



## Institution's Innovation Council Saurashtra University Rajkot

### Celebration of Micro, Small and Medium Enterprises Day

27<sup>th</sup> June 2024

At  
Regional Science Center  
Madhapar Circle, Rajkot

# Contents

<b>Saurashtra University – IIC .....</b>	<b>3</b>
<b>Event Schedule.....</b>	<b>3</b>
<b>Event Registration Link .....</b>	<b>3</b>
<b>Brief about Event .....</b>	<b>4</b>
<b>Key Points.....</b>	<b>5</b>
<b>Outcome .....</b>	<b>5</b>
<b>About the Speaker/Chief Guest.....</b>	<b>6</b>
<b>Connect Us: .....</b>	<b>8</b>

# Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

## Event Schedule

Time		Program
		11:30 - 11:45 <b>Inauguration Session</b>
11:30		<b>Welcome</b>
11:32		<b>Brief about Regional Science Centre, MSME Day Celebration and Welcome Speech by Mr. Sumit Vyas, Director, Regional Science Centre, Rajkot</b>
11:40		<b>Welcome Note by Dr. Ranjan Khunt, Director, SU Start-up And Entrepreneurship Council, Saurashtra University, Rajkot.</b>
11:45		<b>Expert Session by Mr. Jatin Katariya, Founder &amp; MD, INMESTA, JK Venture Studio, Rajkot</b>
12:45		<b>Brief About IDFC First Bank – Banking System</b>
01:00		<b>Question Answer Session</b>
01:55		<b>Concluding and Thanks - Mr. Parth Sejjal, CEO, SU Start-up And Entrepreneurship Council, Saurashtra University, Rajkot.</b>
		<b>Networking Tea</b>

## Event Registration Link

[bit.ly/SUMSMEDay2024](https://bit.ly/SUMSMEDay2024)

## Brief about Event

Startup Carnival in honor of Micro, Small and Medium Enterprise Day was organized by Regional Science Center-Rajkot in association with Saurashtra University Startup and Entrepreneurship Council, IIC Saurashtra University, Rajkot and IDFC First Bank. The event included an interactive exhibition, seminars and activities focused on the importance of start-up and innovation and startup showcasing.

Micro, Small, and Medium Enterprises (MSME) Day is celebrated on 27th June every year. This day is founded by the United Nations General Assembly to raise awareness of the tremendous contributions of enterprises to the achievement of the United Nations Sustainable Development Goals (SDGs). The theme of the year 2024 is Leveraging the Power and Resilience of Micro-, Small and Medium-sized Enterprises (MSMEs) 'To Accelerate Sustainable Development and Eradicate Poverty in Times of Multiple Crises'. In this connection, Regional Science Centre – Rajkot organized celebration of MSME Day in collaboration and support with Saurashtra University and Entrepreneurship Council, IIC Saurashtra University, Rajkot and IDFC First Bank. Aim was to organize exhibition of Start-Ups for public exposure & to motivate entrepreneurship.

### Objective:

- To give platform to Start Ups for public interaction and exposure by organizing an exhibition.
- To motivate participants and Start Ups through Expert Session and Interaction
- To motivate entrepreneurship among the society

Starup carnival a resounding success, with enthusiastic participation from students, Start Ups, and Local Innovators. The Carnival program was organized to inspire and educate the next generation of entrepreneurs, providing a platform for Start Ups to showcase their innovative products.

The Regional Science Centre-Rajkot and Saurashtra University Start Up and Entrepreneurship Council welcomed guests with a unique gesture, offering Tulsi plants in biodegradable pots promoting Lifestyle for Environment Mission and books respectively. The program commenced with Welcome address by Dr. Sumit Vyas, Project Director, Regional Science Centre-Rajkot followed by Mr. Parth Sejpal, CEO, SUSEC, Incubation Centre, Saurashtra University, Rajkot who shared insights into the Saurashtra University Start Up and Entrepreneurship Council's role in the ecosystem. Mr. Parthiv Gandhi, Manager, IDFC First Bank provided valuable information on how the banking system supports Start Up growth. The Expert Session and Interaction was delivered by Sri Jatin Kataria, Founder & MD, InMeSta, JK Venture Studio.

A networking lunch was organized post expert session and Interaction. After the networking lunch, core members of the startup Carnival took a formal visit to all participating startups participated in the exhibition and interacted with them and understood their innovation. The list of participating Start Ups and their innovation is given in the following table:

<b>Sr. No</b>	<b>Name of the Start Up</b>	<b>Innovation</b>
1	Chemical Free Prigrveti	Prevent spoilage of grains and pulses with organic Tablet with Ayurvedic methods
2	Environment Tooth Bruch	Bottel Soap, Karanj Tooth Brush
3	Nutruct	Beekeepers, Deals in Sells Honey, Honey and Wax Based by Product And R&D In Product, Process of Beekeeping.
4	Galaxy Ecoenergy Private Limited	Energy generation with
5	Voygr Auto Pvt Ltd	Electric cycle
6	Jayshree Foodtech	Plant based vegan milk
7	Mycowrap Packaging Private Limited	Sustainable Packaging
8	Santript Aahar LLP	Santript Aahar LLP is developing healthyfood products made from Superfood Alage Which contains high amount of proteinvitamin, minerals & essential amino acid. We are developing healthy food productslikes Cookies, refreshment drink, snacks etc.

Around 260 people participated in the Start Up Carnival, which included around 150 school students (Modi, Dholakia and Gurukul) and Industrial Technical Institute (ITI), Rajkot. Eight Start-Ups and Local Innovators also participated in the event.

## Key Points

During the session, below mentioned points were discussed:

- Definition of MSME
- Startup definition
- Difference between innovation & invention
- Stages of startup
- Difference between invention & reinvention
- FAQs related to MSME day?

## Outcome

Start Up Carnival program proved to be great success and provided a platform to the Start Ups for the public interaction as well as created an opportunity to interact and inspire from the experts of the entrepreneurship field.

The event successfully encouraged the development to entrepreneurship, innovation, and knowledge sharing.

# About the Speaker/Chief Guest



Mr. Jatin Kataria Founder & MD  
InMeSta, JK Venture Studio, Rajkot

Regional Science Centre - Rajkot in collaboration & Support with Saurashtra University Startup and Entrepreneurship council, Rajkot and IDFC First Bank is celebrating Micro Small and Medium Enterprises Day

**MICRO SMALL AND MEDIUM ENTERPRISES DAY**  
**27 JUNE 2024**

**STARTUP CARNIVAL**

**STARTUP EXHIBITION**  
TIME : 11:00AM - 06:00PM

**EXPERT SESSION**  
TIME : 11:30AM - 12:30PM

**EXPERT SESSION & INTERACTION**

**Mr. Jatin Kataria**  
FOUNDER & MD  
INMESTA, JK VENTURE STUDIO

**Register Now!**  
for visit & Expert Session  
<https://bit.ly/rscmsme>

**Note:** There is no additional fees for the program. Visitors / Participants just has to purchase Centre Entry / Parking Tickets. Ticket Rate of the particular day shall apply. All rights of the program are reserved with Regional Science Centre - Rajkot and shall remain unconditionally acceptable to all participants.

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## Connect Us:



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