



**RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY,(RKGIT)**

**GHAZIABAD,UTTAR PRADESH**

Institution Innovation Council (IIC 4.0) IC201810409

**QUARTER I**

**My Story-Motivational Session By Successful  
Innovator on 12th February 2022**

**Raj Kumar Goel Institute of Technology**  
5 K.M. Stone, Delhi-Meerut Road, Ghaziabad, U.P.

Department of Entrepreneur Innovation and Invocation (EII)  
is organizing  
**An Expert Talk**  
on  
**My Story: Motivational Session by Successful Innovator**  
by  
**Mr. Anuj Katiyar**  
(Founder & CEO of Irriclay Technologies LLP)

**Date:** 12<sup>th</sup> February 2022  
**Time:** 11:00 AM – 12:00 PM

**Registration Link:** <https://forms.gle/HVa5bwTWdgEGw1jA6>  
**Meeting Link:** <https://bit.ly/3rFb9ui>



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## **Report on My Story-Motivational Session By Successful Innovator on 12th February 2022**

Institution innovation council of Raj Kumar Goel Institute of Technology, Ghaziabad Under Entrepreneurship, Innovation and Incubation Department at Raj Kumar Goel Institute of Technology, Ghaziabad organized a one-day webinar on February 12, 2022, from 11.00AM -12.00PM titled 'My Story- Motivational Session by Successful Innovator'. It was well-received by more than 170 participants of colleges. Prof. Puneet Chandra Srivastava,(Dean EII-RKGIT) started the session with a warm welcome to all the attendees, introduced the mission and vision of EII Department established at RKGIT campus., and gave an overview of its' function & activities. He then introduced the guest speaker. The session was delivered by guest speaker. Mr. Anuj Katiyar, Founder & CEO of Fireclay Technologies LLP.

Mr. Anuj Katiyar explained the key areas to students to focus on to start their own venture such as focusing on team building, creating momentum, marketing, a survey of product, solving real-life problems. He also informed the participants, the benefits of becoming an entrepreneur. He talked about his idea and the journey of turning that idea to a business. He gave insights from his own life's experience to inspire students. He also discussed the importance of consistency hard work to overcome hurdles and to learn from one's own mistakes. His talk included the reasons of failure in business and talks about concept of cash flow and its importance in start up. He encouraged the audience to follow their dreams of building their own start-ups saying that one should not be afraid in taking the first step towards their goal. The session ended with a Q&A session, giving the participants opportunity to clarify their doubts about entrepreneurship.

Director D.R. Somashekar also motivated the students with his short talk after Mr. Anuj Katiyar. The session was concluded with vote of thanks by Dr Puneet Chandra Srivastava, Dean, EII-RKGIT, and Ghaziabad. The online event was attended by around 87 Faculty, staff and students from the college.

Registration Link: <https://forms.gle/HVa5bwTWdgEGw1jA6>

Meeting Link: <https://bit.ly/3rFb9ui>

Motivational Session By Successful Innovators

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# How to get funding?

- ▶ Contact your college incubation center.
- ▶ Prepare a good PPT for your idea.
- ▶ Follow different incubation centers, early stage investors on LinkedIn, Facebook, etc.
- ▶ Prefer Government grants at early stage of your startup.
- ▶ Register your startup on the startupindia website.

IriClay (Guest)

