Institution's Innovation Council

Saurashtra University Rajkot

Faculty Development Program (FDP) on Innovation & Entrepreneurship 2025

On

14th July to 18th July

Saurashtra University

Contents

Saurashtra University – IIC **3**

Event Schedule **3**

Event Registration Link **5**

Brief about Event **5**

Key Points **11**

Outcome **11**

About the Speaker/Chief Guest **12**

Connect Us: **20**

Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

- **DAY-1 14.07.2025**

Day	Session No	Time	Session Topics	Session Speaker
Day 1 (14th July 2025)		10:00 A.M. - 10:30 A.M.	Registration of the Participants and Reporting	
		10:30 A.M. - 11:00 A.M.	Inaugural Ceremony	
	1	11:00 A.M. - 12:30 P.M.	Evangelising Entrepreneurship among Students	Ms. Bindiya Chauhan
	2	12:30 P.M - 02.00 P.M.	Falling in Love with Problems	Mr. NIkhil Suthar
		02:00 P.M - 03:00 P.M.	Lunch Break	
	3	03:00 P.M - 04:45 P.M.	Creativity and Idea Generation	Mr. Bhavin Dabhi
		04:45 P.M - 05:00 P.M	Tea Break	
	4	05:00 P.M - 06:30 P.M.	Interactive Workshop	Mr. Parth Sejpal

- **DAY-2 15.07.2025**

Day	Session No	Time	Session Topics	Session Speaker
DAY 2 (15th July 2025)	1	10:30 A.M. - 12:00 P.M.	Customer Discovery	Dr. Vishal Khasgiwala
	2	12:00 P.M. - 01:30 P.M.	Value Proposition	Mr. Vishal Sarvaiya
		01:30 P.M. - 02:30 P.M.	Lunch Break	
	3	02:30 P.M. - 04:30 P.M.	Understanding Lean Startup	Mr. Jayen Kotecha
		04:30 P.M. - 04:45 P.M.	Tea Break	

	4	04:45 P.M. - 06:00 P.M.	Visit to Incubation Centre - Interaction with the Startups and Mentor on Problem Solution Journey

- **Day-3 16.07.2025**

Day	Session No	Time	Session Topics	Session Speaker
DAY 3 (16th July 2025)	1	10:30 A.M. - 11: 15 A.M.	Finance for Startups	Dr. Sanjay Bhayani
	2	11: 15 A.M. -12: 45 P.M.	Money Matters for Entrepreneurs	CA Jalaj Chhaya
	3	12:45 P.M. - 01:30 P.M.	Business Model Canvas (BMC)	Mr. Rajdeep Sindhav
		01:30 P.M. - 02:30 P.M.	Lunch Break	
	4	02:30 P.M. - 05:30 P.M.	Understanding BMC With Activities – Group activities with 5-6 Startups from the Incubation Centre	Mr. Rajdeep Sindhav
			Tea Break	

- **Day-4 17.07.2025**

Day	Session No	Time	Session Topics	Session Speaker
DAY 4 (17th July 2025)	1	10:30 A.M. -12:00 P.M.	How to Pitch	Mr. Milan Goswami
	2	12:00 P.M. -01:30 P.M.	Go to Market Strategy	Mr. Sumit Karanji
		01:30 P.M. -02:30 P.M.	Lunch Break	
	3	02:30 P.M. -05:30 P.M.	Leading I&E Activities and Pre-Incubation/Incubation on Campus (Group Discussion and Best Practices Sharing)	Mr. Sandip Takwani
			Tea Break	

- **Day-5 18.07.2025**

Day	Session No	Time	Session Topics	Session Speaker
DAY 5 (18th July 2025)	1	10:30 A.M. -12:00 P.M.	Intellectual Property for Startups	Mr. Mitesh Vadher
	2	12:00 P.M. -02:00 P.M.	Action Plan Development	Mr. Bharat Thakkar
		02:00 P.M - 03:00 P.M.	Lunch Break	
	3	03:00 P.M - 05:00	Sharing Action Plans &	

