

Saurashtra University



Entrepreneurship
Development
Institute of India
Ahmedabad

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Institution's Innovation Council
Saurashtra University

Celebration of National Science Day

“Sustainable Development for Young Entrepreneurs”

28th February 2023

At

Step Auditorium

ATMIYA University

Rajkot

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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.

About G20

India holds the Presidency of the G20 from December 1, 2022. The theme of India's G20 Presidency - "Vasudhaiva Kutumbakam" or "One Earth · One Family · One Future". It works to address major issues related to the global economy, such as international financial stability, climate change mitigation, and sustainable development.

Event Schedule

Time	Program
	10:00 am to 10:15 am Inauguration Session
10:00	Welcome by Dr. Hitesh Shukla, Nodal Officer, G 20
10:02	Token of Gratitude
10:06	Brief about IIC, SSIP & Incubation Centre and G 20 by Dr. Harikrishna Parikh, Coordinator, G 20 / Bhayani Sir
10:08	Presidential Speech by Hon. Vice Chancellor. - Prof. Girish Bhimani Sir, Saurashtra University
10:12	Vote of Thanks by Respected Mr. Amit Parekh, Registrar, Saurashtra University / Dr. Ranjan Khunt, President - IIC
10:14	National Anthem
10:15	Speech by Eminent Speaker Ghanshyam G. Dholaria, Managing Director Noble Refractories Wankaner, Gujarat.
11:05	Speech by Eminent Speaker Satya Ranjan Acharya, Professor & Director, Dept. of Entrepreneurship Education, EDII Ahmedabad, Gujarat.
11:55	Speech by Eminent Speaker Mr. Hitendra Joshi, CEO & Director, Service Force Auto India Pvt Ltd Rajkot, Gujarat.
12:45	Question Answer Session
	Networking and high Tea

Event Registration Link

bit.ly/SUSEC-SDYE

Brief about Event

The Saurashtra University and IIC are Celebrated National Science Day for start-ups, students and new age entrepreneurs on 28th February 2023 with theme “Sustainable Development for Young Entrepreneurs” from 10:00 am to 01:00 pm. It aims to inculcate the spirit of creativity, innovation and sustainable development in students of higher education to ignite and inspire the students of college/Universities. The day was celebrated with great enthusiasm.

An event that began with the lighting of a lamp, and then Dr. Harikrishna Parikh, Vice-President of IIC, welcomed the guests and participated in the event. The guests were welcomed with a token of gratitude and a memento gift. Afterwards, the Head of the Management Department gave a brief overview of IIC, SSIP, and G20. The Honourable Vice-Chancellor of the Saurashtra University, Dr. Girish Bhimani, then blessed the event. He encouraged and motivated students to take up challenges and put efforts to achieve excellence in their life also talked on Raman Effect. It sounds like a very engaging and informative event. Dr. Ranjan Khunt gave vote of thanks speech.

A session by Mr. Ghanshyambhai Dholaria on business development and what he looks for in a developed business. There are various strategies involved in promoting a business. Develop a clear brand identity, create a website, use social media, monitor and track your results, etc. All entrepreneurs need a common approach to achieve success without investing a lot of money. Ghanshyambhai Dholaria Managing Director-Nobel Refractories is focused on providing value to his customers, creating innovative products or services and using creative marketing strategies to promote his businesses. He spoke about his entrepreneurial success story and his business. The refractory unit is engaged in manufacturing various types of refractory products also involved in designing special products. Entrepreneur Shri Ghanshyambhai Dholaria has many achievements at the national and state level with distinction.

Dr. Satya Ranjan Acharya conducted a session on how young entrepreneurs can start their business, the essentials requirement to develop a business and the type of support offered by EDII Ahmedabad. Some strategies were discussed by sir. Look for a problem that needs to be solved or an opportunity that has not been tapped into yet. This will give you a direction to focus your efforts and help you create a product or service that meets a real need in the market. Develop a proper business plan. It helps you stay on track and ensures that you have thought through all the key aspects of your business. Test a product or service with a small group of customers before launching it in the market. Build a network of supporters who can help spread the word about your business. Sir had discussed market research so, students got an idea about the traditional market and the current scenario of market and competition. Identify technology and explore market needs towards which it can be exploited. Introduce the four pillars of sustainability; Human, Social, Economic and Environmental.

