

Session on Building Innovative Start up

13th April 2021

Time and duration: 7 p.m. onwards (2 hours)

Venue: Online

Resource Person with affiliation: Aditya sanghi Cofounder and CTO, Punchh and founder of Godly

Topic on which activity was organised: Session on Building Innovative Start up

Number of Participants: Students: 35 faculty: 5

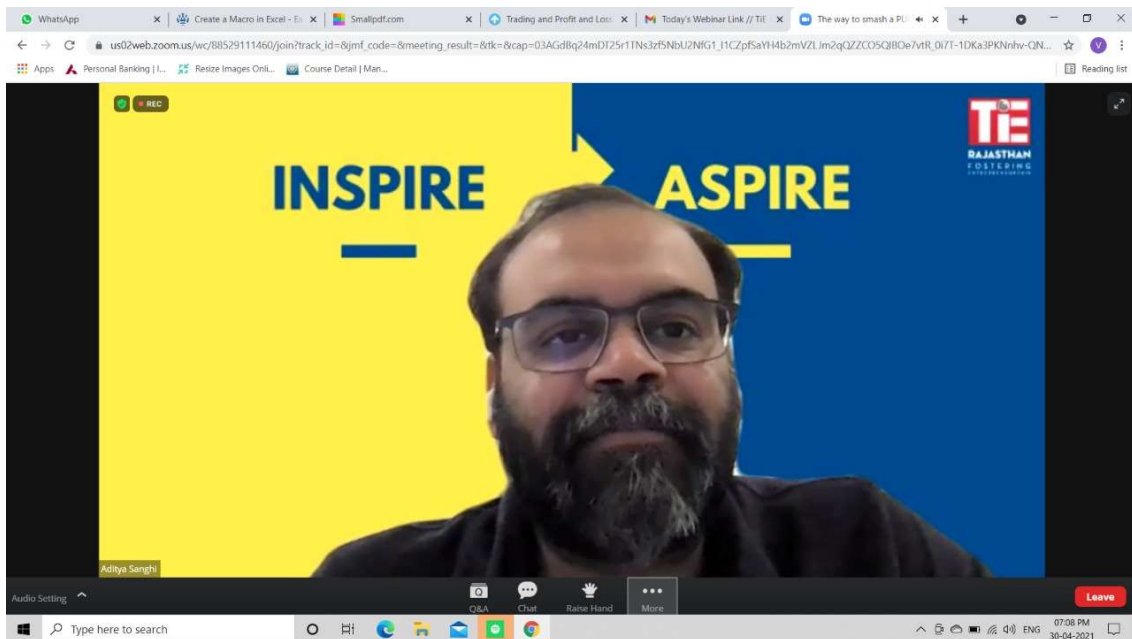
Mr. Aditya sanghi is the co-founder of Punchh. Punchh is connected with more than 200 brands and 9500 stores. The centres of punchh are California, Texas, Singapore, and Jaipur. He belongs to Jaipur and belongs to a business family. His family has been trading in cars since four generations. In 80s, he got fascinated with computers and interested in software.

Mr. Aditya sanghi had went to SMS School for his schooling and then move to Australia for his higher studies. During his higher studies he did a job in Australia for a year but he wanted to do something in India and decided to come back to India. His journey started by working as an employee and then as a consultant. Then he work at Thailand, Berlin, Germany, Sweden etc. As a consultancy providing consultants to the required. Mr. Aditya Sanghi told that the aim of Godly to use all the tools available to transform the devotion experience for the digital age. Godly is a native consumer app that would provide a full- stack devotional experience to millions of devout folk across the world. It is the vision to aggregate millions of temples for billions of people. Mr. Aditya sanghi explained that the spark behind the idea came when temples were shut, and healthy habits of devotees were broken during Covid-19. Having previously worked on engagement platforms and having confidence in how mobile and other smart devices have played a key transformational role.

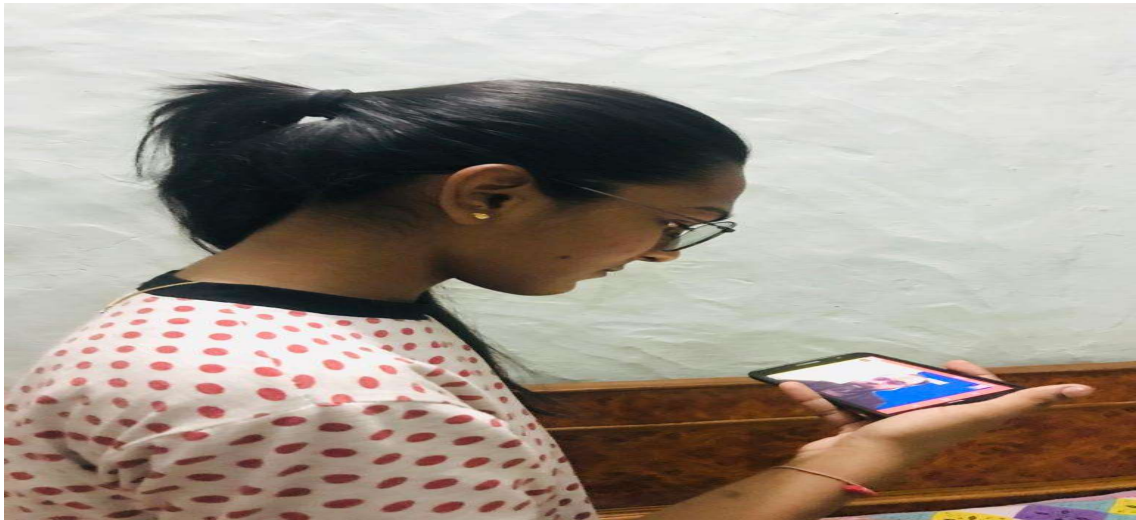
Mr. Aditya sanghi started making software for local stores but there was distrust among people because of Internet and he was failing. Then he received to mail from Mr. Jitendra (founder and CEO of Punchh) to freelance for them then they both teamed up and created loyalty programs. There was a time when they were not successful and were bank corrupt but the board and the founders believed in them and they said that they should continue. The work hard to

create five successful their main aim was customer engagement the reason for their success was that they made the products to satisfy the customers and according to them the customer is the king of market.

Outcome: From this session, which was highly inspirational, participants got to learn that how they can seek more knowledge about start-up and digital innovation, how to start a new start-up & how to implement the idea. In countries like India, there is a need for change and we as the young generation can bring that change and can make our nation a better place for everyone.







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