		P.M.	**Feedback**	
	4	**05:00 P.M - 06:00 P.M.**	**Closing Remarks and Certificate Distribution**	
			Tea Break	

Event Registration Link

bit.ly/SUSEC-FDP-25

Brief about Event

The Institutions' Innovation Council (IIC), Saurashtra University, is pleased to invite applications for a 5-day Offline Faculty Development Program (FDP) on Innovation & Entrepreneurship. This initiative aimed to equip faculty and incubation managers with the necessary tools, techniques, and mentoring abilities to support and guide student innovations and startup ventures on 14th July to 18th July from 10:30 am to 5:00 pm

It is with great pleasure that we welcome you to the Inauguration Ceremony of the Faculty Development Program (FDP) organized by Saurashtra university. This FDP is designed to enhance the teaching and research skills of faculty members and empower them with the latest developments in Mentoring students in innovation/startup competitions. Having expertise in product design, IP, tech development, or strategy.

We are honored to have **shri Mitesh Vadher Sir** of Innovation Fellow, MIC, AICTE and **all speakers** chief guest for this event. We look forward to 5 day of insightful sessions, fruitful discussions, and collaborative learning.

On 14th July 2025 first day first session speech for " Evangelizing Entrepreneurship Among Students" by **Ms. Bindiya Chauhan mam**. In today's rapidly evolving world, the traditional paths to success are being redefined. Innovation, resilience, and creative problem-solving are no longer just assets — they are essential. This is why entrepreneurship must become more than a buzzword in the classroom; it must become a movement. As an educator and advocate for student empowerment, I believe in Evangelizing entrepreneurship not just as a career option, but as a mindset — one that promotes initiative, adaptability, and self-belief.

And the Second Session "Falling in Love with Problems" by **Mr. Nikhil Shuthar sir** We often hear people say, "Fall in love with your ideas," or "Chase your passion." But in the world of innovation and impact, I offer a different perspective. Most people run away from problems. We've been conditioned to avoid complexity, to fear failure, and to seek comfort. But every great invention, every startup success, every social revolution — began with someone who looked at a problem and Said. Whether it's a broken education system, environmental crisis, inequality, or something as simple as inefficient service — every problem is an opportunity in disguise.

After Lunch **Mr. Bhavin Dabhi sir** is a mechanical engineer and entrepreneur from Surat, India, founder of Universal Designovation Lab LLP. He's known for product innovation, award-winning industrial design, and co-authoring. Creativity and idea generation are

essential drivers of innovation, problem-solving, and progress in all fields—be it business, design, science, or daily life. They involve not only spontaneous inspiration but also structured thinking, diverse perspectives, and an environment that encourages curiosity and experimentation.

Through various techniques like brainstorming, mind mapping, SCAMPER, and lateral thinking, individuals and teams can unlock their creative potential and generate a wide range of innovative ideas. Moreover, nurturing a creative mindset—marked by openness, resilience, and a willingness to take risks—can turn ordinary individuals into powerful change-makers. Ultimately, creativity is not a talent limited to a few, but a skill that can be developed and applied by anyone willing to think differently, challenge assumptions, and pursue new possibilities.

Last Session of First day After Tea Break **Mr. Parth Sejpal sir** Design Thinking workshop offered a dynamic, hands-on approach to problem-solving through empathy, creativity, and rapid prototyping. His facilitation emphasized the importance of understanding real user needs before jumping to solutions—encouraging participants to think beyond conventional methods. By guiding learners through each stage of the design thinking process—Empathize, Define, Ideate, Prototype, and Test—he effectively bridged the gap between theory and practical innovation. The interactive nature of the sessions fostered teamwork, critical thinking, and iterative learning, empowering students and educators alike to develop meaningful, user-centered solutions.

Ultimately, the workshop not only introduced powerful creative tools but also instilled a mindset of experimentation, curiosity, and continuous improvement—skills that are essential for 21st-century innovators and changemakers.

