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## **Report of the Activity**

**Theme of The Event: Workshop on Design Thinking, Critical Thinking, and Innovation Design**

**Date: 27<sup>th</sup> Feb 2023**

**No of Students Participants: 68**

**Program Theme: Nurturing Creative Problem Solving and Innovative Thinking Skills**

**About the Event:**

The captivating atmosphere of Pranveer Singh Institute of Technology set the stage for the "Workshop on Design Thinking, Critical Thinking, and Innovation Design."

With an ambiance of anticipation, participants gathered to delve into the transformative world of design thinking, critical analysis, and innovation. The workshop provided a dynamic platform for individuals from diverse backgrounds to explore the realms of problem-solving from multidimensional perspectives.

Through interactive sessions, engaging discussions, and practical activities, attendees gained hands-on experience in harnessing creative thinking techniques to craft inventive solutions.

The primary objective of the event was to equip participants with the tools to approach challenges with innovative strategies, fostering a culture of adaptability and originality. By immersing themselves in this enriching experience, attendees were empowered to cultivate a mindset of curiosity, resilience, and visionary thinking.

The workshop not only highlighted the importance of design and critical thinking but also echoed the institution's dedication to cultivating forward-thinking individuals ready to shape the future.

**Overall, this event helped the students a lot.**

**The Snapshots of the event are enclosed below:**

# TABLE OF CONTENT

- Introduction
- Understanding Design Thinking
- Developing Critical Thinking Skills
- Cultivating Innovation Design
- Integrating Design Thinking and Critical Thinking
- Ideation Techniques for Innovation
- Prototyping and Testing Idea
- Ethical Considerations in Design and Innovation
- Designing for User-Centric Solutions
- Conclusion

## INTRODUCTION

Welcome to our Workshop on Design Thinking, Critical Thinking, and Innovation Design. Just as every great venture begins with a flicker of inspiration, we invite you to explore the realms of creativity and innovation with us. Together, we'll equip ourselves with tools to shape the future through problem-solving. Let's embark on a transformative journey of ideas and possibilities, where the dawn of new horizons illuminates our path to success



# UNDERSTANDING DESIGN THINKING

Every great venture begins with a dream - a flicker of inspiration that lights up the path to success.

- The Power of Design Thinking
- The Five Stages of Design Thinking
- Cultivating Creative Confidence
- Benefits of Design Thinking



## DEVELOPING CRITICAL THINKING SKILLS

Every great decision begins with thoughtful consideration - a juncture where possibilities converge, and critical thinking illuminates the way forward.



### Nurturing Critical Thinking

Just as a garden flourishes with nurturing, critical thinking thrives with practice. Regular exercise of critical thinking sharpens our cognitive tools and hones our ability to navigate challenges.

### Unpacking Critical Thinking

Critical thinking is like assembling a puzzle. It involves dissecting information, analyzing its parts, and fitting them together to see the bigger picture.

### Components of Critical Thinking

Critical thinking involves multiple dimensions: Analysis to break down complexities, evaluation to assess information, inference to draw conclusions, and questioning to unearth insights.



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## **Report of the Activity**

**Theme of The Event: Session On Science and Entrepreneurship--Fostering Innovation for Economic Growth on National Science Day**

**Date: February 28, 2023**

**Total Number of Participants: 49**

**Program Theme: Entrepreneurship/Leadership/Innovation**

### **About the Event:**

**The Event was conducted in the online mode at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm. This event aimed to enlighten young students how to foster innovation through the intersection of science and entrepreneurship. Entrepreneurship is closely linked to science and technology, as it involves the creation of new products and services based on scientific research and innovation. India has a vibrant startup ecosystem, with many young entrepreneurs working on cutting-edge technologies and ideas. This is an opportunity to encourage more young people to become entrepreneurs and to provide them with the necessary support and resources to start their ventures.**

**Overall this event helped the students a lot.**

**The Snapshots of the event are enclosed below:**





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## **Report of the Activity**

**Theme of the Event: International's Women's Day**

**Date: 08<sup>th</sup> March 2023**

**Program Theme: Gender equality and Woman Empowerment**

**No. of Students' Participants: 63**

### **About the Event:**

**The Event was conducted at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm.**

**Promoting gender equality and women's empowerment necessitates challenging stereotypes and biases, fostering assertiveness and self-advocacy among women in positions of power, recognizing the role of fathers in reshaping traditional mindsets, emphasizing education and economic empowerment, encouraging opportunities for women scholars, ensuring legal awareness and protection, valuing all forms of labor, challenging societal norms, and advocating for comprehensive education regarding women's rights and legal issues.**

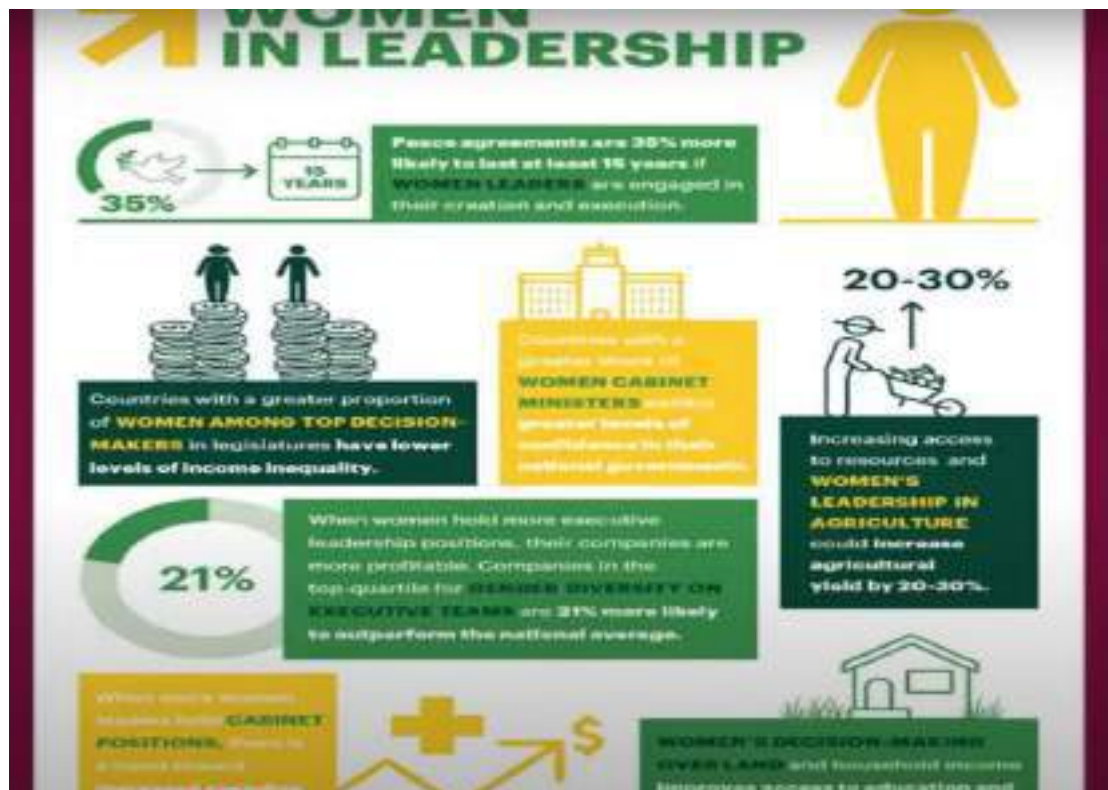
**These interconnected efforts aim to create a more equitable and just society by addressing inequalities, fostering change, and empowering women at various levels.**

