



A Report on SSIP Sensitization Program

Organizing School: School of Pharmacy

Organizing Department: - School of Pharmacy

Event Title: SSIP Sensitization Program

Event Date: 15-07-2026

Event Type: Awareness and Sensitization Program on SSIP

Venue: G-004

Name of Coordinator(s): Prof. Jay Upadhyay

Name of Experts (if any): Prof. Jay Upadhyay

Participation:	Girls - 23	Boys - 25	Faculties -	Total - 48
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Objective of the Event:

The **Student Startup and Innovation Policy (SSIP 2.0) Sensitization Program** was organized with the objective of creating awareness among students about the opportunities available under the Government of Gujarat's SSIP 2.0 initiative for innovation, entrepreneurship, and startup development. The program aimed to inspire students to identify real-world challenges, generate innovative ideas, and transform them into sustainable products, technologies, services, or startup ventures.

The session familiarized participants with the comprehensive support ecosystem offered through SSIP 2.0, including financial assistance, mentorship, incubation facilities, prototype development support, Intellectual Property Rights (IPR) and patent assistance, networking opportunities, and startup guidance. It also encouraged students to actively participate in innovation-driven activities, research, ideathons, hackathons, and entrepreneurship programs organized by the University and SSIP.

Furthermore, the program sought to cultivate creativity, critical thinking, problem-solving abilities, and an entrepreneurial mindset among students while promoting self-employment, innovation-led economic growth, and technology-driven entrepreneurship. The ultimate objective was to empower students to become innovative leaders and job creators who can contribute meaningfully to societal development and the nation's innovation ecosystem.

Brief Summary of the Event:

A **Sensitization Program on the Student Startup and Innovation Policy (SSIP 2.0)** was successfully conducted to create awareness among students about innovation, entrepreneurship, and startup opportunities available under the Government of Gujarat's flagship SSIP initiative. The session focused on motivating students to adopt an innovative



approach towards solving real-world problems and transforming their ideas into viable startup ventures.

During the session, participants were introduced to the vision, objectives, and key features of **SSIP 2.0**, along with the various support mechanisms available for aspiring innovators and entrepreneurs. Detailed information was provided regarding financial assistance for Proof of Concept (PoC), prototype development, startup funding, incubation support, mentorship, Intellectual Property Rights (IPR), patent filing assistance, skill development programs, industry collaboration, and networking opportunities.

The lecture also covered the complete startup lifecycle, including problem identification, idea generation, market validation, business model development, prototype creation, incubation, funding opportunities, commercialization, and startup scaling. Several inspiring success stories of student innovators and startups supported under SSIP were shared to demonstrate the practical impact of innovation and entrepreneurship initiatives.

The interactive session witnessed enthusiastic participation from students and faculty members. Participants actively engaged in discussions, clarified their queries regarding SSIP funding and startup development, and explored the opportunities available through the University's Innovation Cell. Overall, the program successfully strengthened students' awareness of innovation and entrepreneurship, encouraged them to participate in research and startup activities, and inspired them to convert innovative ideas into sustainable and socially impactful enterprises.

SDG Mapping:

SDG 4 – Quality Education

The program promoted experiential learning, innovation, creativity, entrepreneurial thinking, and lifelong learning by enhancing students' knowledge, skills, and awareness through capacity-building and innovation-focused activities.

SDG 8 – Decent Work and Economic Growth

The event encouraged entrepreneurship, startup creation, self-employment, innovation-based careers, and job generation, thereby contributing to sustainable economic growth and employment opportunities.

SDG 9 – Industry, Innovation and Infrastructure

The session fostered research, technological innovation, prototype development, patent awareness, startup incubation, and commercialization of innovative ideas, thereby strengthening the innovation ecosystem.

SDG 17 – Partnerships for the Goals

The program promoted collaboration among higher educational institutions, government agencies, industry experts, mentors, incubators, investors, and startup ecosystems to strengthen innovation and entrepreneurial development.

Photograph(s) of Event with Caption:



Dr. Subhash
University





Event Outcome:

The **SSIP 2.0 Sensitization Program** successfully achieved its objective of creating awareness among students about innovation, entrepreneurship, and the opportunities available under the **Student Startup and Innovation Policy (SSIP 2.0)**. The session significantly enhanced participants' understanding of the startup ecosystem, including financial assistance, mentorship, incubation support, prototype development, Intellectual Property Rights (IPR), patent filing, and startup funding mechanisms.

The program inspired students to develop an entrepreneurial mindset by encouraging them to identify real-world problems, generate innovative ideas, and design technology-driven solutions with societal impact. Participants gained valuable insights into the complete startup journey—from idea generation and validation to prototype development, commercialization, and venture creation.

The event also strengthened students' creativity, critical thinking, problem-solving, communication, and presentation skills while motivating them to actively participate in innovation challenges, research projects, ideathons, hackathons, and startup initiatives. Furthermore, students were encouraged to submit innovative project proposals under SSIP and effectively utilize the University's Innovation Cell, incubation facilities, mentoring support, and SSIP resources to transform their ideas into sustainable, scalable, and impactful startups. Overall, the program contributed to fostering a vibrant culture of innovation, entrepreneurship, and continuous learning among the participants.