

Innovation and Incubation Centre
Shri Guru Ram Rai University Dehradun, Uttarakhand

12th February 2024

Workshop on Entrepreneurship and poster presentation of Business Plans:

Dr Dwarika P Maithani
Director: IIC

About the workshop:

Objective: The primary objective of the "Innovation Journey" was to foster an interactive and insightful session with entrepreneurs, providing students a platform to engage with industry leaders, gain entrepreneurial perspectives, and encourage the exchange of innovative ideas.

Guest Speakers:

1. Dr. Udeep Chawla (CEO, UMM Matrix Innovation Private Limited, Delhi)
2. Prof. Uchit Kapoor (Director-Business Development and Research, ArthKalp Consultancy, Haryana, India)

The event commenced with a warm welcome by Prof. Dwarika setting the tone for an engaging and insightful session. Dr. Udeep Chawla and Prof. Uchit Kapoor, accomplished entrepreneurs in their respective domains, shared their journeys, challenges, and triumphs in the dynamic world of business innovation.

The heart of the event was the interactive session where students actively participated, discussing their unique entrepreneurial ideas. Notable among them was the concept of "**Pahad in the Box**," an e-commerce venture proposing to showcase and promote products from the hilly regions. The idea sparked lively discussions, addressing potential challenges and strategies for success.

Students were provided with the opportunity to seek guidance from the esteemed speakers, gaining valuable insights into the practical aspects of entrepreneurship, market dynamics, and sustainable business practices. Dr. Udeep Chawla and Prof. Uchit Kapoor offered constructive feedback, inspiring students to refine and develop their concepts further.

Throughout the workshop, the atmosphere resonated with enthusiasm and creativity, creating a platform for networking and knowledge exchange. The event also showcased the university's commitment to nurturing a culture of innovation and entrepreneurship among its students.

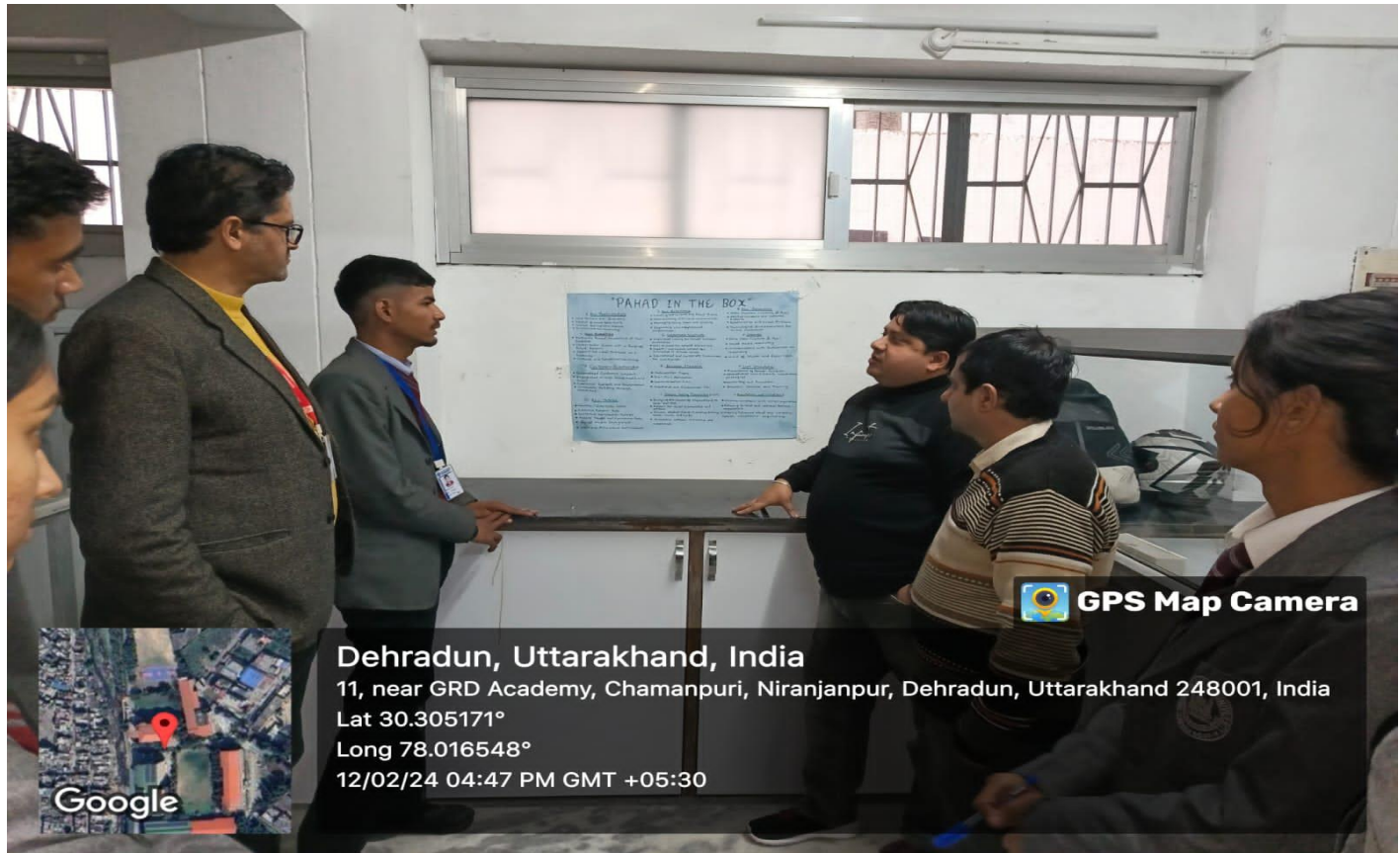
Conclusion: The "Innovation Odyssey" proved to be a resounding success, achieving its objective of bridging the gap between academia and industry. Students left the session not only with enhanced entrepreneurial knowledge but also with newfound inspiration and motivation. The event served as a testament to the university's dedication to providing holistic education, preparing students for the challenges and opportunities in the ever-evolving business landscape.

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Glimpse of Workshop:



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