**The Main objective of this session is to spread awareness about women empowerment and shed light on gender equality.**

**Overall, this event helped the students a lot.**

**The Snapshots of the event are enclosed below:**

## Taking care of body and mental well being





## Challenges

- VUCA world
- You also need to be able to deal with these

### VUCA

#### **V**olatile

The environment demands you react quickly to ongoing changes that are unpredictable and out of your control

#### **U**ncertain

The environment requires you to take action without certainty

#### **C**omplex

The environment is dynamic, with many interdependencies

#### **A**mbiguous

The environment is unfamiliar, outside of your expertise

## What is Women's Leadership?

- Women as leaders and decision-makers at all levels are critical to advancing gender justice and gender equality



## **Report of the Activity**

**Theme of The Event: Guidelines for Building Innovation Repository at Institution Level YUKTI Innovation Repository**

**Date: 29<sup>th</sup> March 2023**

**Total Number of Participants: 57**

**Program Theme: Entrepreneurship/Leadership/Innovation**

**About the Event:**

The MoE Innovation Cell conducted a session that focused on building an innovation repository at the institutional level that can be a valuable strategy for higher education institutions to capture and leverage innovative ideas to drive transformational change. To ensure the success of an innovation repository, there are several guidelines that institutions should follow.

Firstly, institutions should define the scope of the innovation repository. This means identifying the types of innovation that will be included in the repository, such as pedagogical innovation, administrative innovation, or technological innovation.

Secondly, institutions should identify stakeholders who will be involved in the innovation repository. This could include faculty, students, alumni, industry partners, and other relevant stakeholders.

Thirdly, institutions should establish a process for capturing and evaluating innovative ideas. This could involve using online submission forms, organizing innovation challenges or competitions, or establishing an innovation lab or incubator.

Fourthly, institutions should develop a system for storing and categorizing innovative ideas. This could involve using a database or online platform that allows for easy searching and filtering of ideas.

Finally, institutions should communicate successful innovations to stakeholders and the broader community to showcase the impact and value of the innovation repository.

By following these guidelines, higher education institutions can effectively build an innovation repository to capture and leverage innovative ideas to drive transformational change.

**Overall, this event helped the students a lot.**

**The Snapshots of the event are enclosed below:**



Via **webex**

Verification Portal  
<https://evaluation.mic.gov.in>

Assigned to  
verification



Evaluation/Mentoring Portal Institute

[YUKTI Dashboard](#)
[Innovation Repository](#)
[Profile](#)
[Logout](#)

Welcome Surendar

### YUKTI INNOVATION REPOSITORY DASHBOARD

Sl No	No. of Idea Allocated	Idea/PoC		Prototype		Startup	
		No. of Idea Evaluated	Not Evaluated	No. of Prototype Allocated	No. of Prototype Evaluated	Not Evaluated	No. of Startup Allocated
1	1	1	0	0	0	0	0



via webex

Ministry of Education  
Government of India

Ministry of Education's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)

INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education)

Dr. S. S. M. S. S. S.

## National Innovation Challenge

### Campus to Commercialization

**IDEATION**  
  
 The act of turning  
new and imaginative  
ideas into reality

**INNOVATION**  
  
 Creation of a new  
skill or concept

**STARTUP**  
  
 Turning a new concept  
into commercial success  
or widespread use

4

via webex

Ministry of Education  
Government of India

Ministry of Education's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)

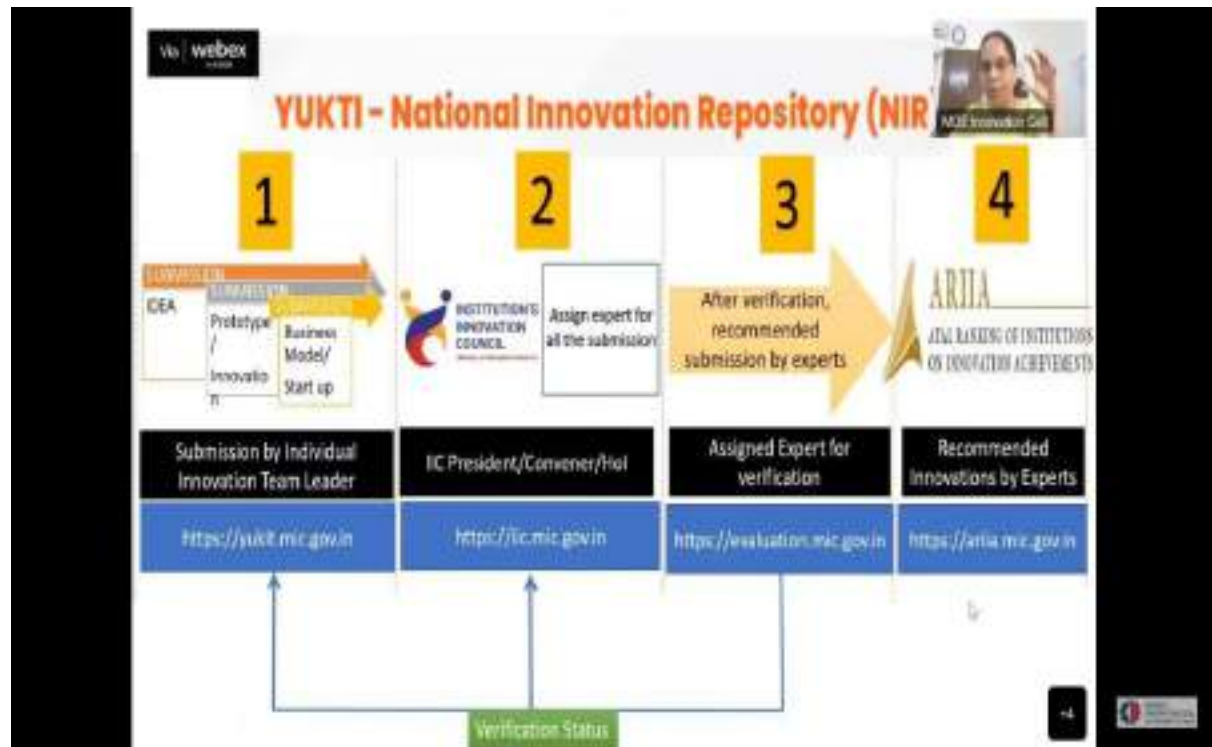
INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education)

