

Event Report

Entrepreneur Expert Talk by Dr. Devanshi Soni – Founder, WetCoal

Event Name: Entrepreneur Expert Talk

Speaker: Dr. Devanshi Soni, Founder – WetCoal

Topic: *Marketing Strategies for Building a Business in the Digital Era*

Date: 30 July 2026

Time: 11:00 AM – 2:00 PM

Venue: Seminar Hall, Swarnim Startup & Innovation University

Organized by: Innovation & Entrepreneurship Department

Swarnim Startup & Innovation University organized an **Entrepreneur Expert Talk** featuring **Dr. Devanshi Soni**, Founder of **WetCoal**, to inspire students through her entrepreneurial journey and provide practical insights into building an impactful startup. The session witnessed enthusiastic participation from students, as reflected in the attendance maintained during the event.

Dr. Devanshi Soni began the session by sharing her entrepreneurial journey, explaining how she identified a critical environmental and sanitation challenge and transformed it into a sustainable business opportunity. Along with her co-founder **Anchal Shah**, she established **WetCoal** with the vision of addressing the issue of municipal sludge management through an innovative and eco-friendly solution.

She elaborated on the extensive research, product development, and validation process that led to the development of WetCoal's technology. Dr. Soni explained how the startup collaborates with **Municipal Corporations** to scientifically process human sludge and convert it into coal-like fuel, thereby reducing environmental pollution while creating a sustainable alternative fuel source. She also highlighted the challenges faced during the initial stages, including technology development, market acceptance, regulatory approvals, and securing partnerships with government bodies.

During her presentation, Dr. Soni emphasized that entrepreneurship begins with identifying real-world problems rather than searching for business ideas. She encouraged students to observe societal challenges, validate solutions with stakeholders, and remain persistent despite failures. She also discussed the importance of teamwork, innovation, customer understanding, and building a solution that creates measurable social and environmental impact.

The session was highly interactive, with students actively engaging in a question-and-answer session. Many students sought guidance on transitioning from academic life to

entrepreneurship, understanding how to identify viable business opportunities, building confidence to start a venture, and balancing higher education with startup aspirations. Dr. Soni addressed each query by sharing practical experiences from her own journey and motivated students to utilize incubation support, mentorship, and government schemes available for aspiring entrepreneurs.

The event concluded with an engaging discussion on innovation, sustainability, and entrepreneurship. Students appreciated the opportunity to interact with a founder who is creating measurable environmental impact through technology. The session successfully motivated participants to think beyond conventional career paths and inspired them to develop innovative solutions for real-world problems while contributing positively to society.