

EVIDENCE OF SUCCESS:

1. SMART INDIA HACKATHON ORGANISED BY MIC:



Institution Innovation Council (IIC) facilitated the participation of the students of University of Jammu in the Smart India Hackathon 2019. The various themes under which the students can participate include – Smart Communication, Health care and Bio medical devices, Agriculture and Rural Development, Smart Vehicles, Food Technology, Robotics and Drones, Waste Management, Clean Water, Renewable Energy, Security and Surveillance and Miscellaneous other

sectors.

2. ONE DAY WORKSHOP ON COGNITIVE SKILLS, DESIGN AND CRITICAL THINKING (UNDER THE AEGIS OF MHRD- RUSA II):

In an effort to create ecosystem of innovations, the Institution Innovation Council (IIC), University of Jammu, under the aegis of MHRD-RUSA-II organized a daylong workshop on ‘Cognitive skills, Design and Critical thinking’. Prof Manoj Dhar, Vice Chancellor, University of Jammu was the Chief Guest on the occasion, Congratulate the entire team of IIC. Prof. Manoj Dhar said that the University of Jammu, being part of RUSA, besides seven IITs of the country, has already started working on finding technological solutions to the problems being faced by rural masses. He encouraged students to participate in all the activities of IIC and to give a direction to their skillful mind. Prof Parikshat Singh Manhas, President IIC motivated students to think out of the box on how the Innovation Culture can be built in a bigger way. The participants learn about how Creative Design and thinking can help young curious minds to develop new ideas, which might have potential to be realised as full-fledged technologies innovation and digitalisation. Participants from university of Jammu realized how they were able to gather large number of people for this social cause and determine the strong and bright future of JK State.

3. WORKSHOP ON ENTREPRENEURSHIP AND INNOVATION



Institution Innovation Council (IIC) University of Jammu organized a workshop on Entrepreneurship and Innovation at the Seminar Hall of the Business School on 16th September, 2019. Professor Pearl, Yueh-Hsiu Lin, President, National Kaohsiung University of Hospitality and Tourism (NKUHT), Taiwan, the Resource Person for the workshop in her keynote address appreciated the MoU signed between the University of Jammu and National Kaohsiung University of Hospitality and Tourism (NKUHT), Taiwan and specified her objectives and opportunities not only for post graduate and undergraduate students in the form of fellowships but also for faculty members who can join teaching programs.



4. ANNOUNCEMENT OF PARIVARTAN:

Innovation, Incubation and Start-up Ideathon was announced by Institution Innovation Council (IIC) during September 2019 inviting applications from students, research scholars and alumni of University of Jammu on their innovative ideas for solving some of the most pressing problems of Jammu and Kashmir with special focus on but not limit to:

- Women Empowerment and Rural Development
- Sanitation and Waste Management
- Education and sports
- Sustainable food, agriculture and Horticulture
- Tourism and Community development
- Technology and Citizen empowerment
- Health and wellness
- Water conservation



5. INVITED TALK ON “MY STORY- ENTREPRENEUR’S LIFE AND CROSSROAD:

Institution Innovation Council (IIC), University of Jammu organized an invited talk on ‘My Story - Entrepreneur's Life & Crossroad-Motivational Speech’ at the School of Biotechnology Seminar Hall. Dr. Siddharth Manvati, Cofounder and Chief Executive Officer of Foresight Biotech Pvt. Ltd., was the speaker for the event. Dr. Siddharth Manvati, a young and innovative entrepreneur delivered an



interactive and motivating talk in which he shared his own experiences and examples. He narrated very interestingly his own life's journey how he did never run after the jobs, and wanted to create an innovative business of his own. The event empathized on participants mind that for becoming successful in life one need not to be extraordinarily intelligent but one must have sincerity, dedication, and accountability.

6. INNOVATION DAY CELEBRATIONS:

Institution Innovation Council (IIC), University of Jammu celebrated "Innovation Day in the University of Jammu. In addition to series of activities organized as a part of the Golden Jubilee celebrations, the Innovation Day was celebrated with immense enthusiasm at the University Campus. The day also marked the birth anniversary of Dr. A.P.J. Abdul Kalam. Under this Programme, the students, research scholars and faculty members were encouraged to click their pictures at the three photo booths installed at the Foundation Plaza, the lawns of Department of Environmental Sciences and near UOJSPVF Office. It is pertinent to mention that the students who get maximum likes and upload first 250 pictures on social



media shall also be given prizes. Speaking on the occasion, Professor Manoj Dhar, Vice Chancellor, University of Jammu, highlighted the significance of celebrating the Innovation Day. He expressed that this day is being celebrated as a national activity under the Innovation Day Campaign of MHRD's Innovation Cell, Government of India. Prof Dhar also said that the IIC, at University of Jammu is paving ways for the innovators and entrepreneurs by creating an innovation ecosystem in the region. He put forth that the aim of establishment of

the IIC is to provide the institutional support towards realizing the entrepreneurial endeavors of the youth and encourage them to think beyond the conventional.

7. ASSOCHAM START-UP LAUNCHPAD, AN ELEVATOR PITCH SERIES:



A two-day Innovation Roadmap programme was launched by Institution's Innovation Council, University of Jammu today under the Innovation Roadmap Programme, organized an interaction on the theme, "Innovation amidst Adversities. The Jammu round of ASSOCHAM Launch pad – Start-up Elevator Pitch Series, an initiative and platform for budding entrepreneurs concluded today thereby calling all startups and

entrepreneurs from Jammu and Kashmir (J&K) region to bring their technology and business ideas to the

most important investors, corporate and industry leaders. Of over 80 applications received by ASSOCHAM from across J&K, 25 were shortlisted and they got a chance to meet world class mentors, investors, companies having decades of industry experience to help them give a better shape to their business idea and pitch for funding & technology partners to generate business opportunities. The



participants were mostly from the category of early-stage start-ups i.e., between 0-2 years of operations and established start-ups between 3-5 years of operations.

8. LECTURE ON THE THEME “INNOVATION AMIDST ADVERTISERS” UNDER THE INNOVATION ROADMAP PROGRAMME:

Institution’s Innovation Council (IIC), University of Jammu under the Innovation Roadmap Programme, organized an interaction on the theme, “Innovation amidst Adversities”, with globally renowned inventor and key note speaker Mr. Sonam Wangchuk, Founder, SECMOL, Alternative School, Ladakh, Founding Member, Himalayan Institute of Alternatives (HIAL,) Ladakh, and Inventor ICE STUPA, Artificial Glacier. The objective of the interaction was to enlighten the audience about the innovation as an instrument for solving problems and creating opportunities at local level for budding entrepreneurs and to pursue innovative tasks and projects at early formative stages of academic development. The main objective of the occasion is to elaborate that the entrepreneurship, innovation and resultant start-up creation need not necessarily to be a commercial business model. Contrary innovative thought process needs to be developed wherein local community issues can be taken up through creation of small budget start-ups thereby spurring the social entrepreneurship across region.



