



Impact Lecture Series 2022-23

Session 2

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**MHRD'S
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Industries Commissionerate
Government of Gujarat

StartUp
Igniting the future

SSIP



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**GUITAR
COUNCIL**

Event Report

- 1. Name of Event:** Impact Lecture Series 2022-23
- 2. Nature of the Event:** Webinar
- 3. Date:** 28th July, 2022
- 4. Time:** 01:00 to 04:00 P.M.
- 5. Venue:** Online, Google Meet, <https://meet.google.com/mrb-dddy-gcb>
- 6. Supported by:** Institution's Innovation Council 4.0, MoE's Innovation Cell (MIC), GoI & AICTE
- 7. Organized by:** GSFC University, GUIITAR Council, Startup Gujarat Cell & SSIP
- 8. Schedule:** As per Annexure -1
- 9. Number of Participants:** 101, As per Annexure -2
- 10. Feedback:** As per Annexure -3
- 11. Govt. Support:**
 - A. Finance:** MoE's Innovation Cell (MIC), GoI & AICTE
 - B. Promotion:** Promotion: Startup Gujarat Cell, GoG & SSIP, Education Dept., GoG
- 12. Speakers:**
 - A. Dr. Kavita Saxena, Entrepreneurship Expert and Startup Mentor
 - B. Mr. Karmjitsinh Bihola, Founder, Innodesk Designovation Services, Ahmedabad
- 13. Recorded Video Link:**
<https://drive.google.com/file/d/1OPyQyxj230UD3D4gX-IRnuZ6cXKTLH5Y/view?usp=sharing>

14. Event Details:

The Impact Lecture Series 2022-23, session 2 was organized on 28th July, 2022 at GSFC University in collaboration with IIC, MoE's Innovation Cell (MIC), GoI & AICTE.

Dr. Saroj Shekhawat, CEO, GUIITAR Council welcomed Dr. Kavita Saxena and Mr. Karmjitsinh Bihola invited speakers, GSFC University Management, Dean, Associate Dean, GUIITAR Council team members, Faculties, students and other participants in the virtual talk.

Lecture 1:

Mr. Kirankumar Parmar, Sr. Manager, GUIITAR Council introduced Dr. Kavita Saxena to the participants and invited her to talk on the topic of “Career in Startups, Entrepreneurship and Family Business”.

Dr. Kavita Saxena, Entrepreneurship Expert and Startup Mentor talked on the topic of “Career in Startups, Entrepreneurship and Family Business”. She explained the benefits of Make in India, Startup India, Standup India and how Govt. supports startups to establish a business. She said this is the right time to start your business. She asked the question “Who is an Entrepreneur” to the participants and discussed the benefits. She shared the example of Mr. Ajay Modi - Travel Company owner and Mr. Mansukhbhai Prajapati –Mitticool success stories with the participants.

Dr. Kavita Saxena explained Startup definition and Startup Ecosystem in India. She said Gujarat has now been recognized as the Best Performer for the third consecutive year by DIPPT, GoI in State Startup Ranking 2021. She explained key aspects of startup i.e. Problem, Customer and You (Entrepreneur). She said KYC (Know Your Customer) is the starting point of any business and explained the top 10 reasons why startups failed. She explained the concepts of creativity, invention, innovation, Market Validation, Problem-Solution Fit, Product/Market Fit, Minimum Viable Product, Vitality of startup idea etc. with examples.

Lecture 2:

Mr. Kirankumar Parmar, Sr. Manager, GUIITAR Council introduced Karmjitsinh Bihola to the participants and invited him to talk on the topic of “Decoding Design Thinking”.

Mr. Karmjitsinh Bihola, Founder, Innodesk Designovation Services, Ahmedabad talked on the topic of “Decoding Design Thinking. He said human needs are changing and therefore, a major focus changed from Design to Design Thinking and from Aesthetics and Functional to Experience. He explained the difference between Business Thinking and Design Thinking. He quoted the Design Thinking definition given by Mr. Tim Brown, President & CEO of IDEO “Design Thinking is a human-centered approach to innovation that draws from a designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success”. Mr. Karmjitsinh Bihola explained the need for design thinking in Product/Process/Service development and providing value to the end users. Design Thinking has 3 aspects People (Desirability), Technology (Feasibility) and Business (Viability). He explained the Design Thinking model phase such as Observation, Empathy, Ideation, Product Development, Prototype and Test. He shared a few examples of various products where the design thinking concept was used.

In the end, Mr. Kirankumar Parmar asked all the participants to share feedback on the event.

