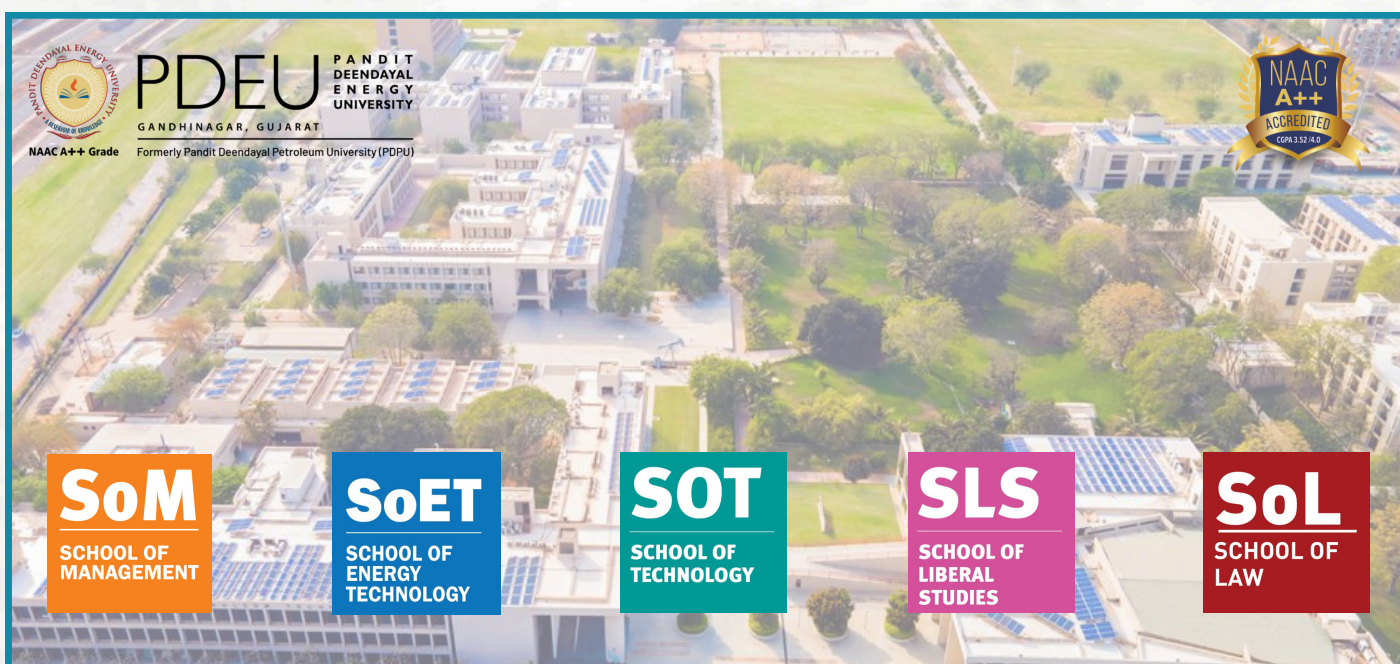
98%
Faculty with PhD from
premier institutes

500+
Faculty &
Staff

250+
Students
Research Project

75+
Ongoing Project

50+
Professional Body
Association



ABOUT PDEU INNOVATION AND INCUBATION CENTRE

PDEU Innovation and Incubation Centre (formerly known as PDEU 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 **230+ 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.



4000+

Application received

230+

Start-up Incubated

40,000

Students Sensitized

nirf-Innovation
National Institutional Ranking Framework for Innovation
Ministry of Education, Government of India

250+

Events Organised

12+

NISP Startups

35+

Startups with INR 50L+ revenue

150+

IPR FILED

INR 45 CR+

Funding Raised

500+

Employment Generated



ABOUT NATIONAL STARTUP DAY (NSD)

On **16th January 2016**, **Prime Minister, Shri Narendra Modi** launched the Startup India Initiative with the intent to build a strong ecosystem for nurturing innovation, boosting startups, and encouraging investments in the startup ecosystem of the country. This year marks the completion of its 8 marvelous years of the launch of Startup India. From about **400 startups** in 2016 to more than **1,17,000 recognised startups** today, the Indian startup ecosystem has grown from strength to strength over the years. This year with Gujarat having secured its position as the best-performing state in the startup ecosystem yet again, reflects the crucial role played by incubators across the state in all these years.



