<div align="center">**REPORT**</div>

SHORT TERM TRAINING PROGRAM (STTP) ON DESIGN THINKING FOR ENTREPRENEURSHIP

Event Date: 17.07.2023 to 21.07.2023

About the event:

Introduction: The Short-Term Training Program on Design Thinking for Entrepreneurship, organized by ASHINE, was held from 17th July 2023 to 21st July 2023. The program aimed to provide faculties and research scholars with a comprehensive understanding of design thinking principles and their application in the context of entrepreneurship. Over the course of five days, participants engaged in interactive sessions conducted by four expert speakers, who covered various aspects of design thinking and its relevance to entrepreneurial ventures.

Event Overview: The training program comprised a diverse curriculum, combining theoretical knowledge with practical exercises, case studies, and group activities. The sessions were conducted by industry experts who shared their expertise, experiences, and insights with the participants. The program fostered active learning and encouraged participants to apply design thinking principles to real-world entrepreneurial scenarios.

Session Highlights

- **Day 1:** Fundamentals of Design Thinking The first day of the program focused on introducing the participants to the fundamentals of design thinking. The expert speaker provided an overview of the design thinking process and its key stages. The session included interactive discussions and activities that helped participants understand the human-centered approach and its significance in entrepreneurship.
- **Day 2:** Discovering Business Opportunities The second day delved into the process of identifying and discovering business opportunities. The expert speaker shared techniques and methodologies for conducting market research, identifying target audiences, and recognizing gaps in the market. Participants engaged in practical exercises that enabled them to apply these principles and generate innovative business ideas.
- **Day 3:** Building Customer-Centric Business Models On the third day, the focus shifted to developing customer-centric business models. The expert speaker guided participants through the process of understanding customer needs, creating empathy maps, and designing value propositions. Participants worked in groups to apply these concepts to real-world scenarios and develop business models that catered to customer preferences and requirements.
- **Day 4:** Nuances of Financial Planning The fourth day of the program centered around the nuances of financial planning for entrepreneurial ventures. The expert speaker provided insights into financial management, budgeting, forecasting, and funding options. Participants gained a deeper understanding of the financial aspects of starting and scaling a business, enabling them to make informed decisions and develop robust financial plans.
- **Day 5:** Pitch Your Idea The final day focused on refining participants' pitching and presentation skills. The expert speaker shared techniques for creating impactful pitches, delivering compelling presentations, and effectively communicating business ideas to stakeholders and potential investors. Participants had the opportunity to showcase their ideas and receive feedback, honing their ability to articulate their entrepreneurial vision.

Conclusion: The Short-Term Training Program on Design Thinking for Entrepreneurship, organized by ASHINE, successfully equipped faculties and research scholars with the knowledge and skills needed to apply design thinking principles in entrepreneurial ventures. The program's diverse curriculum, combined with the expertise of the invited speakers, provided participants with a comprehensive understanding of design thinking, market research, business modeling, financial planning, and effective pitching. The positive feedback from the participants attests to the program's success in empowering attendees with the tools necessary to excel in the entrepreneurial landscape.