



Entrepreneurship Skill Development session

On

**“Value creation for start-ups
beyond Intellectual
Property Rights”**

20th January 2021

Coordinators:

Ar. Sneh Singh (HoD, Dept. of
Interior Design)
Ar. Richa Jagatramka
(Assistant Professor)

Co-Coordinator:

Ar. Sonali Jain (Assistant
Professor)
Ar. Akshita Joshi (Assistant
Professor)

Department of Interior Design

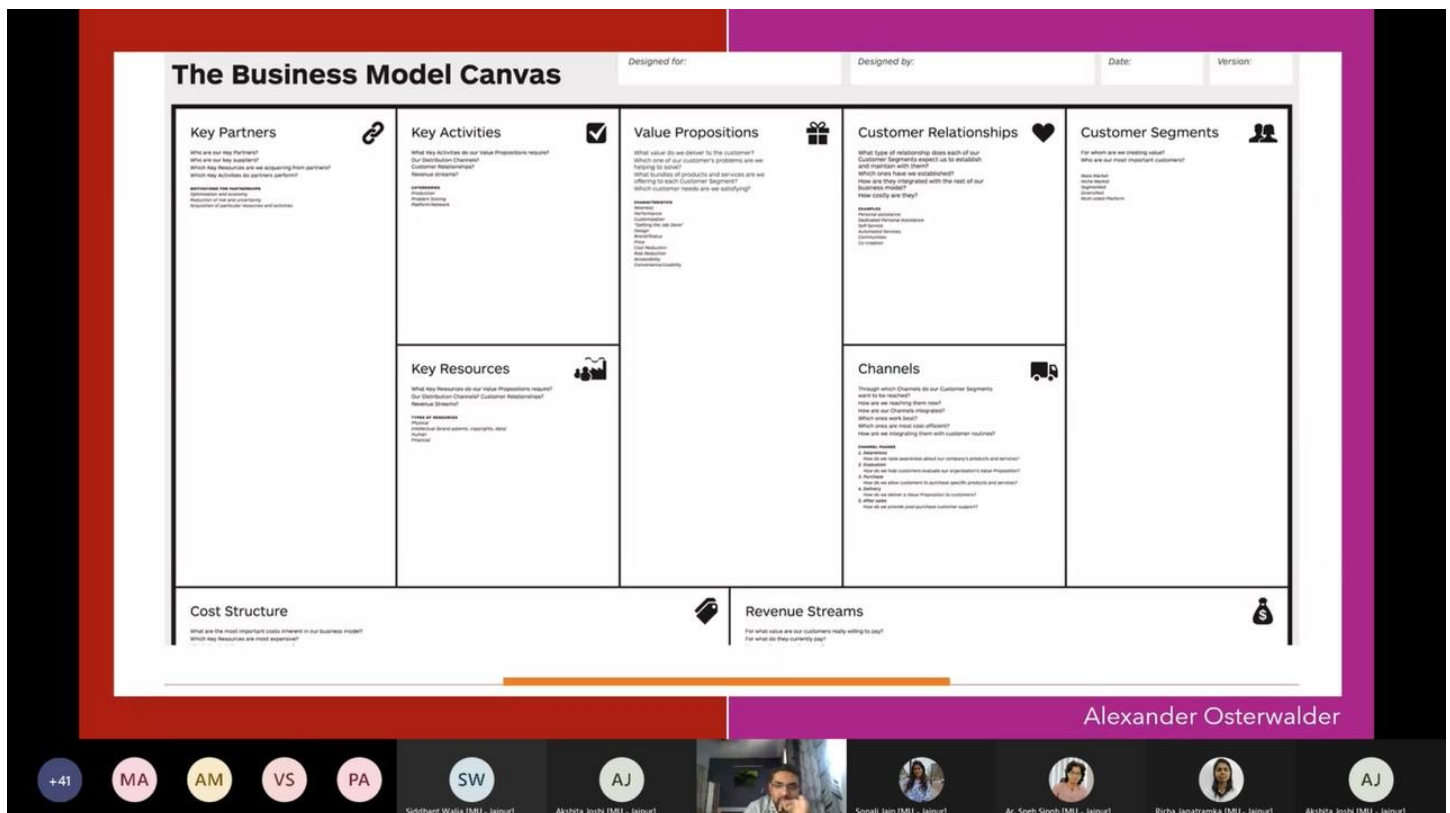
School of Planning and Design

Date: 20th January 2021 | Coordinators: Ar. Sneh Singh & Ar. Richa Jagatramka
 | Co-Coordinators: Ar. Sonali Jain & Ar. Akshita Joshi |