PURPOSE OF THE EVENT

Aligned with its focus on nurturing entrepreneurship, **PDEU Innovation and Incubation Centre** celebrates **National Startup Day** each year to inspire and support young innovators. This year, **NSD 2026** was organized exclusively for **PDEU SOM** and **SLS** students to provide exposure to real world startup journeys and motivate them to pursue innovation driven career paths. This included knowledge-sharing opportunities designed to inspire future leaders and encourage meaningful contributions to the startup landscape.

FOUNDER AND CEO OF WEAM AI



MR. RONIK PATEL

Mr. Ronik Patel, Founder and **CEO of Weam AI**, is an entrepreneur with over 13 years of experience in building and scaling global technology ventures. He studied at Rutgers University and Babson College, with academic exposure in the US, France, and China, and also worked in a joint Harvard-MIT research lab, strengthening his analytical foundation. He founded JD Softtech in 2012, which later grew into UnlimitedWP, a leading white-label WordPress service provider with nearly 100 professionals before being acquired by E2M Solutions. He currently serves as **Director at E2M Solutions**, leading a global team of around 400 professionals. Weam AI, founded by him, is an AI-focused product venture designed to help digital agencies improve speed, efficiency, and quality of execution. The platform addresses real operational challenges using AI to streamline workflows and delivery outcomes. His journey blends scientific thinking with practical business leadership and execution.

FOUNDER OF HUNGRITO



MR. SAHIL SHAH

Sahil Shah, **Founder of Hungrito**, is an entrepreneur and marketing strategist with over a decade of experience in building community-focused brands and leading digital transformation initiatives. He founded Hungrito in 2016 under Netsavvies Media Co. as one of Gujarat's early food discovery platforms for the Ahmedabad-Gandhinagar region. What began as a curated digital marketplace helping users discover the best dishes, from street food to fine dining, has grown into a multi-dimensional media and events brand. Backed by authentic reviews, high-quality content, and strong community engagement, Hungrito has established itself as a **leading food and experiential platform in Gujarat**, reflecting Sahil's expertise in brand scaling, operations, and community-first business models.

ABOUT THE EVENT

Session I

Behind the Scenes of Entrepreneurship with Ronik Patel

ENTREPRENEURSHIP UNCOVERED

The session titled “Behind the Scenes of Entrepreneurship” by Mr. Ronik Patel gave students a realistic and experience based understanding of entrepreneurship, going beyond the surface level often linked with startups. The session began with Ronik Patel’s entrepreneurship framework, where he distinguished between traditional Dhando businesses and venture style startups.



ENTREPRENEURIAL GROWTH MODELS

Dhando businesses focus on margins, value creation, and strong systems, while venture style startups focus on upfront investment, speed, and fast scaling. This comparison helped students see that entrepreneurship is not a one size fits all journey, but a strategic choice shaped by goals, resources, and risk appetite. The idea of inorganic growth was also explained using acquisition examples ranging from 100,000 dollars to 2 million dollars as alternative routes for expansion.



PRINCIPLES OF SUCCESS

The session also introduced a four part success model consisting of Drive, Money, Time and Patience, and Mindset, showcasing that sustainable success depends on a balanced mix of motivation, capital, persistence, and the right mental approach. Overall, the session explained what it actually takes to build, grow, and sustain a business over the long term. The focus remained on practical realities, disciplined execution, and long range thinking rather than quick success stories.