GSFC University and GUITAR Council are grateful to the Hon'ble President of GSFC University Shri P. K. Taneja, IAS (Retd.), Dr. Nikhil Zaveri, Provost, Shri R. B. Panchal, Director (Admn.) & Registrar, Shri Mahesh Barot, Asst. Director (Admin.), Dean, Associate Dean, GUITAR Council team members for guidance and support provided to organize Impact Lecture Series 2022-23, session 2.

15. Learning outcomes of the event:

- Awareness was created among students and faculties on entrepreneurship and Startup as a career choice.
- Students and Faculties understand the concepts of design thinking approaches and learned that for any product/process/service development they should always have this question in mind “Does your solution solve the user’s pain point?”.

16. E-Certificate



17. Photos:



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GSFC University Presents

Institution's Innovation Council

In collaboration with MoE's Innovation Cell & AICTE

IMPACT LECTURE Series 2022-23 SESSION 2



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Registration

<https://bit.ly/guiltsr52>



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Speakers



Dr. Kavita Saxena
(Entrepreneurship Expert and Startup Mentor)

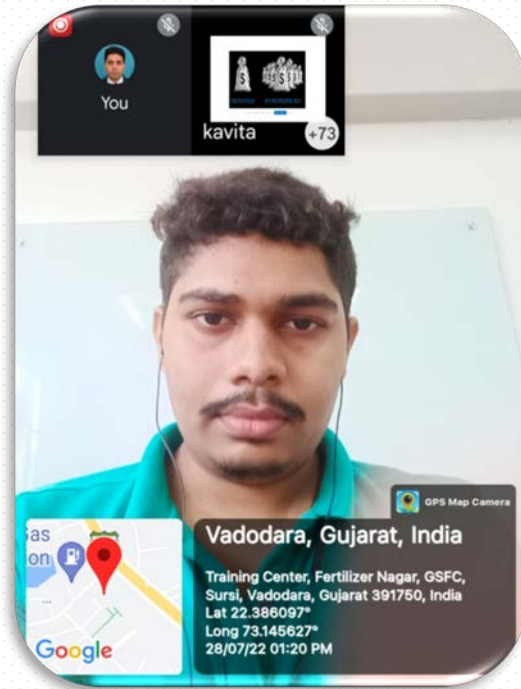
TOPIC:
Career in Startups, Entrepreneurship and Family Business