9. SCREENING OF PROPOSALS RECEIVED UNDER PARIVARTAN:

Institution’s Innovation Council (IIC), University of Jammu organized a screening of proposals received under Parivartan. A total of eighteen proposals were received out of which fifteen were conditionally eligible for the screening purpose.

10. ONLINE SESSION OF INSTITUTION'S INNOVATION COUNCIL:

An online event was organized by MOE's innovation cell. MHRD's Innovation Cell will be telecasting sixteen online sessions on various themes of Innovation, Entrepreneurship, IPR and Startups from 28th April, 2020 onwards daily at 3.00 PM (except weekends).

• **A GUIDING FRAMEWORK FOR HEIS FOR IMPLEMENTATION:**

An online session of Institution's Innovation Council was attended by the Faculty and students on 28th April 2020. The session was chaired by Mr. Dipan Sahu, Assistant Innovation Director. It was a highly motivational talk and the faculty and student community received a vivid insight of NISP. The detailed discussion helped them understand the opportunity of entrepreneurship and start-ups. The students and faculty of University of Jammu attended the session with great interest from their respective homes. Overall, it was a productive and efficient session.



• **HARNESSING INNOVATION AND ENTREPRENRURIAL POTENTIAL OF STUDENTS AND FACULTIES AT EARLY STAGE:**

Another online session by the Institution's Innovation Council was attended by the faculty and Students on 29th April 2020. It was chaired by Shri Muthu Singaram, CEO, and IIT Madras HTIC. The session was helpful for the institution as it gave all the relevant information to set up an incubator within the premises of the institution and

harnessing innovation and entrepreneurial potential of students and faculties at early stage. Also, the students were benefitted by how use of incubation facility can help their innovative ideas to life and how they can stay connected with their institution even as Alumni by contributing to the Incubation facility.



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- **ROLE OF NETWORK ENABLERS IN DRIVING I&E IN HEIs –A CASE OF TIE, INDIA:**

Role of Network Enablers in driving I&E in HEIs - A Case of TiE, India was organized on 1st May, 2020 by Ms. Geetika Dayal Executive Director, TiE Delhi- NCR discussed about TiE and its Services and Collaboration Opportunities with HEIs to Drive I&E Ecosystem.



Ms. Geetika Dayal
Executive Director, TiE, Delhi- NCR

- **HANGOUT WITH SUCCESSFUL START UP FOUNDER:**

The session explains the amazing journey of entrepreneurs at University, Jammu. The entrepreneurs talked about their ideas of start-up, motivation, difficulties, and challenges during their journey as entrepreneurs. The session will be of great benefit and interest for all the young innovators who are planning for initiating their start-up for aspiring entrepreneurs. This being a motivating session, for all faculties and the students to get an insight in the journey of young entrepreneurs.

Speaker-1: Mr. Shiraz Imam

Mr. Shiraz Imam started his career with EA Games in Hyderabad. He realizes his ultimate passion of being an entrepreneur and then he started his company Managix Technology. At Managix Technology, he and his colleagues started developing web and mobile app for clients. In 2015, they started EMEDIX as a project of Managix and then joint ventured with another company Eco-Start to launch it on a bigger scale. He is currently focusing on the marketing strategy and product development at Managix and EMEDIX. Besides this he also provides consultancy to companies and mentoring to startups in weekends.

Speaker-2: Mr. Taranjeet Singh

Mr. Taranjeet Singh is the Founder and CEO of TYFRIO Agri Innovations Pvt Ltd. He is also co-founder and CEO of Innvocon



Learning Solutions Private Limited. He is serving as member, Headstart Network Foundation, Dehradun Chapter, and founding member and member of board of governors of Agri Business Incubator Pantnagar. He is also involved as a mentor at DIT-TBI and Techstarts Startup Weekend Dehradun.

Speaker-3: Mr. Binova Gautam

Mr. Binova Gautam is a Co-founder of Heyhungry and currently acting as Chief Technology Officer at Heyhungry. He involves in development of technical designs. And business plans to Heyhungry. He is also associated as a freelancer to various companies, individuals and seeking support to new startups.

- **ENTREPRENEURSHIP, BUSINESS IDEA AND BUSINESS MODEL CANVAS:**

On 05/05/2020 between 3.0 pm to 4.0 pm, the faculty members, students from University of Jammu attended a live webinar session on topic “Entrepreneurship, Business Idea and Business Model Canvas” organized by MHRD & Institute Innovation Cell. Entire session was focused on reasons behind success and failure of mushrooming entrepreneurship trends among young individuals in India. Session was addresses by three eminent speakers Dr. Sunil Shukla, Director General, EDII, Ahmedabad, Dr. Amit Dwivedi, Associate Senior Faculty, EDII, Ahmedabad and Mr. Mayank Patel CEO, Cradle, Incubator, EDII, Ahmedabad.

Dr. Sunil Shukla started the session with discussion on the necessity of an entrepreneur of being competent. He told that driving with strong initiative, self-confidence, desire to persuade the dream, monitoring etc play vital role in this process. He also stressed that every aspirant who think of becoming an entrepreneur must do his or her homework



regarding the uniqueness, scalability as well as innovativeness of the product that he is to produce. Dr. Amit Dwivedi told that in this era of information technology, entrepreneurship is expected to be knowledge and technology driven, due availability to fast information flow in public domain. Thus, today saying like “Entrepreneurs are born” is purely a myth. Importance of motivation and role of family was also discussed and was deduced that these aspects always play role of emotional quotient in the building confidence of an entrepreneur. Mr. Mayank Patel spoke on business model canvas and the support system provided by EDII, where he talked about cost structure of business and how it is linked with customer, business partner and other functional assets of the entire venture. He also discussed about the reasons behind high mortality rate in Indian entrepreneurship. He guided that one need to go in to the deeper aspects of problem that an individual is trying to address. Finally, he also disclosed that a good team and all peoples involved in the team, plays a vital role in converting all efforts put in to a successful business. “Take care of people they will take care of your business”. All three speakers agreed that determination of an individual, ability of doing adequate preparations in time, family backup, design of appropriate cost structure and deciding on uniqueness and innovativeness of product and strong financial planning will definitely play a key role in becoming a successful entrepreneur.

- **HOW TO IDENTIFY RIGHT PROBLEM AND SOLUTION USING THE DOUBLE DIAMOND APPROACH IN DESIGN:**

Prajakta Kulkarni Founder, Director, Nodes Pvt. Ltd. 2. Sanket Inamdar Co-founder, CEO, Nodes Pvt. Ltd were the speakers of the event. They explained, how to Identify Right Problem and Solution using the Double Diamond Approach in Design. We uses the Double Diamond structure to understand customers and their problems and explore creative and innovative ways to solve their problems and delight them.

Using the double diamond, you approach problems and solutions by using 2 different types of thinking: divergent and convergent.

- **Divergent thinking**- thinks broadly, keep an open mind, and consider anything and everything.
- **Convergent thinking** - think narrowly, bring back focus and identify one or two key problems and solutions.

