



Government of Gujarat

STARTUP CONNECT 2019

CONNECTING STARTUPS WITH INDUSTRY

EVENT REPORT

14 JUNE, 2019



PDPU

PANDIT
DEENDAYAL
PETROLEUM
UNIVERSITY

PDPU IIC
INNOVATION &
INCUBATION CENTRE

About PDPU

Pandit Deendayal Petroleum University (PDPU) has been established by GERMI as a Private University through the State Act enacted on 4th April,2007 and spread across 100 acres.The University offers programs to address the need of trained human resources in the domains of Science, Arts and Management. It intends to broaden the opportunities for students and professionals to develop core subject knowledge which are duly complemented by leadership training interventions, thereby helping the students to make a mark in the global arena. This objective is being further addressed through a number specialized and well-planned undergraduate, post-graduated and doctoral programs as well as intensive research projects.

PDPU is accredited "A" by NAAC (CGPA 3.39 out of 4).



About PDPU IIC

PDPU Innovation and Incubation Centre (PDPU IIC) is an Incubator established by Pandit Deendayal Petroleum University (PDPU). PDPU IIC was established in 2014 with the aim of converting the brimming potential of budding students and technocrats into innovation driven business ventures leading to technical renaissance. It has incubated 65+ Start-ups till date from different fields. PDPU IIC organizes multiple events to promote entrepreneurship and coming out as budding incubator among the State of Gujarat.

About Confederation of Indian Industry (CII)

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.



Confederation of Indian Industry

SCHEDULE

Time	Title
0900 - 1000 hrs	Registration
1000 - 1005 hrs	Welcome Address - Smt Shweta Teotia
1010 - 1015 hrs	Address - Shri RD Barhatt
1015 - 1030 hrs	Address - Mr. Raju Shah
1030 - 1035 hrs	Address - Mr. Binish Desai
1035 - 1050 hrs	Address - Mr. Farrhad Acidwalla
1050 - 1105 hrs	Special Address - Shri MK Das
1105 - 1110 hrs	Q/A
1110 - 1145 hrs	Connecting the Dots : Startup & Industry
1110 - 1125 hrs	Speaker - Mr. Raju Shah
1125 - 1140 hrs	Speaker - Mr. Navas Meeran
1140 - 1145 hrs	Q/A
1145 - 1200 hrs	Tea Break
1200 - 1300 hrs	Panel Discussion : Value Proposition of Incubation support to startup - Why Incubator
1300 - 1400 hrs	Lunch
1400 - 1500 hrs	Panel Discussion : Corporate Interventions for Startup Scaling
1500 - 1600 hrs	Panel Discussion : CSR & Angel Investors - Opportunitites Unlimited
1600 - 1645 hrs	Success Story - Delhivery
1645 - 1700 hrs	Closing Remarks - Director, PDPU IIC

Start-up Connect 2019 : Connecting Start-ups with Industry

Government of Gujarat in partnership with Confederation of Indian Industry (CII) and KPMG organized a one day workshop on 'Start-up Connect 2019: Connecting Start-ups with Industry' on 14 June 2019, Friday at Pandit Deendayal Petroleum University, Gandhinagar.

The workshop was planned to bring leading industrialists, incubation managers, and young start-ups on a single platform and share their views and connect with each other so as to forge mutually beneficial partnerships aimed at supporting start-ups by providing resources, mentoring or incubation.

It included panel discussion on the following topics:

1. Value Proposition of Incubation support to start up : Why incubator
2. Corporate intervention for Start-up scaling
3. CSR & Angel Investors: Opportunities Unlimited

Statistics of the Event

200+ 
Participants

 **50**
Industry Representatives

20 
Other Govt. Officials

 **3**
Panel Discussions

Government of Gujarat has also been supporting startups through several policies like Scheme for Assistance to Start-ups 2015, IT/ITeS & Electronics Start-up Policy, and Student Start-up & Innovation Policy etc. **Government of India launched the state start up ranking framework in 2018, where Gujarat was adjudged the 'Best Performer' state by the Department for Promotion of Investment and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India.** This growing ecosystem, can be further accelerated with proper guidance from industry. The collaboration of corporates/ industry and start-ups has a great potential to help corporates/ industry stay competitive and help start-ups to grow and flourish. Partnerships between incumbent players and start-ups are the way forward for the Fourth Industrial Revolution to be sustainable in the long term.

