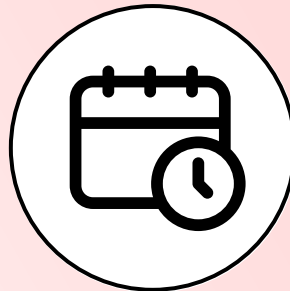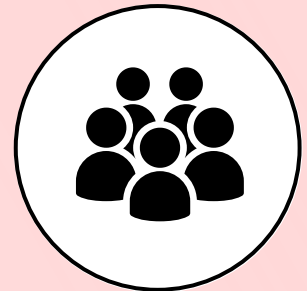# Design Thinking and Corporate Innovation

C002, C block, PDEU Campus

2:30 pm - 5:30 pm

50+

About PDEU

Pandit Deendayal Energy University (PDEU), formerly known as Pandit Deendayal Petroleum University, was established by the PDPU Act, 2007; Acts of the Gujarat Legislature and Ordinances promulgated and Regulations made by the Governor, in the State of Gujarat, India. The primary thrust areas for the university are to Ensure Energy for all, creating a larger social impact and preparing the youth for tomorrow.
The University addresses the need for trained and specialised human resources for the energy industry worldwide. It intends to expand students' and professionals' opportunities to develop an intellectual knowledge base with leadership skills to compete globally. This objective is being addressed through several specialised and well-planned undergraduate and postgraduate energy education programs and intensive research initiatives, in management, engineering and humanities.
PDEU has NAAC accreditation with "A++" Grade CGPA of 3.52 out of 4.00 & Graded Autonomy by UGC.

About PDEU IIC

PDEU Innovation and Incubation Centre (PDEU IIC), formerly known as PDPU Innovation and Incubation Centre (PDPU IIC) is an incubator at PDEU established in 2014. The centre was formally established in 2017 u/s 8 of Companies Act, 2013, with a vision to provide state-of-the-art support and service to innovators, technocrats and entrepreneurs who aim to create a social and economic pact in the society through innovative solutions to existing problems. The centre acts complementary to the academic and research activities of the University.

PDEU IIC has incubated 160+ start-ups across 8+ domains. The IIC Office has a specially designated area of 20,000 sq. of for the start-ups to work on.

Parameters	Statistics
Applications received till date	2400+
Startups Incubated till date	160+
IPR Filed	110+
Total Valuation	INR 140+ Crore
Events Organised till date	160+
Students Sensitised till date	28,000+
Total Registered Companies	85+
Total Funds Raised	INR 16+ Crore

About National Innovation and Startup Policy 2019 for Students and Faculty

The National Innovation and Start-up Policy 2019 intends to guide HEIs to promote student-driven innovations & start-ups and to engage the students and faculty in innovation and start-up activities on campus. The policy aims at enabling HEIs to build, streamline and strengthen the innovation and entrepreneurial ecosystem on campus and will be instrumental in leveraging the potential of science, student's creative problem solving and entrepreneurial mindset, by promoting a strong intra and inter-institutional partnerships with ecosystem enablers and different stakeholders at regional, national and international level.

About the Speaker

An entrepreneur-turned-academician & Innovation evangelist, Dr. Kaustubh Dhargalkar, has been a speaker at TEDx platforms and also founded three companies in the domain of Machine tools and automation. He is a Design Thinking trainer and an 'Innovation & Strategy' consultant. In thirty-two years of his career, He has founded four companies and is now on two more new ventures. He has provided guidance to organisations in enhancing their 'Innovation Quotient', by aiding them in creating new offerings for tapping the existing as well as new markets. He is the author of the book 'It's Logical: Innovating Profitable Business Models'.

About the Session

Mr. Kaustubh commenced the session by interacting with the participants and enquiring about their product ideas and ways to commercialise and the significance of the business model.

He enlightened the audience with his experience from mentoring students' startups, underlying principles of business and lessons that he had learned over a period of time by means of intriguing case studies.

The first case revolved around developing a new product for housewives with hearing impairment. Post interaction and observation of two such housewives, problems encountered by them were identified. Students came up with an innovative wristband aid that blinks to give reminders. To capitalise on this idea the students created a cloud service. Gradually, they scale their business by pivoting from wristbands to home automated businesses.

The second case study dealt with problems encountered by farmers in watering fields. It emphasized upon the constant need for innovation and adaptability in your product in order to maintain a competitive edge. The third case study was about a hair brush that helps to monitor the rate of hair fall. The selling price was expensive and unaffordable for the targeted market segment. So the students came up with the idea of offering the product free with subscriptions and collaborating with brands to share the costs.

Key Takeaways

- **Map the ecosystem**
  1. Who are the stakeholders involved
  2. What do they need to solve the problem
  3. How will they help to solve to problem

- **Be solution-oriented in your approach.**
- **"Don't get married to your first idea"**
- **Identifying the unseen/ unsaid opportunities.**

- **Pushing for co- creations & collaborations (with vendors/ channel partners /start-up / academia).**
- **Encourage experimentation within your team.**

Conclusion

The session concluded with an interactive Q & A session with the speakers. The session entailed different engaging activities and evaluating case studies. To ensure a growing culture of entrepreneurship and start-ups on campus, PDEU IIC initiated this session under the guidance of the National Innovation and Startup Policy (NISP) which aims to provide motivation to students and faculty in HEIs.