

NMIMS Sobus Center of Excellence  
for Innovation & Entrepreneurship, Shirpur

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# BI-MONTHLY REPORT NOV- DEC 2022

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# NOVEMBER AND DECEMBER EVENTS

These two months have seen increased interactions with the faculty as well as with students to go deeper into specific project ideas.

The Chancellor, Shri Amrishji Patel, was keen to know about the faculty projects/ideas coming to the CoE and met with some professors from all the schools to understand the ideas and scope from them.



# INTRODUCTION TO UX & DESIGN THINKING FOR STUDENTS & FACULTY MEMBERS

NOVEMBER, 2022

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A series of short workshops were held for students and faculty members to introduce design thinking frameworks for project creation.



**Workshop Facilitator: Dolly Parikh,  
Director of Design & Impact Strategy,  
Sobus Insight Forum**

Dolly is a Design Strategist and Consultant living in the Bay Area/Silicon Valley. She is the Brand & Impact Strategist with Sobus Insight Forum. In the past, she has work experience in Innovation, Product Design, and Information Architecture with companies including Apple, PayPal, E\*TRADE, and Automation Anywhere. She founded Aloki Design Lab in 2000 to provide design and innovation services to individuals, businesses, and social ventures. She believes in the human potential to solve any challenge with motivation and intention to bring change.



# STUDENT SESSION:

NOVEMBER 9, 2022

A session to give students an introduction to design thinking methodology illustrating to them how they can be the designers of their future irrespective of the line of the profession they choose.

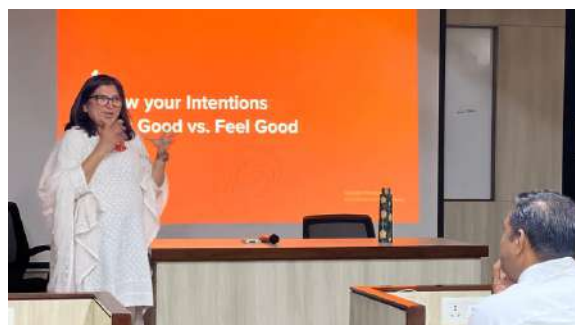
The discussions delved into stages of design thinking, learning how to approach a customer, and brand building. In the Q&A that followed, several other topics like goal setting, time management, and financial planning were also tackled.



# FACULTY WORKSHOP:

NOVEMBER 9 & 10, 2022

Dolly Parikh began a 2-part session on design thinking for faculty members to give them frameworks that they can use in their projects, and research as well as inculcate in their students. During the session, several faculty members used the frameworks on their live projects and ideas.



# IDEAL VILLAGE CONFERENCE IN VARANASI

NOVEMBER 11 - 13, 2022

The Sobus team took 4 students to attend the Ideal Village Conference organized by the Institute of Management Studies

@BanarasHinduUniversity, Stanford University, and WHEELS Global Foundation.

On returning from the conference, the participating students presented their learnings, and ideas to Dr. Susheelendra Desai, Dean, SAST, and Dr. Arup Rakshit, Dean, CTF, and other faculty members.



# FROM A STUDENT'S DESK:

YADNESH CHAUDHARI  
FROM THE AGRICULTURE SCHOOL

“The theme of this conference was Rural Transformation for Sustainable Growth.

I attended sessions that discussed agriculture, farming, health and nutrition, workshops regarding the empowerment and social inclusion of rural citizens and topics regarding scaling and change management. One of the most important lessons I’ve learned is that the enormous untapped potential of rural areas has far more creative opportunities than I had thought about.

We were introduced to different ideas and experiences of industry leaders such as Mr. Arjun Malhotra, Mr. Kanwaljeet S. Anand, Ms Bhuvana Santhanam, and many others.

I met Mr. Amarendra Das from IITGuwahati and was amazed to learn about how he had a vision of introducing button mushrooms and its cultivation technology in the north-eastern states of India back in the 1980s and now his efforts have borne fruit.

Thanks to Sobus Insight Forum and their team for making this happen. *This experience has inspired me as an aspiring entrepreneur to integrate new ideas of industrial developments and village oriented expansion of business.”*



# INTERACTIONS & INSIGHTS: SHIRPUR WATER PATTERN

NOVEMBER 19, 2022

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A group of 35 students across the different schools went for a site visit to understand the innovation and systems behind the Shirpur water pattern (water conservation project).





