



Veer Narmad South Gujarat University

Student Startup & Innovation Policy (SSIP), Institution's Innovation Council (IIC) & Department of Fine arts Jointly Organized Session on “beyond the canvas: from creative idea to startup”

“REPORT ON BEYOND THE CANVAS: FROM CREATIVE IDEA TO STARTUP”

Type of Event: Mentoring Session

- 1. Date:** 14 August 2026
- 2. Time:** 11:00 AM
- 3. Venue of the Event:** Seminar Room, Department of Bio science, Veer Narmad South Gujarat University (VNSGU), Surat
- 4. Guest Speaker:** Ms. Siddhi Patel (Assistant Manager-SSIP)

1.Acknowledgement

A session on “**Beyond the Canvas: From Creative Idea to Startup**” was organized jointly by the **Institution’s Innovation Council (IIC), Student Startup & Innovation Policy (SSIP), Department of Fine Arts, and Department of Fine Arts, VNSGU** at Veer Narmad South Gujarat University, Surat.

The programme aimed to encourage students, artists, designers, innovators and researchers to transform creative ideas into innovative products, services and entrepreneurial ventures. The organizers acknowledge the support and cooperation of the University authorities, faculty members and participants for the successful conduct of the programme.

2. Introduction

Creativity and innovation are important drivers of entrepreneurship. Artists, designers and creative professionals possess unique ideas and skills that can be transformed into sustainable businesses when supported by appropriate innovation, intellectual property, funding and mentorship ecosystems.

The session “**Beyond the Canvas: From Creative Idea to Startup**” focused on helping creative individuals understand the journey from an initial idea to a validated concept, protected intellectual property and eventually a startup venture.

The session introduced participants to **SSIP 2.0, Proof of Concept (PoC), Prototype Development, Intellectual Property Rights (IPR), Grants, Funding Opportunities, Entrepreneurship, Mentorship and Startup Support.**

3. Objectives of the Program

The major objectives of the programme were:

- To encourage creativity, innovation and entrepreneurial thinking among students.
- To create awareness about SSIP 2.0 policies and benefits.
- To explain the importance of Proof of Concept (PoC) and prototype validation.
- To create awareness regarding protection of creative works through IPR.
- To introduce participants to available grants and funding opportunities.
- To encourage artists and designers to explore entrepreneurship as a career option.
- To provide an understanding of the startup journey for creative professionals.
- To promote networking, mentorship and collaboration within the innovation ecosystem.

4. Program Details

Particular	Details
Programme	Beyond the Canvas: From Creative Idea to Startup
Organized By	SSIP Cell
Co-organized By	Institution's Innovation Council (IIC)
Collaboration	Department of Fine arts
University	Veer Narmad South Gujarat University
Date	14 August 2026
Time	11:00 AM
Venue	Department of Bio science, VNSGU
Mode	Offline
Target Audience	Students
Expert Speaker	Ms. Siddhi Patel (Assistant Manager-SSIP)

5. Session Details

The session explained the complete journey of converting a creative concept into an entrepreneurial opportunity through six important stages:

A. Ideate – Discover Creative Possibilities

Participants were encouraged to identify creative ideas and explore possibilities for converting artistic and innovative concepts into products, services or business opportunities.

B. Protect – Safeguard Original Creations

The importance of protecting creative and innovative work through Intellectual Property Rights was discussed. Participants were introduced to different forms of IPR relevant to creative professionals, including copyright, designs, trademarks and other forms of intellectual property protection.

C. Validate – PoC & Prototype

The session explained the importance of developing a **Proof of Concept (PoC)** and prototype to test whether an idea is technically and practically feasible. Participants learned that validation helps improve an idea before investing significant resources in commercialization.

D. Fund – Explore Grants & SSIP 2.0 Support

Participants were made aware of opportunities available through **SSIP 2.0**, grants, funding and institutional support mechanisms. The session highlighted the importance of preparing innovative ideas and PoCs to access appropriate funding and support.

E. Launch-Build a Creative Venture

The programme introduced participants to the process of transforming a validated creative concept into a startup or entrepreneurial venture. Market understanding, customer needs, product development and business planning were highlighted as important aspects of the startup journey.

F. Impact-Create Value, Inspire & Grow

The final stage focused on creating meaningful impact through creative entrepreneurship. Participants were encouraged to build ventures that generate economic, social and cultural value while continuously innovating and growing.

6. Key Learning Outcomes

The programme provided participants with an understanding of:

- SSIP 2.0 policy and its potential benefits.
- The importance of creativity in innovation and entrepreneurship.
- Developing and validating a Proof of Concept.
- Prototype development and testing.
- Protecting creative work through IPR.
- Grants and funding opportunities for innovative ideas.
- Converting creative skills into entrepreneurial opportunities.
- Building a startup around creative products and services.
- Importance of mentorship and networking.

7. Outcomes of programme

The programme successfully created awareness about the entrepreneurial potential of creative ideas. Participants were encouraged to look beyond traditional artistic careers and explore opportunities in **creative entrepreneurship, startups, product development and innovation**.

