



Design'O'hub - Explore Your Imagination  
**CENTRE OF EXCELLENCE  
FOR SUSTAINABLE  
SUPPLY CHAIN (COE-SSC)**

Chitkara Business School  
in collaboration with IIT Roorkee

 1st, 2nd & 10th November, 2022

Time : 10:00 AM

Venue : Plato Hall



## Introduction

The goal of Design'O'hub is to provide an opportunity to learn about new innovative skills through two different aspects-(a) Sustainable Creative Practices through Design Thinking and (b) Pitch the Design Patent. This initiative aims to incite and unleash the spirit of innovation among students, scholars, faculty and enthusiasts who have innovative ideas that contribute to their professional economic growth and towards developing their communities. The primary objective of the workshop is to give a platform to the students to:

- Showcase innovation and creativity
- Refine unique novel ideas into real execution
- Collaborate and learn from practicing enthusiasts

### Centre of Excellence for Sustainable Supply Chain (COE-SSC)

The main purpose of this center is to align the organisational mission of promoting research, innovation and entrepreneurship in collaboration with industry, research center and premier academic institutions.

#### Objectives of COE-SSC:

- To build competencies among students, scholars, and faculty members about resilient and sustainable supply chains.
- To explore and bring the novel market ideas and business opportunities for students, scholars, and faculty members to be instrumental in action research through live projects and consultancy services related directly or indirectly to supply chains.
- To contribute to society and other stakeholders through outreach activities and executive training and development.



## SDGs Served:



**Goal 4**  
**Quality Education**



**Goal 9**  
**Industry, Innovation and Infrastructure**



**Goal 8**  
**Decent Work and Economic Growth**



**Goal 13**  
**Climate Action**

Design'O'hub aims to enable students, scholars, and enthusiasts to gain knowledge about how is design thinking important for us and how can a design patent contribute to the manufacturing processes, leading to economic growth in case they can be filed and commercialized. This learning will certainly result in contribution to Industry, Innovation and Infrastructure thus resulting is climatic and environmental change.

In the modern times, innovation and intellectual property has emerged as the new wealth of the nations. It represents a bundle of exclusive entitlements given to a creator who develops ideas, concepts, products and expressions in industrial, scientific, literary and artistic fields. Intellectual property does not protect the physical object that went into creation, but protects the intellectual creation that underlies the physical object. In India several forms of intellectual property exist to encourage invention and creativity. For the academic community of our institute, the most important amongst them are patent. In our research, we often come out with patent able inventions without knowing their intellectual property potentials. As a result of such unfamiliarity, we run the risk of losing opportunities to transform newly developed knowledge into property and exploit economic benefit therefrom. Central Theme of this workshop endeavors to sensitize the participants about the potential intellectual property they often create by acquainting them with the basics of design patent. Along with this, how designs can be used to identify the best out of waste for better sustainable environment.

- The First day will familiarize the participants about the importance of design thinking for sustainable development and how designs can be used to better recycle and reuse waste products. (Online/Offline)
- The Second day will familiarize the participants about the need and scope of patents

and startups, as well as the ways and means for obtaining and enforcing them. At the end of the day, the participants will be in a position to identify the inventions and expressions capable of being protected under patent regimes. The workshop will introduce the participants to the intricate policy considerations underlying intellectual property. The deliberations of the second day will sketch the outline of the doctrinaire and structural framework of intellectual property jurisprudence in the days to come. (Online/Offline)

### Important:

A student can participate in any one or both the competitions.

**One-week window will be given to interested participants who want to submit their ideas for filing Design Patent process as per University guidelines.**

**And / Or**

**Creating 'Best out of waste' in sustainable manner and showcase their products for exhibition cum sale as per the university guidelines.**

**2-4 participants can be a part of each team**

**Guidelines will be shared to interested participants only**

### Why Should You Attend?

- Open to Students, Research Scholars, Faculty Members and Industry Professionals of all Domains.
- Opportunity to Listen to Leading IPR Experts and Design Experts.
- Opportunity to Interact with various experts from Industry, Academia & Regulatory Bodies.



## Certificate of Participation for all registered candidates

The competition Interested Participants are eligible to participate in the Pitch the Patent and/or Best out of Waste Competition after attending this workshop. They need to develop an idea and submit their plan as per shared guidelines.

Briefing on the same will be given by coordinators of this event. The proposal, must be the teams own original ideas for filing patent or creating best out of waste. The competition will run through the following round:

**Round 1** Experiential learning of Design Thinking for Sustainable Environment & Filing Indian Design Patent.

2 Days workshop will be organised to impart the overview of Design Thinking with real life cases.

Day 1 : 1st November 2022

Experts Talk on Design Thinking and how it is important for Sustainable Environment?

Day 2 : 2nd November 2022

Experts Talk on Design Patent and what is the procedure to file an Indian Design Patent?

**Registration fee for attending this workshop - ₹200/- Per Participant (External only)**

After 2 days of workshop, 1 Week Window is given to the interested participants for competition

**Round 2** Competition 1:  
Showcase of Best out of Waste Products  
It will be held on 10th November 2022 at Chitkara University, Punjab Campus.

