



**GUJARAT TECHNOLOGICAL UNIVERSITY**

(Established under Gujarat Act No. 20 of 2007)

**ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી**

(ગુજરાત અધિનિયમ ક્રમાંક: ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

Ref.: GTU/DIC Courses/2019/9783

Date: 10/10/2019

**Circular**

**Gujarat Technological University**

**Design Innovation Centre**

*(A MHRD Funded Project)*

Is celebrating **Innovation Day** on

**15<sup>th</sup> October, 2019** as to mark

***Dr. A.P.J. Abdul Kalam's Birth Anniversary***

***"Innovation is born out of Cultural Excellence" - Dr. A.P.J. Abdul Kalam***

Through a number of events like-

1. Launching various certificate courses in  
**"Design, Innovation & Emerging Technologies: Gujarat Leads the Way"  
For Skill Development and Employment Opportunities**

**GTU in association with Innovation & Research Foundation aims at making  
Gujarat a Model state in Emerging Technology workforce development.**

**2. Design Innovation Centre Logo launch**

**3. 5<sup>th</sup> Expert talk towards "Dr. APJ Abdul Kalam Memorial Lecture Series"  
launched by GTU**

**Date: 15<sup>th</sup> October, 2019**

**Venue: B-0, GTU Chandkheda Campus, Ahmedabad.**

Winners of ICT Enabled University Award; E-India 2009; Manthan Award – 2009

Nr. Visat Three Road, Vishwakarma Government Engineering College Campus, Sabarmati-Koba highway,  
Chandkheda, Ahmedabad – 382424, Gujarat, India.

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## About Design Innovation Centre (DIC) – GTU:

GTU since its foundation in 2007, is striving to create, achieve and support the unique initiatives in design, innovation and entrepreneurship to build a holistic ecosystem by intervention of latest technologies. Considering its efforts in developing such ecosystem, MHRD has awarded the grant to GTU for establishment of a full-fledged **Design Innovation Centre (DIC)** to promote, nurture and advance the culture of design, innovation, creative problem solving and entrepreneurship among young minds at GTU premise as Hub and other three institutes in Rajkot, Surat and Modasa as spokes to cover entire state.

## About “Dr. APJ Abdul Kalam Memorial Lecture Series”

On the occasion of birth anniversary of Dr. APJ Abdul Kalam, during National Start-up Summit 2017, under the aegis of India International Science Festival, Atal Innovation Mission, Niti Ayog awarded 2<sup>nd</sup> best award to Gujarat Technological University for supporting Start-up ecosystem at Gujarat state. In the above facts and with respect to award received, GTU has launched “Dr. APJ Abdul Kalam Memorial Lecture series” in August 2018. GTU has organized four (4) experts talks by inviting eminent scientists from ISRO and other renowned experts of repute. This will be 5<sup>th</sup> lecture on birth anniversary of Dr. Kalam as mentioned in schedule.

## About DIC Certificate Courses:

The India, with its 65% population as youth (18-35 years) has tremendous potential to develop into the hub of expert workforce for the world. This can be fulfilled through skill development for everyone in that age bracket across the region. But, the access of various sections of population to such skill development activities limits the potential of the youth. An Engineer already has a technical/logical understanding and logical thinking with sound knowledge of Engineering and thus these can enhance the problem solving ability. This also leads to the designing and Design thinking process that involves both scientific and creative thinking, using visual thinking being a major focus area within the course along with the software used as tools for creating applications. Emerging Technologies i.e. Artificial Intelligence (Machine Learning, Deep Learning, Data Science, Data Engineering), Augmented & Virtual Reality, UI-UX User Interface & User Experience, Digital Design & Technology are becoming an absolute must for an Engineer. All organizations either want deep knowledge of these field so as to provide employment on basis of the knowledge of these sector OR they want engineers to have a broad understanding of these so as to make their product or services as well as their work more effective and efficient.

Thus these programs will address these two needs,

1. Employment to students
2. Development of Employability skills (Skill-sets required by the industry today)

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## About Innovation and Research Foundation:



**Innovation Research Foundation (IRF)** offers meaningful perspectives to education, research and professional development. IRF pioneered the design thinking revolution in India in 2008 through programs for K12, Higher Education & Corporate programs. The foundation is led through a consortium of forward looking educationists and professionals having diverse expertise through rich experience.

The team offers specialized inputs to academia and industry in innovation thinking, design pedagogy and management skills. The Foundation engages with the universities, corporate and government agencies for programs, workshops and consulting projects of strategic and tactical involvement. IRF serves global clients based in India, China, Europe, Australia and USA. **IRF has partnership with IIT Kanpur, One Fourth Labs IIT Madras, and Red River College Canada, Lincoln University College, Malaysia (through it's sister organizations (a) Explorra School of Design & Technology and (b) Futurz Xplored)** for programs in AI, ML, Big Data, Data Analytics, Additive Manufacturing etc.

**Design Innovation Centre (DIC) – GTU is launching various certificate (4-6 months) courses as mentioned below.**

**AGUMENTED REALITY (AR) - VIRTUAL REALITY (VR):** The course aims to expose learners to the basic of AR/VR technology and devices, understanding of various elements/components used in AR/VR Hardware and Software and industrial application of AR/VR technology with hands on experience through more informative and practical exploration.