Dr. S. S. M. S. S. S.

## Themes & Emerging Areas

 Healthcare & Biomedical Sciences	 AI/ML Technologies	 Waste Management	 Environmental Policy, Climate Change
 Clean and Potable Water	 Renewable and Affordable Energy	 Food Processing	 Automobile Technology and Transportation
 Education and Training	 Agriculture & Rural Development	 Smart Vehicles / Electric vehicles / Electric vehicle motor and battery technology	 IoT, cyber physical systems, Blockchain, Cognitive computing, Cloud computing, AI & ML

4



## **Report of the Activity**

**Theme of The Event: Systematize and Managing Innovations in IIC's : YUKTI Innovation Repository and Innovation Challenge**

**Date: 13th April 2023**

**Total Number of Participants: 62**

**Program Theme: Entrepreneurship/Leadership/Innovation**

### **About the Event:**

The MoE Innovation Cell conducted a session, that was properly attended by the students and faculty members at Pranveer Singh Institute of Technology, Kanpur. It focused on Systematizing and managing innovation in higher education and is crucial for institutions to remain competitive, drive transformational change, and improve outcomes for students, faculty, and the broader community. To achieve this, higher education institutions need to set clear goals and objectives, build a culture of innovation, develop a pipeline of innovation, manage innovation projects, allocate resources strategically, and measure and evaluate success.

Developing a pipeline of innovation involves engaging stakeholders such as faculty, students, alumni, and industry partners in the innovation process. This helps to identify new ideas, develop them, and implement them effectively. Managing innovation projects requires a system for tracking progress, assessing risks, and addressing barriers to success. Adequate resources, including funding, time, and personnel, need to be allocated strategically to support innovation initiatives and ensure their success.

Finally, measuring and evaluating success is essential to identify areas for improvement and refine future innovation efforts. By systematizing and managing innovation in higher education, institutions can drive transformational change and improve outcomes for students, faculty, and the broader community. This approach can help institutions remain competitive in the face of changing educational landscapes and emerging technologies.

**Overall, this event helped the students a lot.**

**The Snapshots of the event are enclosed below:**



MoE's  
**INNOVATION CELL**  
(GOVERNMENT OF INDIA)



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(UNIVERSITY OF ALLAHABAD)



**Dipan Kumar Sahu**  
Assistant Innovation Director  
MoE's Innovation Cell

Session on:

## Systematize and Managing Innovations in IIC Institutions: YUKTI Innovation Repository and Innovation Challenge



Thursday,  
13th April 2023



3:30 PM-4:30 PM

Join Us **YouTube** **LIVE**  
**/mhrdinnovationcell**



/mhrdinnovation



@mhrd\_Innovation



/mhrd.Innovationcell





**Creating Environment in HEIs for Promotion and Support of Innovation and Entrepreneurship**

**National Innovation and Startup Policy (NISP) Implementation in education institutes**

- 5000+** Ecosystem enablers engaged in the process of NISP policy implementation in HEIs
- 3000+** Education Institutions joined the NISP campaign and adopted NISP
- 6000+** Faculty from HEIs received training on NISP adoption and policy formulation
- 1000+** Higher educational Institutions are in process of formulating innovation & startup policies in their HEIs
- 200+** Higher educational institutions have formed I&T policy and action plan for implementation

For more details, visit <https://nisp.mca.gov.in/>

**IIC – YUKTI Integrated Platform for IIC Institutions for IP Commercialization, Tech. Transfer, Innovation & Start-up S**

**YUKTI 2.0**

- Guidance & Handholding Support to IICs**
- Capacity Development of Faculty Members**
- Monitor and Funding Support to innovations**

**7000+ IICs in HEIs Spread Across 36 States & UTs**

**70K+ Ideas, Innovations, Startups**

**18K+ Published & Granted Patents**

- YUKTI Innovation Repository**  
Institute Level Repository of IICs, Ideas, Innovations, Startups & Patents
- YUKTI Innovation Challenge**  
HEI Degree Experimental Learning, Funding Assistance with Institution Linkage
- YUKTI Technology Commercialization Forum**  
Technology IP Commercialization Capacity Development and Market Connect



## **Report of the Activity**

**Theme of The Event: IIC: YUKTI-Innovation Repository- Scouting Ideas, Innovations and Startups**

**Date: 17<sup>th</sup> April 2023**

**Faculty Name: Ms. Garima Verma**

**Program Theme: Start Up**

### **About the Event:**

**This Event happened at Pranveer Singh Institute of Technology where the students of engineering watched the complete video of the Yukti innovation Repository Importance and usage.**

**After watching the video, the faculty also instructed the students about the Importance of Yukti, IIC, ARIIA etc.**

**The video explains how to use the Yukti Innovation Repository, which is located within the Innovation and Startup Support option on the IIC portal. The repository allows students, alumni, faculty, staff, entrepreneurs, and startup founders who have been incubated at the institution to register and submit their ideas, innovations, or startups. After verifying their registration, the submissions will be reflected in their respective tabs, and verified by assigned evaluators. The video provides step-by-step instructions on how to add verifiers, assign evaluators, and check verification status. The purpose of the Yukti Innovation Repository is to allow students, alumni, faculty, staff, entrepreneurs, and startup founders who have been incubated at the institution to register and submit their ideas, innovations, or startups. The submissions are then verified and evaluated by assigned evaluators.**

