

		
<b>Student Startup Support System (S4)</b>	<b>Gujarat Technological University, Ahmedabad</b>	<b>GTU Innovation Council (GIC)</b>

**A**

**Report  
on**

**Student Projects to Student Start-ups**

**Date:** 2<sup>nd</sup> July, 2016

**Time:** 10:00 am to 5:00 pm

**Venue:** B-O Hall, Gujarat Technological University, Chandkheda, Ahmedabad, Gujarat-382424

# *GTU INNOVATION COUNCIL*

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## **Introduction:-**

***"EXCELLENCE HAS ALWAYS, BEEN ACHIEVED BY THOSE, WHO DARE TO BELIEVE THAT SOMETHING INSIDE THEM IS SUPERIOR THAN CIRCUMSTANCES".***

GTU Innovation Council (GIC) is the 1<sup>st</sup> large scale innovation ecosystem trying continuously to bring the culture of innovation all across the university and its associated ecosystem during the past four years. GIC had gave an overview of all our efforts including innovation, entrepreneurship, IPR, Design, start-ups etc to all those students who in later days will implement such initiatives at their college level and university level.

Imagination is the base of innovation. So at GIC they nurture the soft skills and talent of the students to lead their imagination in a proper way. GIC has been designed to establish close bonding between industries, entrepreneur and students to make research and development at the University relevant to the needs of industries at national and international levels. It aims to bridge the gap between industry and academics.

## **GIC (GTU innovation council) Mission:**

GTU Innovation Council's first objective is to nurture creativity and innovation within the University community; it has been designed to act as a catalyst of change for the whole of the society.

## **Brief about Workshop:-**

**“Student Projects to Student Start-ups”**, is one day workshop wherein selected students across the state will be invited to explore and learn the possibilities of changing their innovative project ideas to sustainable start-up. GTU Innovation council has taken up many initiatives for student start-ups such as Student Start-up Policy, TBI Guidelines, B.E Minor/Specialization in Technology Entrepreneurship, Crowdfunding & other initiatives, Benefit/Start-up Assistance scheme through Nodal Institute. These initiatives are recognised at national level, on 17th February 2016, GTU’s support system through S4 (Student Start-up Support System), CiC3(Community-innovation-Co-Creation Centre) and pre-Incubation work was recognized at Delhi with a National Award at the 9th ASSOCHAM Higher Education Summit 2016 - Role of Higher Education in Leveraging Indian Innovation Ecosystem & National Excellence Awards – 2016. The Award was given at the hands of Prof. (Dr.) Ram Shankar Katheria, Minister of State for Human Resource Development, Government of India.

**Objective of workshop:-**

- **To create awareness of B.E Minor/Specialization in technology entrepreneurship.** The agenda of the workshop will be to discuss about the **new initiatives taken by GTU Innovation Council to promote Innovation and Entrepreneurship** and to train the students by explaining the ways for applying the same in your GTU Innovation Club.
- “Student Projects to Student Start-ups”, is one day workshop wherein selected students across the state will be invited **to explore and learn the possibilities of changing their innovative project ideas to sustainable start-up.**
- This workshop will focus on all the **start-up initiatives of the university**, sensitizing students to incline them **towards the entrepreneurial ecosystem and thinking beyond the project.**
- The students play a vital role in **establishing and conceptualizing the “Start-up India, Stand-up India mission” dream of Hon. Prime Minister.** At our university we have thousands of students in the sixth semester of Bachelor of Engineering in various different branches. These students are well focused for their final year project.
- The workshop **provides an opportunity and road ahead to convert their projects into start-ups.** This unique model which was initiated by the university last year will be discussed and key inputs from the incubators and students will be considered to revamp the present structure.

