

Report

Seminar Title	Student Startup Orientation Program (SSIP 2.0): Empowering Young Minds in Agri-Startups
Date	23 April, 2026
Time	10:00 hrs onwards
Venue	Seminar Hall, College of Horticulture (CoH), Junagadh Agricultural University, Junagadh
Organized by	College of Horticulture (CoH), Junagadh Agricultural University, Junagadh
Speaker	Dr. C. S. Matholiya SSIP Coordinator & Assistant Professor Department of Farm Machinery and Power Engineering (FMPE) College of Agricultural Engineering & Technology (CAET), JAU, Junagadh

A seminar on “Student Startup Orientation Program (SSIP 2.0): Empowering Young Minds in Agri-Startups” was organized by the College of Horticulture, Junagadh Agricultural University, Junagadh on 23 April, 2026 at the Seminar Hall, CoH, JAU, Junagadh. The objective of the program was to create awareness among students regarding innovation, entrepreneurship, startup development, and various support mechanisms available under the Student Startup and Innovation Policy (SSIP 2.0) of the Government of Gujarat.

The session was delivered by Dr. C. S. Matholiya, SSIP Coordinator & Assistant Professor, Department of Farm Machinery and Power Engineering, CAET, JAU, Junagadh. During the session, Dr. Matholiya elaborated on the importance of developing an entrepreneurial mindset among students and highlighted the opportunities available for transforming innovative ideas into successful agri-startups.

The speaker provided detailed information about the objectives and provisions of SSIP 2.0, including financial assistance for Proof of Concept (PoC) development, Intellectual Property Rights (IPR) support, mentoring facilities, incubation support, and guidance for commercialization of student innovations. The participants were also sensitized about the role of technology, innovation, and entrepreneurship in addressing challenges in agriculture and allied sectors.

The seminar encouraged students to identify real-world agricultural problems and develop innovative solutions with the support of incubation centres and startup ecosystems. Interactive discussions were conducted during the session, where students actively participated and clarified their queries related to startup ideas, funding opportunities, and the SSIP application process.

A **total of 194 students** of the College of Horticulture, JAU, Junagadh actively participated in the seminar. The program successfully created awareness among students about startup opportunities and motivated them to pursue innovation-driven entrepreneurship in the field of agriculture and allied sectors.

The seminar concluded with a vote of thanks to the speaker, organizers, and participants for their valuable contributions in making the event successful.

Outcome of the Program

- Students gained awareness about SSIP 2.0 policy provisions and startup support mechanisms.
- Participants understood the process of converting innovative ideas into prototypes and market-oriented solutions.
- Students were motivated to develop entrepreneurial skills and explore opportunities in agri-startups.
- Awareness was created regarding PoC funding, IPR support, mentoring, and incubation facilities available for student innovators.