Entrepreneurship Skill Development session on “Value creation for start-ups beyond Intellectual Property Rights”

Department of Interior Design organized its first edition of the **Entrepreneurship Skill Development session** on **“Value creation for start-ups beyond Intellectual Property Rights”** on **20th January 2021, from 4:00-5:00 pm**. The objective of the programme was to acquaint the designers with an overview of IPR laws in India and how to safeguard the designs from being reproduced or copied, with focus on its relevance and application in the field of Design.

Master of the Ceremony, Ar. Akshita Joshi welcomed the respected speaker and participants. Mr. Shamit Shrivastav (Program Director, Product Innovation & Strategy, ISDI Mumbai) was the featured speaker. Mr. Shamit Shrivastav talked about “Value creation for startups beyond IPR”. Then, following a structured process of information exchange, the speaker and participants in the session discussed related barriers and solutions. Dr. (Prof.) J.P. Sampath Kumar, Director, School of Planning and Design gave the thank you note to the respected speaker and participants and closed the event. Ar. Akshita Joshi concluded the session by thanking again the speaker and participants.



The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

Key Partners What are our key partners? Who are our key partners? Which key resources do we acquire from partners? Which key activities do partners perform? Activities Distribution and delivery Acquisition of key partners and activities	Key Activities What key activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? Activities Production Platform Service	Value Propositions What value do we offer to the customer? Which ones of our customer's problems are we helping to solve? Which bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? Activities Research Production Distribution Delivery and sales Platform Service Acquisition Distribution Production Distribution Delivery and sales	Customer Relationships What types of relationships does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they aligned with the rest of our business model? How costly are they? Activities Research Production Distribution Delivery and sales Platform Service Acquisition Distribution Production Distribution Delivery and sales	Customer Segments For whom are we creating value? Who are our most important customers? Activities Research Production Distribution Delivery and sales Platform Service Acquisition Distribution Production Distribution Delivery and sales
Key Resources What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? Activities Production Platform Service Acquisition Distribution Production Distribution Delivery and sales	Channels Through which Channels do our Customer Segments want to be reached? How are we helping them out? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer needs? Activities Research Production Distribution Delivery and sales Platform Service Acquisition Distribution Production Distribution Delivery and sales	Cost Structure What are the most important costs incurred in our business model? Which Key Resources are most expensive? Activities Production Platform Service Acquisition Distribution Production Distribution Delivery and sales	Revenue Streams For which value and our customers really willing to pay? For what do they currently pay? Activities Production Platform Service Acquisition Distribution Production Distribution Delivery and sales	

Alexander Osterwalder

+41 MA AM VS PA SW AJ

Siddhant Walia (MU - Jaipur) Akshita Joshi (MU - Jaipur)

Sonali Jain (MU - Jaipur) Ar. Sneh Singh (MU - Jaipur) Richa Jagatramka (MU - Jaipur) Akshita Joshi (MU - Jaipur)



The session on IPR closed with good notes and feedbacks. The objective of the event was successfully fulfilled. In the view of this, Department of Interior Design look forward to organize more of such informative and participative sessions in near future.