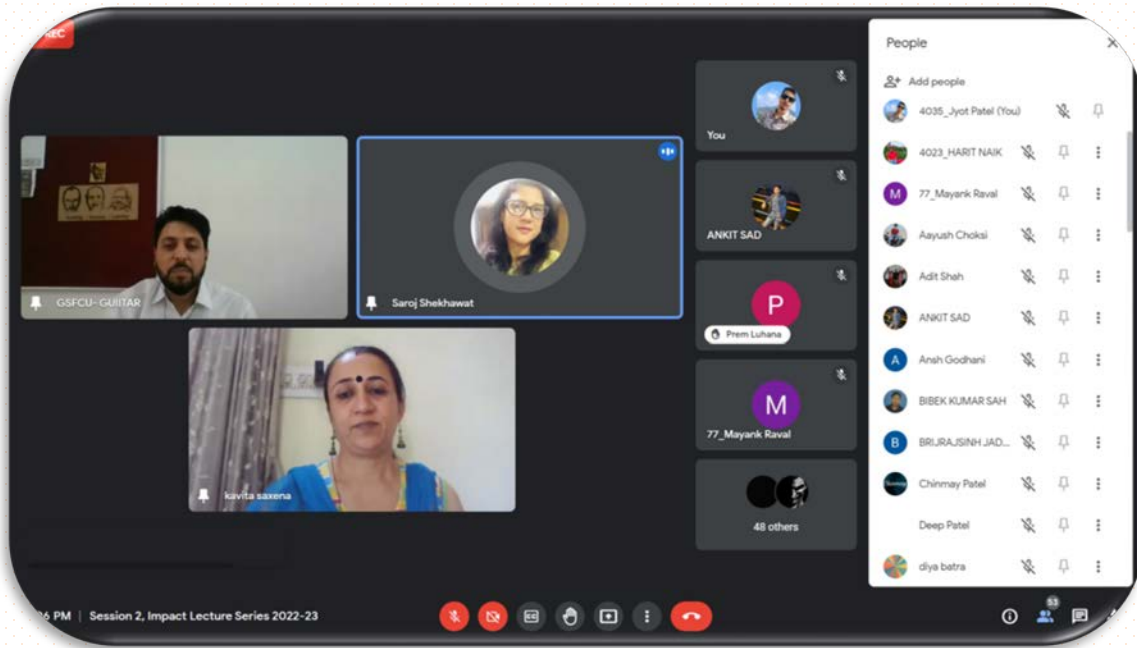


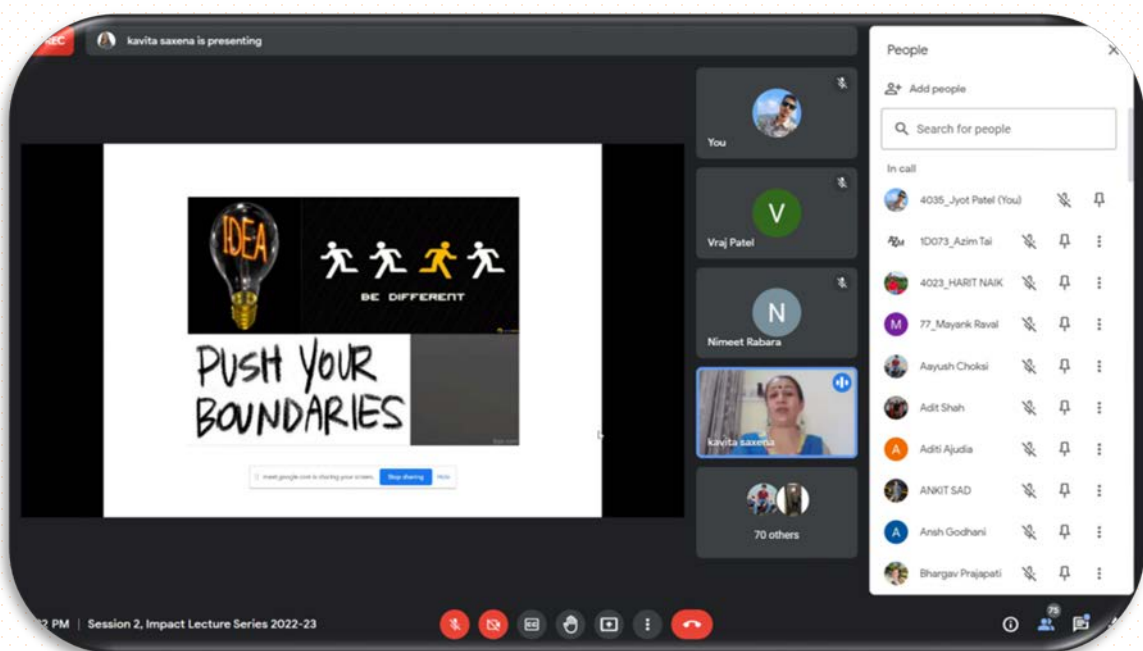
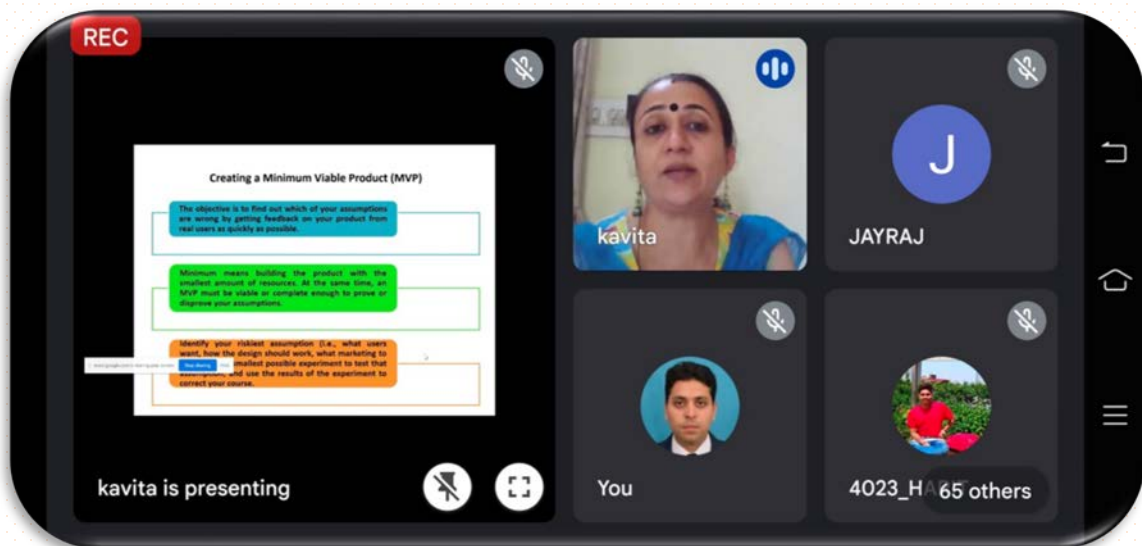
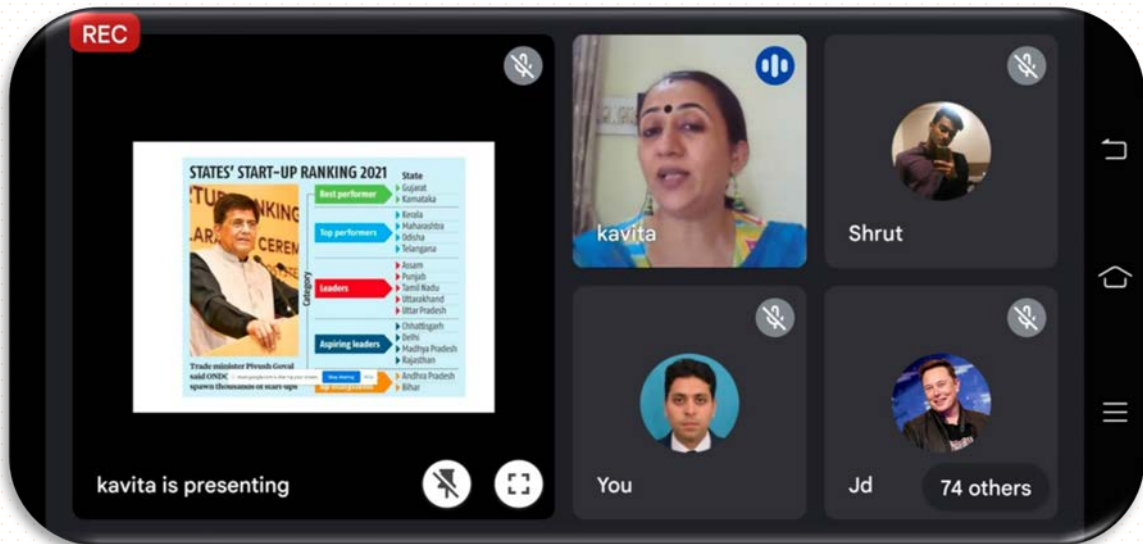
Mr. Karmjitsinh Bihola
(Founder, Innodesk Designation Services, Ahmedabad)

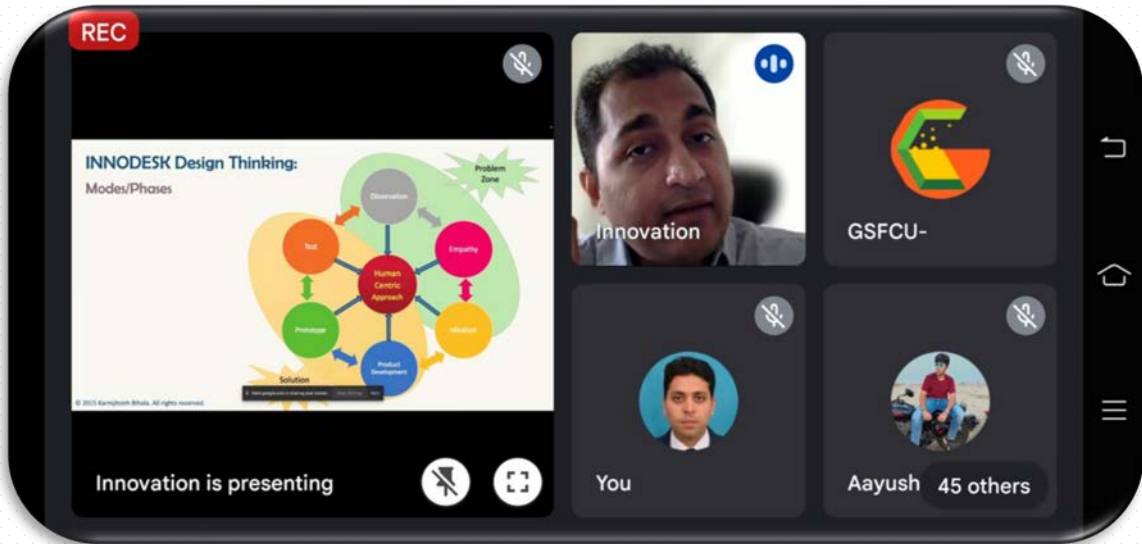
TOPIC:
Decoding Design Thinking

Date: 28/07/2022 | **Time:** 01:00 to 04:00 PM









Impact Lecture Series 2022-23

Session 2

| Date | Time | Topic | Speakers |
|----------|--------------------------|--|--|
| 28/07/22 | 01:00 – 02:30 P.M. | Career in Startups, Entrepreneurship and Family Business | Dr. Kavita Saxena Entrepreneurship Expert and Startup Mentor |
| | 02:30 – 04.00 P.M. | Decoding Design Thinking | Mr. Karmjitsinh Bihola Founder, Innodesk Designovation Services, Ahmedabad |

