

**AN EXPERT TALK ON "APPROACH TO ENTREPRENEURSHIP AND START-UP"
ORGANIZED BY DEPARTMENT OF INFORMATION TECHNOLOGY UNDER SSIP
ON 10TH AUGUST, 2018**

Department of Information Technology, G H Patel College of Engineering and Technology (GCET), A Charutar Vidya Mandal Institute, Vallabh Vidyanagar, in association with Student Startup and Innovation Policy (SSIP), organized an expert talk, "**Approach to Entrepreneurship and start-up**", which was coordinated by Prof. Vishal Prajapati, Prof. Mittal Darji, and Prof. Yogesh Dangar on 10th August, 2018 from 3.30 PM onwards. This seminar was specially organized for the interested students of Second year, Third year and Forth year of Information Technology Department in the field of Entrepreneurship and startups. Total **60** students actively attended this expert talk.

Main focus of the talk was to make the students aware of the current market situations, importance of innovation and to encourage them for turning them ideas into startups! This event also aimed to enhance the entrepreneurship ecosystem of the college.

The talk was delivered by **Mr. Chirag Kaneriya**, Co – founder of Anagh Consulting Pvt. Ltd., Ahmedabad, Gujarat. He started with the brief of his story towards startups. He provided with the ways to make money from one's expertise using various social media platforms. He encouraged students with the statistical facts of people who are quite a success earning using these platforms including his own company.

He shared with the students his experiences of success and failure while making his company achieve the current state of reputation. This inspired students.

He encouraged students to pursue the entrepreneurship on the innovative ideas they have. Also, he explained the money making policies and marketing strategies by providing interesting examples. At the end, he presented the prizes to the winner and runners up of the event "Idea Pitchers" and motivated them.

The talk delivered was interactive and helped students resolve their queries regarding entrepreneurship and startups. The efforts made by the expert were extraordinary to motivate young minds. Overall, the event achieved its aim and was a great success!

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