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Session No.	Approx. Time	Activity	Dignitaries Name
<b>Date: 02/07/2016</b>			
10.00 AM – 10.30 AM		Registration and High Tea	
1	10.30 AM – 11.00 AM	➤ Introductory Address by Dr. J.C. Lilani	➤ Dr. J.C. Lilani (Registrar, GTU)
2	11:00 A.M - 12:00 A.M	<p style="text-align: center;"><b>Session-1:</b></p> <p style="text-align: center;">Student Start-up Initiative by GTU Innovation Council</p> <p>Discussion on :</p> <ul style="list-style-type: none"> <li>➤ Student Startup Policy</li> <li>➤ TBI Guidelines</li> <li>➤ B.E Minor/Specialization in Technology Entrepreneurship</li> <li>➤ Crowdfunding &amp; other initiatives</li> <li>➤ Benefit/Startup Assistance scheme through Nodal Institute</li> </ul>	<ul style="list-style-type: none"> <li>➤ Mr. Hiranmay Mahanta</li> <li>➤ Mr. Kaushik Akiwatkar.</li> <li>➤ Dr. Apurv Raval.</li> <li>➤ Dr. Parul Bhati.</li> </ul>
3	12:00 P.M - 01:30 P.M	<p style="text-align: center;"><b>Session- 2:</b></p> <p style="text-align: center;">Panel Discussion on Role of Student Startups in “Startup India, Standup India” as envisaged by Hon. Prime Minister, India</p>	<ul style="list-style-type: none"> <li>➤ Mr. Yash Shah (Founder, e-Swasthya)</li> <li>➤ Mr. Mitesh Sethwala, (Founder, Alagrand)</li> <li>➤ Mr. Nilesh Dwivedi (Co-Founder, Coding Heaven)</li> <li>➤ Mr. Vishal Parekh ( Co-Founder, Coding Heaven)</li> </ul>
01:30P.M - 02:30 P.M		Lunch Break	
4	02:30 P.M - 03:30 P.M	<p style="text-align: center;"><b>Session-3 :</b></p> <p style="text-align: center;">Road Ahead for Programs like B.E Minor/Specialization in technology Entrepreneurship</p>	<ul style="list-style-type: none"> <li>➤ Ms. Parul Bhati , ( Deputy Director, GTU)</li> <li>➤ Dr. Paresh Vora, (Venture Studio)</li> <li>➤ Ms. Nitasha, (CIIE)</li> <li>➤ Mr. Gautam, (SV.Co)</li> </ul>
5	03:30 P.M - 04:30 P.M	<p style="text-align: center;"><b>Session-4:</b></p> <p style="text-align: center;">Opportunity in Fintech &amp; allied Start-up Sector SAAS</p>	<ul style="list-style-type: none"> <li>➤ Mr. Gautam, ( COO, SV.Co)</li> </ul>

6	04:30 P.M- 5.00 PM	Concluding remarks	➤ Mr. Hiranmay Mahanta (Director, GIC)
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**Summary of Program:-**

The program commenced with a welcome speech by **Asst Professor Tosha Shukla** who greeted the august gathering and explained the agenda of the workshop. She then invited **Dr. J.C Lilani** for brief the students regarding the workshop and the novel initiatives of our university

Session-1: **Student Start-up Initiative by GTU Innovation Council**

**Dr. J.C. Lilani (Registrar, GTU)**, discussed about **Student Startup Policy** (i.e. CUBE) and new initiatives by GTU innovation Council. Also with this he gave brief introduction of GIC. He gave the glimpse of GTU Startup Policy and GIC Ecosystem (Start-up, Innovation). He discussed the following topics-

- Student start-ups policy
- Nurturing new start-up ideas
- Help students convert ideas into enterprises
- Generate over 1 lac student start-up ideas every year
- Convert 10,000 ideas into proof of concepts
- 1000 student start-ups every year

After he gave some glimpse of the agendas and initiatives, Prof. Tosha called upon the stage Mr. Hiranmay Mahanta to give some motivation to the students.

**Mr. Hiranmay Mahanta (Honorary Director, GIC)**, discussed about how the workshop provides an opportunity and road ahead to convert their projects into start-ups. This unique model which was initiated by the university last year will be discussed and key inputs from the incubators and students will be considered to revamp the present structure & will talk about the Minor/Specialization in Technology Entrepreneurship as an optional additional learning. He stated very right phenomena of **M-to-M work (Mind to Market)**.

After the charged session, next we invited Mr. Kaushik Akiwatkar to put some limelight in the policies declared by the university which can benefit student. This was more of an interactive session.

**Mr. Kaushik Akiwatkar (Former project officer - Entrepreneurship GIC)**, discussed about Student Startup Policy, Gujarat Technological University (GTU) has made extensive efforts in building an innovation and entrepreneurial culture at GTU during the last 4 years. GTU has developed interventions, which are organically linked to its pedagogical work. In India, GTU is the only large technological university, which has developed its own Student Start-up Policy. The Policy is based upon the experience of GTU's own successful efforts and it has also drawn upon the best practices from across India and abroad.

His words answered many questions in the mind of students. Next speaker of this session Dr. Apurv Raval was invited on the dais by Prof. Tosha. He gave an idea about the aids provided in the Assistance scheme. GTU is one of the nodal institutes appointed by the Govt.

**Dr. Apurv Raval (Deputy Director, GTU)**, discussed about “Love Your Being the Inspiration Within” & “We are living in age of Discontinuity, so change is Compulsory”. He showcased the amount of aids that have been provided under the **assistance scheme for nodal institute at GTU incubator**. He gave some examples and short stories to motivate students to utilize the platform provided at GTU. So overall it was a motivational session.

Prof. Tosha invited the next speaker of the session Dr. Parul Bhati to share the details of the unique program of GTU i.e Minor/Specialization in technology entrepreneurship.

**Dr. Parul Bhati (Deputy Director, GTU)**, shared the key objectives of this course and explained the learning curves of Minor in technology entrepreneurship and Specialization in technology entrepreneurship. She further added the about the structure of the course and how it can cultivate students project into successful startup. She talked about various incubators associated with us for this program.

The session was concluded by Prof. Tosha and she briefly summarized the speaker's ideas and unique initiative of the university.

The next session commenced after a short refreshment break.

Session-2: **Panel Discussion on Role of Student Startups in “Startup India, Standup India” as envisaged by Hon. Prime Minister, India**  
**Session Moderator: Dr. Parul Bhati**

The session moderator Dr. Parul started off the session by asking the experiences of the student startups and their journey to success.

**Mr. Yash Shah**  
**Founder of E-Swasthya**

He shared that “Start your startup when you are student because there are no responsibilities and liabilities for students”. Instead of getting a white collar job create one. Take calculated risks because even if they fail they have got nothing to lose. As a student though they don’t know how to implement but they know how to start. Think about problems that exist around you and then ponder on how you can solve them. It is always better to try and fail than not trying.

He discussed about the types of startups with one example.

**1. Great startups (example: Apple, Whatsapp etc.)**

**2. Modification startup(example: Saino Softek- which gives the customer his needs at a cheaper cost)**

He rightly said, “Don’t start to get funds instead use the funds to make a company having valuation 5Cr. Getting funds is not easy. It depends on your caliber and your idea”.

Startups don’t require much time and effort after it has reached a certain level because it will autorun. He asked students to keep modifying their startup and utilize the time to create something innovative. They should go for the positive things and exclude the negative ones. He asked students to refer the GTU Startup policy because it will benefit them as it is first university to have such policy.

He also said “Before you sit in placement cell at your college atleast think of a suitable idea you can work on.” While working in a startup students will come across many hurdles but along with it they will also achieve a respectable position.

Moving on to the next speaker Dr Bhati asked Mr Sethwala to share his views and his success story.

**Mr. Mitesh Shethawala**  
**Founder & CEO at Alagrand**

Mr. Sethwala, studied MBA - Marketing & International Business at L. J. Institute of Management Studies and studied Engineering of Information Technology at SVIT, he had good job opportunities after completing engineering but didn't choose them as he had to pursue MBA.

After completing MBA he started his own company which made websites at low prices as per customers need. For that he converted his bedroom into an office and also hired eight employees for the same. Acc. to him internet business is easy because it has no boundaries.

Dr. Bhati was curious to know how did they named their venture to which he said Alagrand, the word Ala means "separate" and grand means "unique".

His e-commerce website has more than 100 categories and wide range of products from Jade Blue and Asopalav.

Moving on Dr, Bhati asked the kids from L.D.C.E who recently got funded by NASSCOM while still in college to share their experiences as it will motivate students.

**Mr. Nilesh Dwivedi , Mr. Vishal Parekh**  
**Founders at CodingHeaven**

They said "CodingHeaven is a playground where you can learn various programming skills, where your sticks and stones will turn to polished and sharp swords!". They started CodingHeaven to create awareness in students of India about Competitive Programming and to develop their skills so that India can come up with great coding talent and can compete with the top programmers of the world.

They rightly said "It will help to take India to the next level of competitive coding and CodingHeaven will be the single place for every talented problem solver in the world to hang out." They started CodingHeaven as they both were addicted to coding.

They are currently pursuing engineering from L.D college of Engineering. At this stage they wish to expand it at GTU for CE and IT students because the codes are being written in papers due to this few mistakes are neglected in the codes.

Dr. Bhati concluded the session and the gathering departed for a short Lunch Break.