On 15th July 2025, First Session of Second Day Customer Discovery by **Dr. Vishal Khasgiwala Sir** is successful when you confirm that the problem you identified is real, frequent, and painful enough for people to want a solution—before you build anything expensive. Proceed to solution exploration or MVP development only after the problem is validated. This ensures your minimum effort is directed at actual customer needs. Track how many real users you're speaking to, how many express genuine pain, and early indicators like willingness to pay or pre-orders. Use these metrics to determine next steps A clear framework—hypothesis → problem validation → solution exploration → business model testing—keeps discovery organized and actionable Customer discovery doesn't stop after your first interviews or MVP. As markets change, re-discover, re-validate, and adapt continuously.

And Second Session Value Proposition by **Mr. Vishal Sarvaiya sir** In today's dynamic and competitive landscape, a compelling value proposition is not just a statement—it's a strategic promise that defines how we solve problems and deliver distinct benefits to our customers. Through clarity, differentiation, and customer focus, we position our offerings not just as options, but as the best solutions available. As emphasized throughout, the core of a strong value proposition lies in understanding the customer's needs deeply and delivering measurable, meaningful outcomes.

By aligning innovation, execution, and empathy, we ensure that our value is not only perceived—but experienced. This is not the end of a sales pitch; it's the beginning of a lasting relationship built on trust, impact, and growth.

Third Session of Second day After lunch Lean Startup by **Mr. Jayen Kotecha sir** The Lean Startup methodology is not merely a framework—it's a mindset shift. It challenges traditional business planning by emphasizing validated learning, rapid experimentation, and iterative development. As we've explored, success in today's volatile market environment comes not from rigid execution, but from agile adaptation. By focusing on building a Minimum Viable Product, measuring real user feedback, and learning quickly, entrepreneurs can significantly reduce waste and increase the likelihood of building products people actually want. The Lean Startup approach empowers innovators to pivot decisively when necessary and scale confidently when ready.

Ultimately, understanding Lean Startup is about embracing uncertainty with discipline, and turning bold ideas into sustainable, value-driven businesses.

After Tea Break **All Faculty The visit to the Incubation Centre** offered an insightful and enriching experience into the dynamic world of startups and innovation. Interacting with early-stage founders and mentors provided a first-hand understanding of the entrepreneurial journey—from identifying real-world problems to iteratively crafting viable, scalable solutions.

Startups at the Centre demonstrated how deep problem identification, customer empathy, and continuous feedback are key drivers of innovation. The mentors emphasized the importance of validating assumptions, building Minimum Viable Products (MVPs), and being open to pivoting when necessary. Their guidance underscored the Lean Startup approach, design thinking principles, and the critical role of persistence and adaptability.

This interaction not only deepened our appreciation of the problem-solution lifecycle but also highlighted the collaborative ecosystem that supports entrepreneurship. The experience served as a practical learning bridge between theory and real-world application—motivating us to think more critically, creatively, and entrepreneurially.

On 16th July 2025, first session of third day Finance for Startups by **Dr. Sanjay Bhayani Sir** finance plays a pivotal role in the growth and sustainability of startups. A sound financial foundation not only supports the initial development of a business idea but also ensures that the startup can scale efficiently and adapt to changing market dynamics. From seed funding to venture capital, each stage of financing requires strategic planning, clear financial modeling, and an understanding of investor expectations.

As we move forward in an increasingly innovation-driven economy, financial literacy and strategic funding decisions will remain critical determinants of startup success. It is essential for entrepreneurs, academicians, and policymakers to collaborate in creating a robust ecosystem that nurtures financial resilience and fosters entrepreneurial growth.

And Second session Money Matters for Entrepreneurs by **C.A. Jalaj Chhaya Sir** However, there are several well-regarded resources with similar titles and themes aimed at helping entrepreneurs manage finances effectively. had given A classic guide on interpreting financial statements, understanding cash flow, profit drivers, and leveraging financial ratios for better decision-making While focused on personal finance, its core ideas—emergency funds, debt snowballing, and profit-first mindset—are highly applicable to entrepreneurial finance.

A deep dive into venture capital, showcasing how startups can align with financing stages and address challenges like uncertainty and staged funding.

