



Institution's Innovation Council  
Saurashtra University Rajkot Rajkot

Workshop on  
“Entrepreneurship and innovation as career opportunity”

1<sup>st</sup> November 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

<b>13:00</b>	<b>Welcome</b>
<b>13:10</b>	<b>Awareness session</b>
<b>15:00</b>	<b>Q &amp; A</b>
<b>15:20</b>	<b>Closing Ceremony</b>

### Event Registration Link

[bit.ly/SUSEC-SJB](http://bit.ly/SUSEC-SJB)

## Brief about Event

Saurashtra University - Institutions' Innovation Council and SU Start-up and Entrepreneurship Council, collaboratively organized a workshop on “Entrepreneurship and innovation” as carer opportunity. The workshop aimed at providing participants with a comprehensive understanding of the exciting and dynamic career opportunities in entrepreneurship and innovation. The workshop was designed to inspire, inform, and empower participants to consider entrepreneurship and innovation as viable and rewarding career path. This program designed to enhance the skills and capabilities of undergraduate students, postgraduate students, and faculty members in the areas of entrepreneurship and innovation.

The workshop aims to promote entrepreneurship and innovation as viable career opportunities, fostering essential skill sets among young graduates. It seeks to stimulate understanding of the entire entrepreneurship life cycle and empower students to create innovative products using relevant methods. Additionally, the workshop intends to showcase global entrepreneurship activities for broader insights and inspiration.

This workshop included real-world case studies, and interactive activities for helping participants gain insights into the key elements of launching and sustaining a successful entrepreneurial journey.

The speaker emphasized 'Entrepreneurship and Innovation' as significant career opportunities, highlighting the importance of cultivating skills and seizing the potential for creating a meaningful career path in these dynamic fields.

## Key Points

During the session, below mentioned points were discussed:

- Introduction to Entrepreneurship
- Innovation Essentials
- Identifying Opportunities
- Business Planning
- Risk Management
- Building a Strong Brand
- FAQs Related to Entrepreneurship and innovation as carer opportunity?

## Outcome

Through this workshop participants got a clear understanding of the entrepreneurial mindset and the importance of innovation. Participants were acquainted with the basics of business planning, financial management, and risk mitigation. By the end of the workshop participants were equipped with practical knowledge and a renewed enthusiasm for embracing the entrepreneurial journey. Students understood the basics of Entrepreneurship and its Importance in modern society.

Also, skill set required to become an entrepreneur and how to convert simple idea into an innovation and Key performance indicator of a graduate likely to become an entrepreneur.

## About the Speaker/Chief Guest



Dr. Sanjay  
Bhayani

Professor and Head

Smt. R D Gardi Department of Business  
Management Saurashtra University -  
Rajkot

The poster features logos for Saurashtra University, SSIP, SEC, StartUp, Institution's Innovation Council, and G20 India. The main text reads: 'WORKSHOP "ENTREPRENEURSHIP AND INNOVATION" AS CAREER OPPORTUNITY'. It states that Smt. R. D Gardi, Department of Business Management, Saurashtra University, in collaboration with the IIC and SU Startup and Entrepreneurship Council, will host a workshop on "Entrepreneurship and innovation" as a career opportunity on 1st November, 2023. The event is on Wednesday, 1 November, 2023, at 01:00 PM. The speaker is Dr. Sanjay J. Bhayani, Smt. R D Gardi Department of Business Management, Saurashtra University - Rajkot. A 'REGISTER NOW' button with the link BIT.LY/SUSEC-SJB is provided.

WORKSHOP  
**"ENTREPRENEURSHIP AND INNOVATION"**  
**AS CAREER OPPORTUNITY**

Smt. R. D Gardi Department of Business Management, Saurashtra University in collaboration with the IIC and SU Startup and Entrepreneurship Council, Saurashtra University will be hosting a workshop on "Entrepreneurship and innovation" as career opportunity on 1st November, 2023.

**WEDNESDAY** | **TIME**  
1 NOVEMBER, 2023 | 01:00 PM

**REGISTER NOW**  
**BIT.LY/SUSEC-SJB**

**SPEAKER**  
**DR. SANJAY J. BHAYANI**  
Smt. R D Gardi Department of  
Business Management  
Saurashtra University - Rajkot



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