There are four phases to this approach:



1. Discover customer problems
2. Define specific customer problems
3. Develop potential solutions to these customer problems
4. Deliver feasible and viable solutions to these customer problems

The overall session was very effective and knowledgeable.

• **INTELLECTUAL PROPERTY (IP) MANAGEMENT AT EARLY STAGE OF INNOVATION AND START-UPS:**

Dr. Sanjeev Kumar Majumdar, Manager-IPR, Startup & Incubation, National Research Development Corporation, New Delhi provided several insights about the concept of IP application and its importance



during the early stages of innovation and start-ups. Innovative technologies stand a better chance of successfully reaching the marketplace if the 3 main tools of IP protection – patents, designs, and trademarks – are used strategically. As there will be some overlap of activities at each stage of the innovation cycle, the IP considerations will “evolve” over the process. Initially, and

throughout the innovation process, it is imperative to retain trade secrets, and once into the R&D stage patents and design applications can be used to protect functional and aesthetic features, respectively. Consumer recognition of the product and brand can be protected via trademarks, which is important during the life of the patent, and especially after the patent has expired in order to retain market share as competitors enter the market. A strategic, planned, and holistic approach to the use of a combination of IP tools in the innovation process can allow an organisation to obtain a higher return on investment through maintaining a premium market position.

CLOSING COMMENTS:

The involvement of an IP professional is critical at each stage of the innovation process, for example to provide advice on:

- Legal (confidentiality) agreements,
- Prior art searching and analysis (patentability, freedom to operate, competitor and landscape mapping),
- Trade mark and design registrations,
- Patent strategy, and for when a trade secrets vs. patent protection is appropriate, and

- Enforcement matters
- **UNDERSTANDING ANGEL AND VENTURE CAPITAL FUNDING WHAT IS THERE FOR EARLY STAGE INNOVATOR & ENTREPRENEURS:**

Mr. Sushanto Mitra, CEO, Lead Angels, threw light on intricacies of fund raising as it is not an easy task and needs a lot of preparation beforehand. He discussed about the ideas that a startup should choose and the process of approaching an investor. An angel investor (also known as a private investor, seed investor or angel funder) is a high-net-worth individual who provides financial backing for small startups or entrepreneurs, typically in exchange for ownership equity in the company. Often, angel



investors are found among an entrepreneur's family and friends. The funds that angel investors provide may be a one-time investment to help the business get off the ground or an ongoing injection to support and carry the company through its difficult early stages. An angel investor is usually a high-net-worth individual who funds start-

ups at the early stages, often with their own money. Angel investing is often the primary source of funding for many start-ups who find it more appealing than other, more predatory, forms of funding. The support that angel investors provide start-ups fosters innovation which translates into economic growth. These types of investments are risky and usually do not represent more than 10% of the angel investor's portfolio. The early stage of venture capital funding is intended for companies in the development phase. This stage of financing is usually larger in sum than the seed stage because new businesses need more capital to start operations once they have a viable product or service.

- **LEGAL AND ETHICAL STEPS PRODUCTIVE ENTREPRENEURSHIP AND STARTUP:**

Founder & CEO of Sign cent LLP in India and Sign cent LLC in the US, discussed how to find an idea.



The speaker explained the types of IPR and their relevance in innovation. He also explained how to safeguard IP. The speaker also emphasized on the importance Market Research. The audience also explained how to do valuation of an IP. The legal status analysis informed the listeners how to safeguard the idea from legal issues. Whenever you think about the

behaviour you expect of yourself, in both your professional and personal life, you are engaging in a philosophical dialogue with yourself to establish the standards of behaviour you choose to uphold—that is, your ethics. You may decide you should always tell the truth to family, friends, customers, clients, and stakeholders, and if that is not possible, you should have very good reasons why you cannot. You may also choose never to defraud or mislead your business partners. You may decide, as well, that while you are pursuing profit in your business, you will not require that all the money earned comes your way. Instead, there might be sufficient profits to distribute a portion of them to other stakeholders in addition to yourself—for example, those who are important because they have helped you or are affected one way or

another by your business. This group of stakeholders might include employees (profit sharing), shareholders (dividends), the local community (time), and social causes or charities (donations). Being successful as an entrepreneur may therefore consist of much more than simply making money and growing a venture. Success may also mean treating employees, customers, and the community at large with honesty and respect. Success may come from the sense of pride felt when engaging in honest transactions—not just because the law demands it, but because we demand it of ourselves. Success may lie in knowing the profit we make does not come from short-changing others. Thus, business ethics guides the conduct by which entrepreneurs and their companies abide by the law and respect the rights of their stakeholders, particularly their customers, clients, employees, and the surrounding community and environment. Overall, it was an informative and excellent session.

- **INNOVATING SELF- SCREEN AND IDENTIFY RIGHT OPPORTUNITIES:**

Prof. Sanjay Inamdar Chairman, AICTE Startup Policy Implementation Committee and Entrepreneur, gave practical tips to the young students to stay abreast with skills and technology in the current times to achieve higher goals of success. The crux of his session can be encapsulated in two phases: 'Envisioning Future' and 'Acting rapidly.' To encourage and install the entrepreneurial qualities



among the students. Benefit in terms of learning/Skill/Knowledge obtained: The session was inspiring and benefitted in sharing the entrepreneurial zeal among the students. IIC YouTube Live Online Session by Prof. Sanjay Inamdar, Entrepreneur and Founder of Flucon, MIT, Harvard, and Carnegie Mellon alumni, Chairman, AICTE Startup Policy Implementation Committee was attended by the IIS faculty and students. The resource

person highlighted on the right set of skills acquired by the prospective entrepreneurs. The session was inspiring and provided the right guidance in the field of entrepreneurship.

- **UNDERSTANDING ROLE AND APPLICATION OF MARKETING RESEARCH AT IDEA TO START UP STAGE:**

Dr. Preet Deep Singh, AVP, Invest India, emphasized on the significance of market researching starting any business. He encouraged the business ventures to be acutely aware of the complete market value. Market research should never be underestimated. Many successful new businesses enjoy longevity because their owners conduct regular market research to understand their target market, identify consumer problems and pinpoint realistic competitors. It's the simplest way for entrepreneurs to keep up with market trends and maintain a competitive edge by sizing up your business opportunity. Market research can be carried out at



maintain a competitive edge by sizing up your business opportunity. Market research can be carried out at

various stages of a business life cycle, from pre-launch and beyond. Having a greater understanding of your marketplace from the very start will enable you to create a sound business strategy to establish and grow your brand into one that's better than the competition.

Define the objectives of your market research?

The scope of the market research you'll undertake is influenced by your overall objectives –

What do you want to learn about your market and the external factors influencing it?

The objectives will also determine the types of market research that you need to undertake in order to be successful:

Primary market research covers the following:

- Monitoring the effectiveness of sales
- Ascertaining the quality of services provided by competitors
- Understanding the channels of communication used by competitors
- Assess the active competition within the market

Secondary market research covers the following:

- Published company reports data
- Existing surveys and studies
- Newspaper reports
- Government data

The session was inspiring and provided the right guidance in the field of entrepreneurship.

