

ACTIVITY REPORT 2026

Idea to Impact: A Roadmap for Startup Project Development

Department	Department of Innovation & Entrepreneurship
Date	27 July 2026 (Monday)
Duration	10:00 AM to 12:00 PM
Location	Swarnim Incubation Center
Participants	SSCIT Semester 5th – 26 Students
Faculty Coordinators	Miss. Amisha Priyam Singh; Mr. Gaurav Sharma

Introduction

The Department of Innovation & Entrepreneurship, Swarnim Startup & Innovation University, organized a Sensitization Program titled “Idea to Impact: A Roadmap for Startup Project Development” for SSCIT Semester 5th students. The program introduced fundamentals of entrepreneurship, innovation and startup development and encouraged students to identify opportunities where technology and innovation can solve real-life problems.

Objectives of the Program

- Create awareness about entrepreneurship and startup opportunities.
- Help students identify real-world problems addressed through innovative solutions.
- Develop understanding of opportunity recognition and problem-solving approaches.
- Introduce ideation techniques and creative thinking methods.
- Encourage innovation, uniqueness and value creation in startup ideas.
- Motivate students to convert academic knowledge into practical entrepreneurial ventures.
- Familiarize students with the startup ecosystem and incubation support at the university.
- Inspire startup projects capable of social and economic impact.

Session Highlights

The session covered entrepreneurship, the role of innovation, problem identification, opportunity recognition, customer needs, ideation techniques, brainstorming, creative thinking, and evaluation of feasibility and uniqueness. Students participated in discussions and shared potential startup ideas. The resource persons emphasized that innovation can include improving existing products, services or processes in better and more efficient ways.

Student Participation and Engagement

A total of 26 students actively participated in discussions, brainstorming activities and idea-sharing exercises. Their engagement reflected interest in startup creation, technology-sector business opportunities and transforming ideas into viable projects.

Outcomes of the Program

- Awareness about entrepreneurship and startup culture.
- Understanding of real-world problem identification.
- Learning opportunity recognition and idea generation.
- Exposure to ideation and creative thinking techniques.
- Recognition of innovation and uniqueness in startup success.
- Awareness of incubation and entrepreneurial support mechanisms.
- Motivation to explore entrepreneurship as a career path.

Conclusion

The sensitization program proved to be an insightful and motivating experience. Through guidance from Prof. Amisha Priyam Singh and Mr. Gaurav Sharma, students gained knowledge about entrepreneurship, innovation and startup development and were encouraged to develop impactful startup projects.

Photographs

Photographs:

