ABOUT SVNIT

The Sardar Vallabhbhai National Institute of Technology, Surat popularly known as NIT Surat or SVNIT, is an engineering institute of higher education established by the Parliament of India in 1961. The Institute was established as one of the RECs and later got the status of institute of national importance. The institute was upgraded to the National Institute of Technology, in 2002. Currently, the Institute offers Six UG Programmes, Nineteen PG Programmes, and Three M.Sc. Five Years Integrated Programmes including doctoral programs in all above branches. The institute has an excellent placement record with several top-ranking companies visiting the campus on a regular basis.

ABOUT ASHINE

ASHINE (Association for Harnessing Innovation & Entrepreneurship) is a Section 8 Not-for-Profit Company under the Companies Act of 2013, incorporated by SVNIT, Surat to nurture innovation and entrepreneurship by encouraging, supporting & promoting technology-based startups and providing an ecosystem for their growth.

ASHINE is a Technology Business Incubator (TBI) supported by the Department of Science and Technology under the National Science and Technology Entrepreneurship Development Board (DST-NSTEDB), Ministry of Science & Technology, Government of India. ASHINE also extensively undertakes incubation activities under the Scheme for Assistance for Startups/Innovation (SAS), Industries Commissionerate, Government of Gujarat, and Pre-incubation activities under the Student Startup and Innovation Policy (SSIP), Education Department, Government of Gujarat.

SHORT-TERM TRAINING PROGRAM (STTP)
On

DESIGN THINKING FOR ENTREPRENEURSHIP

17.7.2023 to 21.07.2023
10.00 am to 05.00 pm

Seminar Hall, 2nd Floor, ASHINE, SVNIT, Surat

ORGANIZED BY

Association for Harnessing Innovation & Entrepreneurship (ASHINE), Sardar Vallabhbhai National Institute of Technology (SVNIT), Surat
www.ashine.in

COORDINATORS

Dr. Vaishali S. Dhingra, Assistant Professor, DoMS, SVNIT
Darshan Mehta, Sr. Incubation Manager, ASHINE

STUDENT COORDINATOR

Ms. Pradnya Patel

SUPPORTED BY

विज्ञान एवं प्रौद्योगिकी विभाग
DEPARTMENT OF SCIENCE & TECHNOLOGY

ustries Commissionerate
Government of Gujarat

SSIP

ABOUT THE PROGRAM

"Design thinking is a human-centric approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success." - Tim Brown, CEO, IDEO

The purpose of this course is to enable participants to gain a thorough comprehension of constructing successful businesses using a user-centered approach. Through the course, participants will acquire knowledge about design thinking as a strategic method for innovation, enabling them to recognize opportunities and formulate business strategies. The curriculum encompasses the complete design thinking process and the establishment of enterprises. By actively engaging in empathetic interactions, creating and testing quick prototypes, and developing crucial business proposals, participants will grasp the concept of fulfilling user needs.

OBJECTIVES

- To develop a mindset for problem-solving through lateral thinking.
- To facilitate innovation through design thinking.
- To come up with a business strategy that creates customer value and market opportunity.
- To encourage creative problem-solving and expand the designer's knowledge.
- To empathize with the customer and design a user-centric product to build viable enterprises.
- Create future-ready who can develop human-centric solutions.

TARGETED PARTICIPANTS

Faculties of SVNIT and Other Institutes.

PROGRAM MODULES

1 Fundamentals of Design Thinking

Session 1: Getting Innovative
Session 2: Design Thinking Principles
Session 3: Design Thinking Processes
Session 4: Hands-on Learning Activity - Empathy Map

2 Discovering business opportunities

Session 1: Understanding Markets
Session 2: Identifying Target Customers
Session 3: Value proposition modeling
Session 4: Hands-on Learning Activity – Design a Value Proposition Model

3 Building customer-centric business models

Session 1: Introduction to business modeling
Session 2: Types of business models
Session 3: Strategy Canvas (4 – action framework)
Session 4: Hands-on Learning Activity - Design a lean canvas

4 Nuances of Financial Planning

Session 1: Estimating start-up costs
Session 2: Building financial analysis - I
Session 3: Building financial analysis - II
Session 4: Hands-on Learning Activity –Making the above financial statements

5 Pitch your Idea

Session 1: Crafting your Pitch Deck I
Session 2: Crafting your Pitch Deck II
Session 3: Presenting your Pitch Deck
Session 4: Presenting your Pitch Deck

RESOURCE PERSONS

1) Dr. Neelam Saxena: Entrepreneurial Educator, Former Professor & Head of Amity Centre for Entrepreneurship Development, Amity University

2) Dr. Sheenu Jain: Associate Professor – Entrepreneurship & Centre Lead LNMIIT Centre for Technology Business Incubation & Entrepreneurial Leadership, LNMIIT Jaipur & Co-Founder & Director, IIHMR Foundation

3) Mr. Arvind Deshmukh: Certified Corporate Coach, Global Mindset Facilitator, and Design Thinking Coach

4) Mr. Karmjitsinh Bihola: Design Thinker , Innovation Strategist, Startup Mentor Creative Intelligence Coach, WCIW Creativity Ambassador & Founder, Innodesk Designovation Services

REGISTER NOW ⟩ https://forms.gle/2QYnHca8cxadUgDe9

Last Date for Registration: 09.07.2023
NOTE: The program is free but registration is mandatory for all the participants.

- A certificate of participation will be issued to all the participants after completion of the program.
- Registration Kit, Refreshment & Lunch will be provided to all the participants.

CONTACT US

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