• **INNOVATION RISK DIAGNOSTIC - PRODUCT INNOVATION RUBRIC (PIR):**

Dr. Lakshmi Meera, Program Director, Forge incubator, Coimbatore explained the risks to take care of before setting up a startup and understand the different risks involved while doing Product Innovation. A diagnostic tool to guide innovators through a fast-tracked process of validating inherent risks by linking



their progress to customer-acceptance and customer-commitment, and thereby evaluating the true market potential of product innovations.

For any Product Innovation, Validation Risk is associated with the following factors:

1. Problem definition & Customer selection and specificity.
2. Problem significance & magnitude.
3. Motivation level of target customer to solve the defined problem.
4. Quantification & its acceptance by the target customer of the Value Proposition offered by the innovation.
5. Adoption barriers that will prevent target customer from experiencing the value proposition.

The session was inspiring and provided the right guidance in the field of entrepreneurship.

- **IDEA, ENTREPRENEURSHIP OPPORTUNITIES, BUSINESS MODEL AND BUSINESS PLAN:**

Session on Idea, Entrepreneurship Opportunities, Business Model and Business Plan by Dr. Amit Dwivedi, associate senior faculty, EDII, Ahmedabad, Dr. S.R. Acharya Associate senior Faculty EDII, Ahmadabad, said that in the present scenario of COVID-19 19, when the whole world stands at zero, the youth in India is having a great opportunity to encase their ideas. We Indians have numerous opportunities, aspiration and Motivation as well. The only thing required is to take the right action in right direction at right time with a well-



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ness model is the mechanism through which the company generates its profit while the business plan is a document presenting the company's strategy and expected financial performance for the years to come. The business model is at the

centre of the business plan. The business model describes how the company is positioned within its industry's value chain, and how it organises its relations with its suppliers, clients, and partners in order to generate profits. The business plan translates this positioning in a series of strategic actions. The session was inspiring and provided the right guidance in the field of entrepreneurship.

- **INCREASING CHANCES OF SURVIVALIST OF INNOVATION AND VENTURE-ADVANCED LEVEL:**

Dr. Preet Deep Singh, AVP, Invest India conducted session on how to use Marketing research tools to define and identify the right market, right product and also the right customer. He discussed the whole procedure beginning from how and where To start research, product pricing, etc. The speaker also provided a set of tools on Market research that can be helpful such as R, SPSS, Python, Tableau, Google Analytics, Data website, Survey monkey etc.



- **FRUGAL INNOVATIONS AND SOCIAL ENTREPRENEURSHIP:**

Dr. Raman Gujral Sr. Faculty, EDII, Ahmedabad, distinguished between the two terms- creativity as a skill (thoughts) while innovation being an action process involve doing something new. Ideas are of core importance from them roots innovation. Innovation creates a difference between a follower and a



leader, but also includes risk. He further explained that Over the last 60 years, innovation and improvements in India's public services have frequently emerged in the absence of state intervention or involvement. Social enterprises have stepped in to address the challenges where the government has failed. As a consequence, radical new perspectives have developed that might not have emerged if governments had imposed top-down initiatives adopted from the West. "Frugal Innovation" is the idiom applied to this sweeping revolution in public service design and delivery. The term is used in India and other

developing economies to

describe innovation that minimizes costs by creating frugal solutions to deliver improved or previously non-existent public services. Frugal innovation has given more people access to a wider range of services. This paper provides insights into how solutions developed from the bottom-up in some of the most challenging public service environments can better meet the needs of citizens. It investigates a range of new perspectives applied to services by over 40 social enterprises in India. It challenges the notion that uniformity in delivering public services driven by a top-down centralist ideology translates into good value for money. The session was inspiring and provided the right guidance in the field of entrepreneurship.



• **INTERACTION WITH STUDENT INNOVATORS AND ENTREPRENEURS FROM SMART INDIA HACKATHONS:**

The live-session on YouTube took place on May 22, 2020 at 3pm-4pm which was attended by IIC faculty and students. All the key speakers were the winners of Smart India Hackathon. They shared their experience, journey and achievements of SIH and motivated the attendees to actively participate in such



hackathons and go to incubation centers. Pulkit Jain, winner of SIH, had participated in the Hardware Edition. The team made "Retrofitting Kits" for existing vehicles to convert them into electric vehicles. Their present focus are auto rickshaws. Throughout the journey they learnt "If you are persistent enough, there is always a way out." He focuses more on "Get out of your comfort zone and keep reinventing because the best way to do something is to do it yourself and the more you fail,

more you learn."

Arpit Nandi, winner of SIH, had participated in Software Edition. The team developed IOT based Air Pollution Monitoring & Surveillance System. He mentioned key points to be kept in mind when working on a project like selecting right team members, breaking down problem statements into smaller pieces and working on one at a time, surveying the market to find the solution in the benefit of the larger community and much more. He emphasizes the use of open-source softwares. Lokesh Goswami, winner of SIH, had participated in Hardware Edition. The team developed SLICK - technology to make eco-friendly bricks made of plastic and industrial waste. He gave the way to convert your innovation to your business startup in just 3 points. First, identify the idea. Second, find out the technical solution and third, identify your paying customer. He quoted “Great things in Business are never done by person, they are done by the team because Teamwork makes the Dreamwork.”

• **ORIENTATION SESSION ON METHODS OF EXPLORING AND CAPTURING VALUES FROM INDIAN AGRICULTURE AND HEALTH SECTOR**

Orientation session on IKS (Indian Knowledge System) and engaging the students from IIC Institutions in exploring and contributing to IKS in the sector of Agriculture and Health by MHRD Innovation Cell. The “old” concept of productivity seems to be misleading in health care, because it does not involve the contribution of the patient in value creation. The purpose of this session will therefore be to explore



possibilities for developing service productivity in theory and practice.

Design/methodology/approach

– The analysis is based on a discursive reading of authoritative texts, an understanding of how health care work is organized and of

several examples illustrating value creation. A proposed theoretical frame draws on “value creation”, “match matching” and “agency”. Empirical material is used, as are an analysis of a service meeting in health care, official texts in a Swedish context and narratives written by “users” and professionals. Findings – The concept of service productivity in the context of health care encompasses values such as experienced health, quality of life, accessibility, trust, communication, avoidable suffering and avoidable deaths, and not only reduced costs, activities and outcomes.

• **Research limitation/implications** – There is a need for more research concerning matchmaking and support of the customer. An overall aim for the providers should be to match the value creation process of the customer (patient). Value-added agriculture refers most generally to manufacturing processes that increase the value of primary agricultural commodities. Value-added agriculture may also refer to increasing the economic value of a commodity through particular production processes, e.g., organic produce, or through regionally branded products that increase consumer appeal and willingness to pay a premium over similar but undifferentiated products. It can also be described as the process that transforms the raw agricultural product into something new through packaging, processing, cooling, drying, extracting, and other processes that change a product from its original raw form. As a result of this transformation, the customer base of a product and revenue sources for the producer are expanded. In this strategy, farming is no longer confined to the cultivation of vast tract of land or the care for a large number of animals in order to be profitable. Here, even those who own less than an acre could achieve

viable farming simply by extending an agricultural product's potential so that its sale ability is enhanced. For example, if a producer farms strawberry, he should not only sell the crop as fresh berries since he could also profit from its other portions by producing other products such as strawberry jelly and syrup. The overall session was inspiring and provided us with great knowledge to follow our dreams. You must keep expanding your network, you will receive more knowledge and your innovation will be getting better and better.

