

## AAKAAR – Design Thinking Workshop



**Introduction:** The Entrepreneurship Cell of Symbiosis Institute of Digital & Telecom Management, with support of The Symbiosis Centre of Entrepreneurship and Innovation (SCEI), successfully launched the Campus Entrepreneurship Program – "**AAKAAR - Incubating Imagination**" by hosting a **Design Thinking Workshop** on 19th Aug '22. The workshop, conducted by Professor Ismail Akbani, Head of Innovation & linkages at the SCEI, concentrated on coaxing minds to yield spectacular ideas resounding in the world.

**Agenda:** To expose the participants with state-of-the-art perspectives, ideas, concepts, and solutions related to the design and execution of innovation driven entrepreneurial journey using design thinking principles.

AAKAAR DESIGN THINKING WORKSHOP	
<b>AGENDA</b> <b>19 AUGUST 2022</b>	
10:00 AM – 10:05 AM	Event Opening by MOC
10:05 AM – 10:15 AM	Welcome Address by Dr. CA Abhijit Chirputkar, Director - SIDTM
10:15 AM – 10:20 AM	Best wishes by Prof. Yogesh Brahmanekar , CEO, SCEI
10:20 AM – 10:25 AM	Introduction to Campus Entrepreneurship Program by Dr. Tripti Dhote, Faculty Mentor E-Cell, SIDTM
10:25 AM – 10:30 AM	Guest Introduction by MoC
10:30 AM – 12:00 PM	Design Thinking workshop by Prof. Ismail Akbani, Head – Innovation & Linkages, SCEI
12:00 PM – 2:00 PM	Break (Activity)
2:00 PM – 4:30 PM	Design Thinking workshop by Prof. Ismail Akbani, Head – Innovation & Linkages, SCEI
4:30 PM – 4:35 PM	Closing remarks by MOC

## **AAKAAR Workshop Details:**

**Day:** Friday

**Date:** 19<sup>th</sup> August 2022

**Time:** 10:00 am to 4:30pm

**Venue:** Convention Centre

## **Email-Communication**

### **Faculty Invitation**

Respected Sir/Madam,

**World Entrepreneur Day** is celebrated on the **21<sup>st</sup> of August** every year. A day aimed at creating awareness for innovation, Entrepreneurship, and Leadership throughout the world.

To commemorate this day and instill an entrepreneurial spirit amongst students, **E-Cell SIDTM** for the first time ever plans to launch the Campus Entrepreneurship program- **“AAKAAR- Incubating Imagination”**.



The first step towards this new beginning is a **Design Thinking Workshop** to be held on **19<sup>th</sup> August 2022**.

### **Details of the workshop:**

**Date:** 19<sup>th</sup> August 2022

**Venue:** Convention Centre

**Time:** 10:00 AM to 4:30 PM

You are cordially invited to attend the inaugural ceremony

Thank You.

## Student Invitation

Dear Batch,

**Have you ever watched Shark tank India and thought of becoming an entrepreneur? Or did some random idea suddenly cross your mind, but you could not execute it? Or are you currently on an Entrepreneurial journey and looking for a mentor?**

We at **E-Cell SIDTM** know that there are many such questions in the minds of our batch mates. To answer them all, E-Cell SIDTM plans to launch the Campus Entrepreneurship program- **“AAKAAR- Incubating Imagination”** for the first time.

The program has been developed with an aim to assist budding entrepreneurs in getting their ideas and ventures to the next level through structured experiential learning. This program encompasses four stages covering crucial areas of starting up a business and is an extensive three months program.

For the first time, students in college have the opportunity to embark on an entrepreneurial journey. The committee aims to provide end-to-end mentorship to passionate students in incubating their ideas.

The first step under this innovative event is a **Design Thinking Workshop** on the **19<sup>th</sup> of August 2022**. This workshop will help students to brainstorm ideas and innovations and design the overall process from scratch.



### Who should attend this workshop?

- Someone who wants to start a business.
- Someone who has an idea in mind but does not know how to implement it.
- Someone with no idea wants to learn from scratch about the business process.
- Someone who wants to learn how an idea is incubated.

This workshop is **mandatory** for the students who want to incubate their ideas.

We encourage you to participate in this cutting-edge event by filling out the google form.

**Form link:** <https://forms.gle/TRYsUZTPjvw8FLAx5>

There will be a **limited number of seats available and will be given on a first-come, first-served basis**. Hence, we request you all to fill out the forms early.

Names of the selected Students will be declared soon.

**Deadline to fill the form: 16th August 2022 (Today), 11:59 PM**

### **Details of the workshop**

**Date: 19th August 2022**

**Venue: Convention Centre**

**Time: 10:00 AM to 4:30 PM**

## Learning Outcome:

At the end of this workshop, the participants will be able to: Understand the concepts of design thinking approaches to solve business problems, craft models by applying both critical thinking and design thinking in parallel.