Mr. Jitendra Joshi moderated the session on how to be a successful businessman and talked about his business success. Sir had discussed about his company. Serviceforce is India’s largest 2 wheelers multi-brand workshop chain. serviceforce has created a revolution in the concepts of 2 wheeler maintenance and has transformed them into state-of-art, hi-tech, fully-equipped workshops in the form of automobile clinics offering single window solutions for all 2 wheeler

problems. Now a days company having more than 50 lac happy customers. Company plans to invest about Rs 1 cr and take its employee count to 100 in a year. When it comes to any kind of a medical emergency you can either call an ambulance or a doctor at your door but what happens if your two-wheeler encounters trouble on road? Now a solution for vehicle trouble is just a call away as a Rajkot-based entrepreneur has started a company 'Service Force' that provides emergency service for two-wheelers with one call.

Students acquired knowledge about business strategies from speakers. how businesses are adapting to changing market conditions. Emerging technologies that are impacting businesses and how they can be leveraged to gain a competitive advantage. Entrepreneurial mindset that encourages innovation, creativity, and risk-taking, which are valuable skills in any career.

The objective is to promote the active involvement of students and teachers in science-related Activities. Encourage students to ask questions and to get doubts cleared in different areas of science and promote their effective participation. This event explores aspects of youth entrepreneurship as a mechanism to achieve Sustainable Development Goals. Speakers at the event explained how to encourage youth entrepreneurship as a way to maintain global employment rates and provide sustainable livelihood opportunities to vulnerable groups.

Young entrepreneurs can benefit greatly from National Science Day celebrations as it offers a platform to explore new scientific discoveries, meet experts in the field, and learn about the latest technological advancements. Celebrating National Science Day can inspire young entrepreneurs to pursue scientific research and innovation, which can lead to the development of new products and services that can benefit society.

Key Points

During the session, below mentioned points were considered:

- Industry trends
- Clear vision and mission
- Wealth of knowledge
- Design and execute an implementation plan
- Encourage learners to study maths and science
- Adaptability and resilience
- Economic viability
- Marketing and branding

Outcome

According to the event, the students were able to know the current scenario of the business. National Science Day celebrations can be beneficial for young entrepreneurs as they provide an opportunity to learn about the latest scientific discoveries and technologies, network with experts and peers, and inspire them to pursue research and innovation that can benefit society. Furthermore, National Science Day celebrations can help young entrepreneurs to connect with like-minded individuals and create new networks. Such events provide an opportunity to collaborate with other innovators and entrepreneurs, which can lead to new business ideas and ventures.

About the Speaker/Chief Guest



Mr. Ghanshyam G. Dholaria Managing Director Noble Refractories
Wankaner, Gujarat



Dr. Satya Ranjan Acharya Professor & Director, Dept. of Entrepreneurship
Education
EDII Ahmedabad, Gujarat



Mr. Hitendra Joshi CEO & Director, Service Force Auto India Pvt Ltd
Rajkot, Gujarat

National Science Day Celebration
SUSTAINABLE DEVELOPMENT FOR YOUNG ENTREPRENEURS

Mr. Ghanshyam G. Dholaria
Managing Director
Noble Refractories
Wankaner, Gujarat

Dr. Satya Ranjan Acharya
Professor & Director,
Dept. of
Entrepreneurship
Education, EDII
Ahmedabad, Gujarat

Mr. Hitendra Joshi
CEO & Director,
Service Force Auto
India Pvt Ltd
Rajkot, Gujarat

A one-day workshop on "Sustainable Development for Young Entrepreneurs" has been organized by G 20 Committee and IIC Saurashtra University on Tuesday 28th February 2023 for students, teachers, early stage entrepreneurs to develop future generations.

28th February 2023 | 10:00 am - 01:00 pm | Step Auditorium, Atmiya University, Kalawad Road, Rajkot

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Connect Us



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iic@sauuni.ac.in



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