11. INDIA FIRST LEADERSHIP TALK SERIES:

Institution Innovation Council JU Organizes “India First Leadership Talk Series” Ministry of Human Resource Development (MHRD) Innovation Cell – Institution Innovation Council organized “India First Leadership Talk Series” (Webinar Organized by MHRD’s Innovation Cell) by Shri Anand Mahindra, Chairman, Mahindra Group. This activity is one of the components of Smart India Hackathon 2019 which is already on, and ideas have been invited by MHRD. Institution Innovation Council (JU-IIC) of University of Jammu under the leadership of its president Prof. Parikshat Singh Manhas, Director, School of Hospitality & Tourism Management (SHTM), organized this talk in the Video Conference



Hall of Dhanvantri Library of the University. The talk was attended by the faculty members, scholars and students from various Departments of the University. Mr. Abhay Jere, Chief innovation Officer, MHRD, Govt. of India, was in conversation with Shri Anand Mahindra. Mr. Jere posed several questions on behalf of the students mainly from Engineering and other disciplines, to Shri Anand Mahindra. Mr. Jere explained that more than 500 questions from different students were received. Shri Anand Mahindra replied all the questions with utmost sincerity, and with lots of wit. While replying to several questions Shri Mahindra explained several concepts very nicely for instance how to handle the failures in life? How to set career goals? What is collaborative competition, leadership qualities, innovation at business, among others. He shared his own experiences particularly the failure he encountered initially and how he handled that. He said one should allow him/herself to feel terror and tears, all to feel low, take time off, and then a new energy would come into you and one will bounce back with more thrust and strength. Shri Mahindra mentioned that one must know what he/she expects from his/her life, and then only should go in a focused way for achieving the goal. Also Shri Anand Mahindra emphasized on the critical importance of innovation. He said that without innovation/new experiments/risks one cannot flourish and achieve the ambitious business targets. He added that at Mahindra they have an ‘innovation mela’ which always leads

to development of new ideas/concepts for business. Companies will not survive if they have no innovation in their business ventures. Further to sustain the innovation ideas among the stake holders' credit, and acknowledgments must be shared with each component who contributed towards innovation. He further wittingly added that in Indian we use 'Jugaad' means some sort local transitory arrangement for achieving the purpose and solving the problem, but that is not innovation rather innovation is 'Jhakaas' means perfectly precise and principal based solution to the problems. So we must move from 'Jugaad' to 'Jhakaas.' The leadership talk by Shri Anand Mahindra was inspiring, motivating and useful for students. The talk was par excellence for guiding the young students to set their career missions of life.

12. LAUNCH OF KAPILA: KALAM PROGRAMME FOR IP LITERACY AND AWARENESS:

- **Launch of IP Literacy Initiative & Performance Rating of Institutions' Innovation Council (IIC):**



The event on 15th October 2020 "Launch of IP Literacy Initiative & Performance Rating of Institutions' Innovation Council (IIC)" was organized by MHRD in collaboration with Education Ministry of India along with AICTE. The Keynote Speakers for the event were, - Ramesh Pokhriyal (Education Minister, GOI), Amit Khare (Secretary, Higher Education, GOI), Sanjay Dhotre (Minister of State Telecommunications). A bench of AICTE members on the occasion of the 90th Birth Anniversary of our Missile Man - Hon. Dr APJ

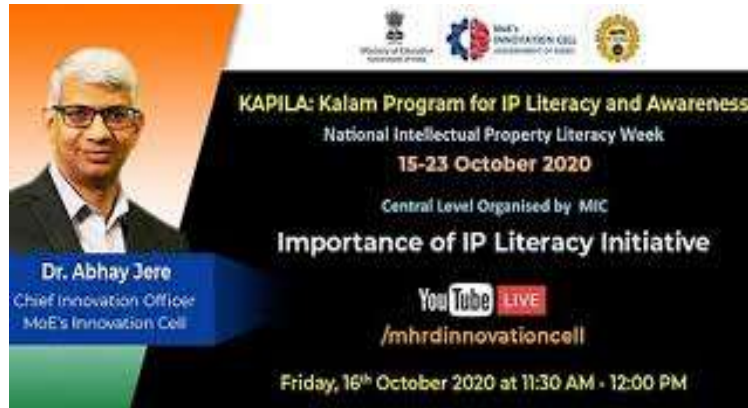
Abdul Kalam, Government of India along with AICTE, keeping the backdrop of New Education Policy 2020, initiated a program called "Kapila". The minutes are as follow:

- Bring about a paradigm shift from grades oriented educational system towards innovation and entrepreneurship. CBSE schools and their faculties would be taken under a drive where they would be equipped with knowledge and guidance to adapt to the introduction of Coding and Vocational subjects under the new education policy. Goal to file maximum Intellectual Property Rights for which awareness drives, expert help and economic support would be provided for each patent. 15th Oct marks the Innovation day and starting from today, a week would be observed as IP awareness week. An initiative of Mentor-Mentee program was started where 115 institutes that were rated 5-star would mentor Tier II and Tier III colleges, in terms of Innovation, IP awareness, Incubator formulation etc.

Learning Outcome: Under this campaign, students pursuing education in higher educational institutions will get information about the correct system of application process for patenting their invention and they will be aware of their rights. The Institution Innovation Council (IIC 2.0) annual report was also presented on the occasion. The launch of IIC 3.0 and its website were also announced. It has also been decided to celebrate the week of October 15th to 23rd as 'Intellectual Property Literacy Week'.

- **IMPORTANCE AND SCOPE OF IPR IN ACADEMICS RESEARCH:**

Dr. Abhay Jere, Chief Innovation Officer, Innovation Cell, Ministry of Education made a brief discussion about the importance of IPR literacy and awareness. He conveyed that in new education policy, innovation research, entrepreneurship and start-up culture is not only implemented at school level but also executed at higher level. Now a day in new generation policy, various skills such as problem-solving skills, design thinking _skills, innovation skills are essential for idea, product and IP generation. Dr. Mohit Gambhir, Director, Innovation Cell, Ministry of Education focused on IPR: relevance of patent publications, quality research, product innovation etc. He identified the current status of IPR filing between India and other countries (i.e., India is far behind than china in patent filing). He stated that China received 46.4% of all patent applications filed over worldwide. So, in our current situation basic awareness of IPR is highly needed and types, benefits of IPR as well as case studies are highly essential among new generation.



