



**KARNAVATI  
UNIVERSITY**



## **Report of the Activity**

### **Workshop on Innovation & Entrepreneurship**

**Date:** 27/09/2023

**Venue:** Karnavati University Campus

**Time:** - 09:30 AM to 1:00 PM

**Number of Participants:** - 48

Unitedworld Institute of Design along with KIIF, IIC and SSIP organized a one-day workshop on “Innovation and Entrepreneurship” for the students of B.Design Final year.

The event was conducted by Mr. Siddharth Iyer and Mr. Vaibhav Raj Pandey being the prominent startup ecosystem enablers.

They discussed about how Innovative start-ups and new enterprises will act as a catalyst in the coming years for the economy as their lies novel opportunities if you are able to find the exact and market gap. The workshop focused on the basic and advanced approaches of entrepreneurial development and how it can be imbibed in the students.

The areas covered included the foundations of entrepreneurship development along with tools and techniques for creative and innovative thinking and the important role of intellectual property rights etc.

They explained to the students that Innovation doesn't always mean to create something new, innovators often take something that already exists, improve it, change it, make it better and make it the best for their customers. Innovative ideas are what will make a startup competitive.

The workshop highlighted the importance of innovation in entrepreneurship its value for the longevity of a business. The workshop also emphasized on the opportunity to innovate to make the lives more comfortable and the solutions that can be evolved to make it better, easier and more useful.

The workshop ended with Q&A sessions from students and thanks giving by the incubation department highlighting the opportunities available to them through the centre.