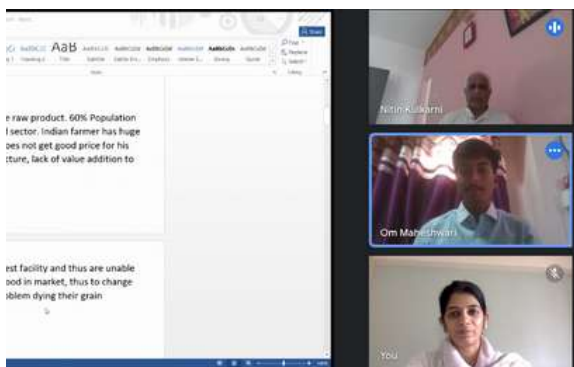
# STUDENT & FACULTY MENTORING SESSIONS:

DECEMBER 5 & 23, 2022

Students who approached the CoE with ideas were invited for mentoring sessions to understand how to nurture their ideas and think through a business model canvas.

Two such online mentoring sessions were conducted in December where students were shown how to ideate fully on a potential business idea and follow a framework with feedback from a mentor.

A faculty member also participated in this session, in addition to the faculty interactions that the center has been conducting.



## Mentoring a textile alumnus:

Dr. Arup Rakshit, dean, CTF, Prof. Tushar Patil and Resha Patel visited a paper cone-making unit of a textile alumnus from Shirpur. This young entrepreneur has a motivating business journey and will be mentored at the CoE for his future ideas.



# IDEATHON FOR EDUCATORS

DECEMBER 12, 2022

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This Ideathon took faculty members through a step-by-step approach to think through ideas comprehensively with an industry focus as well as showcased a template-based framework to make a presentation that can be pitched to potential mentors, grant holders, or investors.



“The worksheets really put my brain into a new task. It’s really nice to learn new things, changing the perspective of looking at things.”

“I could walk through the path to be an entrepreneur. So far, I was nurturing only ideas. Today, I found a few ways to materialize them.”

“It was really helpful for me to look at the problems-ideas-solutions from a different perspective altogether. Learning about creating a business model was a new experience.”



# INTERACTIONS & INSIGHTS: ATAL TINKERING LABS IN SHIRPUR

DECEMBER 13, 2022

Understanding student innovation and the facilities available for younger talent in the vicinity was an eye-opener for the NMIMS students who visited the Labs. Several of these school innovators have received accolades at the state level.



# INNOVATIONS AND LEARNINGS : AN EDU-TECH STARTUP

DECEMBER 21, 2022

The CoE organized an interaction between the Dean of the Center for Textile, faculty members and an Edtech startup, Expressions, that offers modules of communicative English, soft skills, and employable skills training to youth from tier 3 and tier 4 backgrounds.

The idea of the interaction was to get exposure to what they do and explore its relevance for the school.



# INNOVATIONS AND LEARNINGS: AN AGRI-BASED STARTUP

DECEMBER 24, 2022

4 professors and 10 students were invited for an interaction with the CEO of AgroNxt, a startup that has created soil testing kits using the technology of spectroscopy.

The CEO, Rajat Vardhan, explained how their soil testing unit - Bhu Parikshan - works, as well as the technology behind it. It is an invention that has been incubated at IIT Kanpur and has received recognition from the MSME.

The faculty and students asked questions about the technicality of the product, recommendations to the farmer, the future scope of further testing, and accuracy of the data. The agri students saw this as an opportunity to learn from an entrepreneur, ask questions and gain some insights. The CEO was impressed with the quality of the questions from the students.



“The session was really good, it gave us updated information about how technology is used nowadays.”

“Got an understanding of a new concept, idea in the field of agriculture.”

“The best part is that the kit tests the soil without chemicals and gives a rapid result.”



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### Initial survey to understand value addition to crops

Some students and faculty members from the agriculture department have conducted an initial survey to highlight the value addition being done for crops in Shirpur. This survey design was facilitated by a food technologist from Sobus who is located in the Bay Area. She will be closely working with us to explore the potential of the region.





**SOBUS**

If you have an idea for a project, innovation or business,  
get in touch with us.

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CoE Club members spread Xmas cheer at an ashramshala