

DIGITAL TOOLS FOR DESIGN THINKING, INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT



Atharva School Of Business

Activity / Event report

Name of event	: Digital Tools for Design Thinking, Innovation and Entrepreneurship Development.
Date(s) of conduction	: 07 th January 2023
Class / Sem	: PGDM Batch 2022-2024
No. of students participated	: 56 students
Faculty Coordinator	: Prof. Gaanyesh Kulkarni
Student coordinator/ committee	: Mr. Akshat Thakkar Ms Sanjukta Gavali, Entrepreneurship Cell
Resource person	: Mr. Pravin Rajpal
Organization	: World Network Pvt. Ltd; Mumbai
Designation	: Founder and Director
Contact no.	:
Email ID	:

Objective

To introduce the students about various digital tools for design thinking innovation and entrepreneurship development.

Description

The session was done through online via. Zoom meet, the session began with a brief introduction to the topic by our host Ms. Shivani Singh.

The host then briefly introduced our Guest Speaker, Mr. Pravin Rajpal, who is the Founder and Director, World Network Pvt. Ltd.

The session thereafter was continued by the guest speaker, where Mr. Pravin Rajpal gave a small introduction from his side about himself and began to discuss about the Digital tools for design thinking, innovation and entrepreneurship development. He pointed out about our generation is the pioneers of Digital Incubator. He mentioned that the Integrated Digital Incubation and Accelerator is an all-in-one platform. He discussed about the different tools of Digital Incubator and Accelerator and AI-Ideas on Demand concept. He also commented on how challenges and needs are created through innovations. He advised the students that every problem can be resolved by scientific reasoning. He talked about the business model innovation concept and threw some light upon the importance of customer segmentation. He counselled students to create value creation strategies. The various creative ideas on drone technology which was once created for destroying the army, it has now become easy through the mind mapping to bring new and unique ideas on to the market was mentioned by him. He also mentioned that Idea Validation leads to desirability, feasibility, sustainability and compatibility.

Mr. Pravin Rajpal concluded the session by recommending the students to imagine more, out of box thinking, divergent thinking, convergent thinking, iterative thinking, what if scenarios lead to creative thinking. He further motivated the students to be more innovative and creative.

Key Takeaways

- Our Generation is the Pioneers of Digital Incubator.
- Every problem can be resolved by scientific reasoning.
- Imagination, out of box thinking, divergent thinking, convergent thinking, iterative thinking, what if scenarios lead to creative thinking.
- Idea Validation leads to desirability, feasibility, sustainability and compatibility.

Question and answer session was held.

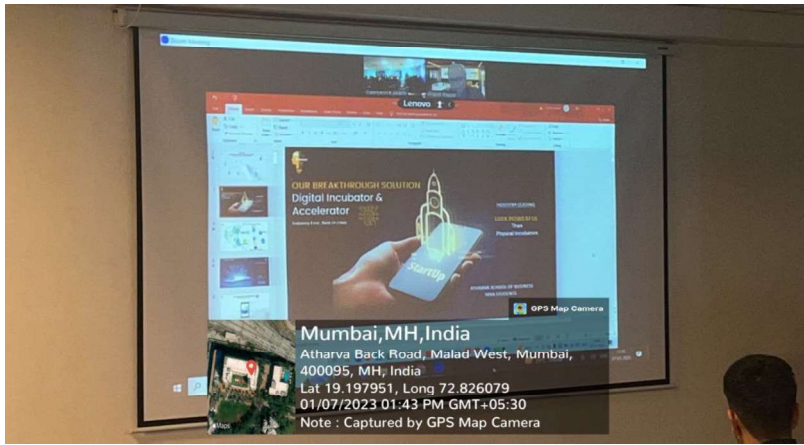
EVENT REPORT PREPARED BY: Ms. Siddhi Kaskar &Ms. Rosel Joshni Nadar.

Verified by: Prof. Gaanyesh Kulkarni

Submitted to: Dr. Harshita Kumar, Director, Atharva School of Business.

Hosting was done by Ms. Shivani Singh

This event was conducted under the guidance of Entrepreneurship Cell.





ATHARVA SCHOOL OF BUSINESS

(Approved by AICTE, DTE & Govt. of Maharashtra)

E-cell

Presents

**Digital Tools for Design Thinking,
Innovation & Entrepreneurship Development**



Mr. Pravin Rajpal

Founder & Director
World Network Pvt. Ltd; Mumbai



Meeting ID: 869 0519 9728
Passcode: 306191

SATURDAY -
7th JANUARY 2023

01:30 PM
TO
03:00 PM

VENUE : AET CAMPUS SMART CLASSROOM 2, MALAD-MARVE ROAD, CHARKOP NAKA
MALAD (WEST), MUMBAI 400095,INDIA