The event began with the inaugural ceremony and all the dignitaries and guests were warmly welcomed. Following it were the keynote speeches by renowned industrialists government officials and representatives from CII.



The welcome address was given by **Smt. Shweta Teotia**, IAS, Additional Industries Commissioner, Government of Gujarat, who motivated the young entrepreneurs. She emphasized on the need of events such as Startup-Industry Connect and said, "Government of Gujarat should support all the initiatives and bring along Start-up and industries on a single platform. Industries need start-ups as much as start-ups need them."

Next, **Shri RD Barhatt**, Joint Commissioner of Industries and National Officer of Start-ups, Government of Gujarat showed his gratitude to everyone who had graced the event with their presence and shared that Gujarat has been ranked 1st for State Ranking Framework. He congratulated everyone for this achievement and gave his best wishes to all the Start-ups.



Later, **Mr Raju Shah**, Chairman, CII Gujarat State Council and Chairman, Harsha Engineering, shared a few words of wisdom with the delegates saying, "Failure is a must. It brings a lot of learning that becomes your strength. Be positive, be Patient. It may take some time, but don't give up. Start your business, not for money, not for profit, but for your enjoyment. Money has limit, enjoyment does not."

Moving ahead, two of the most successful young entrepreneurs, who made a huge difference in a very early age graced the occasion with their learnings and lessons.

Dr. Binish Desai, Founder, Eco Eclectic Group, shared his experience with the audience, and said “Observe a problem, Fail, Learn from your failures and Sustain your success.”

Talking about his initiative, that is well renowned internationally, he spoke, “Waste is a man-made concept that never existed in the past. Earlier everything we used went back to nature, today even a human body is not fully decomposed. One man’s waste becomes another man’s treasure, there are endless possibilities with waste.”



Next we had probably the youngest entrepreneur who filled the room with his energy and enthusiasm, **Mr Farrhad Acidwalla**, Entrepreneur, Investor and Ted Ex speaker. He enlightened the audience by saying, “Experience is what you get when you don’t get what you wanted. Nobody can beat the person who never gives up. Passion is one thing that keeps you going. Try to find the true calling from within, that will keep you motivated.”

Further on the podium was **Mr Navas Meeran**, Chairman, Eastern Condiments Pvt Ltd, who talked about the concept of Founder’s Syndrome. He said, “Dig into the market and look if any other company is offering the same service as yours. When you look around, you find the gaps, these gaps create needs and when you fill the gap with your product/service, you earn money, you become an entrepreneur.”





Our Last keynote speaker was the Chief Guest for the event, **Shri MK Das**, IAS, Principal Secretary, Industries and Nodal Officer for Start-ups, Government of Gujarat. Talking about the start-up ecosystem in the state, he said, "The start-up culture is very prominent in the state. What we must encourage is collaboration between companies and start-ups so that it's a mutual win-win. We must multiply our progress. India is the fastest growing country and Gujarat is the fastest growing state in the country. The stage is set, we have to take advantage of it."

Panel Discussion: Value Proposition of Incubation Support to Startups- Why Incubator

The first discussion was titled 'value proposition of incubation support' that threw some light on the role of incubators, how they are changing with the times and how can the system support them wherein the moderator of the discussion, **Mr. Anupam Jalote**, CEO of i-create explains that, 'incubators are not an easy source of money. They are stretched to their limits to provide various other needs of the startups.

and also advice startups saying, 'your fierce will to come into existence will lead you to success in entrepreneurship.' The team also emphasized on the role of a team as **Dr. Srisunder Subramaniam**, CEO of VentureStudio says 'You should have right minds around you to challenge you. Startups can have a virtual team around them.'. While showing the importance of an incubator, **Abhinav Kapadia**, CFO & Director of PDPU IIC says, 'Innovation is a part but we are preparing entrepreneurs. Moulding an entrepreneur is also important.' The discussion ended with a few questions from the audience and was impactful in helping everyone in the room to recognise the role of incubators.



