

# Maharaja Surajmal Institute of Technology



## Startup day Celebration : Orientation of the Innovation and Startup Policy of MSIT

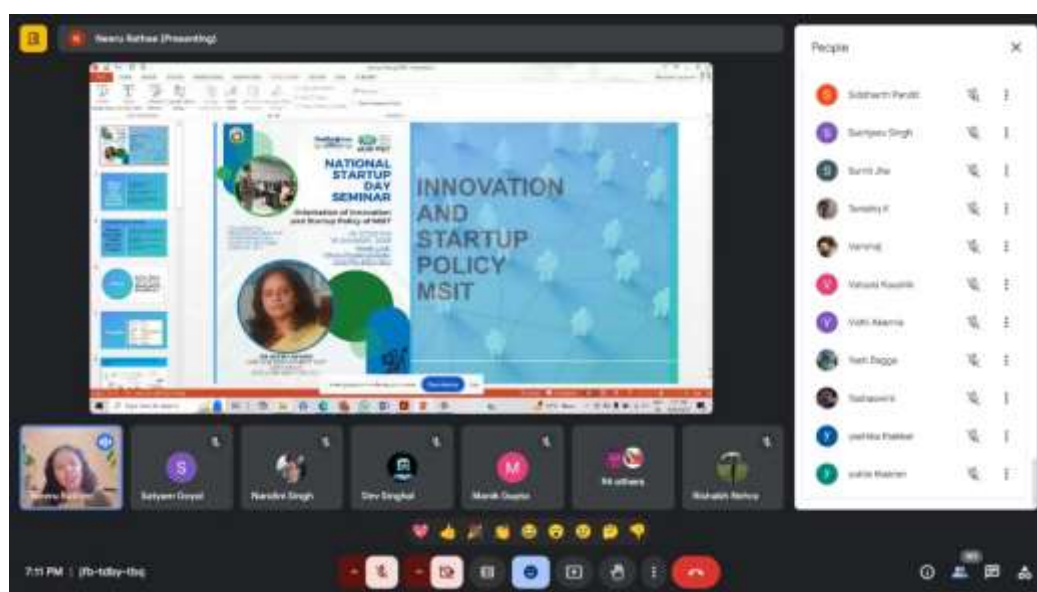
Place- Google Meet

Date: 16th January 2025, 7:00 p.m

On the occasion of **National Startup Day**, eCell MSIT organized an insightful and inspiring online seminar to celebrate innovation and entrepreneurship. The seminar was conducted via Google Meet on **16th January 2025**, with the primary objective of introducing the **Innovation and Startup Policy of MSIT** and fostering an entrepreneurial mindset among the participants. The seminar was graced by **Dr. Neeru Rathee**, Head of the ECE Department, MSIT, and Convenor of the E-Cell/Incubation Cell. Adding to the event's significance was the presence of the chief guest, **Ms. Shikha Singh**, a distinguished professor at Daulat Ram College. The session offered a comprehensive understanding of the startup journey, emphasizing innovation and guiding students on transforming ideas into impactful entrepreneurial ventures.

### INTRODUCTION:

An enlightening online seminar was conducted by eCell MSIT ON 16<sup>th</sup> January 2025, in honor of **National Startup Day** to inspire and educate students about the entrepreneurial journey. The session explored key concepts of innovation, the fundamentals of startup creation, and strategies for overcoming challenges. It aimed to equip participants with the knowledge and motivation needed to transform their ideas into impactful ventures.



## 1. OPENING REMARKS

The session began with a warm welcome by the host, Anika Kohli who greeted all the attendees and the keynote speaker for the session, **Dr. Neeru Rathee**, Head of the ECE Department, MSIT, and Convenor of the E-Cell/Incubation Cell. Dr. Neeru Rathi welcomed **Ms. Shikha Singh**, a distinguished professor at Daulat Ram College, and expressed gratitude for her presence as the chief guest. Dr. Rathee emphasized the significance of collaboration between educational institutions and industry experts in nurturing the next generation of startup leaders, setting the stage for an insightful and engaging session on National Startup Day.



## 2. SIGNIFICANCE OF NATIONAL STARTUP DAY

National Startup Day, celebrated on 16th January each year, was inaugurated by the Prime Minister of India in 2022 to honor and promote the spirit of entrepreneurship across the country. Dr.



Neeru Rathee emphasized the significance of this day and highlighted its purpose to recognize the valuable

contributions of startups to India's economy. She explained that National Startup Day aims to foster innovation, provide a platform for budding entrepreneurs, and connect them with essential resources, mentorship, and opportunities. She also spoke about the government's initiatives to create an enabling ecosystem for startups, which in turn drives job creation, technological advancements, and overall economic development.

### 3. INTERACTIVE DISCUSSION ON STARTUP CONCEPTS

The interactive session commenced with an engaging discussion between Neeru Ma'am and the E-Cell members. She initiated the dialogue by posing a thought-provoking question: "What is a startup?" This sparked enthusiastic responses from the students, who shared their perspectives and ideas. Building on this, Neeru Ma'am introduced another key question: "What is the difference between an MVP (Minimum Viable Product) and a prototype?" This prompted students to think critically about the development stages of a startup. Participants shared their understanding, which led to an insightful explanation by Neeru Ma'am. She clarified that: A prototype is a basic model or early sample of a product, created to test and demonstrate its functionality or design. An MVP, on the other hand, is a simplified version of a product with essential features, developed to test market demand and gather user feedback before scaling further.