- **LATERAL THINKING-HOW TO GENERATE REVOLUTIONARY IDEAS:**

Day 3, 19 October 2020 Mr. Varun Chama Diya, Proactive I was addressed about the topic "Lateral Thinking -how to Generate Revolutionary Ideas" in different manufacturing sector. He stated that deeper



understanding and thinking is required to achieve problem solving skills that occur in our daily life. He focused on generic problems and various methods to solve it. According to his opinion, in current situation achieving new ideas break down the current problems is one of important aspects in our daily life. As per the statement the problem can be break into six segments such as; who, where, how, why, when, what etc. If the answer for all segments can be identified than ideation ability, understanding and discoverability can be easily enhanced and the problem

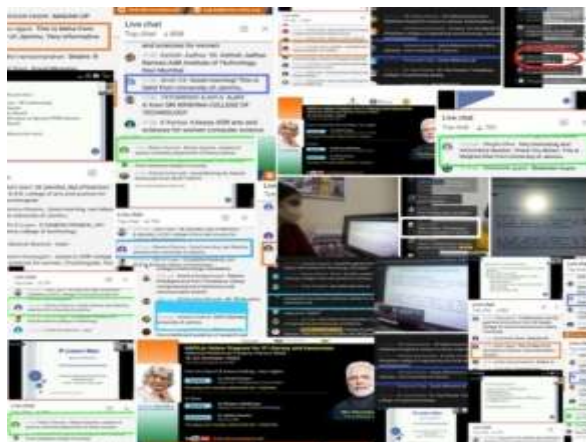
can be solved by processing information. Some of the vital points about the discussions are:

- Connect the pat and generate new ideas.
- Exploring the new ideas to solve the problem.
- Focus on design considerations for product development etc.

Therefore, maintaining ecosystem in the country will help in innovation, idea, technology, product development in different manufacturing sector

- **SEEDING IDEAS TO HARVESTING INNOVATION FOR SOCIAL GOOD AND IP CLINIC:**

Under the KAPILA Program, an online event on the theme: Seeding Ideas to Harvesting Innovation for Social Good was organized. The resource person for the session was Shri Prabuddha Ganguli, CEO, Vision IPR, Mumbai and the IP Clinic session was covered by Shri Sameer Kumar Swaroop, Deputy Controller of Patents and Designs. The objective of the session was to nurture the participants and provide them an understanding of the domain of IP and innovation in addition gaining knowledge about the commercialization of IPs. During the session, the Speaker discussed about the sustained societal growth which is powered by continual research and innovations with “decisiveness, excellence, inclusiveness, fairness”. He further explained about various concepts such as operating stake holders (wellsprings of knowledge and crucibles of learning’s), nourishing sources (Funding agencies such as AICTE, UGC, CSIRDBT, etc.) and knowledge transformation. While concluding the session, he further explained all forms of IPR associated with the innovations to create a strategic portfolio such as copyrights, patents, trademarks and industrial design registration. The session was promoted by Institution Innovation Council, University of Jammu and large number of students; faculty and research scholars from various departments participated in the online session and earned participation certificates.



- **BUILDING IP, INNOVATION ECOSYSTEMS IN ACADEMIC INSTITUTIONS AND IP CLINIC:**



Under the Kalam Program for IP Literacy and Awareness (**KAPILA**) Program, an online event on the theme: IP, Innovations Ecosystems in Academic Institutions and IP Clinic. The resource person for the session was Dr. Unnat Pandit, Program Director, and Atal Innovation Mission. The objective of the session was to encourage the participants about innovations and inventions. He gave a detailed view of four different types of the innovations such as:

- **Product**
- **Process**
- **Position**
- **Paradigm**

During the session, he discussed about the relevance of incorporating an innovation ecosystem that must dwell both at an individual and institutional level. He encouraged participants to learn about the concept of IP and how they must proceed when they are able to generate new ideas. The session was promoted by

Institution Innovation Council, University of Jammu and large number of students; faculty and research scholars from various departments participated in the online session and earned participation certificates.

- **PRIOR ART SEARCH & PATENT DRAFTING KEY INSIGHTS AND IP CLINIC:**

Under the KAPILA, an Organized an online Event on the theme: Prior Art Search & Patent drafting key Insights. The resource person for the session was Dr. Sheetal Chopra (Director –IPR Advocacy Ericsson, India) and IP Clinic session by Dr. Nilanjana Mukherjee (Deputy Controller of patents and Designs). The objective of the session was to encourage the student’s faculty /organization etc and to make aware all about Patent Drafting. In the event the speaker guides the student’s faculty /organization about the Prior Art. She further discussed about the various types of data i.e. Published Data, Patent-applications journals, Research thesis, Market data come under these Prior Art. The speaker elaborated the event by explaining the different types of searches such as Landscape Search, Patentability Search, Clearance Search; Invalidity Search .In the end of the event she discussed about the ‘Searching is a Skilled Work ’. She discussed about different contents of the Specification in the end and encourages the student’s faculty /organization etc about the concept that Prior Art Search & Patent drafting is stronger than the industrial design and we must focus on it. The session was promoted by Institution, Innovation Council University of Jammu and large number of Students, Faculty and Research scholars from various departments, participate in the online session and earned participation certificates.



- **PATENT FILING PROCESS:**

Under the KAPILA Program, an online event on the theme: Patent Prosecution and Filing. The resource person for the session was Dr. Sheetal Chopra, Director, IPR Advocacy Ericsson, India and Dr. Mohit Gambhir. The objective of the session was to create awareness about Patent Filing. During the event, the speakers covered several aspects of Patent Filing and threw light upon various questions like:



- Who can file a Patent?
- Where to file a Patent?
- How to file a Patent?

The Speaker also discussed about the various types of Patent Filing. During the end of the session, she discussed about the future plan of the MIC including Calendar Activities, handholding of TIER 2 and TIER 3 colleges of IP, networking with IP experts, Technical Committee Meeting, Funding

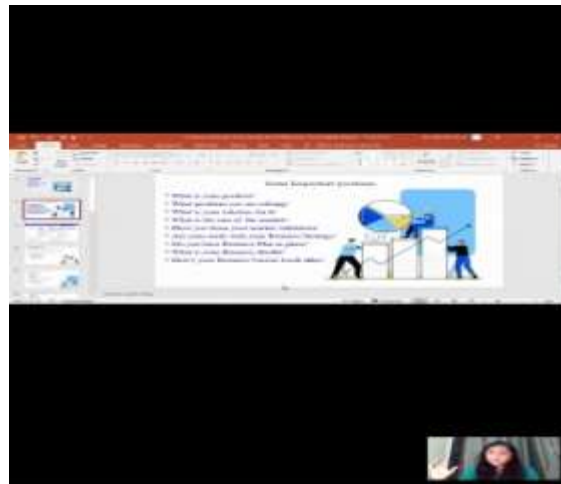
Support for Patent Filing etc. The session was promoted by Institution Innovation Council, University of Jammu and large number of students, faculty and research scholars from various departments participated in the online session and earned participation certificates.

