

JIMS

Jagannath International Management School (JIMS) Kalkaji, New Delhi, functions under the aegis of the Jagannath Gupta Memorial Educational Society, a non-profit registered organization, which has been imparting high quality professional education since 1993. Our campus at Kalkaji, has over time developed into a reputed center of excellence for conduct of research and consultancy services for the private and public sector organizations. Our sustained focus on improving the quality of our academic deliverables has resulted in accreditation of our institute with the NBA, NAAC and ISO 9001-2015 quality certifications. Our Campus has been honored with the following coveted rankings/awards during the year 2018-19: 30th Best B-School in India (TOI Survey, Mar 2019), Top B-School of Super Excellence (GHRDC-CSR Survey, Oct 2018), 39th Best B-School in India (NHRDN - Cinque Survey, Mar 2018)

TiE

TiE is a global not-for-profit organization dedicated to fostering entrepreneurship through mentoring, networking, education, incubation and funding. It is spread across a vast network of 61 Chapters in 14 countries. TiE Delhi-NCR is among the most active chapters across the vast TiE network. In the last 18 years, it has continuously taken the lead in creating an increasingly positive ecosystem for entrepreneurs and investors. TiE has a wide range of programs including TiE Global Summit, TiEcon, Startup Expo, Special Interest Groups (SIGs) across sectors, TiE Institute & TiE Young Entrepreneurs.

ANDC inStart - Business Incubator

ANDC inStart Business Incubator (inStart) is hosted within the campus of Acharya Narendra Dev College (A Delhi University Constituent College). The incubator is being run by a Section 8 company ANDC inStart Foundation promoted by the host college and funded by the Department of Training & Technical Education, Government of NCT of Delhi. The incubatees currently with inStart are from diverse domains like IT enabled services for public parking payment management system – WEPARK, Cloud based POS and HR management system for small/medium restaurants – ImuvOn, AI/ML based match making platform for athletes/celebrities and brand managers – SponsorChampz, An intuitive networking platform that helps one connect face to face with the kind of people one is looking for – METVY, Data Analytics based tech platform for social investors looking for beneficiary organization for impactful investments – PENSIVE BRIDGE and some more from other domains like internet commerce, online content creation, online leisure gaming platform, etc.

Programme Fee

Programme fee is Rs. 1000/- per participant for Corporate and Rs. 750/- for Academicians and Rs. 500/- for Students and Ph.D scholars. Fee to be paid in cash or demand draft in favour of "Jagannath International Management School, New Delhi"

Communication and Contact

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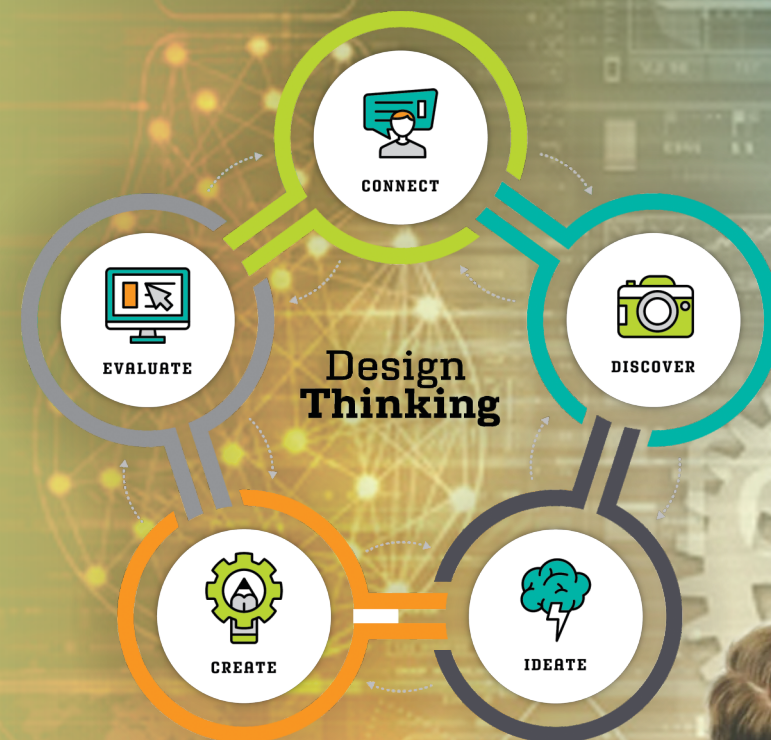
Jagannath International Management School