ABOUT THE EVENT

Session II

Scaling the Flavour: The Journey of Hungrito with Sahil Shah

SCALING BEYOND TIER 1

The session with Mr. Sahil Shah, founder of Hungrito, began with a discussion on the rising economic activity in Tier 2 cities, highlighted by the 2025 Coldplay concert in Ahmedabad. He explained how growth is now moving beyond Tier 1 cities as they approach saturation, creating new opportunities in developing urban markets. The session focused on how to design and deliver new customer experiences effectively through digital platforms, and how events today are shifting from being supported by digital tools to becoming digitally led businesses. He stressed that maintaining a strong and consistent digital presence is essential to avoid becoming a one hit wonder.



MARKETING FRAMEWORKS

The discussion also covered the 4 Ps, Cs, and Es of marketing and how these frameworks help in building and positioning experience driven brands. He pointed out how technology and social platforms keep evolving, from desktop to mobile and from Facebook to Instagram, changing how customers discover and engage with products and events.

HUNGRITO'S GROWTH JOURNEY

Hungrito's journey was presented in three stages: Start, Scale, and Sustain. It began as a street food app idea that evolved into a structured brand through research and development. It then scaled across multiple cities with large Food Festivals and High Street events, establishing itself in the experiential food industry. Now, it focuses on strengthening its market position, improving operations, building recurring revenue, and driving innovation for long-term stability.



CONCLUSION

In conclusion, National Startup Day 2026 at PDEU successfully served as a platform to promote entrepreneurship and innovation among over 400 students from the School of Management and the School of Liberal Studies. Celebrating ten years of the Startup India initiative, the event was thoughtfully organized by the PDEU Innovation and Incubation Centre to reinforce the vision of transforming students from job seekers into job creators.

Through insightful sessions by founders as Sahil Shah (Hungrito) and Ronik Patel (Weam AI), participants gained practical exposure to digital-first business models, marketing strategy, AI-driven execution, scaling approaches, and long-term sustainability. The program concluded on a strong note, reaffirming the importance of such initiatives in nurturing entrepreneurial mindsets and strengthening PDEU's student-driven startup ecosystem.

“By bringing founders and students together, National Startup Day at PDEU IIC strengthened the foundation of a collaborative and forward-looking startup culture.”

“As PDEU IIC marked a decade of the Startup India initiative, National Startup Day reaffirmed that tomorrow's leaders are those who build solutions with purpose, perseverance, and vision.”

અમદાવાદ-સિટીલાસ્કર
31-01-2026

'સ્ટાર્ટઅપમાં નફાકારકતા અને મૂલ્ય સર્જનને મહત્વ આપવું જોઈએ'



ગાંધીનગર: PDEUના ઈનોવેશન એન્ડ ઈન્ક્યુબેશન સેન્ટર દ્વારા નેશનલ સ્ટાર્ટઅપ ડેનું સેલિબ્રેશન કરવામાં આવ્યું. જેમાં 190થી વધુ વિદ્યાર્થીઓએ ભાગ લીધો હતો. સ્કૂલ ઓફ મેનેજમેન્ટના આંતરપ્રિન્ચોર રોનિક પટેલે 'બિહાઈન્ડ ધ સીન ઓફ આંતરપ્રિન્ચોરશીપ' વિષય પર લેક્ચર આપ્યું.

તેમણે સફળતાનું ચાર ભાગનું મોડેલ સમજાવ્યું. તેમાં ડ્રાઈવ, પૈસા, સમય અને માર્કેટસેટનો સમાવેશ હતો. તેમણે ધંધો મોડેલની પણ વાત કરી. તેમણે વધારામાં જણાવ્યું કે સ્ટાર્ટઅપમાં નફાકારકતા અને મૂલ્ય સર્જનને મહત્વ આપવું જોઈએ. PDEU IIC 2014થી અત્યાર સુધી 220થી વધુ સ્ટાર્ટઅપને માર્ગદર્શન આપી ચૂક્યું છે. 25,000થી વધુ હસ્તકલા કલાકારોને સશક્ત બનાવ્યા છે. 530 મેટ્રિક ટનથી વધુ પ્લાસ્ટિક રિસાયકલ કર્યું છે. આ પ્રયાસોથી 10 લાખથી વધુ





THANK-YOU



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Let's Connect