

Department: E-Cell VGEC

Event Name : Design Thinking to Startup - The Journey from Problem Identification to Entrepreneurship

On 21 August 2025, the E-Cell of Vishwakarma Government Engineering College, Chandkheda organized an inspiring session titled “Design Thinking to Startup: The Journey from Problem Identification to Entrepreneurship”, delivered by Dr. Jay Dhruv, an accomplished academic leader, education strategist, institution builder, researcher and innovator. During the session, Dr. Dhruv provided in-depth insights into how students can identify real-world problems, apply design thinking to develop innovative solutions, and shape those solutions into viable startup opportunities. He guided students on exploring startup opportunities and understanding the role of incubators and accelerators in supporting early-stage ventures.

Dr. Dhruv further elaborated on the practical dimensions of building a college-level startup, covering areas such as finance, digital marketing, digital transformation, policy navigation, global orientation, and ecosystem collaboration. He also discussed how thinking beyond the local market, adopting digital tools, and engaging with mentors and industry partners strengthens a startup's chances of success. Through his own experience in institutional leadership and innovation, he emphasized that structured problem-solving and strategic collaboration are equally important as the idea itself. The session motivated students to think, innovate, and take up entrepreneurship as part of building a self-reliant Bharat.

Key features:

- Expert Speaker: Dr. Jay Dhruv
- Event Title: Design Thinking to Startup The Journey from Problem Identification to Entrepreneurship
- Date & Time: 21/08/2026, 1:00 pm onwards
- No. of Participants: 100+ students
- Organized by: VGEC E-Cell
- Faculty Coordinators: Prof. R.R. Surani

Discussion Points:

- Students learned how to identify real, need-based problems as the starting point for entrepreneurship.
- The speaker explained the design thinking process for turning problems into innovative solutions.
- The session covered how to evaluate and explore genuine startup opportunities.
- Students received guidance on incubators and accelerators that support early-stage ventures.
- The role of finance, including lean budgeting and available funding routes, was discussed for early-stage startups.
- The importance of digital marketing and digital transformation in building and scaling a startup was highlighted.

Glimpses of the Event :