The session also helped bridge the gap between **creativity, intellectual property, innovation and commercialization**. Students and creative professionals were encouraged to develop their ideas further through PoC development, IPR protection, funding support and mentorship.

The programme strengthened the university's innovation ecosystem by connecting creative disciplines with the broader objectives of SSIP and IIC.

8. Feedback

The session received positive and encouraging feedback from participants. Students and creative professionals found the discussion on **SSIP 2.0, PoC, IPR, grants and startup opportunities** particularly useful.

Participants appreciated the practical approach of explaining how a creative idea can progress from the ideation stage to validation, protection, funding and ultimately startup creation.

The session motivated participants to consider entrepreneurship as a possible pathway for utilizing their creative skills and innovative ideas.

9. Conclusion

The “**Beyond the Canvas: From Creative Idea to Startup**” session was a valuable initiative to promote innovation and entrepreneurship among students and creative professionals.

The programme successfully demonstrated that creative ideas can be transformed into sustainable entrepreneurial opportunities through proper **ideation, validation, IPR protection, funding, mentorship and startup support**.

The collaborative initiative of **IIC, SSIP and the Department of Fine Arts, VNSGU** provided participants with valuable knowledge about the innovation and startup ecosystem and encouraged them to transform creativity into meaningful impact.

The programme concluded with the inspiring message:

“Create. Innovate. Entrepreneur. Inspire the Future.”

The collaborative efforts of SSIP, Institution’s Innovation Council and the Department of Mathematics, VNSGU provided an effective platform for promoting innovation and entrepreneurial thinking among the university community.

Some Flyer of the events



VEER NARMAD SOUTH GUJARAT UNIVERSITY

• SURAT •

A SESSION ON

Beyond the Canvas:

From Creative Idea to Startup

Exploring SSIP 2.0, POC, IPR,
Grants & Entrepreneurship



IDEATE

Discover
Creative
Possibilities



PROTECT

Safeguard Your
Original
Creations



VALIDATE

POC & Prototype
Your Creative
Concept



FUND

Explore Grants
& SSIP 2.0
Support



LAUNCH

Build Your
Creative
Venture



IMPACT

Create Value,
Inspire &
Grow

JOINTLY ORGANIZED BY



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

SSIP

STUDENT STARTUP &
INNOVATION POLICY

**DEPARTMENT OF
FINE ARTS**



**DEPARTMENT OF
FINE ARTS
VNSGU**

WHAT YOU WILL EXPLORE?

- ✓ SSIP 2.0 Policy & Benefits
- ✓ POC & Prototype Validation
- ✓ IPR: Protect Your Creative Work
- ✓ Grants & Funding Opportunities
- ✓ Startup Journey for Creatives
- ✓ Mentorship & Support Ecosystem



WHO SHOULD ATTEND?

- 👤 Students
- 👤 Innovators
- 👤 Artists & Designers
- 👤 Creative Entrepreneurs
- 👤 Researchers



DATE
14/08/2026
(Thursday)



TIME
11:00 AM



VENUE
Seminar Hall,
Department of Bioscience,
VNSGU, Surat

**PAINT IDEAS.
BUILD DREAMS.
LAUNCH IMPACT.**



Learn | Innovate
Collaborate



Protect Your
Art with IPR



Access Grants
& Funding



Build Network
& Mentorship

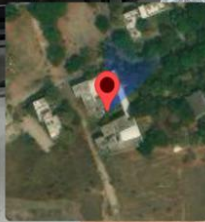


Turn Creativity
into Impact

CREATE. INNOVATE. ENTREPRENEUR. *Inspire the Future.*



GPS Map Camera



Surat, Gujarat, India 

Veer Narmad South Gujarat University, Veer Narmad South Gujarat
University, Surat, Gujarat 395007, India

Lat 21.151433, Long 72.781482

Friday, 14/08/2026 11:20 AM GMT+05:30

Note : Captured by GPS Map Camera



Surat, Gujarat, India 🇮🇳

Veer Narmad South Gujarat University, Veer Narmad South Gujarat
University, Surat, Gujarat 395007, India

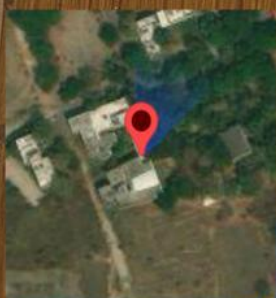
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GPS Map Camera



Surat, Gujarat, India 

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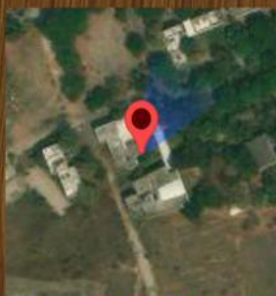
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GPS Map Camera



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Lat 21.151473, Long 72.781482

Friday, 14/08/2026 11:43 AM GMT+05:30

Note : Captured by GPS Map Camera



Report Prepared By
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