



Gandhinagar University
Gandhinagar Institute of Technology
A Report on
Student Startup Research and Innovation Festival
(13th October 2022, Thursday)

Event Overview:

The Student Startup Research and Innovation Festival was organized at Gandhinagar University (GU) on 13/10/2022. The motivational seminar was arranged for students and faculty members of Gandhinagar Institute of Technology (GIT). The session was conducted by Mr. Vrushank Jaha, Sr. Marketing Manager, Arvind Limited and alumni of Gandhinagar Institute of Technology.

Objective:

The objective for this type of seminar is to create the awareness amongst the students about the importance of time management, team formation and business plan. Mr. Vrushank Jaha had also explain how to survive in the market with the innovative way of marketing. He had also answered many questions with his personal experience of eight years in the field of marketing.

Program Overview:

There were 65 participants in the event. The event started at 12:45 am. The session was started with the welcome speech by Dr. Milan Shah, Dean Management, GU. He shared the importance of Startup and Innovation in the growth of state and nation. Dr Nehal Shah, HOD-MBA, GIT, shared information regarding university policy for Startup and Innovation and welcomed expert and introduced Mr. Vrushank Jaha.

Then the session was handed over to Mr. Vrushank Jaha, he started the session by introducing the terms like innovation and startup. He also explaining the need of creative marketing in this competitive environment. He added one must go through prior art before launch of any product as the customer of current market has diversified requirements. He has discussed that the customer feedback is a crucial in development of market ready product. He also explained different type of marketing methods and explain each type with the real time application to sell the product.

The information about the SSIP 2.0 was also shared during the last phase of the event. The information about the startup ecosystem development at university level was shared with the participants. The benefits of SSIP 2.0, achievements of SSIP cell were also shared with the participants.

The event was a grand success under the enlightenment of Trustee, Director and the participants.

Photo Gallery:



Dr. Milan Shah welcoming the expert



Mr. Vrushank Jaha interacting with participants



Students attending the session



Students attending the session