20th January 2021: Attendance

Full Name	User Action	Timestamp
Sonali Jain [MU - Jaipur]	Joined	1/20/2021, 2:47:52 PM
Akshita Joshi [MU - Jaipur]	Joined before	1/20/2021, 2:47:52 PM
Namrata Rath	Joined	1/20/2021, 2:51:38 PM
Namrata Rath	Left	1/20/2021, 3:14:30 PM
Namrata Rath	Joined	1/20/2021, 3:15:04 PM
SIDDHARTH SONI	Joined	1/20/2021, 2:52:08 PM
SIDDHARTH SONI	Left	1/20/2021, 3:23:12 PM
Siddhant Walia [MU - Jaipur]	Joined	1/20/2021, 2:53:08 PM
Siddhant Walia [MU - Jaipur]	Left	1/20/2021, 4:49:58 PM
Ar. Sneh Singh [MU - Jaipur]	Joined	1/20/2021, 2:53:50 PM
Ar. Sneh Singh [MU - Jaipur]	Left	1/20/2021, 5:04:40 PM
Midhun (Guest)	Joined	1/20/2021, 2:54:28 PM
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Midhun (Guest)	Left	1/20/2021, 3:01:17 PM
Ayesha Mathur-GUGSOA202027713	Joined	1/20/2021, 2:55:26 PM
phalguni attrey	Joined	1/20/2021, 2:56:38 PM



Vishal Singh [M. TECH MANUFACTURING ENGINEERING & TECHNOLOGY - 2020] (Guest)	Joined	1/20/2021, 2:57:23 PM
Muskan Garg [B.Des(Interior Design) - 2019] (Guest)	Joined	1/20/2021, 2:57:33 PM
Muskan Garg [B.Des(Interior Design) - 2019] (Guest)	Left	1/20/2021, 3:02:16 PM
Muskan Garg [B.Des(Interior Design) - 2019] (Guest)	Joined	1/20/2021, 3:04:04 PM
Muskan Garg [B.Des(Interior Design) - 2019] (Guest)	Left	1/20/2021, 3:05:14 PM
Mahi Agarwal [B.Des ID - 2020]	Joined	1/20/2021, 2:57:36 PM
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Mahi Agarwal [B.Des ID - 2020]	Left	1/20/2021, 5:02:13 PM
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Umang Shah (Guest)	Joined	1/20/2021, 2:58:15 PM
Umang Shah (Guest)	Left	1/20/2021, 4:12:32 PM
rochika sharma (Guest)	Joined	1/20/2021, 2:59:09 PM
Neerja Singh	Joined	1/20/2021, 3:00:17 PM
Ms. Richa Jagatramka [MU - Jaipur]	Joined	1/20/2021, 3:00:25 PM
Ms. Richa Jagatramka [MU - Jaipur]	Left	1/20/2021, 3:01:02 PM
PATRE ANKUSH DHANRAJ	Joined	1/20/2021, 3:00:48 PM
PATRE ANKUSH DHANRAJ	Left	1/20/2021, 3:25:15 PM
PATRE ANKUSH DHANRAJ	Joined	1/20/2021, 3:40:42 PM
PATRE ANKUSH DHANRAJ	Left	1/20/2021, 4:10:15 PM
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Mr. Mahboob Anwer [MU - Jaipur]	Joined	1/20/2021, 3:03:40 PM
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Ar. Sunanda Kapoor [MU - Jaipur]	Joined	1/20/2021, 3:09:38 PM
Ar. Sunanda Kapoor [MU - Jaipur]	Left	1/20/2021, 5:02:05 PM
visversic@gmail.com (Guest)	Joined	1/20/2021, 3:09:46 PM
visversic@gmail.com (Guest)	Left	1/20/2021, 3:09:48 PM
agrawalakanksha06@gmail.com (Guest)	Joined	1/20/2021, 3:09:57 PM
agrawalakanksha06@gmail.com (Guest)	Left	1/20/2021, 3:10:00 PM
ruchi.arora@galgotiasuniversity.edu.in (Guest)	Joined	1/20/2021, 3:10:09 PM
ruchi.arora@galgotiasuniversity.edu.in (Guest)	Left	1/20/2021, 3:10:11 PM
Mona Mehta	Joined	1/20/2021, 3:10:20 PM
Mona Mehta	Left	1/20/2021, 4:25:16 PM
Devyansh Saraswat [B.Des(Interior Design) - 2019] (Guest)	Joined	1/20/2021, 3:10:22 PM
Anup Kumar	Joined	1/20/2021, 3:10:22 PM
Anup Kumar	Left	1/20/2021, 3:18:29 PM
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ayasha.mathur@galgotiasuniversity.edu.in (Guest)	Left	1/20/2021, 3:10:24 PM
pramendra.meena@poornima.edu.in (Guest)	Joined	1/20/2021, 3:10:45 PM
pramendra.meena@poornima.edu.in (Guest)	Left	1/20/2021, 3:10:47 PM
sidsoni2000@gmail.com (Guest)	Joined	1/20/2021, 3:10:55 PM
sidsoni2000@gmail.com (Guest)	Left	1/20/2021, 3:10:57 PM
ashimaarora.nift@gmail.com (Guest)	Joined	1/20/2021, 3:11:24 PM
ashimaarora.nift@gmail.com (Guest)	Left	1/20/2021, 3:11:26 PM
Pratibha (Guest)	Joined	1/20/2021, 3:11:38 PM
Pratibha (Guest)	Left	1/20/2021, 4:44:37 PM
Mehul Jain [B.Des - ID - 2020]	Joined	1/20/2021, 3:12:08 PM