**Step-by-Step process explained as per the video:-**

**1 When you click on the link <https://yukti.mic.gov.in/login/SUMyMDE4MTAwMDE>, the Yukti Innovation page will open.**

**2 - Click on the "Innovation & Startup" tab in the Yukti Innovation Council.**

**3 - After a graduate or teacher registers using the link, they will receive an OTP and password that they need to verify. Afterward, they must choose the password of their own and login again with the new password.**

**4 - Once they log in, their registration details, including their name, startup, innovation ideas will appear. Users can check the information and confirm if it is correct or not.**

**5 - Once the Account will be created , all submitted ideas and startups will appear in the "Candidates Repository" tab.**

**6 - You also need to add/manage verifiers in the "Add Verifier" tab. You can add either innovation ambassadors from the training or external members from your institute or another institute. Submit their details and verify the details of the verifiers.**

**7 - For each idea, you need to assign at least three verifiers. You can also check if the verifier has verified the idea or not. The status of every idea or innovation can be checked in the tab.**

**Overall, this event helped the students a lot.**

**The Snapshots of the event are enclosed below:-**

The screenshot shows the IIC portal for 'TEST INSTITUTE A B (IIC-007)'. The 'Innovation / Prototype Repository' tab is active, displaying the following statistics:

Total Individuals Registered	Total Innovations Submitted	Total Innovations Assigned	Total Innovations Verified	Total Innovations Recommended
14	14	8	4	2

Below the statistics, a table lists the registered innovations:

Sr. No.	Innovation ID	Date of Submission	Innovation Title	PI of Development	Developed as part of	Team Lead Details	View Innovation Details	Verification
1	RI001-01050	04.04.2023	Knowledge Transfer TRL-4	2022-23	Academic Research Assignment/Innovation Summer Project	Praveen Chandra praveen.chandra100@gmail.com	<a href="#">View Details</a>	<a href="#">Assign</a> <a href="#">Verify</a>



The screenshot shows the IIC portal interface for 'TEST INSTITUTE A B (MIC-007)'. A modal window titled 'test Verification Details' is displayed in the center. It contains a table with the following data:

Sr	Name	Score	Status	Action
1	Garima	62	Recommended	
2	Harj		Pending	Review
3	Smita Singh		Pending	Review

At the bottom right of the modal is a red 'Close' button. The background shows the portal's sidebar with options like 'About this Institute', 'Manage Activity', 'Learning Resources', and 'Innovation & Start-up Support'.

The screenshot shows the IIC portal interface for 'TEST INSTITUTE A B (MIC-007)'. The main content area displays a table with user details. The table has the following columns: Sr. No., User Details, User Type, Name & Email ID, No. of Tests, No. of Innovations, and No. of Projects.

Sr. No.	User Details	User Type	Name & Email ID	No. of Tests	No. of Innovations	No. of Projects
1	Harj Innovation Cell A B (MIC-007)	Student	11041546	0	0	0
2	Garima Innovation Cell A B (MIC-007)	Student	62125	0	0	0
3	Smita Singh Innovation Cell A B (MIC-007)	Student	240	0	0	0
4	Harj Innovation Cell A B (MIC-007)	Faculty	11041546	0	0	0
5	Garima Innovation Cell A B (MIC-007)	Faculty	62125	0	0	0
6	Project Cell Innovation Cell A B (MIC-007)	Faculty		0	0	0

Each row has a yellow 'View & Verify ID' button. The sidebar on the left is identical to the first screenshot.



## **Report of the Activity**

**Theme of The Event: Celebrating India's presidency of the G20**

**Date: 19<sup>th</sup> April 2023**

**Program Theme: Innovation, Global Challenges, International Cooperation, Growth.**

### **Background:**

- **The group of 20 countries (G20) is the premier forum for international economic cooperation. It plays an important role in shaping and strengthening global architecture and governance on all major international economic issues.**
- **India holds the Presidency of the G20 from 1st December 2022 to 30th November 2023. The 43 heads of delegations- the largest ever in G20- will be participating in the final New Delhi Summit in September this year.**
- **The theme of India's G20 Presidency- "Vasudhaiva Kutumbakam" or "One Earth One Family-One Future" closely ties with LiFE (Lifestyle for Environment) with a focus on sustainable and environment-friendly lifestyles, harmony within the human family, and honest conversations about climate change and global security.**
- **India, as the G20 President, will prioritize a range of issues in diverse sectors, including education, energy, agriculture, trade, digital economy, health and environment, as well as employment, tourism, anti-corruption, and women's empowerment.**
- **This presidency is expected to have a significant impact on intergovernmental policy and global economic agenda post-pandemic.**
- **Education is a priority area for India's G20 presidency, with a focus on**

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**foundational literacy and numeracy, lifelong learning, inclusive and collaborative technology-enabled learning and strengthening research and innovation through collaboration.**

- **It is deemed to be the duty of every Indian to feel the spirit of the theme Vasudhaiva Kutumbakam and make it feel within themselves and enact accordingly by spreading the message in all possible manner.**

#### **About the Event:**

**The Event was conducted at Pranveer Singh Institute of Technology, Kanpur. The participants participated with full enthusiasm.**

**The session featured a diverse range of discussions, including presentations, panel discussion on building global resilience and fostering sustainable development through innovation, as well as interactive Q&A segments.**

**Notable announcements included initiatives such as a global climate action program and enhanced trade and investment collaborations. The session underscored India's leadership within the G20, emphasizing inclusive growth, innovation, and international cooperation.**

**The Main objective of this session is to spread awareness about India's presidency in the G20 and how India can aim to solve various global challenges under its leadership.**

**The Panel Discussion was also very fruitful that was performed by IIC President, Coordinators and Members.**

**The Snapshots of the event are enclosed below:**





[About G20](#) [G20 India 2023](#) [Workstream](#) [Media and Resources](#) [Explore India](#)

[Registration & Accreditation](#) [My Dashboard](#)

[Prime Minister's Vision for India's G20 Presidency](#)





About G20 | G20 India 2023 | Workshop | Media and Resources | Explore India

Registration & Accreditation | My Dashboard

## What's New

### Press Releases

- The fourth G20 Culture Working Group (CWG) meeting to start tomorrow in Varanasi.  
August 21, 2023 [Read More](#)
- MoS Rajeev Chandrasekhar to inaugurate G20-Digital Innovation Alliance (DIA) Summit in Bengaluru tomorrow.  
August 16, 2023 [Read More](#)
- 3rd G20 Anti-Corruption Working Group Meeting and G20 Anti-Corruption Ministerial Meeting will be held in Kolkata from 9 to 11 August, 2023 under India's Presidency.  
August 08, 2023 [Read More](#)
- Environment and Climate Ministers' Meet concludes in Chennai; G20 ministers stand

