

## SSIP2.0 Sensitization Sessions

**Event Name:** उद्यमSrujan

**Date:** 05/01/2026 – 09/01/2026

**Venue/ Mode:** Department of Mathematics, Sardar Patel University

**No of Participants:** 48

**Speakers Name:**

**Shri. Karmjitsinh Bihola** (Founder, Innodesk Designovation Services),

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**Coordinator:** **Prof. Sunil Chaki**, (Director-SPSEC, Coordinator: SPU-SSIP-Navadhārā)  
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### Objectives of Event

उद्यमSrujan – 5 Days Design Thinking and Entrepreneurship Development Course was organized to promote innovation and entrepreneurial mindset among students. The program was designed to provide structured learning on design thinking, startup development, business planning, and entrepreneurial skills through expert sessions, interactive discussions, and practical activities. The event focused on guiding participants from problem identification to idea validation and startup readiness.

- To introduce participants to **design thinking methodology** through structured sessions including critical thinking, problem identification, and ideation.
- To promote **entrepreneurship as a career and life opportunity** among students.
- To provide hands-on exposure to **idea generation, validation, and market research techniques**.
- To develop understanding of **business planning and startup model development**.
- To create awareness about **Intellectual Property Rights (IPR)** and innovation protection.
- To enhance knowledge of **digital marketing, branding, and e-commerce strategies** for startups.
- To build participants' skills in **financial literacy, networking, and collaboration**.
- To guide participants on **legal compliance and regulatory requirements** for startups.
- To educate participants about **funding opportunities, pitching techniques, and emerging entrepreneurship careers**.
- To support participants in transforming innovative ideas into **viable startup opportunities**.

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### Key Outcomes of the Event

- Participants gained understanding of entrepreneurship as a career option.
- Students learned critical thinking and problem-solving approaches.
- Participants understood design thinking tools and techniques.
- Innovative ideas were generated and validated during the sessions.
- Students developed basic business plans and startup concepts.
- Participants gained awareness about Intellectual Property Rights (IPR).
- Enhanced knowledge of digital marketing and branding strategies.
- Participants developed financial literacy and collaboration skills.
- Students learned startup legal compliance requirements.
- Participants understood funding opportunities and pitching techniques.
- Improved presentation, teamwork, and entrepreneurial skills.
- Participants were encouraged for startup incubation and further mentorship.



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