



Institution's Innovation Council
Saurashtra University

“Converting innovation into a Start-up”

26th July 2023

At

Department of Business Management

Saurashtra University Campus

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



Event Registration Link

bit.ly/SUSEC-MBA

Brief about Event

A session on "Converting Innovation into a Start-up" was organized on July 26, 2023 in association with SU Start-up and Entrepreneurship Council, IIC Saurashtra University and Department of Business Management, Saurashtra University at Smt. R D Gardi Department of Business Management, Saurashtra University. It was a great opportunity for students interested in startups. The session aimed to highlight the importance of innovation and how to transform innovation into a successful startup.

In this session sir explained that in today's hyper competitive market innovation is a key thing for any business or startup. Innovation shifts the market to entire new business procedures and practices. Sometimes innovation completely disrupts the market. Not all the innovations can be practical and feasible. So, the session focused on how to strategically convert any innovation into a viable startup.

The session focused on concepts about converting innovative ideas into a Start-up and on ideas about the process/useful steps for converting ideas into a start-up. Dr. Mayur Parmar enlightened the participants about transforming innovation into startups. Which demands strategic planning, market research and entrepreneurial spirit. The session also covered how to create a compelling business plan, secure funding, embrace challenges, innovate and entrepreneurship to create a startup that makes a lasting impact.

The main objective behind conduction of session was to educate students as how to analyse their ideas of innovation and how to convert it into a start-up and to motivate them to enter the world of Entrepreneurship.

Key Points

During the session, below mentioned points were discussed:

- Concept and understanding of innovation
- Difference between creativity and innovation
- Strategical steps and actions for converting innovation into a startup
- Competitive advantages through innovation
- Benefits of innovation for the society
- FAQs related to Converting Innovation into a Start-up

Outcome

Participants were made familiar with the ideas of innovation. Strategic steps for converting innovation into a startup were presented very lucidly to the participants. How innovations can solve many problems of the society were also made clear through examples of many startups.

The students gained lot of knowledge on new ideas and the ways to convert the ideas into action.

About the Speaker/Chief Guest



Dr. Mayur
Parmar

Assistant Professor

Smt. R D Gardi Department of Business
Management

Saurashtra University

CONVERTING INNOVATION INTO A START-UP

Hosted by: SU Start-up and Entrepreneurship Council
Collaborators: IIC Saurashtra University and Department of Business Management,
Saurashtra University
Venue: Smt. R D Gardi Department of Business Management, Saurashtra University

DR. MAYUR PARMAR
ASSISTANT PROFESSOR,
SMT. R D GARDI DEPARTMENT OF BUSINESS
MANAGEMENT,
SAURASHTRA UNIVERSITY

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Thursday 26, July | 3:30pm - 5:30pm



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