

Institution's Innovation Council in collaboration with The Law School, University of Jammu organizes Lecture cum Interaction for the Workshop on Design Thinking, Critical Thinking and Innovation Design for Start-ups for the students.



Institution's Innovation Council in collaboration with The Law School, University of Jammu organized one day Workshop cum Interaction for the students on 1st May, 2023. Dr. Vinod Kumar Sharma, Teaching Associate, at the Entrepreneurship Development Institute (EID) JKUT, was the resource person. The Workshop begin with a Welcome address by Prof. Manju Jamwal (Director, The Law School, Jammu University), who after welcoming all the students explained the motive behind the conduct of such workshop. Prof. Veenu Kaul (President IIC), the Chairperson of the session highlighted the benefits of such workshops. Prof. Rakesh Vaid (Convener IIC) also shared his valuable thoughts. Dr. Harish Kumar and Dr. Ripu Daman also attended the interaction. Dr. Bindu Sangra (IPR Activity Coordinator) introduced the Resource person and organized the whole event. Dr. Vinod Kumar Sharma, the key resource person for the workshop spoke about all aspects of Design Thinking, Critical thinking and Innovation Design and IPR, for Startups. Dr. Vinod apprised the students of all the various schemes run by the Govt through EID. Many of these schemes nurtures young innovative minds and bring their ideas to function by providing funding and other facilities for the purpose. More than 100 students and faculty of the department participated in the Workshop. The Workshop concluded with a formal vote of thanks by Aditya Mahajan.

Objectives:

The objectives of workshop focused on Design Thinking, Critical Thinking, Innovation Design, and Intellectual Property Rights (IPR) for start-ups are:

- **Understanding Design Thinking:** The lecture aims to introduce the principles and methodologies of Design Thinking. It helps attendees develop a deep understanding of the user-centric approach, empathy, ideation, prototyping, and testing. The objective is to equip participants with the mindset and tools to solve complex problems and create innovative solutions.
- **Developing Critical Thinking Skills:** The lecture emphasizes the importance of critical thinking in the context of start-ups. It explores techniques to analyze and evaluate information objectively, challenge assumptions, identify biases, and make informed decisions. The objective is to enhance participants' ability to think critically and problem-solve effectively in the dynamic and uncertain start-up environment.
- **Understanding Intellectual Property Rights (IPR):** The lecture provides an overview of Intellectual Property Rights and their significance for start-ups. It covers topics such as patents, trademarks, copyrights, and trade secrets. The objective is to educate participants on the importance of protecting their intellectual property, understanding the process of obtaining and managing IPR, and leveraging it strategically to gain a competitive advantage.

Benefits of the Workshop:

The Workshop aims to equip participants with a comprehensive understanding of Design Thinking, Critical Thinking and Intellectual Property Rights. It provides them with practical skills, knowledge, and strategies to foster innovation, solve problems, and protect and leverage their intellectual property assets effectively in the start-up ecosystem.

- **Enhanced problem-solving and innovation capabilities:** The workshop makes participants understand the importance of many valuable tools and techniques such as Design Thinking and Critical Thinking to their problem they identify. By applying these methodologies, participants learn to approach problems with a user-centered mindset, identify root causes, challenge assumptions, and generate innovative solutions. This

- enhances their problem-solving and innovation capabilities, enabling them to tackle complex challenges more effectively in their start-up ventures.
- **Strategic management of intellectual property:** The workshop focuses on Intellectual Property Rights (IPR) and their relevance for start-ups. Participants gain an understanding of different types of intellectual property and learn strategies for protecting, managing, and leveraging their IP assets. This knowledge helps start-ups safeguard their innovations, establish competitive advantages, and make informed decisions regarding licensing, collaborations, and commercialization. It empowers participants to effectively navigate the legal and business aspects of IPR, which is crucial for their start-up's long-term success.