13. INNO-PRENEURSHIP SERIES

- **CREATING NEW START-UPS:**

UNDERSTANDING THE PREREQUISITES:

Under the Inno-Preneurship Series, an online event was organized on 16th December, 2020 on the theme- Creating New Start-Ups: Understanding the Prerequisites. The resource person for the session was Basudha Shrivastav, Founder & MD, ExpressEarth Digital Services & EmpFly Services Pvt. Ltd. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Pallvi Arora.



- **INNOVATIVE PRACTICES IN FARMING: A ROADMAP:**



Under Inno- Preneurship Series, a Webinar was organized on 19th Dec 2020 at 12.00 Noon on the Theme, “Innovative Practices in Farming: A Roadmap”. The resource person for the session was Dr. Vijay Khajuria, Scientist, SKUAST, Jammu. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Meghna Dhar.

- **WRITING BUSINESS PROPOSALS FOR START-UPS: A ROADMAP:**

Under the Inno-Preneurship series, an online event was organised on the theme: Writing Business Proposals for Start-Ups on 21st December, 2020. The resource person for the session was Ms. Harjit Walia, Co-founder Veracity, and Mentors/ESL Instructor Red Deer College, Alberta, Canada. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Jasleen Kour.



- CREATING INNOVATIVE AND SUSTAINABLE SOLUTIONS THROUGH NATURE BASED START-UPS: A JOURNEY WITH BUTTERFLIES:**



Sharma.

Under the Inno-Preneurship series, an online event was organised on the theme: ‘Creating Innovative and Sustainable Solutions through Nature Based Start-ups: a journey with butterflies’ on 25th December, 2020. The resource person for the session was Sammilan S Shetty, Conservationist and Founder of Butterfly Park Belvai. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Neeraj

- INNOVATIVE MARKETING POWERED BY ARTIFICIAL INTELLIGENCE (AI) FOR ENTREPRENEURS:**

Under Inno- Preneurship Series, an online event was on 8th Jan 2021 at 12.30 PM on the Theme, “Innovative Marketing Powered by Artificial Intelligence (AI) for Entrepreneurs”. The resource person for the session was Ms. Siddi Kochar, Senior Manager Media Planning Company, Group M Essence, Gurgaon. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Meghna Dhar.



- ROLE OF IPR IN CONTEMPORARY BUSINESS/STARTUP:**



Nayyar.

Under Inno- Preneurship Series, an online event was organized on the theme: “Role of IPR in contemporary business/Startup” on 12th January 2021. The resource person for the session was Dr. Vandana Singh, Assistant Professor, University School of Law and Legal Studies, Guru Gobind Singh Indraprastha University, Delhi; Area of Specialization IPR. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Savita

- **CREATING NEW START-UPS: UNDERSTANDING THE PREREQUISITES:**

Under the Inno-Preneurship series, an online event was organised on the theme: “Marketing Pre-requisites for Start-ups” on 16th January, 2021. The resource person for the session was Ms. Harjit Walia, Co-founder Veracity, and Mentors/ESL Instructor Red Deer College, Alberta, Canada. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Jasleen Kour.



- **ORIENTATION SESSION ON NATIONAL EDUCATION POLICY:**

Under the Inno-Preneurship Series, an online event was organized on the theme Orientation Session on National Education Policy on 27th January, 2021. The Resource Person of the session was Prof. Manas Pandey, Ex. Head, Deptt. Of Business Economics; Former Dean, Faculty of Management Studies; Chairman, Pandit Dean Deen Dayal Upadhyay Shodh Peeth, Coordinator, RUSA and IQACVBS Purvanchal University. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Savita Nayyar.



- **NATIONAL INNOVATION AND START-UP POLICY (NISP):**

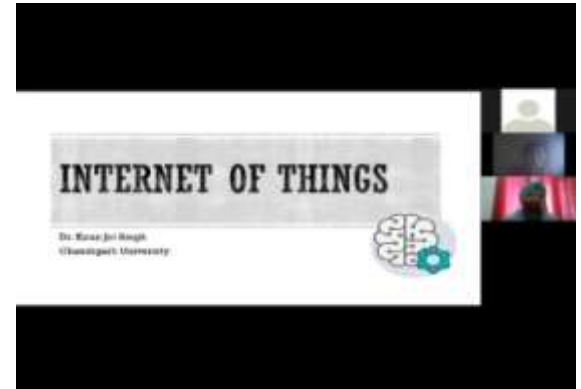


Under the Inno-Preneurship Series, an online event was organized on the theme National Innovation and Start-up Policy (NISP) on 28th January, 2021. The resource person for the session was Professor Amitabha Bandyopadhyay, KENT Entrepreneurship and Innovation Chair Professor, Professor in-charge, Innovation and Incubation, IIT Kanpur, recently

nominated to National Start-up Advisory Council. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Pallvi Arora.

- **BUILDING BLOCKS OF INTERNET OF THINGS (IOT) PRODUCT DEVELOPMENT:**

Under the Inno-Preneurship Series, an online event was organized on the theme “Building blocks of internet of things (iot) product development” on 2nd February, 2021. The resource person of the session was Dr. Kiranjot Singh, Assistant Professor, Department of Electronics and Communication, Chandigarh University, Chandigarh. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Meghna Dhar.



- **DESIGN THINKING AND PROBLEM SOLVING FOR ENTREPRENEURS:**



Under the Inno-Preneurship Series, an online event was organized on the theme “Design Thinking and Problem Solving for Entrepreneurs” on 16th March 2021. The resource person of the session was Ms. Prajakta Kulkarni, Founder and Chief Design Officer, Nodes. The coordinator of the session was Prof. Parikshat Singh Manhas. The moderator of the session was Dr. Pallvi Arora.

- **TURNING DATA INTO OPPORTUNITY USING BUSINESS ANALYTICS AND MACHINE LEARNING:**

Under the Inno-Preneurship Series, an online event was organized on theme “Turning Data into opportunity using Business Analytics and Machine Learning” on 2nd April, 2021. The resource person for the session Dr. Vipul Vashisht, Ph.D, Co-founder and CEO-Lagozon Technologies, Pvt. Ltd. The



coordinator and moderator of the session was Prof. Parikshat Singh Manhas.