Third session **Mr. Rajdeep Sindhav Sir** explain that The Business Model Canvas (BMC) is a strategic management tool that helps businesses visualize and describe how they create, deliver, and capture value. It's a one-page template with nine building blocks, making it easier to understand and iterate on your business model.

The Business Model Canvas (BMC) is a powerful, visual framework that helps entrepreneurs, startups, and established businesses clearly understand and communicate their business model on a single page. By breaking down a business into nine interrelated building blocks, the BMC provides a holistic view of how a company creates, delivers, and captures value.

Third session of Third day After Lunch "Understanding the Business Model Canvas – **Group Activity with Startups**"

Step 1: Divide into Groups
Form 5–6 groups, each with one startup, team Provide each group with, A BMC template flipchart, Post-it notes

Step 2: BMC Creation
Each startup fills in the 9 building blocks based on their current business idea

- Customer Segments
- Value Propositions
- Channels
- Customer Relationships
- Revenue Streams
- Key Resources
- Key Activities
- Key Partnerships
- Cost Structure

Step 3: Mentor Check-ins
Mentors visit each group to guide and challenge their thinking

Step 4: Group Presentations
Each team presents their BMC (5–7 minutes per team)
Receive feedback from mentors and peers, Encourage constructive critique and suggestions

Step 5: Reflection & Wrap-Up (15–20 min)
Open floor discussion

- What did teams learn about their own models?
- What surprised them about other teams?
- Emphasize how BMC can evolve over time
- Provide templates for future use

On 17th July 2025, First Session of fourth Day How to pitch by **Mr. Milan Goswami Sir** Pitching effectively—whether it's an idea, a product, a startup, or even yourself—requires clarity, confidence, and structure. Start strong – open with a problem, surprising stat, or bold statement. Create curiosity or urgency. Be specific and relatable — make them say, "Yes, that's a real issue." Describe your approach in one sentence. Include metrics, if available. Be quantitative and tangible. Anticipate skepticism and address it briefly. Tailor the ask to your audience. Reinforce the vision or benefit.

Leave a memorable, inspiring line: "We believe this can change how teams work forever."

And Second Session **Mr. Sumit Karanji sir** do explain that go to market strategy but is a serial entrepreneur based in Ahmedabad, with deep experience in D2C, SaaS, omnichannel retail, and beauty personal care through his venture Curlin Professional he's known for shaping premium D2C beauty brands and omnichannel expansion.

Go-to-Market strategy is designed to ensure a targeted, efficient, and scalable entry into the market. By aligning product strengths with the right customer segments, positioning clearly against competitors, and activating high-impact marketing and sales channels, we're positioned to gain early traction and build lasting customer relationships.

After lunch last session of fourth day leading I&E Activities and Pre-Incubation/Incubation on Campus by **Mr. Sandip Takwani Sir** He a well-structured guide and conclusion you can use to lead or summarize a Group Discussion on I&E Activities and Pre-Incubation/Incubation Best Practices on Campus — ideal for faculty, innovation cell leaders, and incubator heads.

The success of Innovation & Entrepreneurship (I&E) on campus depends on a collaborative, structured, and student-centered approach. Through today's group discussion, we've identified key pillars that enable institutions to not only foster innovation but also support and scale it sustainably.

Sir Explain that by cultivating an entrepreneurial mindset early through ideation events, curricular integration, and exposure to real-world innovators we spark curiosity and creativity among students. Pre-incubation support like mentorship, maker spaces, and guided programs lays the foundation for idea validation and early-stage development. Effective incubation practices including clear policies, strategic partnerships, and access to funding translate promising ideas into viable startups. Student engagement strategies like multidisciplinary teams, innovation ambassadors, and tangible incentives help sustain participation and build ownership. And most importantly, the long-term success of these efforts relies on ecosystem continuity driven by active IICs/EDCs, measurable outcomes, and alumni-driven mentorship loops.

