

REPORT

Startup Samajh: A Startup Sensitization Program

Event Date: 16.03.2026 to 23.03.2026

About the event:

Startup Samajh – A Startup Sensitization Program was successfully organized at SVNIT Surat from 16 to 23 March 2026. The program was jointly conducted by i-Hub Gujarat, SVNIT Surat, and ASHINE SVNIT with the aim of fostering an entrepreneurial mindset among students, research scholars, and faculty members, while strengthening the overall startup ecosystem.

The program comprised a series of expert-led sessions covering essential aspects of entrepreneurship. Shri Jaykumar Joshi, Program Head at i-Hub Gujarat, provided insights into the startup ecosystem, SSIP, and various government support schemes. CS Pradip Dave introduced the Business Model Canvas, while Dr. Anish Gandhi emphasized the significance of Intellectual Property Rights (IPR) and trademarks. Brendon Faroz shared valuable perspectives on investment strategies for early-stage startups. Additionally, Shri Gurav Dinesh (IAS), Deputy Municipal Commissioner, Surat Municipal Corporation, highlighted Surat's emergence as a startup hub and discussed supportive policies and opportunities for startups.

The program also featured inspiring startup journeys from founders such as Jay Patel (AdKrity), Arth Chowdhary (insideFPV Drones), and Sunny Kabrawala (StartLab), along with incubated startups from ASHINE. These sessions provided practical insights into the startup journey from ideation to execution, emphasizing the importance of mentorship, continuous learning, and perseverance. Overall, the program was highly engaging and impactful, successfully promoting awareness, encouraging innovation, and strengthening the culture of entrepreneurship and mentorship within academic institutions.