



# INSTITUTE OF RENEWABLE ENERGY TECHNOLOGY & MANAGEMENT

PT. RAVISHANKAR SHUKLA UNIVERSITY  
G.E. ROAD, AMANAKA, RAIPUR (C.G.)

Recognized by UGC, AICTE & Skill Council for Green Jobs

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## Report-“Expert Lecture on Startup Connect”

An event was organized in the auditorium with the support of the Institution Innovation Council and the PRSU Innovation Technology and Entrepreneurship Foundation (PITEF), Pandit Ravishankar Shukla University, Raipur, in collaboration with the Department of Higher Education, Government of Chhattisgarh, and Raipur Municipal Corporation, called "Startup Connect" on 14<sup>th</sup> March 2024.

The chief guest was Shri. R. Prasanna (IAS), Secretary, Department of Higher Education, Government of Chhattisgarh, Raipur, along with distinguished guests Mr. Avinash Mishra (IAS), Commissioner, Raipur Municipal Corporation, and four speakers Mr. Meghal Agrawal, Mr. Pranjal Kamra, Mr. Sweekar Pawar, Mr. Lakshit Sethiya, and Dr. Sachchidanand Shukla (Vice-Chancellor, PRSU), Dr. Kavita Thakur (President, IIC) were present. The program began with Avinash sharing some anecdotes related to his college days. He mentioned how some of his batchmates started their own companies instead of pursuing regular jobs. He humorously recounted that when he was in IIT, he used to joke with his seniors, but when he actually became an actor, they couldn't believe it. He shared his struggles and emphasized the importance of consistent efforts.

Mr. Pranjal Kamra shared his YouTube journey, stating, "When you are about to do something, there is always someone trying to stop you." He shared his experiences with stock market starting profits and losses, emphasizing that it's not as easy as it seems, and the gains are not as significant as portrayed. He revealed that despite working continuously for ten months, his views and subscribers didn't increase. Ultimately, he advised to do something that benefits society, and society will reward in return.

Mr. Meghal Agrawal narrated his journey through 36INC, starting a small business with an app called "Veg Nook" and running it for a year. Then he switched to something bigger, founding his own company "CodeNicely," collaborating with some juniors. He emphasized that it's essential to start somewhere and maintain consistency.

Mr. Lakshit Sethiya explained the fundamentals of startups, highlighting branding, production, content, marketing, sales, and retargeting as the six fundamentals to focus on while starting up. He also suggested using AI tools to create things faster. He emphasized that a startup is not bounded but needs innovative ideas fulfilling market demands.

Lastly, Dr. Sachchidanand Shukla encouraged the children and thanked all the speakers. He also promised that in the future, PRSU will organize many more startups. Dr. Keshavkant Sahu thanked everyone, highlighting the success and





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significance of the program.

