



**Institution's Innovation Council
Saurashtra University Rajkot**

STRENGTHENING OF FOOD BASED STARTUP IN SAURASHTRA UNIVERSITY

28TH NOVEMBER 2024
The Fern Residency, Kuvadva road, 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.

Event Schedule

11:00	Registration Time
11:15	Welcome
11:20	Awareness session on "Strengthening of food based startup in Saurashtra Region"by Mr. Parth Sejpal
01:45	Programme Feedback - Conclusion
02:00	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-AVPB

Brief about Event

SU Startup and Entrepreneurship Council, along with IIC Saurashtra University in collaboration with assocham and MOFPI organized a session on "Strengthening of food based startup in Saurashtra Region "on 28th November 2024 from 11:00am to 2:00pm.

The strengthening of food-based startups at Saurashtra University involves fostering a dynamic entrepreneurial ecosystem that encourages innovation, sustainability, and economic growth within the region. By leveraging the university's academic resources, faculty expertise, and local agricultural strengths, the initiative aims to empower students and local communities to develop impactful and profitable food businesses.

Research & Development Collaborative efforts between university departments like Food Science, Biotechnology, and Business Administration will drive innovative product development. Students can engage in the creation of healthy, sustainable, and culturally relevant food products.

Incubation & Support Establishment or enhancement of an incubator will provide mentorship, funding, and infrastructure for startups, offering students practical exposure to business operations.

Market Linkages The startup ecosystem will include partnerships with local farmers, food processors, and distributors, enabling access to local and international markets. This will help students and startups understand the importance of effective supply chains.

Skill Development Students will gain practical skills in entrepreneurship, marketing, business management, and product development. They will also develop financial literacy, leadership, and team management skills.

Social Impact the startup initiative will focus on improving the local economy by promoting local agriculture, creating job opportunities, and fostering community engagement. Products developed can also cater to health-conscious consumers and promote sustainable practices.

Entrepreneurial Growth Students will develop business acumen and be prepared for leadership roles in the food industry or their own startups.

Research Innovation The university will become a hub for food-related R&D, contributing to the food sector with cutting-edge, market-driven solutions.

Increased Employability Hands-on involvement in the startup process will significantly enhance students' employability through practical experience.

In essence, the initiative will create a robust food-based startup ecosystem at Saurashtra University, benefiting students, faculty, the local community, and the broader food industry.

Key Points

During the session, below mentioned points were discussed:

- Research & Development (R&D)
- Incubation & Mentorship Support
- Market Research & Feasibility Studies
- Business & Financial Planning
- Networking & Collaboration
- Marketing & Branding
- Supply Chain Optimization
- Legal & Regulatory Compliance
- Social Impact & Community Engagement:
- Sustainability and Eco-friendly Practices:

Outcome

Strengthening a food-based startup at Saurashtra University can have several positive outcomes for students. These outcomes can span across academic, professional, entrepreneurial, and personal development.

Strengthening a food-based startup at Saurashtra University will provide students with a wide array of academic, professional, and personal outcomes, ranging from hands-on entrepreneurial experience to enhanced employability. The exposure to real-world business environments will prepare them to contribute effectively to both local and global food industries, while also promoting innovation, sustainability, and social responsibility.

About the Speaker / Chief Guest



Mr. parth sejjal

CEO SUSEC, SAURASHTRA UNIVERSITY, RAJKOT



SSIP



StartUp Igniting the future

MoFPI
MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA

ASSOCHAM
Idealize Innovate Impact



STRENGTHENING OF FOOD BASED STARTUP IN SURASHTRA UNIVERSITY

SU Startup and Entrepreneurship Council, along with IIC Saurashtra University in collaboration with ASSOCHAM Gujarat Council and MoFPI organized a session for **“Strengthening of food based startup in Saurashtra Region”** on 28th November, 2024



28 NOVEMBER 2024 THURSDAY
11:00AM TO 2:00PM



THE FERN RESIDENCY,
KUVADAVA ROAD RAJKOT



MR. PARTH SEJPAL
CEO
SUSEC, SAURASHTRA
UNIVERSITY, RAJKOT



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