

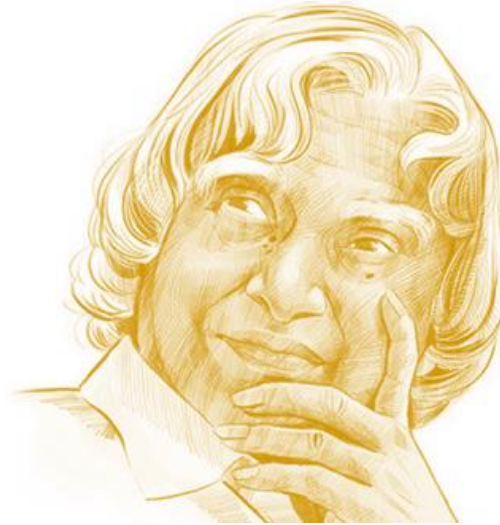
A BRIEF REPORT



GUJARAT TECHNOLOGICAL UNIVERSITY

GTU Innovation Council

Organized



DR. APJ ABDUL KALAM LECTURE SERIES

3RD LECTURE ON “A JOURNEY OF SCALE – MENTOR’S VIEW ON INDIAN START-UPS”

Speaker: Mr. Vijaya Kumar Ivaturi (IVK), Co-Founder, Crayon Data & Ex CTO, Wipro

Date: 22nd March, 2019 (Friday), 4.30 pm to 6.30 pm

Venue: Aryabhata Hall, L D College of Engineering, Ahmedabad.

On the occasion of birth anniversary of Dr. APJ Abdul Kalam the “National Start-up Summit 2017” was organized under the aegis of India International Science Festival. During this event, Gujarat Technological University has been selected for 2nd best award to support Start-up ecosystem by Atal Innovation Mission, NITI Aayog.

In the above facts and with respect to the award received, GTU has launched “Dr. APJ Abdul Kalam Memorial Lecture Series” on 27th August, 2018 at Ahmedabad Management Association to motivate students and aspiring entrepreneurs for innovation. GTU would organize total 10 lectures in the series by inviting eminent and internationally recognized experts. The 1st lecture was inaugurated by Honorable Education Minister, Shri Bhupendrasinh Chudasama. During this lecture, GTU Innovation Council (GIC) has launched **Student Work Assistance Scheme** for GTU’s Student Associate Program and also awarded total 26 student start-ups selected under SSIP scheme of GoG, with total grant amount of Rs. 14 Lakh. The following lectures on mentioned theme were organized.

Lecture No.	Date and Venue	Theme	Expert Details
1 st Lecture	27/08/2018, Ahmedabad Management Association (AMA)	Creativity and Innovation	Dr Anil Gupta, Honoured grass-root innovator & Founder of Honey Bee Network
2 nd Lecture	19/12/2018, GTU Chandkheda	Innovation Environment	Dr. Tapan Misra, Sr. Advisor to Chairman, ISRO

GTU Innovation Council has organized 3rd lecture in the series on **“A Journey of Scale- Mentor's view on Indian Start-ups”** on 22nd March, 2019 at LDCE, Ahmedabad which was delivered by **Mr. Vijaya Kumar Ivaturi (IVK), Co-Founder, Crayon Data & Ex CTO, Wipro.** For this expert talk, approx. 150 young enthusiasts were participated and motivated by IVK’s talk.

In the inauguration, on behalf of GTU, Dr. J C Lilani (I/C) Registrar welcomed dignitaries on dais and all participants and explained the importance of this lecture series to young minds present there. Then, GIC incubated start-ups have felicitated Mr. IVK with a flower bouquet. Mr. Hiranmay Mahanta, Honorary Director of GIC has explained the various initiatives of GIC to develop inclusive ecosystem for Innovation and Entrepreneurship in Gujarat.



Inauguration and Felicitation of Guests



In his talk, IVK has exquisitely emphasized on his book **“The Manual for Indian Start-ups – Tools to Start and Scale-up your New Venture”**. A must have book for First Generations Entrepreneurs, which provides relevant templates based on the stage the venture is in for the first three years of the entrepreneurial journey. The book contents various topics on Ideation, Team Formation, Early Stage compliance, IPR, Marketing and Funding, The life stages of start-ups and key activities at each stage. Also it provides various templated for start-ups like Accelerator Agreement, Founder’s Agreement, Employee Agreement, IPR related forms, Advisor Agreement,, Seed investor Agreement, Digital Marketing plan etc.

IVK has explained how finding right needs of customer would help in success of any start-up by citing Design Thinking methodology and he emphasis on practicing Design Thinking methodology by start-ups. Without identifying right needs of customer, if anyone work on any idea, the chances of failure increases, despite of having better technology or bigger market for that particular idea. So one should focus on identifying right needs of customer beforehand, then it shall be integrate with proper technology and mapping a targetable market.

Expert, Mr. IVK delivering session on **“A journey of Scale- Mentor's view on Indian Start-ups”** and participants during the session and National Anthem during valedictory



In the end, Prof. (Dr.) Navin Sheth, Hon'ble VC – GTU, in his presidential speech, has motivated student innovators and start-ups to learn from such eminent expert and practitioner by attending such sessions regularly as to refine and iterate their ideas and solutions. He also thanked IVK for delivering talk and sparing his valuable time from his extremely busy schedule.

The entire event is skillfully managed and coordinated by GTU Innovation Council (GIC) team.

Report Created by:

Mr. Karmjitsinh Bihola, Assistant Professor,
Centre for Industrial Design (Open Design School)