**Budget Approval:** Yes



## Event Description:

The Entrepreneurship Cell of Symbiosis Institute of Digital & Telecom Management, with support of The Symbiosis Centre of Entrepreneurship and Innovation (SCEI), successfully launched the Campus Entrepreneurship Program – "**AAKAAR - Incubating Imagination**" by hosting a **Design Thinking Workshop** on 19th Aug '22. The workshop, conducted by Professor Ismail Akbani, Head of Innovation & linkages at the SCEI, concentrated on coaxing minds to yield spectacular ideas resounding in the world.

Embracing the beautiful thought of Zaid Abdelnour, "Don't think outside the box. Think like there is no box.", AAKAAR aims to impersonate the TO-BE entrepreneurial journey; representing Aspiration, Association, Knowledge, Assimilation, Amplification, and Result.

The workshop began with the inspiring words of our respected director, CA Dr. Abhijit Chirputkar sir, who outlined Symbiosis International University's 7th Mission - "To nurture creativity and encourage entrepreneurship.", turning it into the first possible Entrepreneurship program at SIDTM. Following this, The Deputy Director, Dr. Giri Hallur, and the Faculty Mentor, Dr. Tripti Dhote, stated that aspiring entrepreneurs would get the guidance and mentoring needed to bring their ideas to life on World Entrepreneurs' Day.

The workshop revolved around the mind mapping of aspiring entrepreneurs. It began with an activity that highlighted the crux of the design thinking process, stressing on the tendency to rush toward the solution instead of understanding the amalgamation of the problem itself. He further discussed the problem space, an uncomfortable arena for an average human but a trigger point for an aspiring entrepreneur to understand the consumer's needs. Problem-solving can be a maze when you're trying to devise a solution. For this reason, the worksho

followed the Double Diamond model - a road map for those who wish to develop things, invented by the British Design Council. As the name suggests, it has two diamonds; where the first focuses on the trigger point, empathy, and definition to find the correct problem statement.

During the session, he expressed his thoughts on how important the problem statement is to articulate the idea into a successful business. To find the right problem to solve, the Willingness to embrace ambiguity, the Unarticulated needs of the customer, and immerse and explore the emotions of the end-user - is what helps arrive at the accurate problem statement and covers the first diamond of the model.

The second half of the workshop focused on asking the end users questions with the help of an 'Empathy Map' and the 'HMW' perspective. In addition, the discussion formed a premise for the layers to gauge the consumer's point of view. The layer of thought focuses on solutions, the second layer is to identify the need of the end-user, and the third is the insight. After successfully covering all the aspects and arriving at a problem statement, the second diamond comes into the picture. The second diamond of the double diamond model revolves around the solution part of the problem detected, which includes ideation, prototype, and testing. Further, Mr. Ismail shared some insights on brainstorming for the imagination and some tactics for the prototype.

Dr. Tripti Dhote's heartfelt vote of thanks marked an end to the highly interactive workshop. The session motivated the young minds who aspire to be entrepreneurs one day and changed their way of thinking about real-world problems.

#### **Participant's Details:**

<b>S.No</b>	<b>Name</b>	<b>PRN</b>	<b>BATCH</b>	<b>Morning Session</b>	<b>Afternoon Session</b>	<b>Attendees</b>
1	Himanshu Maurya	22020542055	2022-2024	Present	Present	Participant
2	Mitali Mahesh Sukhatankar	22020542150	2022-2024	Present	Present	Participant
3	Arnab Sarkar	22020542021	2022-2024	Present	Present	Participant
4	Shlok Raina	22020542132	2022-2024	Present	Present	Participant
5	Sandesh Dambe	22020542035	2022-2024	Present	Present	Participant
6	Apratim Sharma	22020542020	2022-2024	Present	Present	Participant
7	Yash Pratap Singh	22020542169	2022-2024	Present	Present	Participant
8	Yashwanth Vankadara	22020542171	2022-2024	Present	Present	Participant
9	Pushkar Medhekar	22020542078	2022-2024	Present	Present	Participant
10	Priyanka Srivantava	22020542112	2022-2024	Present	Present	Participant



