

## **Report**

Expert lecture on “Innovation and Start-up Ecosystem Enablement”

Date: 30/8/2022

### **Objective:**

The objective of the talk was to enlighten the students, start-up aspirants and budding entrepreneurs about the enablement of the ecosystem that is required for materializing any innovation into a start-up.

### **Outcome:**

The lecture highlighted the importance of an ecosystem to convert any idea into a market-viable product or service. The lecture was full of examples, pertinent anecdotes and inspiring quotations. The speaker Ms Surabhi Gulati Gupta was very eloquent and well-versed with the topic. She shared her own experiences and gave a road-map for success. Students were indeed benefited by the talk and eager to ask questions. All in all, the event was successful in achieving its intended objective.

## Brochure



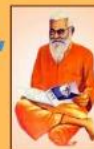
Ministry of Education  
Government of India



MoE's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)



**SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY,  
MANAGEMENT & GRAMOTHAN, JAIPUR**



**EXPERT LECTURE**

**ON**

# **Innovation and Startup Ecosystem Enablement**

## **RESOURCE PERSON**



**Ms. Surabhi Gulati Gupta**

Founder & CEO of Techivox Pvt. Ltd. (BakeHoney.com)

Independent Consultant



**30-08-2022, Tuesday**



**10:00 AM ONWARDS**



**GOOGLE MEET**

**Register here**

**<https://forms.gle/4xb4rtSWYp5trmcC6>**



**FACULTY COORDINATOR**

**DR. RAJAT GOEL**

**STUDENT COORDINATOR**

**AKSHAT KHANDELWAL**



**<https://www.skit.ac.in>**

## Expert lecture on “Innovation and Start-up Ecosystem Enablement”

### Event Schedule

Date: 30/8/2022

| S.No. | Time                 | Activity   |
|-------|----------------------|--|
| 1     | 10:00 AM to 10:10 AM | Introduction of the topic and speaker by student coordinator Mr. Akshat Khandelwal, B.Tech., CSE IV year |
| 2     | 10:10 AM to 10:50 AM | Expert talk by Ms Surabhi Gulati Gupta   |
| 3     | 10:50 AM to 11 AM    | Question and Answers   |
| 4     | 11:00 AM to 11:10 AM | Vote of thanks by coordinator Dr. Rajat Goel   |

Invited Guest: Ms Surabhi Gulati Gupta

Founder and CEO, Techivox Pvt. Ltd. (BakeHoney.com)

## एसकेआईटी में स्टार्टअप एण्ड इनोवेशन इकोसिस्टम एनेबलमेंट कार्यशाला का आयोजन



### P3 Police Public Politics

जयपुर। एसकेआईटी जयपुर में 30 अगस्त को इनोवेशन सेल और शिक्षा मंत्रालय के तत्वावधान में संस्थान के इंक्यूबेशन सेल द्वारा %स्टार्टअप एण्ड इनोवेशन इकोसिस्टम एनेबलमेंट% विषय पर एक्सपर्ट टॉक का आयोजन किया गया, जिसमें %बेक हनी% स्टार्टअप की संस्थापक एवं मुख्य कार्यकारी अधिकारी श्रीमती सुरभि गुलाटी गुप्ता ने छात्रों को संबोधित किया। उन्होंने अपने सफल

उद्यमी सफर को साझा करते हुए छात्रों को भी उद्यमी बनने के लिए प्रेरित किया।

उन्होंने बताया कि स्टार्टअप शुरू करते हुए अपनी क्षमता पर पूर्ण विश्वास होना चाहिए और पूरी तरह से आकलन करके ही जोखिम लेना चाहिए।

उन्होंने एक सफल उद्यमी बनने हेतु आवश्यक योग्यता, मानसिकता और सक्षमता का भी उल्लेख किया। कार्यक्रम का संचालन डॉ. रजत गोयल और छात्र अक्षत खण्डेलवाल ने किया।

## Screenshots

bake honey is presenting

10:14 | iub-ougq-svu

bake honey is presenting

10:14 | iub-ougq-svu

bake honey is presenting

Ayushi Khandal has left the meeting

10:15 | iub-ougq-svu





bake honey is presenting

WHAT'S START-UP BUZZ ALL ABOUT

5

MONEY INVOLVED

High Risk & High Returns

TEAM

Team work not a 1-Man-Show proprietor

INTENT

Solve a problem to make money

TEMPORARY

Initial stage of a big business

SCALE & PACE

Highly Scalable & Fast Paced

meet.google.com is sharing your screen

Stop sharing

Hide

bake honey

Rajat Goel

Naveen Jain

Aditi Tiwari

Abhishek Baswal

55 others

You

10:18 | iub-ougq-svu

People

×

Search for people

In call

Er. Akshat Vocals (You)

Aakash Gupta

Abhishek Baswal

Abhishek Choudh...

Abhishek Gupta

Abhishek Saini

Aditi Tiwari

Akshay Raj

Aman Chaumal

AMAN MODI

Ankit Gupta

bake honey is presenting

ENABLERS AND PARTNERS

The **Enablers** make it possible for the ecosystem players to do their job.

These include accelerators, incubators, investors and universities.

The **Ecosystem Partners** collaborate with and support the startup ecosystem.

These include the government, corporations and service providers.

meet.google.com is sharing your screen

Stop sharing

Hide

bake honey

Rajat Goel

Naveen Jain

Aditi Tiwari

Laveena Goyal

sumit sarsar

ankit kumar

60 others

You

10:28 | iub-ougq-svu

bake honey is presenting

## ENABLER ACTIVITIES

- Logistic Management
- Payment Gateways
- Marketplaces
- Online Sellers
- Inventory Housing
- Digital Marketing

10:39 | iub-ougq-svu

Participants: bake honey, Naveen Jain, sumit sarsar, ankit kumar, Laveena Goyal, Ankit Gupta, Ansh Garg Pvt., Rajat Goel, 58 others, You

bake honey is presenting

## EXPERIENCE SHARING

Be Passionate but Detached

Take Risk but stay calculated

Always have a Plan B/C/D....

Lose hope but be practical

Trust your past but have faith

Take rash decisions but be different


**MAKE YOUR OWN RULES BUT STAY AGILE**

10:44 | iub-ougq-svu

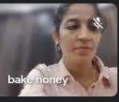
Participants: bake honey, Naveen Jain, sumit sarsar, ankit kumar, Laveena Goyal, Jigyashu Sharma, Ansh Garg Pvt., Rajat Goel, 59 others, You




100




Rajat Goel




bake honey




Jigyashu Sharma




subhrojeet gupta




Naveen Jain




sumit sarsar




Laveena Goyal




Ayushi Khandal




Ankita Jangir




Diya Sharma




bake honey




Devesh Sharma




Arjit Jain




Anushka Tiwari




Dharmendra Har...




Madhukar Kumar...




Anushka Sonwal




Nitin Goyal




Incubation Cell




Ansh Garg Pvt.




Gagandeep Singh




Harsh Pathak




Dhruv Panwar




Leena Verma




Saket Jain




deeksha choudh...




Ashutosh Vijay




Aastha Panwar




AMAN MODI




Aryan Gupta




Divya Jain




Dr S R Dogiwal




Aaditya Shah




Kavya Khandalwal




Balveer Saini




Aakash Gupta




Shreyash Sharma




Brijesh Pal




Himanshu Choud...




Abhishek Choud...




Adarsh Kumar




Arpit Gupta



Pritish Mathur




Kartikey Nehra




Aman Chaumal


Ankit Sarawata has left the meeting




Divyanshu Gupta



Aditi Tiwari



14 others



You

10:58 | iub-ougq-svu