Panel Discussion: Corporate Interventions for Startup Scaling

Another discussion was held on corporate interventions for startup scaling moderated by **Mr. Sunil Parekh**, Chief Corporate Affairs and Advisor of Zydus Group. This discussion covered corporate's roles and behaviours towards startups, ideas on entrepreneurship and how the startup community can thrive in Gujarat with the help of corporates. While showcasing his ideas on entrepreneurship, **Mr. Harshit Vyas**, Regional head of OYO rooms advices, 'Become a local wherever you go, blend in.' along with sharing the reasons of OYO's great success. Here, referring to the relationship between the corporates and startups **Miss Jyoti Sudhir**, Co-Founder & COO of Inventindia Innovations Pvt. Ltd. says 'Co-creation and co-partnership in growth, that's the mindset the ecosystem needs to have.' while **Mr. George Paul**, Head Strategic Alliances & Partnerships of JioGenNext adds 'As a startup you may not have all your answers on day 1, it's a process of value co-creation.'. This specific discussion was important in terms of guiding both startups and corporates to build a more collaborative ecosystem.



Panel Discussion: CSR & startups-opportunities unlimited



The final discussion was held on 'CSR & startups-opportunities unlimited' moderated by **Mr. Pankaj Kumar Kamaliya**, COO of Gujarat CSR Authority who also advised that, 'the resource handling capacity of the start-up needs to be modified.'. The discussion was focused on how the CSR activity is being used or even misused and how can it benefit the startup ecosystem to which **Mr. Sanjay Randhar**, Managing Director of GVFL Ltd said, 'Economic growth will come through

innovation, if funded by CSR.' while **Mr. Sunil Parekh**, Chief Corporate Affairs and Advisor of Zydus Group advised that, 'start-ups need to be socially conscious to increase goodwill and funding.'. Here, **Mr. Amit Mehta**, CEO of MAA Foundation added, 'Startups need to shift their focus from valuation to impact and from western concepts to Indian solutions.'. The discussion did show both positive and negative sides of the CSR activity but ended on a good note with advices to both startup and CSR.

Success Story : Delhivery



After the panel discussions, the last keynote speech of the evening was given by **Mr. Suraj Saharan**, Co-Founder & CEO Delhivery. He very well summed up his entire journey of starting from scratch to reaching at the heights where it is today. "When you start, you don't know where you'll end, but as a start-up we need to gauge on market opportunities and keep moving ahead. Finally, create value for all the stakeholders in the ecosystem, valuation is a natural outcome

One to One Interactions



Closing Remarks



Mr. Abhinav Kapadia, CFO-PDPU & Director- PDPU IIC gave the vote of thanks and expressed his gratitude to all speakers for sharing their insights and to all participants. He complimented the organising team from IC Department, Govt. of Gujarat, KPMG and CII for organizing such an event and thanked the team at PDPU for successfully hosting it.

Testimonials



Startup

AUTOMATED QUESTION
PAPER GENERATION :

"Got to learn a lot about CSR and Govt. Policies. Boosted our morale through the success story. We also gained technical knowledge such as IPR through the discussion"



Shweta Teotia

IAS, INDUSTRIES
COMMISSIONER,
GOVT OF GUJARAT

"Startups look forward to the industry because that's where they have to make a place for themselves and the industry needs startups equally as much. This is a very special relationship that we kindle through this connect."



Farrhad Acidwalla
ENTREPRENEUR,
INVESTOR, 2 TIMES
TED EX SPEAKER

"Every startup is unique and has its own potential, we just need to cherish the fact and back those who have the courage to venture out as entrepreneurs."



Suraj Saharan
CO-FOUNDER & CEO,
DELHIVERY.

"No matter how much competition is there in the industry, the one who solves the problem better gets a greater section of the industry. It's all about answering the little questions."



Insights



“Think like a general and work like a soldier”

- **Suraj Saharan,**
Co-Founder & CEO, Delhivery.



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- **Dr. Binish Desai,**
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Nobody can beat the person who never gives up. Passion is one thing that keeps you going. Try to find the true calling from within that will keep you motivated.

- **Farrhad Acidwalla,**
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- **Abhinav Kapadia,**
CFO & Director,
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Contact Us :

PDPU Innovation & Incubation Centre (IIC)
7, Amenity Centre,
Pandit Deendayal Petroleum University (PDPU),
Raisan, Gandhinagar – 382 007, Gujarat, India.
Phone : +91 79 23275164
Email : iic@pdpu.ac.in