**DIGITAL DESIGN TECHNOLOGY:** To Enable Engineers get on to developing Concepts and actualize their Ideas by converting them to a visual /tangible output using printing and publication media i.e. 2D & 3D still images/graphics. This will also enable them to develop presentation skills for various screens. The program aim at providing employment to students in the domain of Digital Design & Media Technology.

**USER INTERFACE AND USER EXPERIENCE (UI-UX):** The aspects of user experience (UX) and user interface (UI) design are often intertwined in a way that Design is human centric, another aspect to UX is problem-solving, "It is about understanding where are the needs and what are the problems, and using design to properly design solutions in that space. The program will help students understand first User Experience for range of different industries and scenarios, and, then how to apply that to the last mile i.e. User Interface i.e. digital content for different screens.

**ARTIFICIAL INTELLIGENCE (AI):** AI focuses on realizing intelligent human behaviors on a computer, where the ultimate goal is to make a computer that can learn, plan, and solve problems autonomously. The main purpose of this course is to provide the fundamental knowledge (know-how) to the participants so that they can understand the concept of AI and further develop their Skills in it (do-how). Since the course content is vast, theoretic proofs and formal notations are eliminated (or

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minimized) as far as possible, so that participants can develop skills and put their skills into practice (show-how). This course is the first course of the series, which has minimal pre-requisites. However, exposure to computer programming in the form of a formal course, understanding of basic probability & statistics in the form of a formal course, and some exposure to business decision making are the pre-requisites.

**DESIGN THINKING:** Design thinking course is a must for all students at GTU, since this is a horizontal skill development program. It will help students develop the 21<sup>st</sup> Century skills proposed by the World Economic Forum, thus, enhancing their employability. The course has gained prominence, after the recruiting companies have started to ask for know-how of design thinking. The proposed program will also directly help aspiring start ups and students keen on self-employment.

## Details about all DIC Courses

Information, Syllabus and Fees Structure are available at: <http://dic.gtu.ac.in/course>

## Registration Link for Innovation Day Celebration on 15<sup>th</sup> October, 2019:

<https://forms.gle/135gBHmE94VDgsYG9>

## Important Date:

- )] Last date to fill application form: 15<sup>th</sup> November, 2019
- )] Last Date for Online Payment: 30<sup>th</sup> November, 2019
- )] Date for Commencement of Courses (1<sup>st</sup> Batch): 15<sup>th</sup> December, 2019

**Note:** Afterwards continuous batches will be commenced as per applications.

## Eligibility: (Limited 20 seats per course in batch)

Since all the programs are horizontal skill programs i.e. necessary for all engineering students, thus, engineering students from any stream and any year who are keen for employment opportunities and wish to gain employability skills that will enhance their prospects in employment can apply. Moreover, anyone (Students, Faculty members, Researchers, Industry Personnel, Innovators/Start-ups or any aspirants) with the zeal to learn and acquire skills and practical learning in areas of Design, Innovation and Emerging Technologies.

## Procedure for DIC Course Application:

1. Fill in the online Application Form: Aspirant candidate may fill application form to express their interest in particular course. (For join more than one course, kindly fill the form course wise)
  - o Link for Application form: <https://forms.gle/ojsDy2zBV11grJR56>
2. After verifying the application form, the candidates will be informed to submit the respective course fees through online mode.
3. The participants will be enrolled for the course/s after receiving successful payment towards fees and provided unique registration number for further process.



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## Tentative Schedule:

15 <sup>th</sup> October, 2019	
09.00 am to 10.00 am	Registration & Breakfast
10.00 am to 11.00 am	Inauguration Ceremony: Launch of DIC Courses and DIC Logo
10.00 am	Beginning with Lamp Lighting & Prayer
10.05 am	GTU Song
10.10 am	Welcome speech by Registrar, GTU
10.15 am	Context Setting for DIC and various courses
10.20 am	Felicitation of Dignitaries
10.25 am	Special Address by Mr. Rohit Swarup "Importance of Emerging Tech"
10.35 am	Presidential Address by Prof. (Dr.) Navin Sheth, Hon'ble VC, GTU
10.45 am	Inaugural Address by Chief Guest, Shri Pradipsinh Jadeja, Hon'ble Minister of State, (Home, Energy, Parliamentary Affairs, Law, Justice), Gujarat
10.55 am	Felicitation of DIC Logo Contest winners
11.10 am	Vote of Thanks
11.15 am	National Anthem
11.15 am to 11.30 am	Networking Break
11.30 am to 01.00 pm	Contextual Talk by various experts and Panel Discussion on "Bridging the gap through Design, Innovation and Emerging Tech for New India"
01.00 pm to 02.00 pm	Lunch Break
02.00 pm to 03.30 pm	Session on various DIC Courses: Introduction, Fees Structure, Outcome of courses for Skill Development as well as Employment Generation
03.30 pm to 03.45 pm	Tea Break
03.45 pm to 4.45 pm	Expert Talk towards "Dr. APJ Abdul Kalam Memorial Lecture series"
04.45 pm to 5.00 pm	Concluding remarks and Valedictory

### DIC Coordinators:

**Ms. Kavita Kripalani**  
Dy. Director, GIC

**Mr. Karmjitsinh Bihola**  
Asst. Prof. Centre for Industrial  
Design, GTU

**Mr. Raj Hakani**  
Asst. Prof, Community Innovation &  
Co-Creation Centre, GTU

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Sd/-  
Registrar