On 18th July 2025, First Session of Fifth and Last day With Intellectual Property for Startups by **shri Mitesh Vadher sir** Intellectual Property (IP) is not just a legal tool—it is a strategic asset for startups. In today's competitive landscape, protecting innovation from the outset helps startups:

- Establish credibility and competitive advantage
- Attract investors and partners
- Safeguard their core ideas, brand, and technology

From patents and trademarks to copyrights and trade secrets, understanding and leveraging IP ensures that startups not only innovate but also retain control and value over what they create. With proper awareness, guidance, and timely action, IP can become a foundation for sustainable success in the startup journey.

And Second Session and last session of 5 days ending Action Plan Development by **Mr. Bharat Thakkar sir** the development of this action plan provides a clear, structured approach to achieving our objectives effectively and efficiently. By outlining specific goals, assigning responsibilities, setting timelines, and identifying key resources, we have created a roadmap that promotes accountability, progress tracking, and continuous improvement. Successful implementation will require consistent monitoring, flexibility to adapt to changing circumstances, and ongoing collaboration among all stakeholders. With commitment and strategic execution, this action plan positions us to meet our targets and deliver meaningful outcomes.

5-day Faculty Development Program session dedicated to sharing feedback has been a valuable opportunity for reflection, collaboration, and growth. Throughout the week, faculty members engaged in open, respectful, and insightful dialogue, contributing to a supportive professional environment. These discussions allowed us to exchange perspectives, celebrate strengths, and identify areas for improvement across teaching practices, planning, and student engagement.

This collective feedback process not only strengthened our sense of community but also laid the foundation for continuous professional development. As we move forward, it is important that we apply the insights gained, continue these conversations beyond the session, and support one another in creating a culture of excellence and accountability. Together, we can drive meaningful progress and enhance the overall learning experience for our students.

Last **Closing Remarks** and Certificate Distribution As we come to the close of this productive 5-day faculty session focused on sharing feedback, would like to express sincere appreciation to each for your active participation, open-mindedness, and thoughtful contributions. Your willingness to engage in honest dialogue and collaborative reflection has not only enriched the discussions but also reinforced our shared commitment to professional growth and academic excellence.

Let us carry forward the insights, strategies, and mutual support that have emerged over these past few days into our daily practice. Growth is a continuous journey, and together, we are building a stronger, more effective learning environment for both educators.

Certificate Distribution of faculty as a token of appreciation for your valuable time, dedication, and contributions. These certificates recognize your full participation in the 5-day faculty development session and your commitment to continuous improvement. Congratulations, and thank you once again for being an integral part of this initiative.

Key Points

During the session, below mentioned points were discussed:

- Evangelizing Entrepreneurship among Students
- Falling in Love with Problems
- Creativity and Idea Generation
- Interactive Workshop
- Customer Discovery
- Value Proposition
- Understanding Lean Startup
- Finance for Startups
- Money Matters for Entrepreneurs
- Business Model Canvas (BMC)
- Understanding BMC With Activities – Group activities with 5-6 Startups from the Incubation Centre
- How to Pitch
- Go to Market Strategy
- Leading I&E Activities and Pre-Incubation/Incubation on Campus (Group Discussion and Best Practices Sharing)
- Intellectual Property for Startups
- Action Plan Development
- Sharing Action Plans & Feedback

Outcome

Understand the importance of entrepreneurship in academia. Learn strategies to engage students in entrepreneurial activities Learn to guide students to identify real-world problems. Shift mindset toward problem-solving over idea-selling. Gain tools for stimulating creativity in students. Learn ideation techniques like SCAMPER, Brainstorming, etc. Apply concepts in a hands-on environment. Build facilitation and engagement skills. Guide students to talk to potential customers. Learn frameworks like "Get Out of the Building" & interviews.

Help students articulate a compelling value proposition. Use tools like Value Proposition Canvas. Apply Build-Measure-Learn cycle in academic projects. Use MVP (Minimum Viable Product) approach in teaching Understand cost structures, revenue streams, and funding options. Enable students to build basic financial models. Guide on funding sources – bootstrapping, angel, VC, grants. Promote sound financial practices among startups. Teach how to map and analyze a business model. Use BMC as a teaching and mentoring tool. Facilitate live business model development. Collaborate with startups from the incubation center.

