

Event Report

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| Name of the Event | Entrepreneurship and Design Thinking Workshop |
| Date(s) | 03 March and 04 March 2019 |
| Time | 10:00 – 14:00 hours |
| Venue | Indian Institute of Technology, Jodhpur |
| Agenda | Workshop on Entrepreneurship and ‘Design Thinking’ |

Brief Description of the Event

The workshop was conducted with the objective of introducing the IIT Jodhpur students about entrepreneurship, the iStart program and about ‘Design Thinking’. In the first part of the session, the speakers discussed about the basic of entrepreneurship, iStart Rajasthan Program and its benefits, design thinking and its real life applications, human centered design market and various stages of design thinking process. In the second part of the session, the speakers discussed the Design Thinking Case Studies; How PepsiCo turned Design Thinking into Market Strategy and P&G’s “Oil of Olay” Brand Revival followed by the third session, where speakers discussed the ‘Design Thinking’ tools like Idea Dashboard, Experimental Prototyping, How Might We” Questions and Design Project Guide .

Picture from the Event



List of Startups Participated

| S. No. | Name of Student | Year | Contact Number | Email Address |
|--------|--------------------------|-------------|----------------|-------------------------------|
| 1 | Dhruv Patel | First Year | 9408206000 | dhruvpatel@yahoo.com |
| 2 | Nivedet Jain | First Year | 8474985954 | jain.22@iitj.ac.in |
| 3 | Sristi Jain | Second Year | 7597488728 | jain.12@iitj.ac.in |
| 4 | MuskanChitara | Second Year | 9461351200 | chitara.1@iitj.ac.in |
| 5 | Vinay Detari | First Year | 8112219616 | detari.1@iitj.ac.in |
| 6 | Mahindra Singh Choudhary | First Year | 7487038824 | mahindra9999@gmail.com |
| 7 | Dharam Raj Saini | Second Year | 9983952020 | dharamraj.saini2020@gmail.com |
| 8 | Arpit Jain | Second Year | 6367142357 | arpitjain2855@gmail.com |
| 9 | Aman Gupta | First Year | 7060226099 | aman08416@gmail.com |
| 10 | Anuhul KV | First Year | 8252722967 | kumar.98@iitj.ac.in |
| 11 | AnkitBharadwaj | First Year | 7809089596 | bharadwaj.3@iitj.ac.in |
| 12 | Kaustabh Dixit | First Year | 9919837374 | dixit.2@iitj.ac.in |
| 13 | Rohit Kumar | First Year | 6350359425 | kumar.89@iitj.ac.in |
| 14 | Mohit Dave | First Year | 9462653621 | mohitdave@live.com |
| 15 | Eshan Jindal | First Year | 9646876704 | jindal.3@iitj.ac.in |
| 16 | Kartik Vyas | First Year | 8003486067 | vyas.2@iitj.ac.in |
| 17 | Rahul Modiya | Fourth Year | 9131091162 | rahul.modiya@gmail.com |

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|----|---------------------|-------------|------------|-------------------------|
| 18 | HimanshuDhankar | Third Year | 4925827871 | dhankar2008@gmail.com |
| 19 | Alok Kumar Meena | Third Year | 9456570352 | adrh2018@gmail.com |
| 20 | Viswesaraiah | Fourth Year | 7032368155 | visveswaraiah@gmail.com |