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NATIONAL SEMINAR

on

Design Thinking, Innovation and Entrepreneurship



Organised by:
Jagannath International Management School
Kalkaji, New Delhi

National Seminar

Jagannath International Management School (JIMS) in collaboration with the TiE and ANDC inStart Foundation is organising a National Seminar on '**Design Thinking, Innovation and Entrepreneurship**' on **Thursday, 7th Nov 2019** in the Kalkaji Campus Auditorium.

Background

Design thinking is a structured methodology used by designers to develop and deliver products, services and experiences that address latent human needs. By adopting design thinking principles, businesses can develop low cost working prototypes for various needs and test them in real time. Design thinking can be applied to complex problems that are difficult to decipher. Using design thinking, it is possible for organizations to transform their cultures to become more innovative, and this is likely to have a positive impact on their top line and bottom line.

In recent years more and more people, have started to look to the field of design for inspiring new ways of dealing with innovation challenges. Design, as a holistic approach, is described as a novel way to enable and encourage innovation and growth within organizations. Design connects and integrates a wide array of different disciplinary knowledge with the intention of solving problems. Design thinking is a problem-solving mindset. It helps entrepreneurs in integrative thinking and developing the ability to exploit opposing ideas and opposing constraints to create new solutions. Innovative solutions involve balancing human desirability, technological feasibility and economic viability. Thus, Design Thinking is not merely a tool of planning and management but if used correctly, it creates the mindset for building robust and innovative organizations.

Objectives:

The key objectives of Seminar are as follows:

- To assess start-up problems from many different perspectives and seek out new insights and set off new directions.
- To explore into the world of innovation as a systematic process of tackling relevant business and/or social problems.
- To provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions.
- To examine the role of design thinking and its ability to generate ground-breaking solutions in a disruptive and innovative way.

Themes Areas:

- Entrepreneurship and Innovation Challenges
- Design Thinking and Entrepreneurship in India
- Creativity, Innovation and Entrepreneurship
- Strategists, Designers and Entrepreneurs

Target Participants

The Seminar is for Start-up founders, potential entrepreneurs, managers at all levels and also for academicians, students and research scholars seeking awareness and knowledge of emerging trends and practices in the dynamic field of entrepreneurship and design thinking.

Programme Schedule

Time	Event
1030hrs. – 1130hrs.	Inaugural Session
1030hrs. – 1035hrs.	Introduction of Guests and Lighting the Lamp Ceremony
1035hrs. – 1045hrs.	Welcome Address by Director-General, JIMS Dr. (Cdr.) Satish Seth
1045hrs. – 1055hrs.	Address by Mr. Abhishek Dhar Associate Director, TiE, Delhi-NCR
1055hrs. – 1105hrs.	Address by Mr. Shadab Mobin CEO, ANDC inStart Foundation
1105hrs. – 1120hrs.	Address by Chief Guest Mr. Madhur Prabhakar COO, Ace Data Devices Pvt Ltd.
1120hrs. – 1125hrs.	Vote of Thanks by Director, JIMS Dr. J K. Batra
1125hrs. – 1130hrs.	Felicitation of Guests
1130hrs. – 1200hrs.	Technical Session 1 “Government’s Policy and Initiatives for Promoting Start-ups in India” Dr. Ajay Batra Director, Centre For Innovation & Entrepreneurship Bennett University
1200hrs.-1230hrs.	Technical Session 2 “Innovation and Entrepreneurship in India: Opportunities and Challenges” Dr. Animesh Saxena, CEO, Neetee Apparel, LLP
1230hrs. – 1300hrs.	Technical Session 3 Design Thinking For Innovation and Entrepreneurship” Mr. Udit Bhattacharya, Associate Professor, School of Design, Karnavati University
1300hrs. – 1305hrs	Vote of Thanks
1305 hrs	Lunch