Raunak Prasad [MU - Jaipur]	Joined	1/20/2021, 3:12:48 PM
Raunak Prasad [MU - Jaipur]	Left	1/20/2021, 3:12:50 PM
sen18@iitg.ac.in (Guest)	Joined	1/20/2021, 3:12:55 PM
sen18@iitg.ac.in (Guest)	Left	1/20/2021, 3:12:56 PM
noopurpanwar3319@gmail.com (Guest)	Joined	1/20/2021, 3:13:02 PM
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roy.anumita1 (Guest)	Joined	1/20/2021, 3:13:07 PM
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Mr. Raunak Prasad [MU - Jaipur]	Joined	1/20/2021, 3:13:16 PM
2019rar9007@mnit.ac.in (Guest)	Joined	1/20/2021, 3:13:19 PM
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kghrsm@gmail.com (Guest)	Joined	1/20/2021, 3:13:31 PM
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karmakar.sougata@gmail.com (Guest)	Joined	1/20/2021, 3:13:38 PM
karmakar.sougata@gmail.com (Guest)	Left	1/20/2021, 3:13:40 PM
medhamathur1996@gmail.com (Guest)	Joined	1/20/2021, 3:14:36 PM
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Kush Jee Kamal [MU - Jaipur]	Joined	1/20/2021, 3:14:43 PM
Kush Jee Kamal [MU - Jaipur]	Left	1/20/2021, 3:14:45 PM
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PATRE ANKUSH DHANRAJ (Guest)	Joined	1/20/2021, 3:15:31 PM
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ritukochar79@gmail.com (Guest)	Joined	1/20/2021, 3:15:36 PM
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midhunpottayil@gmail.com (Guest)	Joined	1/20/2021, 3:15:42 PM
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Sougata Karmakar	Joined	1/20/2021, 3:16:03 PM
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Anup Kumar	Joined	1/20/2021, 3:18:22 PM
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MOULY BHOWMICK	Joined	1/20/2021, 3:18:35 PM
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SAKSHI SHARMA [B.Dec - ID - 2019]	Joined	1/20/2021, 3:26:20 PM
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Natali Borar [B.Des - ID - 2020]	Joined	1/20/2021, 3:26:36 PM
Jay Patel	Joined	1/20/2021, 3:33:58 PM
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Ms.LAkshmi Krishnaswamy (Guest)	Joined	1/20/2021, 3:35:21 PM
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Shamit Shrivastav	Joined	1/20/2021, 3:45:12 PM
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aayushmehta007	Joined	1/20/2021, 4:29:52 PM
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Dr. Sampath Kumar Padmanabha Jinka [MU - Jaipur]	Joined	1/20/2021, 4:31:45 PM
Dr. Sampath Kumar Padmanabha Jinka [MU - Jaipur]	Left	1/20/2021, 4:33:20 PM
Dr. Sampath Kumar Padmanabha Jinka [MU - Jaipur]	Joined	1/20/2021, 4:47:54 PM
Md. Fuzail Jawaid	Joined	1/20/2021, 4:57:13 PM