Session-3: **Road Ahead for Programs like B.E Minor/Specialization in Technology Entrepreneurship**  
**Session Moderator: Dr. Parul Bhati**

In the next session moderator Dr. Bhati invited the delegated from different incubators to join in the panel discussion. The session was more of an interactive one where students interacted with the incubators representative and they got to know about the keyrole of the incubator.

**Mr. Paresh Vora(Venture Studio)**, discussed about at Venture Studio offers a product and business creation opportunity at Ahmedabad University, Gujarat, India, through a full-time six-month fellowship program for entrepreneurs, engineers, innovators and designers to learn and practice designing their own companies. Fellows will work in teams to identify critical market needs, generate and prototype novel solutions and develop business models to launch scalable businesses to satisfy such needs. They discussed about the operations of Minor in technology entrepreneurship and rightly said that it is students who have to come up for the initiatives of the university.

**Mr. Gautam(COO, SV.CO)**, discussed about at SV.CO they are building an online University for student founders. They're best known for our inclusive public-private partnership incubator based in Kochi that has won numerous awards and created stellar startups.

The incubator was started in April 2012 as a joint partnership with the Government of India through the Department of Science and Technology, Technopark TBI and our host-institute, MobME Wireless.

They're now an online-first learning platform for first-time founders. SV.CO is the first learning platform for entrepreneurship that verifies results & rewards founders with a real degree by partnering with recognized university.

**Ms. Nitasha Jhala (Project Associate, CIIE IIM-A)**, CIIE IIM-A helps entrepreneurs turn ideas into viable businesses. In partnership with mentors, corporate, development agencies, IIMA community and investors, CIIE cultivates a rare breed of entrepreneurs by incubating, accelerating, mentoring and funding innovative start-ups. CIIE believes that entrepreneurship has an unmatched ability to bring about disruptive change in India and engages with ventures across technology and impact areas like energy, environment, agriculture, healthcare and affordable technology. CIIE believes it should operate in sectors and geographies where there are market failures and private support is not easy to find.

At the end of the session Dr. Bhati concluded the talk. And moving on to the next session which was on Fintech and SaaS by Mr. Gautham, Sv.Co

## Session-4: Opportunity in Fintech & allied Start-up Sector SAAS

Session Moderator: Mr. Gautham

**Mr. Gautam (COO, SV.CO)**, discussed about the Financial technology, also known as **FinTech**, is a line of business based on using software to provide financial services. Financial technology companies are generally startups founded with the purpose of disrupting incumbent financial systems and corporations that rely less on software & **Software as a Service (SaaS;** pronounced /saas/) is a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted. It is sometimes referred to as "on-demand software". **SaaS** is typically accessed by users using a thin client via a web browser. He explained with real time examples of typical SaaS platform startups and Fintech Based startups.

It was a very interactive session where students asked the silliest questions regarding the startups and they got their basics clear. He also explained about the platform of Sv.co and shared his experiences with startups. He gave the clear vision to the students to cultivate their skills and explained them how they can utilize the same to make a successful startup.

Finally, **Mr. Hiranmay Mahanta (Honorary Director of GIC)**, concluded the session by giving the insights of GTU Innovation Council, he stated regarding the mission to nurture creativity of the students of GTU, with means of the GTU Innovation council. Mr. Hiranmay Mahanta also provided clear Agendas of GTU Innovation council's frontier programs like B.E MINOR/SPECIALIZATION IN TECHNOLOGY ENTREPRENEURSHIP, ASSOCIATESHIP Program and FELLOW Program which helps developing the GTU innovation's ecosystem.

**Photo Gallery:-**



**(Picture: Students listening to Dignitaries on Stage)**

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## References:-

- **Student Startup Policy** of Gujarat Technological University (GTU) was released on 15<sup>th</sup> December 2014 by Shri Bhupendrasinhji Chudasma, the Education Minister of Gujarat State. It is available at [http://files.gtu.ac.in/circulars/14DEC/05122014\\_02.pdf](http://files.gtu.ac.in/circulars/14DEC/05122014_02.pdf)
- Website:- <http://gtuinnovationcouncil.ac.in>
- **B.Tech in Minor/Specialization In Entrepreneurship Materials :-** : <https://drive.google.com/folderview?id=0B7FoaS1ll0d3dGx2YVkyWVnTVU&usp=sharing>

## Moderator of the Workshop:-

Dr. Parul Bhati  
Deputy Director, GTU.

## Contributors for Workshop:-

Mr. Jay Shah  
Mr. Meet Patel  
Mr. George Macwan  
Mr. Abhijeet Gajjar  
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