



Government of Gujarat

Government Commerce College, Naroda

“B+” NAAC Accredited

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Principal
Dr. P.R. Patel

Date: 13th August 2026

Workshop on “Idea to Enterprise”

Name of the Institution: Government Commerce College, Naroda, Ahmedabad

Organizing Cell: SSIP Cell

Date: 12 August 2026

Title of the Workshop: *Idea to Enterprise*

Number of Participants: 187 Students

Venue: Government Commerce College, Naroda, Ahmedabad

1. Objectives of the Workshop

The workshop “*Idea to Enterprise*” was organized by the **SSIP Cell** with the objective of fostering an entrepreneurial mindset among students and familiarizing them with the startup journey from ideation to enterprise creation. The programme aimed to provide students with practical insights into the startup ecosystem and develop their ability to present and pitch innovative business ideas.

2. Sessions Conducted

Session I: Understanding the Startup Ecosystem

The first session introduced students to the startup ecosystem and its various stakeholders. Students were familiarised with the startup journey, innovation, incubation, funding opportunities, mentorship, government support and the role of institutions in nurturing entrepreneurial ventures. The session helped students understand how an idea can be transformed into a viable entrepreneurial opportunity.

Session II: Idea Pitching

The second session focused on the fundamentals of effective idea pitching. Students were guided on how to communicate a business idea clearly and convincingly by identifying the problem, presenting the proposed solution, defining the target market, highlighting the value proposition and explaining the potential for scalability. The session encouraged students to think creatively and confidently articulate their entrepreneurial ideas.

3. Key Highlights

- Exposure to the fundamentals of the startup ecosystem.
- Understanding of the journey from **idea to enterprise**.
- Introduction to incubation, mentorship, funding and institutional support.
- Practical guidance on developing and presenting a startup idea.

- Emphasis on problem identification, innovation and value proposition.
- Encouragement of entrepreneurial thinking and confidence among students.
- Interactive learning through discussion and idea-pitching activities.

4. Outcomes

The workshop enhanced students' awareness of entrepreneurship and the startup ecosystem. Participants gained a better understanding of how innovative ideas can be developed into sustainable enterprises. The idea-pitching session also strengthened students' communication, presentation, creative thinking and entrepreneurial skills. The programme motivated students to explore entrepreneurship as a viable career and encouraged them to take their innovative ideas towards further development and incubation.

5. Participation

A total of **187 students** actively participated in the workshop.

6. Conclusion

The “*Idea to Enterprise*” workshop served as an effective platform for creating awareness about entrepreneurship, innovation and startup opportunities among students. The two-session format, covering “**Understanding the Startup Ecosystem**” and “**Idea Pitching**,” provided students with both conceptual understanding and practical exposure. The programme contributed towards strengthening the entrepreneurial ecosystem and promoting the objectives of **SSIP** at the institutional level.

Dr. Dipti Arora
SSIP Coordinator





