

GTU INNOVATION COUNCIL

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**GTU Innovation Council
Rajkot**



STARTUP & DESIGN THINKING

Date: 22nd April 2020

Time: 04:00 pm to 05:30 pm

Speaker of the event: Mr. Hiren Joshi (Director @INSIDE LOGIC PVT LTD)

[GTU Innovation Council \(GIC\) at a glance](#)

GTU Innovation Council (GIC) has been designed to establish close bonding between industries, entrepreneurs, faculty members and students to make research and development at the University, relevant to the needs of industries at national and international levels. It helps to create a culture of design, new and products augmentation and processes in the arena of industries. GTU Innovation Council as an innovation campaign has started strategic steps to establish a close and continuing interaction for the students in all the undergraduate and postgraduate courses. GTU Innovation Council is one of the elite organizations of the nation for cultivating multilayer innovation ecosystem. The pilot projects and efforts have ideated many policies which have helped to change and shape up innovation and entrepreneurial mind-set of students. Pioneering more than 12 initiatives in 8 sectors of the council.

About the Webinar:

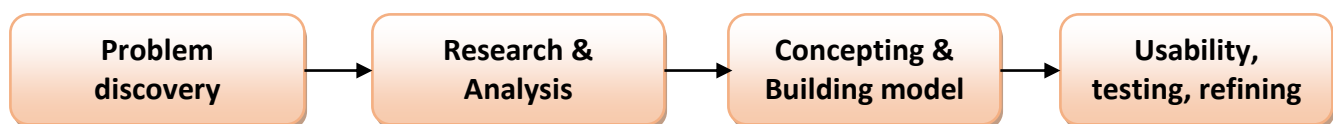
GTU Innovation Council is one amongst the elite organization for fostering Entrepreneurship and Innovation beneath the aegis of Gujarat Technological University. The online session began with introduction about startup and design thinking. On 22nd April 2020, Startup and Design Thinking Webinar conducted by Mr. Hiren Joshi, Director @Inside Logic Pvt Ltd. There were more than 67 students for the event. Mr. Parth Sejpal initiated the session addressing all the students and faculties.

Highlights of The Webinar:

Mr. Hiren Joshi started session by giving basics information on startup and design thinking. Next topic was on problem discovery. We can't solve a problem when we have no problem. It means first of all; we have to identify the problem definition and then:

Problem definition -> Find Solution -> Problem Process -> Problem Discover -> Solve it

Moving further, Mr. Joshi told story, how company decided to launch the airline and inspite of all the difficulties, how they managed to launch the airline. Next topic was design model. Main aim in product design is human centric design, it is an approach to product development that puts user needs, desires and abilities at the center of the development process.



Next slide was all about case study on the good kitchen. It is about design thinking and strategy. There is a process of design thinking which is given below:

EMPATHIZE->>>DEFINE->>>IDEATE->>>PROTOTYPE->>>TEST

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And last but not least, Mr. Hiren Joshi had discussed on “DESIGN RIGHT vs RIGHT DESIGN”. After that there was a question - answer session between Audience and Speaker.

Glimpse of the Webinar:

