# Gujarat Arts and Commerce College (Evening), Ahmedabad

## REPORT ON MEGA SENSITIZATION DRIVE FOR COMMERCE STUDENTS

## Under SSIP, IIC, EDC & Innovation Club

**Date:** 07 October 2026, 2:30 PM to 3:30 PM

**Mode / Venue:** Conducted simultaneously in different classrooms (mega drive)

**Drive Conducted By:** Dr. Ijan Vaidya, SSIP Coordinator, along with SSIP Committee Members

**Target Group:** Commerce Students (B.Com Semester 1)

**Total Students Participated:** 852

**Introduction**

A Mega Sensitization Drive for Commerce (B.Com Semester 1) students was organized on 07 October 2026 from 2:30 PM to 3:30 PM under the initiatives of SSIP, Institution's Innovation Council (IIC), Entrepreneurship Development Cell (EDC) and Innovation Club. The drive was conducted simultaneously in different classrooms by the SSIP Coordinator and the SSIP Committee Members, and aimed to introduce newly admitted students to the SSIP policy and to create awareness about innovation, entrepreneurship and the opportunities available through the institutional ecosystem.

**Objectives**

- To sensitize first-year students about the SSIP policy and the initiatives of SSIP, IIC, EDC and Innovation Club.
- To promote awareness about innovation and entrepreneurship among B.Com students.
- To encourage students to develop creative and problem-solving approaches.
- To familiarize students with opportunities for developing innovative ideas and entrepreneurial ventures.
- To motivate students to participate in institutional innovation, startup and entrepreneurship activities.

**Proceedings**

The mega sensitization drive was conducted from 2:30 PM to 3:30 PM simultaneously in different classrooms by Dr. Ijan Vaidya, SSIP Coordinator, and the SSIP Committee Members, with 852 B.Com Semester 1 students attending in groups across the rooms. The speakers explained the SSIP policy of the Government of Gujarat, its objectives and the benefits and support it offers to student innovators and aspiring entrepreneurs.

Students were encouraged to observe real-life problems, think creatively and explore innovative solutions. Information was also shared regarding the various activities, mentoring opportunities and institutional support available through SSIP, IIC, EDC and the Innovation Club. Students were urged to take part actively in SSIP, innovation, EDC and IIC related activities, and to submit their ideas and join upcoming programmes.

The interactive drive provided students with an opportunity to understand how they could participate in future innovation and entrepreneurship-related programmes conducted by the institution, and to clear their doubts regarding participation.

**Outcomes**

- 852 students gained awareness about the SSIP policy and the activities of SSIP, IIC, EDC and Innovation Club.
- Students developed an understanding of innovation and entrepreneurial opportunities.
- Students were encouraged to identify problems and think of innovative solutions.
- Awareness was created regarding institutional mentoring and support mechanisms.
- Students were motivated to participate in innovation, entrepreneurship and startup-related activities.
- The drive contributed to strengthening the culture of innovation and entrepreneurship among students.

**Conclusion**

The mega sensitization drive successfully engaged 852 B.Com Semester 1 students across different classrooms and created awareness about the SSIP policy, innovation, entrepreneurship and startup opportunities. The drive conducted by Dr. Ijan Vaidya, SSIP Coordinator, and the SSIP Committee Members provided students with motivation and guidance to actively participate in the institution's SSIP, IIC and EDC activities.