Google Meet Link: <https://meet.google.com/mrb-dddy-gcb>

Feedback Link: <https://forms.gle/Hm4FHK98iabqxmSV6>

Participants:

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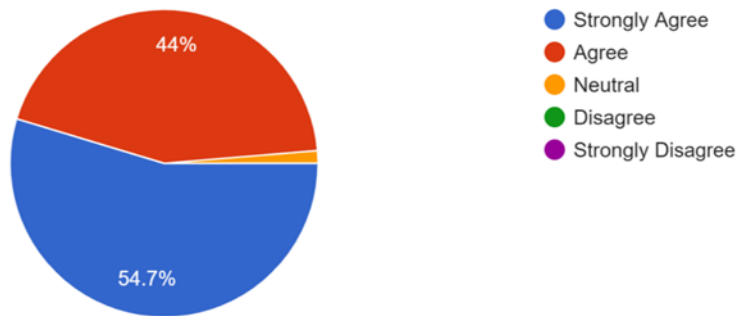
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Feedback:

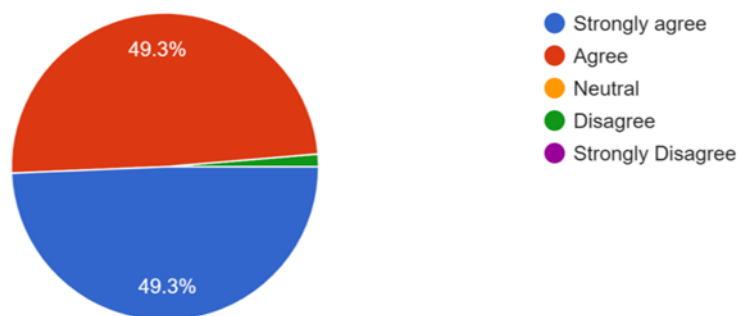
The event objective were stated clearly and met.

75 responses



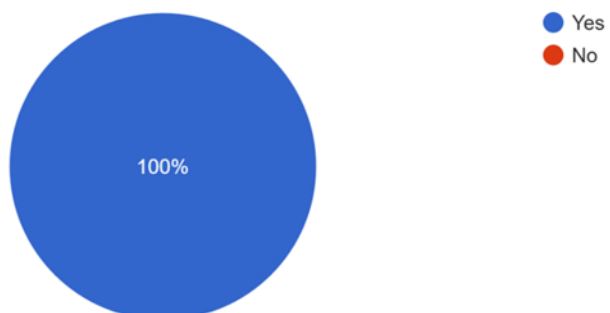
This event has increased my knowledge of Entrepreneurship, Startup and Design Thinking.

75 responses



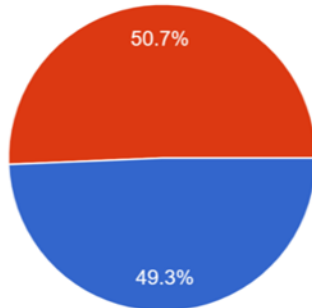
Did the Event help you with new learnings or knowledge?

75 responses



This event will be beneficial for me to pursue Innovation, Entrepreneurship, Startup and Design Thinking in my career.

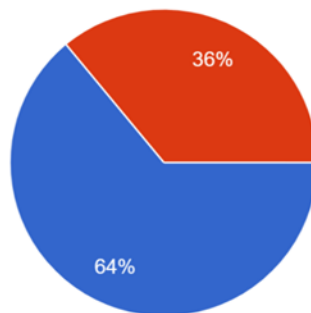
75 responses



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Please rate your overall experience.

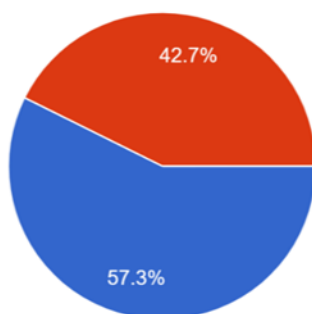
75 responses



- Excellent
- Good
- Fair
- Poor

The speaker, Dr. Kavita Saxena made efforts to make me understand career planning in Startups, Entrepreneurship and Family Business.

75 responses



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The speaker, Mr. Karmjitsinh Bihola made efforts to make me understand how Design Thinking concepts.

75 responses