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# Need of Mentor

- Secret formula for success

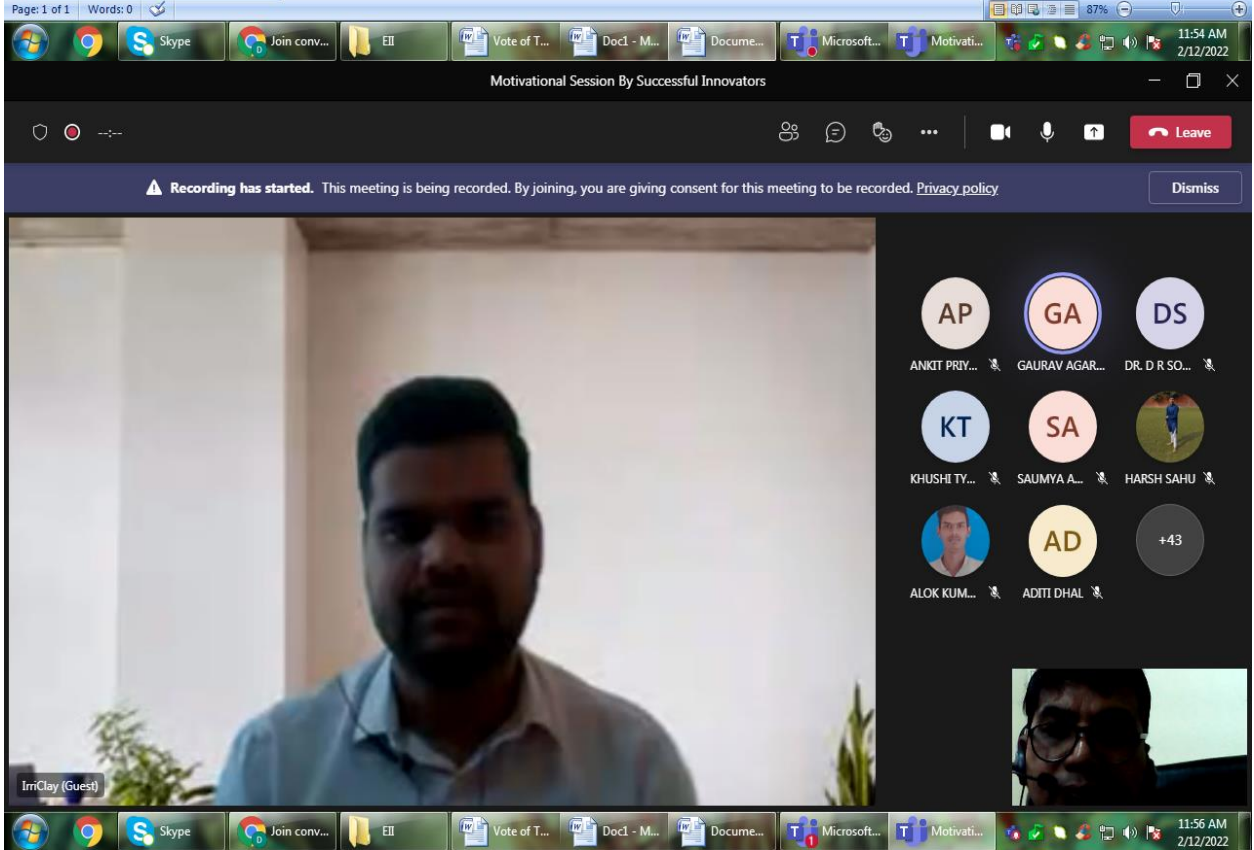
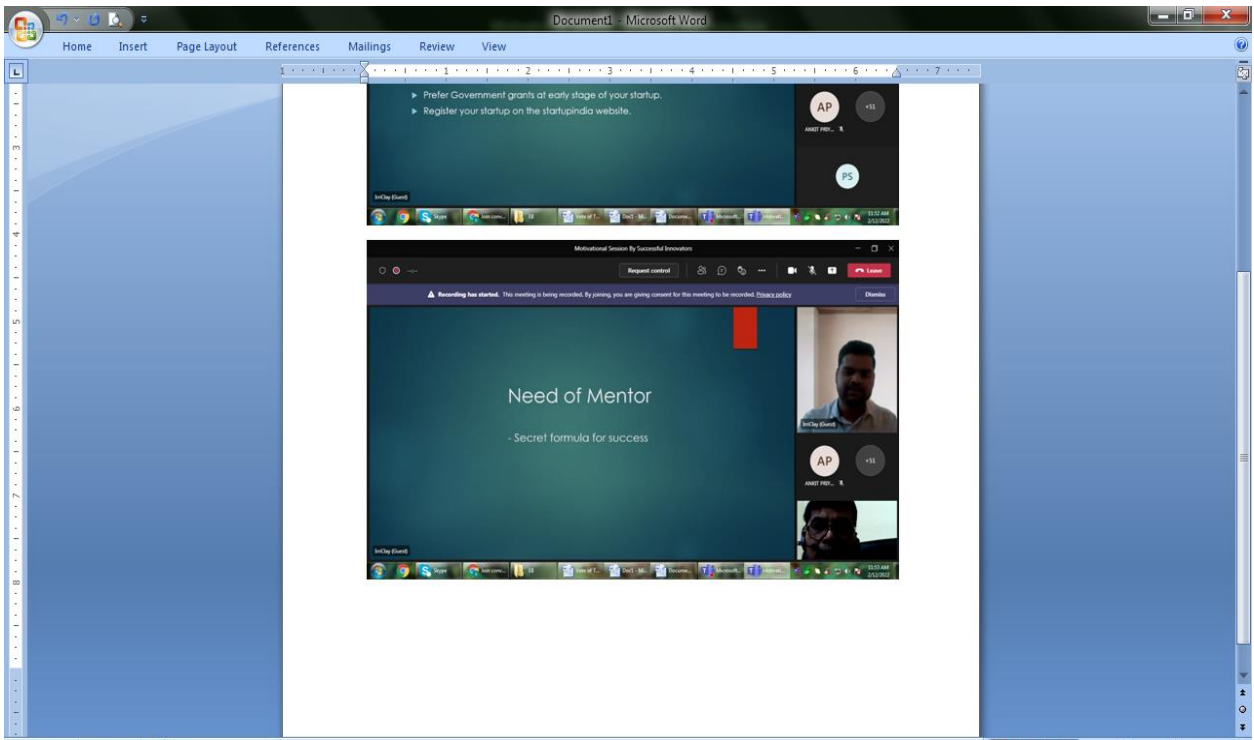
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