11	Abhishek Gupta	22020542172	2022-2024	Present	Present	Participant
12	Harshit Dev	22020542053	2022-2024	Present	Present	Participant
13	Prajwal bandal	22020542027	2022-2024	Present	Present	Participant
14	Anirudh Khurana	22020542016	2022-2024	Present	Present	Participant
15	Atish Kumar	22020542022	2022-2024	Present	Present	Participant
16	Utkarsh Gade	22020542045	2022-2024	Present	Present	Participant
17	Kavita Sanwal	22020542063	2022-2024	Present	Present	Participant
18	Mayank Sachdeva	22020542076	2022-2024	Present	Present	Participant
19	Vishal Tigga	22020542167	2022-2024	Present	Present	Participant
20	Sohini Ghosh	22020542144	2022-2024	Present	Present	Participant
21	Lakshya Mahendru	22020542069	2022-2024	Present	Present	Participant
22	Karan Chhatwal	22020542062	2022-2024	Present	Present	Participant
23	Kirti Budhiraja	22020542065	2022-2024	Present	Present	Participant
24	Ayush Sharma	22020542024	2022-2024	Present	Present	Participant
25	Shivam Pratap Singh	22020542129	2022-2024	Present	Present	Participant
26	Aniket Singh	22020542141	2022-2024	Present	Present	Participant
27	Henil Kapadia	22020542061	2022-2024	Present	Present	Participant
28	Galav Dehiya	22020542047	2022-2024	Present	Present	Participant
29	Raj Kumar	22020542116	2022-2024	Present	Present	Participant
30	Saumya Singh	22020542124	2022-2024	Present	Present	Participant
31	<b>Sneha patil</b>	<b>22020542105</b>	<b>2022-2024</b>	<b>Absent</b>	<b>Absent</b>	Participant
32	Ananya Srivastava	22020542013	2022-2024	Present	Present	Participant
33	Apurva Tupe	22020542157	2022-2024	Present	Present	Participant
34	Sudhanshu Deshpande	22020542040	2022-2024	Present	Present	Participant
35	Shubham Pal Chowdhury	22020542137	2022-	Present	Present	Participant

			2024			
36	<b>Atul Shrivastava</b>	<b>22020542023</b>	<b>2022-2024</b>	<b>Absent</b>	<b>Absent</b>	Participant
37	Sakshi Bhat	22020532121	2022-2024	Present	Present	Participant
38	Srushtee Bhalerao	22020542148	2022-2024	Present	Present	Participant
39	Manthan Sharma	22020542074	2022-2024	Present	Present	Participant
40	Devanjal	22020542041	2022-2024	Present	Present	Participant
41	Desh Gaurav	22020542039	2022-2024	Present	Present	Participant
42	Hemant Kumar	22020542054	2022-2024	Present	Present	Participant
43	Sudeep Khawas	21020542151	2021-2023	Present	Present	Participant
44	Keshav Bajaj	21020542068	2021-2023	Present	Present	Participant
45	Hemant Bhatt	21020542053	2021-2023	Present	Present	Participant
46	<b>Anjali Srivastava</b>	<b>21020542016</b>	<b>2021-2023</b>	<b>Absent</b>	<b>Absent</b>	Participant
47	Asmita Mahale	21020542073	2021-2023	Present	Present	Participant
48	Rajat Chanda	21020542113	2021-2023	Present	Present	Participant
49	Prinson Philip	21020542109	2021-2023	Present	Present	Organizing Committee
50	Shivam Singhal	21020542136	2021-2023	Present	Present	Organizing Committee
51	Abhilasha Rastogi	21020542004	2021-2023	Present	Present	Organizing Committee
52	Arulmozhi	21020542023	2021-2023	Present	Present	Organizing Committee
53	Ronak Asodiya	21020542120	2021-2023	Present	Present	Organizing Committee
54	Apoorva Bakhle	21020542028	2021-2023	Present	Present	Organizing Committee
55	Sukriti Priya	21020542153	2021-2023	Present	Present	Organizing Committee
56	Dharini Pal	21020542045	2021-2023	Present	Present	Organizing Committee
57	Shreya Kamble	21020542138	2021-2023	Present	Present	Organizing Committee
58	Karthika Manasa	21020542065	2021-2023	Present	Present	Organizing Committee
59	Akanksha Parihar	22020542006	2022-2024	Present	Present	Organizing Committee

60	Amogh Rao	22020542011	2022-2024	Present	Present	Organizing Committee
61	Anubha Sharma	22020542018	2022-2024	Present	Present	Organizing Committee
62	Muskan Bang	22020542028	2022-2024	Present	Present	Organizing Committee
63	Smit Master	22020542075	2022-2024	Present	Present	Organizing Committee
64	Shlok Mishra	22020542181	2022-2024	Present	Present	Organizing Committee
65	Mohammed Nabeel	22020542092	2022-2024	Present	Present	Organizing Committee
66	Pratik Vispute	22020542109	2022-2024	Present	Present	Organizing Committee
67	Sayan Mondal	22020542126	2022-2024	Present	Present	Organizing Committee
68	Simran Gupta	22020542140	2022-2024	Present	Present	Organizing Committee
69	Sumit Kumar Malviya	22020542151	2022-2024	Present	Present	Organizing Committee
70	Taniya Choudhury	22020542155	2022-2024	Present	Present	Organizing Committee
71	Vidhi Mudgal	22020542164	2022-2024	Present	Present	Organizing Committee
72	Utkarsh Gaikwad	22020542046	2022-2024	Present	Present	Organizing Committee
73	Bhargav	22020542058	2022-2024	Present	Present	Organizing Committee