



SSIP



**Institution's Innovation Council
Saurashtra University Rajkot**

FROM IDEA TO ENTERPRISE

17th July 2026, Friday

V.V.P. Engineering College, Rajkot

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Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

11:50AM	Registration Time
12:00PM	Welcome
12:05PM	Expert session led by Mr. Parth Sejpai
01:30PM	Programme Feedback - Conclusion
01:45PM	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-SSGS

Brief about Event

V.V.P. Engineering College, Rajkot Collaboration with IIC & DPIIT IPR Chair, Saurashtra University, Rajkot, organized a seminar on “FROM IDEA TO ENTERPRISE” on 17th July 2026 at 12:00 PM at V.V.P. Engineering College, Rajkot. The session was led by Mr. Parth Sejpal, IPR Chair Professor, SPRIHA, Saurashtra University.

Every successful enterprise begins with an idea that solves a problem or fulfills a need in the market. The first step is identifying a business opportunity, conducting market research, and evaluating whether the idea is practical and profitable. Entrepreneurs then develop a business plan that outlines their goals, target customers, marketing strategy, financial requirements, and operational processes.

After planning, the entrepreneur gathers the necessary resources, such as funding, skilled employees, technology, and equipment. The business is then legally registered, and products or services are developed and tested to meet customer expectations. Effective marketing and branding help attract customers and establish the enterprise in the competitive market.

As the business grows, the focus shifts to improving product quality, expanding operations, managing finances, and maintaining customer satisfaction. Innovation, adaptability, and continuous learning are essential for long-term success. Entrepreneurs must also monitor market trends and respond to changing customer needs to remain competitive.

The journey from idea to enterprise requires creativity, careful planning, dedication, and effective execution. Although challenges such as competition, financial risks, and changing market conditions may arise, a well-managed enterprise can create employment, contribute to economic growth, and generate sustainable profits while providing value to society.

Key Points

- Encourages participants to transform innovative ideas into successful businesses.
- Explains the journey from identifying a business idea to launching an enterprise.
- Highlights the importance of market research and identifying customer needs.
- Covers the preparation of a business plan and business model.
- Discusses funding options such as self-financing, bank loans, investors, and government schemes.
- Introduces the legal process of business registration and compliance.
- Emphasizes marketing, branding, and customer relationship management.
- Focuses on innovation, entrepreneurship skills, and problem-solving.
- Shares success stories and practical experiences from entrepreneurs or industry experts.
- Motivates students and aspiring entrepreneurs to develop startups that create employment and contribute to economic growth.

Outcome

The **"From Idea to Enterprise"** event enhanced participants' understanding of the entrepreneurial journey, from generating a business idea to establishing a successful enterprise. It helped them develop skills in business planning, market analysis, innovation, financial management, and marketing while increasing their confidence to pursue entrepreneurial opportunities. The event also inspired participants to think creatively, solve real-world problems, and explore startup opportunities that can contribute to economic growth and job creation.

About the Speaker / Chief Guest



Mr. Parth Sejpai

CEO

SUSEC Saurashtra university



Expert Session on

FROM IDEA TO ENTERPRISE

Unlock your potential through innovation and entrepreneurship. Learn, create, and take the first step towards building your own startup.



MR. PARTH SEJPAL
CEO
SU Startup and Entrepreneurship Council
SAURASHTRA UNIVERSITY,
RAJKOT

ORGANIZED BY :
V.V.P. Engineering College, Rajkot
Collaboration with IIC & DPIIT IPR Chair,
Saurashtra University, Rajkot

 **V.V.P. Engineering College,
Rajkot**

 **DATE**
17 July 2026

 **TIME**
12:00 PM - 01:30 PM

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