Train students in crafting and delivering impactful pitches. Understand elements of investor-friendly presentations. Help students define target market, channels, and pricing. Guide on GTM planning and execution. Share best practices for running I&E cells/incubators. Collaborate to design campus-specific programs. Guide students on filing

patents, trademarks, etc., Understand IP strategy for startups. Design specific I&E action items for implementation. Align with institutional vision and resources. Receive constructive feedback on action plans. Refine and finalize steps for execution.

About the Speaker/Chief Guest

Prof. Bindiya Chauhan	Assisstant Proffessor Department of Management & Commerce Darshan Institute of Management

Mr. Nikhil Suthar	Lead Partnerships at India Accelerator

Mr. Bhavin Dabhi	Founder of Universal Designovation Lab LLP (UDLAB)

Mr. Parth Sejpal	Chair Professor, SPRIHA Chair, Saurashtra University

Dr. Vishal Khasgiwala	Founder & Director, Startedge Global Pvt. Ltd.

Mr. Vishal Sarvaiya

Founder,
Shree VAM Industries, Rajkot

Mr. Jayen Kotecha

Founder and CEO of Perfext Consulting Group

Dr. Sanjay Bhayani

Smt. R. D Gardi Department of Business Management
Saurashtra University

CA Jalaj Chhaya

Associate Vice President Finance,
Rishabh Software

Mr. Rajdeep Sindhav

Business Automation, Fortune Business Hub

Mr. Milan Goswami

Founder- Confidence Automation Private Limited

Mr. Sumit Karranji — Chief Business Officer Building Dermatouch

Mr. Sandip Takwani — Assistant Manager · Karnavati Innovation and Incubation Foundation

Mr. Mitesh Vadher — Innovation Fellow, MIC, AICTE

Mr. Bharat Thakkar — President - Federation of Entrepreneurs

MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)
AICTE
SAURASHTRA UNIVERSITY
SEC
Faculty Development Program on
"Innovation & Entrepreneurship"
14th July
to
18th July
2025
Hosted by: Institutions' Innovation Council (IIC), Saurashtra University
Eligibility Criteria
Faculties of Science, Commerce, Arts, Engineering etc.
Active in IIC, E-Cell, IEDC, etc.
Mentor for student startup/innovation events (e.g., SIH)
Linked with incubation/innovation centres
Skilled in product design, IP, tech or strategy
Seats are limited—apply early to secure your spot
Travel Allowance: A consolidated TA of ₹1,000/- for external participants (Full attendance across all 5 days)
Certification: Certificate of Completion issued on successful full 5 day attendance
REGISTER NOW
bit.ly/SUSEC-FDP-25
Duration : 5 Days (40 Hours)
Mode : Offline
Time : 10:30 am to 5:00 pm
Venue : Saurashtra University Campus
INNOVATION CLUB
SSIP

DEPARTMENT OF STATISTICS

Your Expectations?

Thank You
UNIVERSAL
Design Lab
PRODUCT DESIGN STUDIO
Faculty Development Program on "Innovation & Entrepreneurship"
Welcomes You
14th July to 18th July 2025
Organized by:

Faculty Development Program on "Innovation & Entrepreneurship" Welcomes You

PERFEXT
Understanding Lean Startup

How to measure?
Faculty Development Program on "Innovation & Entrepreneurship" Welcomes You

Faculty Development
Program
on
"Innovation &
Entrepreneurship"
Welcomes You
Organized by:
Ministry of Education Innovation
Cell, AICTE in Collaboration with
IIC, Saurashtra University

Faculty Development
Program
on
"Innovation &
Entrepreneurship"
Welcomes You
Organized by:
Ministry of Education Innovation
Cell, AICTE in Collaboration with
IIC, Saurashtra University

BUSINESS MODEL CANVAS

CONFIDENCE
"Crafting With Confidence"

GTM
Sumit Karanji

DEPARTMENT OF STATISTICS

Connect Us:

https://www.linkedin.com/company/susec

iic@sauuni.ac.in

https://www.facebook.com/susecrajkot

https://bit.ly/SUSECLocation

https://www.instagram.com/susecrajkot

https://bit.ly/SUSEC-youtube