[View all](#)

### Social Media

#### Tweets from @g20org

[Follow](#)

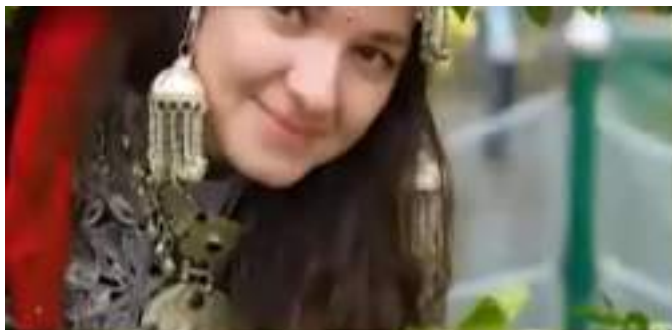
- G20 India** @g20org · Nov 15, 2020  
Follow the live events of the #G20IndiaSummit through the official website.  
15 Retweets 15 Likes
- G20 India** @g20org · Dec 4, 2022  
Behind the scenes from TM Shreeya Meyling, UN Women's G20 India

[View all](#)

### Delegates' Experiences

- Delegates come together to share best practices at the Youth20 Summit in Varanasi.  
Uttar Pradesh
- G20 Delegates in Bengaluru share their enthusiasm around productive DEWG meetings.  
Karnataka
- G20 Ministers commend India's digital transformation story in Bengaluru.  
Karnataka
- Indian Presidency's focus on Women...  
Tamil Nadu

[View all](#)



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## WHAT IS G20'S UPCOMING AGENDA?

Indian Prime Minister Narendra Modi has called for international cooperation to deal with global issues, outlining the country's approach to the G20.

He said in a statement the challenges of "climate change, terrorism, and pandemics can be solved not by fighting each other, but only by acting together".

Modi also underlined a need to "depoliticise the global supply of food, fertilizers and medical products, so that geo-political tensions do not lead to humanitarian crises".

His statement reflects New Delhi's stance that the conflict in Ukraine, triggered by a Russian invasion in February, must be resolved through dialogue and diplomacy.

Asked about Russia's involvement in G20 during India's presidency, a spokesperson for the Indian foreign ministry said that as Russia was a G20 member, "we would expect them to be participating in this process ... the grouping needs to speak with one voice, particularly on important issues that are affecting the world".

## WHAT DOES THE G20 MEAN FOR INDIA AND MODI?

The timing of the summit, ahead of India's general elections due in 2024, could help bolster Modi's already growing reputation at home as a leader of international stature.

The 72-year-old leader also appears to have a personal rapport with many of his G20 counterparts, including U.S. President Joe Biden and French President Emmanuel Macron.

Still, the current complex geopolitical and economic situation will make it a challenge for India and Modi to shape the international response to multiple crises.

This is a moment for India to transition from being a "rule-taker to being a rule-maker", said Rajiv Bhatia and Manjeet Kripalani of Indian think-tank Gateway House.

"The country has not invested much in multilateral rule-making institutions like the G20, but it is never too late to start."





## India assumes G20 Presidency

December 1, 2023

In a historic moment, India formally assumed the G20 Presidency from Indonesia today. The G20, or Group of Twenty is an intergovernmental forum of the world's 20 major developed and developing economies, making it the premier forum for international economic cooperation.

2 On the occasion, Prime Minister penned an article outlining India's vision for the G20 Presidency. This was carried by publications across the world. In his article, the Prime Minister said that India looks forward to a Presidency of healing, harmony and hope.

3. A key element of India's G20 Presidency will be taking the G20 closer to the public and making it truly a 'People's G20'. To realize this, Citizen engagement and large scale public participation through various Jan Bhagidari activities are planned throughout the year.

4. To mark the first day of India's Presidency numerous activities were planned. Earlier in the day, a special University Connect event was organized, which virtually brought together students from 75 universities across the country. External Affairs Minister, Dr. S. Jaishankar and Principal Secretary to Prime Minister, Shri P.K. Mishra were among the distinguished speakers at the event. The University Connect event aimed at engaging the youth in G20 activities. School students were also involved through special G20 sessions in various schools.

5. Taking people participation further, The Hornbill Festival in Kohima today featured a special focus on G20. One hundred monuments, including some UNESCO world heritage sites, are being specially illuminated today and citizens have been invited to join a selfie campaign on MyGov around these illuminated monuments. Sand artist Shri Sudanshu Pattnaik created sand art of India's G20 logo on Puri beach in Odisha.

6. The G20 website recently launched by the PM also seamlessly migrated to the g20.org domain today and India took over the official social media handles, including the twitter handle @G20org, from the previous Presidency.

7. Drawing inspiration from its G20 Presidency theme of 'Vasudhaiva Kutumbakam' - 'One Earth One Family One Future', India will host over 200 meetings in over 50 cities across 32 different workstreams, and would have the opportunity to offer G20 delegates and guests a glimpse of India's rich cultural heritage and provide them with a unique Indian experience.





## **Report of the Activity**

**Theme of The Event: Emerging trends in Digital Marketing leading to Entrepreneurship and Start UP**

**Date: 20th April 2023**

**Total Number of Participants: 83**

**Program Theme: Entrepreneurship/Leadership/Innovation**

### **About the Event:**

Digital marketing has become increasingly important in today's business landscape. With the proliferation of technology and the widespread use of the internet, businesses of all sizes can now reach potential customers on a global scale. Digital marketing offers a cost-effective way to reach a targeted audience through channels such as social media, search engine optimization, email marketing, and pay-per-click advertising. It also provides businesses with the ability to track and measure their marketing efforts in real-time, allowing them to adjust their strategies as needed for optimal results.

Digital marketing is constantly evolving, and contemporary trends are emerging each year. One of the emerging trends in digital marketing is the increased use of artificial intelligence (AI) and machine learning. These technologies are being integrated into digital marketing strategies to improve the customer experience and personalize marketing messages. For instance, AI is being used to analyse customer data to identify patterns and predict behaviours, which enables marketers to create highly targeted campaigns. Machine learning algorithms are also being used to automate repetitive marketing tasks such as email marketing and social media posting.

