

“INNOVATION AND STARTUP ECOSYSTEM”

28TH AUGUST 2025 (THURSDAY)



On August 28th, 2025, Gitarattan International Business School hosted an exclusive (Institution's Innovation Council) IIC session titled “Innovation and Startup Ecosystem” in online mode. The session aimed at enhancing the entrepreneurial outlook of BBA final year students by providing them with insights into how innovation and startup ecosystems function in India and globally.

The highlight of the session was an online address by Mr. Mayank Chhatwal, CEO of GECI Event and Managing Director, Electronic and Print Media Network who provided deep insights into the innovation and startup ecosystem. The session commenced with a brief introduction of Mr. Mayank Chhatwal. Sir was given a warm welcome by Aryan Jodhwani (BBA M3A). The moderator highlighted the importance of innovation and entrepreneurship in today’s business world and its relevance for management students.

Mr. Chhatwal began his address by explaining the concept of an innovation ecosystem, describing it as a network of universities, entrepreneurs, investors, corporates, and government bodies working together to drive growth. He then elaborated on the startup lifecycle, beginning with ideation and discovery, moving through validation, growth, and scaling, and finally reaching maturity and expansion. Each stage, he explained, has its own unique challenges and requires access to the right resources, mentorship, and funding.

He explained how different stakeholders such as entrepreneurs, academia, investors, corporates, and government collectively contribute to nurturing startups, while also sharing practical strategies for students to transform innovative ideas into scalable ventures. He explained the different stages of the startup lifecycle and the challenges faced at each stage. He further highlighted India’s dynamic startup landscape and emerging opportunities, encouraging students to embrace innovation, collaboration, and entrepreneurship, and to make effective use of institutional as well as external resources that support entrepreneurial growth.

The session also explored the Indian startup landscape, where India now proudly stands as the third-largest startup ecosystem in the world with over 100,000 active startups and more than 100 unicorns. He highlighted how sectors like fintech, edtech, healthtech, e-commerce, and SaaS are driving growth, supported by government initiatives such as *Startup India* and *Digital India*.

An important part of his lecture was devoted to building an innovation culture, where he encouraged students to embrace experimentation, take calculated risks, and view failures as opportunities for learning. He emphasized the importance of collaboration, diversity, and a strong customer focus in shaping successful ventures. Students were also introduced to various support systems, including institutional resources like the Institution's Innovation Council (IIC), incubation centers, competitions, and external opportunities such as angel networks, accelerators, and industry associations.

One of the most engaging parts of the session was the interactive Q&A, where students actively asked questions about idea validation, funding opportunities, and the role of mentors. Mr. Chhatwal answered with practical insights and real-world examples from Indian startups such as Flipkart, Ola, Paytm, and BYJU's, which served as powerful learning models. The event concluded with a vote of thanks to the resource person by Dr. Karishma Jain for sharing his valuable knowledge and motivating students to think innovatively. The session left the audience inspired to pursue entrepreneurship and leverage available resources to translate ideas into impactful ventures.

FLYER OF THE EVENT



INNOVATION AND STARTUP ECOSYSTEM

28th August, 2025
(Thursday)

TIME : 1:15 PM Onwards

VENUE : Seminar Hall (First Floor)

CLASS & SEMESTER :
BBA E5A and BBA E5B



Mr. Mayank Chhatwal

CEO, GECl Events Managing Director,
Electronic and Print Media Network



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|--------------------------------|----------------------------|
| TYPE OF EVENT | IIC event |
| VENUE | Seminar Hall (First Floor) |
| TIME & DURATION | 01:15 PM onwards |
| CONDUCTED BY | IIC |
| ORGANISED FOR | BBA E5A and BBA E5B |
| NAME OF THE COORDINATOR | Dr. Karishma Jain |



giBS

Gitarattan International Business School

Grade 'A' Accredited by NAAC

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| ATTENDANCE | 40 |
| RESOURCE PERSON | Mr. Mr. Mayank Chhatwal, CEO, GECI Events Managing Director, Electronic and Print Media Network |
| OBJECTIVES OF THE EVENT | <ol style="list-style-type: none">1. To provide an overview of the innovation and startup landscape.2. To introduce key ecosystem components—incubators, funding, policies.3. To encourage entrepreneurial mindset and innovative thinking. |
| LEARNING OUTCOME | <ol style="list-style-type: none">1. Improved understanding of startup and innovation processes.2. Awareness of institutional and government support.3. Motivation to explore entrepreneurial ideas. |
| SHORTFALL DURING EVENT | Minor technical issue with connectivity at the start, resolved quickly. |
| LINK OF ONLINE VIDEO | https://youtu.be/sXg93YynGO8 |

PREPARED & SUBMITTED BY: DR. KARISHMA JAIN, ASSISTANT PROFESSOR (CMS)