

Uka Tarsadia University

A Session on

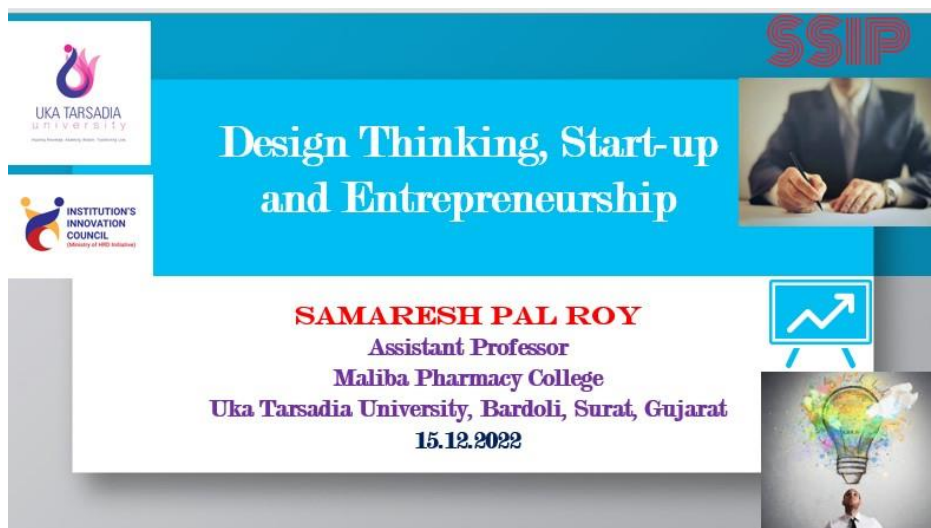
Design Thinking and Startup Entrepreneurship

Date: December 15th, 2022

Venue: SRIMCA Hall, Uka Tarsadia University

Speaker: Mr. Samaresh Pal Roy, SSIP Coordinator, Uka Tarsadia University

Report



The guest lecture on Design Thinking and Startup Entrepreneurship was held on December 15th, 2022 at SRIMCA Hall, Uka Tarsadia University. The lecture was delivered by Mr. Samaresh Pal Roy, the SSIP Coordinator of the university. Total 151 students of 1st year B. Pharm and 3 faculty members from pharmacy department attended the session.

The lecture aimed to educate students on the importance of design thinking in startup entrepreneurship and the role it plays in creating successful businesses.

Mr. Pal Roy started the lecture by introducing the concept of design thinking and explaining how it is different from traditional problem-solving methods. He emphasized that design thinking is a human-centered approach that puts the needs of the customer first and encourages the development of creative solutions. He also mentioned that design thinking can be applied to various industries and can lead to breakthrough innovations.

He then spoke about the key components of design thinking, including empathy, experimentation, and iteration. He gave real-life examples of how these components can be applied in the startup world and how they lead to successful outcomes. Mr. Pal Roy also stressed the importance of testing and iterating in the design thinking process and how it can lead to continuous improvement.

The lecture then focused on the role of design thinking in startup entrepreneurship. Mr. Pal Roy discussed the challenges faced by startup entrepreneurs and how design thinking can help to overcome them. He spoke about the importance of having a clear vision, staying focused on the customer, and never losing sight of the problem being solved. He also mentioned the importance of persistence, resilience, and adaptability in the face of challenges.

Mr. Pal Roy then talked about the importance of collaboration in the design thinking process and how it can lead to better outcomes. He emphasized the need for interdisciplinary teams in startup entrepreneurship and how design thinking can bring together diverse perspectives and ideas. He also spoke about the importance of mentorship and how it can help to guide and support entrepreneurs in the design thinking process.

The lecture was concluded with a Q&A session, where students asked questions about design thinking, startup entrepreneurship, and Mr. Pal Roy's experiences. The lecture was well received by the students and generated a lot of interest in design thinking and startup entrepreneurship.

In conclusion, the guest lecture by Mr. Samaresh Pal Roy was a valuable learning experience for the students. Mr. Pal Roy's insights and real-life examples were informative and inspiring, and the lecture provided a comprehensive overview of the role of design thinking in startup entrepreneurship. The students left the lecture with a better understanding of how to apply design thinking in their future entrepreneurial endeavors.