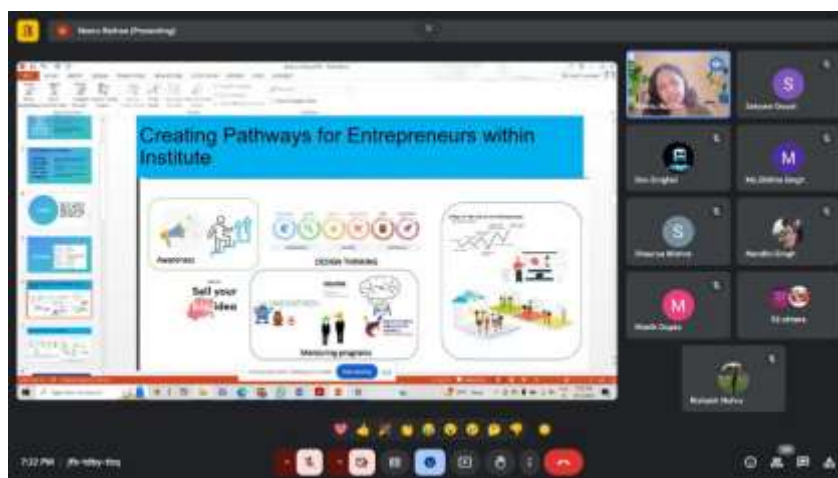
### 4. DISCUSSION ON THE SIGNIFICANCE OF STARTUPS

The session emphasized how startups are essential in driving economic growth and creating jobs. Startups stimulate innovation, open new markets, and foster competition, all of which contribute to a dynamic economy. By generating employment opportunities and supporting local industries, startups play a vital role in boosting economic development and reducing unemployment. Participants were encouraged to see startups as a powerful force for economic transformation and job creation.



## 5. CREATING PATHWAYS FOR ENTREPRENEURS WITHIN THE INSTITUTE AND PROMOTING STARTUPS

The session also focused on the importance of creating pathways for aspiring entrepreneurs within the institute. It was emphasized that educational institutions play a crucial role in nurturing young talent by providing them with the resources, mentorship, and support needed to transform ideas into successful ventures. The discussion highlighted the various initiatives by the institute, such as the **E-Cell** and **Incubation Cell**, which offer guidance, networking opportunities, and a platform for students to collaborate on innovative projects. MSIT empowers students to explore and develop their startup ideas, providing the necessary tools and skills to succeed in the competitive startup ecosystem.

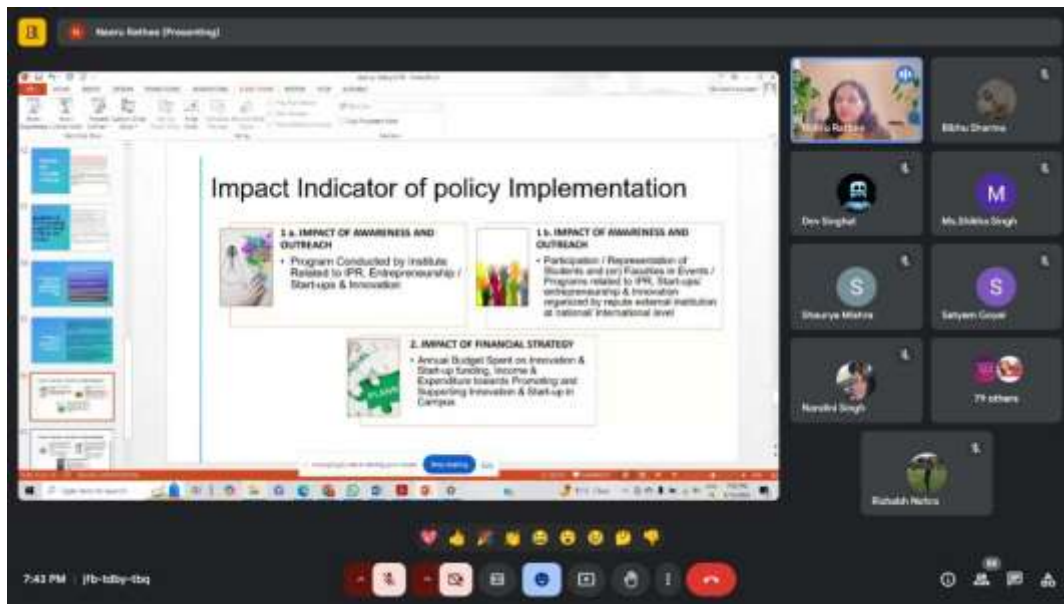


## 6. NORMS FOR FACULTY AND STUDENT-DRIVEN INNOVATION AND STARTUPS

The session discussed that MSIT supports faculty and student-led innovation by encouraging collaboration and mentorship. Faculty are guided to mentor startups, while students gain access to the **Incubation Cell** and resources. Clear norms ensure ethical practices, academic integrity, and alignment with institutional goals, fostering a thriving innovation ecosystem.

## 7. IP OWNERSHIP AND POLICY IMPACT

The session addressed the importance of intellectual property (IP) ownership for technologies developed through startups and innovation. It highlighted the role of institutions in protecting and managing IP rights to ensure that students and faculty benefit from their inventions. Additionally, the discussion covered the impact indicators for policy implementation, focusing on how effectively the policies support the growth of startups, measure success, and drive innovation within the institution.



## 8. CONCLUSION

In conclusion, the session was a great success, offering valuable insights into the world of startups, innovation, and the resources available at MSIT to support entrepreneurial ventures. We extend our heartfelt thanks to Dr. Neeru Rathee for her guidance and inspiring address, and to Ms. Shikha Singh for her valuable contributions as the guest speaker. The event was made possible through the support of the dedicated E-Cell members, whose efforts ensured its smooth execution. The session provided students with essential knowledge about startup culture, intellectual property, and the pathways available to turn their ideas into successful businesses. This session inspired students to embrace entrepreneurship and make the most of the opportunities available to them