Another emerging trend in digital marketing is the growing importance of video marketing. With the rise of video-sharing platforms such as YouTube, Instagram Reels, and TikTok, video marketing has become a vital component of digital marketing strategies. Brands are using video content to tell their brand story, showcase their products, and engage with their audience in a more interactive way. Live video is also gaining popularity, as it allows brands to connect with their audience in real-time, answer their questions, and receive immediate feedback. The use of 360-degree videos and virtual reality is also on the rise, as they provide an immersive experience that can help brands stand out from their competitors.

A seminar on emerging trends in digital marketing can provide valuable insights and knowledge for businesses and marketers looking to stay ahead of the curve. Digital marketing is constantly evolving, and attending a seminar can help businesses understand the latest trends, technologies, and best practices in the field. By staying up to date with emerging trends, businesses can develop more effective marketing strategies that resonate with their target audience and drive better results. Seminars also provide opportunities for networking and collaboration, allowing attendees to connect with other professionals in the industry and share ideas and experiences. Overall, a seminar on emerging trends in digital marketing can help

businesses stay competitive in today's digital landscape and achieve their marketing goals thus leading to Entrepreneurship, Research and Development, Start Up, Innovation etc.

**Overall, this event helped the students a lot.**

**The Snapshots of the event are enclosed below:**



The poster is for an "EXPERT SESSION OR 'EMERGING TRENDS IN DIGITAL MARKETING'" held on Thursday, April 20, 2023, at 2:00 PM onwards at Venue SH-1. The speaker is Ms. Gurneet Bhatia Agarwal, a PSIT Alumna (B.Tech CSE Batch 2014) and Founder of Gursh Infra Realtors Kanpur. The poster includes logos for PSIT Kanpur, SRAJAN, Ministry of Education's Innovation Cell, and Institution's Innovation Council. Contact information for Dr. C K Dwivedi is provided at the bottom left, and a LinkedIn link for the speaker is at the bottom right.













## **Report of the Activity**

**Theme of The Event: World Creativity and Innovation Day**

**Date: 21<sup>st</sup> April 2023**

**Program Theme: Creativity and Innovation in the Digital Age for Open and Distance Education**

**No. of Student Participants: 51**

### **About the Event:**

**The Event was conducted at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm. The Main objective of this session is to spread awareness about the role of innovation and creativity in the upcoming world.**

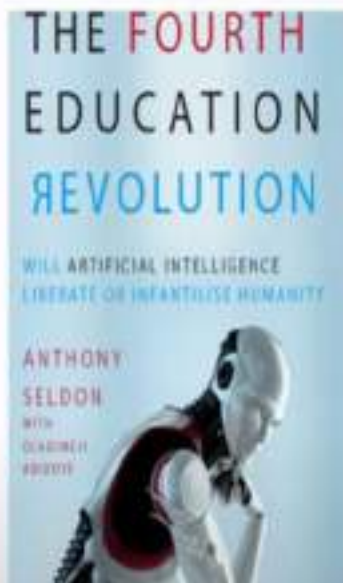
**This orientation discusses the integral relationship between creativity, innovation, and open/distance education in the digital age. The Speaker highlights AI-powered tools like chatbots, virtual and augmented reality, illustrating their transformative impact on learning experiences.**

**These tools aid tasks like summarizing research, content creation, and writing support, with examples such as Grammarly, Sema, and Elicit. The Speaker emphasizes the imperative of embracing technology and AI's potential in education, underlining its diverse applications.**

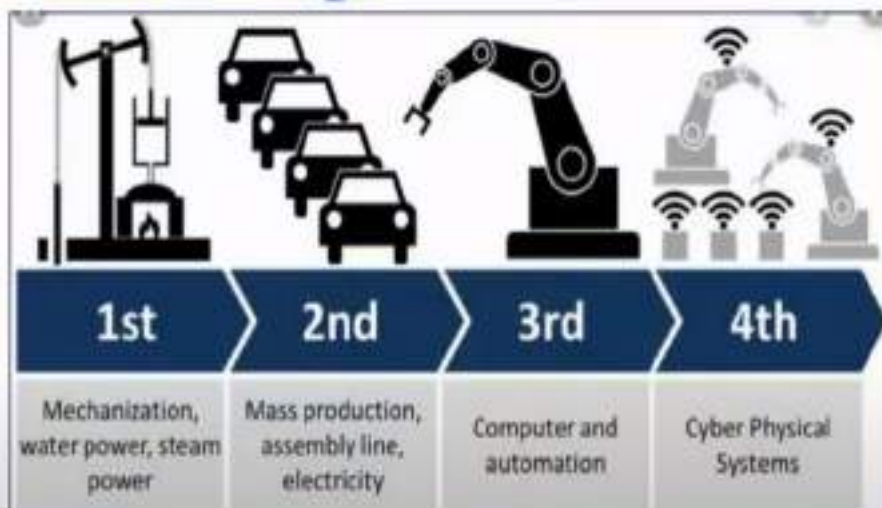
**Overall, this event helped the students a lot.**

**The Snapshots of the event are enclosed below:**

## The Fourth Education Revolution



## 4<sup>th</sup> Industrial Age







## Data is not the same as knowledge...



**Data:** recorded facts

- A red and round object.

**Information:** data systematized, organized and put in context

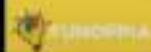
- The object is a tomato.

**Knowledge:** information that gives you a competitive advantage

- Tomato is a fruit.

**Wisdom:** knowledge with experience

- Don't ever put tomato in a fruit salad!



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## **Report of the Activity**