14. TOYCATHON 2021

Toycathon 2021 is organized by the Innovation Cell, Ministry of Education with support of AICTE, Ministry of Education, Ministry of Women and Child Development, Ministry of Textiles, Ministry of MSME, Ministry of Commerce and Industry, Ministry of Information and Broadcasting. This *Toycathon* is aimed to conceptualize innovative toys based on the Indian value system. There will be two categories for the *Toycathon*, one is for online toys and another for physical toys. The Toycathon will majorly focus on conceptualizing new and innovative toys using local material which are economical, affordable, and safe and environment friendly. The grand finale of the event will be organized from 23rd to 25th of February. Toycathon is an inter-Ministerial initiative of six Ministries wherein nine themes will be promoted under three tracks for junior level participants, senior level participants and start-ups & professional level. The students, faculty members and research scholars from university of Jammu attended the webinar on Toycathon-2021 and attain several information regarding, how handmade toys can make the young blood as job creator. The broader aim of the 'Toycathon' is to "explore



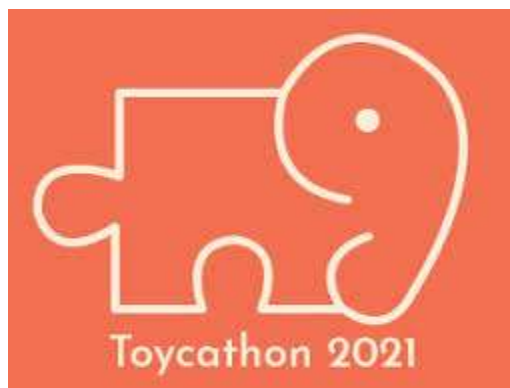
India's potential to build and sustain a creative

ecosystem for the development of toys and games to celebrate Aatma Nirbhar Bharat'. This challenge is a unique effort by six different ministries and departments of the Indian government to crowd source solutions to unemployment.

AIM:

To conceptualize innovative toys based on the Indian value system which will inculcate the positive behavior and good value among the children. To promote India as a global toy manufacturing hub (Atmanirbhar Abhiyan).

- Features:
 - Based on: Indian culture and ethos, local folklore and heroes, and Indian value systems.
 - Themes: Nine themes, including fitness and sport and rediscovering traditional Indian toys.
 - Participants: Students, teachers, start-ups and toy experts.
 - Prize: Participants can get prizes up to Rs. 50 lakhs.
- Significance:
 - Toys can be an excellent medium to further the spirit of 'Ek Bharat, Shrestha Bharat'.



- It will help in promoting the use of educational toys in line with the National Education Policy (NEP) 2020.
- It will create an ecosystem for the domestic Toy industry and the local manufacturers, tapping the untapped resources and utilizing their potential.
- It will help in reducing toy imports.

Though the toy market in India is worth USD 1 billion, 80% toys are imported.

- **TOYS FROM THRASH (TOYCATHON 2021), SESSION-I:**

Toycathon 2021 is organized by the Innovation Cell, Ministry of Education with support of AICTE, Ministry of Education, Ministry of Women and Child Development, Ministry of Textiles, Ministry of MSME, Ministry of Commerce and Industry, Ministry of Information and Broadcasting. The resource

person was Shri. Arvind Gupta, Arvind Gupta is an Indian toy inventor and expert in science. He got the civilian award "Padma Shree" on the eve of Republic Day, 2018. In the session he demonstrated how to make the toys from trash. He further explained that there is need of this project at high level to increase the scope of employment and to make the slogan true i.e. **'Ek Bharat, Shrestha Bharat'**. The students, faculty members and research scholars from university of Jammu participated in this event and learned various aspects of why to and how to make the toys from thrash.



- **TOYCATHON ONLINE SESSION-II:**

On 12th, January 2021. The online session on Toycathon was organized by MHRD. This session was delivered by Dr. Abhay Jere, CEO, MOE. He guided that through Toycathon sessions all young entrepreneurs can gain the knowledge of methodology to mix the Indian culture and civilization with the



technology, so that this methodology can give very efficient tool for our youngsters. He further explained that this new methodology concepts should be made so that our youngsters can enjoy and their increase in demand generate more employment. The students, faculty members and research scholars from university of Jammu attended the webinar on Toycathon-2021 and attain several information

regarding, how handmade toys can make the young blood as job creator.

- **TOYCATHON ONLINE SESSION-III:**

Prof. Anil Sahasrabudhe, Chairman, AICTE to speak about Toycathon 2021, in this session he guided the participants how the era of reading and writing changes to the practical era. Through the Toycathon the Indian Knowledge, system /wisdom /Art and culture there should be made educational Toys which help to flourish knowledge and education among the students. He further raises an issue that tribal society in India makes the very unique toys, and through Toycathon these tribal societies got opportunity to have a look on Indian market and its need and demand. He further put stress that Toys and games should be made by unique values and ideas which inspire, change mood, add values in life and provide knowledge and inspire young blood of country. The students, faculty members and research scholars from university of Jammu attended the webinar on Toycathon-2021 and attain several information regarding, how handmade toys can make the young blood as job creator.



- **TOYS FROM VEDAS (TOYCATHON ONLINE SESSION-IV):**



Prof. Shrikant Bahulkar, University of Pune, Pali Department, Adjunct. Studies Buddhism, Indology, and Veda. In this session he explained that toys are reflection of society and development. In Veda's we have set of 14 vidyas and have 64 arts, he further explained that we can merge these with our skills in our games and toys to promote the learning and creation of jobs among the young blood of the country. Through this ancient knowledge of Veda's

and arts we can merge technology in our games and toys which can inspire, add values and provide knowledge to the young blood regarding generation of ideas in the formation of toys and games. The students, faculty members and research scholars from university of Jammu attended the webinar on Toycathon-2021 and attain several information regarding, how handmade toys can make the young blood as job creator.

- **TOYCATHON ONLINE SESSION-V:**

In this session Prof. Sudarshan Khanna explained how change in ideas and thoughts can change your view how you look at a toy, he explained that a ball can be just a thing to play but for someone it acts as a idea to explain various signs and mathematical concepts and provide knowledge and path to young entrepreneurs to make games and toys with new and different special ideas which act as source of job creators through your different vision you can be a job creator for many in the toy industry. In



continuation of the session Surabhi Khanna explained what to make, how to make and at last value of toy you make. While concluding the session she explained that toy should bring learning and provide knowledge, the games and the toys should be the reflection of previous culture and knowledge. The students, faculty members and research scholars from university of Jammu attended the webinar on Toycathon-2021 and attain several information regarding, how handmade toys can make the young blood as job creator.

• **TOYCATHON ONLINE SESSION-VI:**

In this last session of the Toycathon Prof. Manish Jain explained that all the ideas should be submitted in



the nodal centre provided by the authorities. After the ideas are submitted in the nodal centre the evolution process starts by the selected teams. The nodal offices are provided with certain responsibilities and guidelines under which the selection evolution works. The 23rd to 25th Feb 2021 Hackathon is going to be

physical and SOP should be followed. The raw materials and stuff needed for the idea is provided in the nodal centre. The Hackathon is going to be both online and offline mode. The students, faculty members and research scholars from university of Jammu attended the webinar on Toycathon-2021 and attain several information regarding, how handmade toys can make the young blood as job creator.

15. PARIVARTAN- 2021

Innovation, Incubation and Start-up Ideathon is organized by Institution Innovation Council (IIC) inviting applications from students, research scholars and alumni of University of Jammu on their innovative ideas for solving some of the most pressing problems of Jammu and Kashmir with special focus on but not limit to:

- Sustainable Food, Agriculture and Horticulture
- Tourism and Community Development
- Health and Wellness
- Water Conservation
- Women Empowerment and Rural Development
- Sanitation and Waste Management
- Education and Sports
- Technology and Citizen Empowerment

