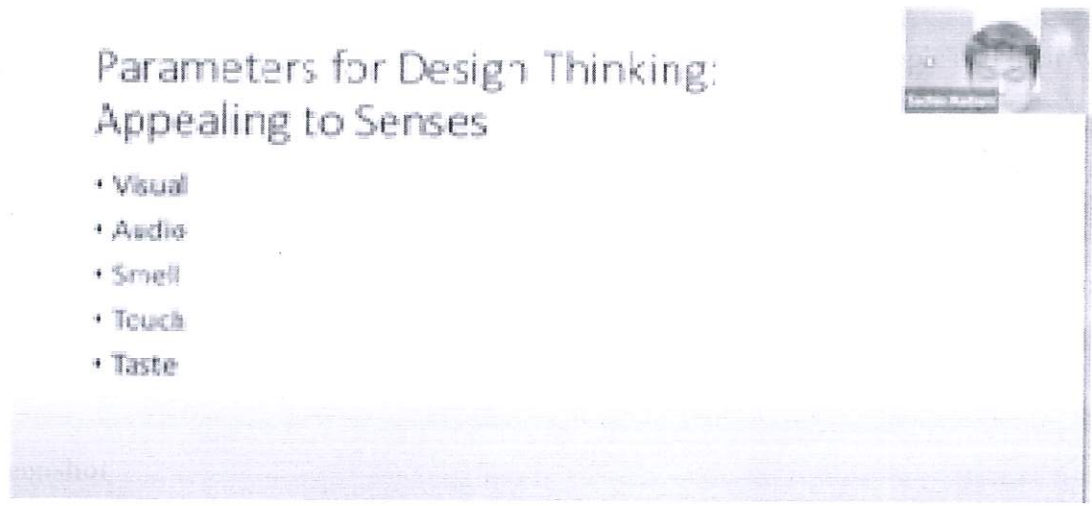


Dr. D. Y. Patil Unitech Society  
**Dr. D.Y. PATIL INSTITUTE OF MANAGEMENT & RESEARCH**  
 Sant Tukaram Nagar, Pimpri, Pune-411018, Maharashtra, India. (NAAC Accredited  
 ('A' Grade with CGPA of 3.29), MBA Programme  
 Re-Accredited by NBA, Approved by AICTE New Delhi and DTE Maharashtra and Affiliated  
 to Savitribai Phule Pune University)

<b>Activity Name</b>	Adapting Design Thinking in Startup and Entrepreneurship
<b>Activity Type</b>	Self Driven
<b>Theme</b>	Entrepreneurship and Innovation
<b>Name of Speaker</b>	Dr.Sachin Kadam
<b>Mode of Conduct</b>	Online
<b>Day and Date</b>	<del>28<sup>th</sup> OCT 2021</del> 5 <sup>th</sup> Jan 2022
<b>Session Details</b>	<p>Dr. Sachin Kadam discussed about design thinking and its importance in startup and entrepreneurship In his session he gave 'Garu Mantra' that design thinking must be appealing to the sense like visual, audio ,touch ,smell and taste as well as it has practical implementations also from start up perspective. While designing we have to keep in mind whether it is feasible in technical, economical as well as time wise. Future more he added some points that Parameter for design thinking is not only stick to the product design but also we have to think of designing of our product reach in the offline marketing as well as online marketing . How start up and internet can leverage the reach of the people. He discussed the two aspects on customer behavioral</p> <ol style="list-style-type: none"> <li>1. making people wants the things</li> <li>2. making things people want</li> </ol> <p>On the above two aspects you can developed your marketing strategy like internet marketing, social marketing etc. He also explained the importance of the online marketing and its two way communication. He discussed some key points how to increase your business with good design thinking for start up and entrepreneurship is as follows</p> <ul style="list-style-type: none"> <li>• To run business in cost effective manner</li> <li>• importance of online advertising</li> <li>• use of search engine optimized</li> <li>• concept of mail marketing</li> <li>• to engage the customer</li> <li>• to listing of your website business building the relationship and trust building to share your story</li> <li>• To Gather and publish testimonials</li> <li>• To create ticketing system for customer</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop best CRM system to build trust of your customer</li> <li>• To generate leads and findings of customer .collect customer data, connect them with the social media</li> </ul> <p>it should not restricted to design with particular product but it has involve in all start up those who wants to grow their business form designing up to marketing as there is no end for design thinking it will updated in timely manner</p>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Explain the design thinking process</li> <li>• Discuss some design thinking tools</li> <li>• Creating successful ideas starts with observing people and their wants and needs.</li> </ul>
<b>Feedback</b>	<p>Students and faculty responded well to all questionnaires of feedback. Around 98% respondents were fully satisfied that session met the stated objectives. 95 % respondents opined that more of such sessions should be organized in future also.</p>

**Screenshot**



## How to start a social enterprise

### 7 Tips to Keep in Mind Before Starting a Social Enterprise

1. THE IDEA
2. THE SKILLS AND KNOWLEDGE
3. THE MINDSET
4. MONEY AND FINANCES
5. CO-FOUNDERS AND TEAM
6. MENTORS
7. THE NETWORK



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## Generate leads and finding customers

- Collect customer details
- Integration with Social Media – YouTube, Facebook page or twitter, etc



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## Pani-Puri Startup



(Reference: Creative Commons Images)



Top chat replay

'Design Thinking to Nurture Creativity and Innovation Leading to Entrepreneurship'



Dr. D. Y. Patil Institute of Management & Research, Pimpri



AICTE Training and Learning ( ATAL ) Academy Sponsored Five Days  
Online Faculty Development Program  
(Advanced Level)

## 'Adapting Design Thinking in Startups & Entrepreneurship'

Resource Person

**Dr. Sachin Kadam**

Director - ICT, Bharati  
Vidyapeeth University, Pune



Day 2, wednesday, 5th January 2022 Time: 10.00 AM Onwards

  
  
Dr. Jena Joshi, Dr. Shraddha Dudhani  
IIC Coordinator

  
Dr. Meghana Bhilare  
I/C Director