**Theme of The Event: World Intellectual Property Day**

**Date: 26<sup>th</sup> April 2023**

**Program Theme: Intellectual Property, Invention, Innovation.**

**Number of Participants: 59**

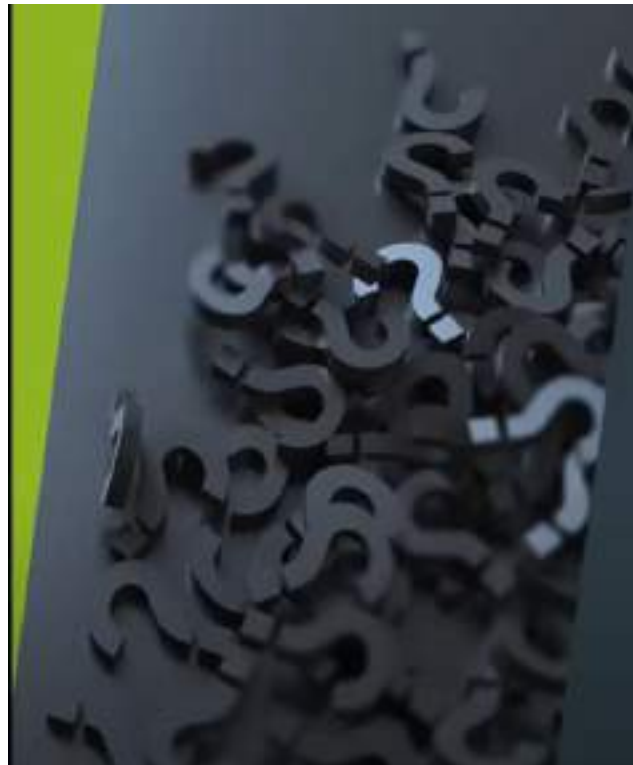
### **About the Event:**

The Event was conducted at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm. The Seminar addressed that Intellectual Property (IP) encompasses legally protected creations of the mind, such as inventions, trademarks, copyrights, and more, vital for fostering innovation. Various types of IP, including patents, trademarks, copyrights, industrial designs, trade secrets, geographical indications, plant varieties, and semiconductor layouts, offer specific protection durations. Registering IP offers legal benefits, enforcing rights, and promoting innovation. Timely registration preserves novelty and exclusivity.

The Government of Gujarat supports IP registration through the SSIP scheme, and successful examples of IP protection, like a patented ketchup bottle invention generating significant revenue, were shared. Students and researchers are encouraged to embrace IP and entrepreneurship to contribute to India's growth. Overall, IP plays a pivotal role in accelerating innovation and creating value for individuals and businesses.

**Overall, this event helped the students a lot.**


**The Snapshots of the event are enclosed below:**



## Trademark

- ▶ A trademark refers to a distinctive sign or mark that identifies certain goods or services produced or provided by an individual or company.
- ▶ Trademark can be a combination of words, symbols, or three-dimensional signs such as the shape and packaging of goods.
- ▶ Its origin dates back to times when craftsmen reproduced their "signature" or "marks", on their artistic works or products of a functional or practical in nature.
- ▶ This helps in identification of goods and services by the consumers based on their specific characteristic or quality.
- ▶ The trademarks in India are governed by the Trade Marks Act, 1999.

## PATENTS



- ▶ It is a statutory right to the inventor or the applicant by the government for his inventions or a new process or product.
- ▶ It is granted for a limited period of time.
- ▶ It is granted in lieu of sufficient disclosure to the patent offices.
- ▶ It is only a territorial right.
- ▶ It is negative right.
- ▶ The patent protects intellectual property for a period of 20 years.
- ▶ The patent rights are granted in respect of invention.
- ▶ As per Sec:2(j) "invention"- it means a new product or process of involving inventive step capable of industrial application.
- ▶ The law pertaining to Patents are governed by Patents Act, 1970.

## Registration Process of Patent



## Copyrights

- ▶ Copyright generally covers the expression of ideas. Such rights are granted for literary, artistic and dramatic works expressly for music, videos, photographs, movies, audiotapes, drawings, artwork, speeches etc.
- ▶ Protection of such rights are guaranteed under The Copyright Act, 1957.
- ▶ Copyright as per Section-14 mainly refers to an exclusive right to do or authorize the doing of acts in respect of work or any substantial part thereof.
- ▶ As per Section-13 of the Act, the copyright exist in:-
  - Original literary, dramatic, musical and artistic works;
  - cinematographic films;
  - sound recordings.
- ▶ As per Section-22, the copyright in author's work shall subsist for a period of sixty years until he dies.



A trademark may be designated into following symbols:



(For an unregistered Trademark, that is a mark used to promote or brand goods)



(For an unregistered Service mark, that is, a mark used to promote or brand services).



(for registered trademark).



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## **Report of the Activity**

**Theme of The Event: Workshop on Intellectual Property Rights (IPRs) and IP management for startup.**

**Date: 2<sup>nd</sup> May 2023**

**Total Number of Participants: 57**

**Program Theme: Entrepreneurship/Leadership/Innovation**

**Speaker: Ms. Sweta Sri**

### **About the Event:**

**The Event was conducted in the offline mode at Pranveer Singh Institute of Technology, Kanpur. The session aimed to educate students about the significance of Intellectual Property Rights (IPR) and effective IP management strategies for startups.**

**The speaker began by introducing the concept of intellectual property rights and highlighting their relevance in the competitive startup landscape. The different types of intellectual property, including patents, trademarks, copyrights, and trade secrets, were discussed in detail, providing students with a comprehensive understanding of each.**

**The session fostered active student participation, with students sharing their own experiences and concerns related to intellectual property. Through engaging discussions and real-world case studies, the speaker addressed their queries and provided practical examples to illustrate the challenges and complexities associated with IP protection.**

**The speaker emphasized the importance of developing a strong IP strategy from the outset of a startup and discussed key elements such as conducting prior art searches, filing patent applications, establishing trademark protection, and safeguarding copyrights. Students gained insights into the process of monitoring and enforcing IP rights to protect their innovative ideas from infringement.**

**Furthermore, the session shed light on the benefits of IP management for startups, including licensing opportunities, collaborations, and leveraging intellectual property to generate revenue streams. The students were made**

aware of the significance of confidentiality and the use of non-disclosure agreements (NDAs) in maintaining trade secrets.

The session on "Intellectual Property Rights and IP Management for Startups" received positive feedback from the students, who showed genuine enthusiasm throughout. They actively participated in the discussions and expressed their eagerness to apply the knowledge gained in their future entrepreneurial endeavors.

