

5-DAY SSIP 2.0 FACULTY DEVELOPMENT PROGRAM FOR SSIP COORDINATOR OF HIGHER EDUCATION GRANTEE COLLEGES

Date: June 24-28, 2024

Venue: iHub, Ahmedabad

Participants: 64 SSIP Coordinators from Higher Education Grantee Colleges

About Event:

The Student Startup and Innovation Policy (SSIP) 2.0 initiative aims to foster innovation and entrepreneurial spirit among students in colleges of Gujarat. This Faculty Development Program was designed to empower SSIP coordinators with the skills and mindset necessary to nurture innovation and entrepreneurship among students. The training focused on design thinking methodologies, problem identification, sector identification relevant to Gujarat's colleges, and a hands-on practical approach to innovation, prototype development, minimum product development, business model and intellectual property rights.

Day-by-Day Summary:

DAY 1: Design Thinking & Problem Identification

Expert: Karmjitsinh Bihola - Founder, Innodesk

- The day began with an introduction to the principles of Design Thinking, emphasizing its importance in fostering a culture of innovation.
- Participants engaged in interactive sessions to understand the stages of Design Thinking: Empathize, Define, Ideate, Prototype, and Test.
- The focus was on Problem Identification, where coordinators learned techniques to identify real-world problems faced by students and communities.
- The expert shared case studies and examples, illustrating how Design Thinking has been successfully applied in various sectors.
- Participants collaborated in groups to practice problem identification, brainstorming potential issues within their institutions, and discussing possible solutions.

DAY 2: Ideation, Solution Development & Proof of Concept

Expert: Mr. Shashank Nimkar - Founder, Earth Tatva

- The day started with an introduction to the concept of Ikigai, helping participants find the intersection between what they love, what they are good at, what the world needs, and what they can be paid for.
- The participants were guided through the Value Proposition Design tool, a crucial method for developing solutions that meet the needs of their target audience.
- Participants engaged in ideation sessions, generating a wide range of ideas to address the problems identified on Day 1.
- The session included activities to evaluate and refine these ideas, focusing on feasibility, desirability, and viability. By the end of the day, participants had developed proof of concept models for their most promising ideas, ready for further development.

DAY 3: Prototype Development & Testing

Expert: Mr. Ahmad Ali - Manager, Social Alpha

- The session began with an overview of prototyping, highlighting its importance in the innovation process.
- The participants were introduced various prototyping methods, including low-fidelity prototypes like sketches and mock-ups, as well as high-fidelity prototypes like working models.
- Participants learned about the benefits and limitations of different prototyping techniques through hands-on activities and case studies.
- The practical sessions allowed participants to create their own prototypes based on the ideas developed on Day 2. Testing of these prototypes was conducted, with participants receiving feedback and iterating on their designs to improve functionality and user experience.

DAY 4: Minimum Viable Product & Business Model Development

Expert: Mr. Anay Mashruwala – CEO, Venus Engineering

- The day focused on the concept of Minimum Viable Product (MVP), emphasizing the importance of building a product with just enough features to satisfy early customers and provide feedback for future development.
- The expert discussed the key components of a robust business model, including value proposition, customer segments, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.
- Participants engaged in exercises to develop MVPs for their prototypes, focusing on identifying the core features that deliver value to users.
- The session included interactive activities to help participants understand startup scalability and the importance of a well-defined business model.

DAY 5: Startup Legalization & SSIP 2.0 MIS Portal Walk-through

Expert: Mr. Amitkumar Patel - Managing Partner, PATectual IP Law Services LLP

- The morning session was dedicated to the legal aspects of starting and running a startup, covering essential topics such as company registration, compliance, and intellectual property rights (IPR).
- The expert provided detailed insights into the process of filing IPRs, including patents, trademarks, and copyrights, and discussed the importance of protecting innovative ideas and products.

Expert: Ms. Janki Joshi - Consultant, Grant Thornton Bharat LLP

- The second half of the day focused on an SSIP 2.0 MIS Portal Walk-through, where participants were introduced to the portal's features and functionalities.
- The session provided hands-on training on using the portal for various tasks, including outcome data entry, expense entry, fund utilisation and report generation.

Conclusion

The 5-day program concluded with a formal ceremony. The participants were awarded certificates of completion, recognizing their active involvement and dedication throughout the training. The event ended with a heartfelt vote of thanks, expressing gratitude to all speakers, participants, and organizers for their contributions to the success of the FDP.

Outcome of Event:

- The FDP contributed to developing a vibrant entrepreneurial ecosystem within higher education colleges, aligning seamlessly with SSIP 2.0 objectives.
- Through hands-on workshops and practical activities focused on innovation and startup development, SSIP Coordinators were empowered to unleash their creativity and develop innovative solutions to address societal challenges, thereby enhancing student comprehension of these concepts.
- By guiding students through the startup journey learned during the FDP, SSIP coordinators can effectively foster the creation and growth of student-led startups, contributing significantly to job creation, economic development, and social innovation.
- The workshop provided SSIP coordinators with valuable networking opportunities with peers, industry experts, and stakeholders in the startup ecosystem, fostering collaboration and knowledge sharing.
- By aligning SSIP coordinator training with the objectives of the Student Startup Innovation Policy, this intervention helped strengthen policy implementation at the grassroots level and drive sustainable impact in the long term.

Event Photos



Day 1: "Innovate with Design Thinking & Problem Solving!"



Day 2: "Ideate, Validate, Innovate!"





Day 3: "Prototype, Test, Succeed!"



Day 4: "MVP to Market: Crafting Winning Models!"





Day 5: "Secure Your Innovation: Master Legal & IPR!"