The Snapshots of the event are enclosed below:















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## **Report of the Activity**

**Theme of The Event: National Technology Day**

**Date: 11<sup>th</sup> May 2023**

**Program Theme: Innovation, Technology, Energy.**

**No. of Student Participants: 65**

### **About the Event:**

**The Event was conducted at Pranveer Singh Institute of Technology, Kanpur. The Students Participated with full enthusiasm. The session marks the National Technology Day celebration at Pranveer Singh Institute of technology, Kanpur.**

**A key highlight is a hydroelectric cell invention producing eco-friendly energy from water without external sources, lauding its benefits of zero CO<sub>2</sub> emissions and no e-waste. The hydroelectric cell's simple, cost-effective process and materials are explained.**

**The event concludes with thanks to participants and organizers, concluding the National Technology Day celebration.**

**The Main objective of this session is to spread awareness about new technology being invented and break through being made all over the country.**

**Overall, this event helped the students a lot.**

**The Snapshots of the event are enclosed below:**



## राष्ट्रीय प्रौद्योगिकी सप्ताह - 2023

  
संघीय लोकतान्त्रिक गणतन्त्र  
भारत  
DEPARTMENT OF  
TELECOMMUNICATIONS  
MINISTRY OF COMMUNICATIONS  
GOVERNMENT OF INDIA

  
संघीय लोकतान्त्रिक गणतन्त्र  
भारत  
शिक्षा विभाग  
MINISTRY OF  
EDUCATION

  
संघीय लोकतान्त्रिक गणतन्त्र  
भारत  
DEPARTMENT FOR PROMOTION OF  
INDUSTRY AND INTERNAL TRADE  
MINISTRY OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA

Automobiles

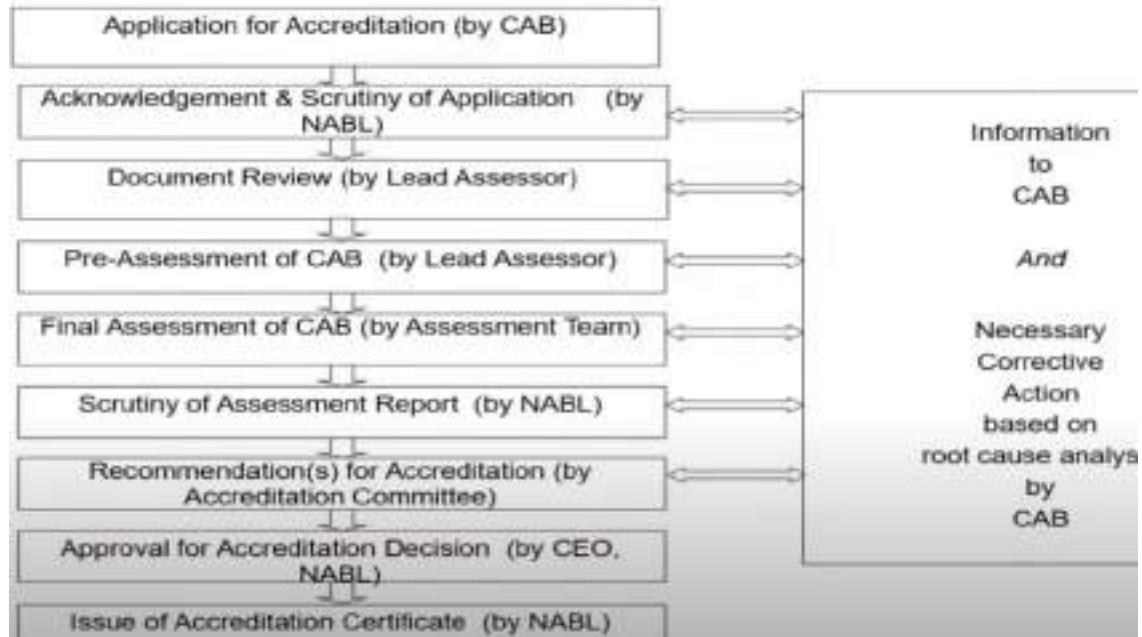
AGRICULTURE

CLOTHING & Diamonds

ELECTRICAL/ELECTRONIC EQUIPMENTS

Global Quality Standardization  
for Sustainable Growth of





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## **Report of the Activity**

**Theme of The Event: Session on “How to plan for Start-up and legal & Ethical Steps”.**

**Date: 11<sup>th</sup> May 2023**

**Total Number of Participants: 60**

**Program Theme: Entrepreneurship/Leadership/Innovation**

**Speaker: Mr. Abhishek Anand**

**About the Event:**

The Event was conducted in the offline mode at Pranveer Singh Institute of Technology, Kanpur. This event aimed to enlighten young students with START-UP Ideas. All students have unique mind with unique ideas. This Event helped those students having an idea to further process their aim in it. It encouraged and motivated young students who want to build their image as entrepreneurs.

The event helped students to learn to attract investors and how to manage finances. It helped the students how to grow business and how to attract customer base which help to manage the business in best possible way. It also helped to clear the confusion about eligibility to start a Start-up and registration process.

It also helped students to take decision faster and to manage cash so that there will be increase in sales. They also got the knowledge about corporate laws, Licenses and the Taxes which are asked from the government.

The code of conduct which have to follow for a good entrepreneur like friendly and ethical behaviour was also discussed and covered. They also learned about the success tips like to maintain relationship from customer and to know your client.

**The Snapshots of the event are enclosed below:**





















## **Report of the Activity**

**Title: Inauguration of National Technology Week, 2023 by Hon'ble Prime Minister**

**Date: 11<sup>th</sup> May 2023**

**MIC Driven Activity**

**About the Event:**

The Inauguration of National Technology Week, 2023 was held on May 11, 2023 at Pragati Maidan, New Delhi. The event was inaugurated by Hon'ble Prime Minister Sh. Narendra Modi ji. He emphasized on nurturing and providing platforms to young minds so that they become future Technopreneurs. The theme of this year's event was 'School to Startup - Igniting Young Minds to Innovate'. The event showcased a wide range of scientific innovations from 12 Ministries of Govt. of India. Students from schools across India engaged with Atal Tinkering Labs (under Atal Innovation Mission of Govt. of India), also participated and showcased technological innovation. The event was attended by a large number of dignitaries, including Ministers of State, senior officials from the Government of India, scientists, and entrepreneurs. The Hon'ble Prime Minister in his address highlighted the importance of technology for India's future. He said that technology is the key to solving many of India's challenges, such as poverty, unemployment, and climate change. He also called for a culture of innovation in India and said that the government is committed to providing the necessary support to innovators.

The Inauguration of National Technology Week, 2023 was a landmark event that showcased India's growing technological prowess. The event also highlighted the importance of nurturing young minds and providing them with opportunities to innovate.

**Here are some of the key takeaways from the event:**

- The Hon'ble Prime Minister stressed the importance of technology for India's future.

- He called for a culture of innovation in India, and said that the government is committed to providing the necessary support to innovators.
- The event showcased a wide range of scientific innovations from 12 Ministries of Govt. of India.
- Students from schools across India engaged with Atal Tinkering Labs (under Atal Innovation Mission of Govt. of India), also participated and showcased technological innovation.
- The Inauguration of National Technology Week, 2023 was a significant event that highlighted India's growing technological prowess. The event also reiterated the government's commitment to promoting innovation and entrepreneurship in India.