Competition 2: Submission of Patent Idea (Online/Offline)

Participant can submit their idea in prescribed format (shared by coordinators)

The idea should be unique and novel for both the competitions

Our team will help them for filing process as per university guidelines

Both the competitions will be held as per Chitkara University Guidelines

### AWARDS

For Competition 1:

Best ideas will be awarded with Cash Prizes

First Prize: ₹ 10,000/-

Second Prize: ₹ 5,000/-

Third Prize: ₹ 3,000/-

For Competition 2:

Selected ideas will be filed as per Chitkara University Patent Policy only.



## Rules & Regulations

- Individual can be a member of only one team.
- Ideas submitted must represent the original work of the team members.
- Any copying of idea from internet will disqualify a team.
- All deadlines and guidelines for submissions must be adhered. Materials must be submitted on the appropriate due date. No late submissions will be accepted.

### Key Resource Persons:

Day 1	Day 2
How Design Thinking is important for Sustainable Environment? Connecting Innovation and Creativity to Design Thinking	How to file an Indian Design Patent? Building Start Up Ideas Through Innovation & Creativity Connecting Innovation and Creativity to Patent Filing & Startups
 <b>Dr. Ajit Nigam</b> Chief Executive Officer NIFT foundation for Design Innovation Delhi	<b>Dr. Adarsh Aggarwal</b> Head-Incubation & Professor Chitkara Innovation Incubator Foundation (CIIF) Chitkara University, Punjab
 <b>Dr. Rajat Aggarwal</b> Professor Indian Institute of Technology, Roorkee	<b>Prof. Manpal Setia</b> Dean Chitkara Design School Chitkara University, Punjab
 <b>Divam Wadhwa</b> Founder at Chai Nagri TEDx Speaker	<b>Dr. Prateek Shrivastava</b> Associate Professor & Incharge for Design Patents Chitkara University Research and Innovation Network (CURIN)





### Patron

**Dr. Archana Mantri**  
Vice Chancellor  
Chitkara University

### Organising Chairman

**Dr. Neeraj Anand**  
Professor and Dean  
SCM & Logistics & BBA (Professional)  
Chitkara Business School

### Advisory Committee

**Dr. Sandhir Sharma**  
Pro Vice Chancellor  
Chitkara Business School  
Chitkara University

**Dr. Amit Mittal**  
Pro Vice Chancellor  
Doctoral Research Centre  
Chitkara University

**Dr. Narinder Garcha**  
Dean  
Chitkara College of  
Sales & Marketing  
Chitkara University

### Convener

**Dr. Jyoti Verma**  
Assistant Professor  
Chitkara Business School

**Dr. Monica Gupta**  
Assistant Professor  
Chitkara Business School

### Organising Secretary

**Dr. Dhiresk Kulshrestha**  
Professor and Dean  
Economics  
Chitkara Business School

**Dr. Rashmi Aggarwal**  
Dean  
Commerce  
Chitkara Business School

### Joint Organising Secretary

**Dr. Sumit Sakhuja**  
Professor

**Dr. Devesh Batla**  
Associate Professor

**Dr. Prachi Gupta**  
Associate Professor

**Dr. Ajit Bansal**  
Professor

### Faculty as Co-Convener

**Dr. Balpreet Singh**  
Assistant Professor  
CBS

**Dr. Sonal Trivadi**  
Assistant Professor  
CBS

**Dr. Pashmeen Kaur**  
Assistant Professor  
CBS

**Dr. Narinder Kumar**  
Assistant Professor  
CBS

## Student Coordinators (2021 Batch)



### Host

**Jashanpreet Singh**  
BBA Fintech

**Gauri Chadha**  
BBA Professional

### Back Stage

**Ishant Dhiman**  
BBA Fintech

**Abhinav**  
BBA Fintech

**Vanshika Aggarwal**  
BA Economics

**Harman**  
BA Economics

### Student Buddy

**Kashish Thakur**  
BBA Fintech

**Mevin**  
BBA Professional

**Lakshay**  
BBA Digital Marketing

### Registration Committee

**Prerna Nagpal**  
BBA Professional

**Srishthi Wadhwa**  
BBA Professional

**Dhruv Sood**  
BBA Fintech

### Content Writing

**Harnoor Singh**  
BA Economics

**Bhavsimran Kaur**  
BA Economics

**Manan Mahajan**  
BBA Professional

### Refreshment

**Vineet Singh**  
BA Economics

**Garima**  
BA Economics

**Shushant Kumar**  
BBA Professional

**Simar Mann**  
BBA SCM

### Branding & Certificates/ Trophies

**Saniya**  
BBA Fintech

**Surbhi**  
BBA Fintech

**Anirudh Sharma**  
BBA Fintech

**Adamya**  
BBA Fintech

Overall Student Coordinator:

**Jashanpreet Singh**  
8699218671

**Ishant Dhiman**  
9812254714

**Gauri Chadha**  
**Srishthi Wadhwa**

Email: [designohub@chitkara.edu.in](mailto:designohub@chitkara.edu.in)

Last Date to Register - 22nd October, 2022

Scan to Register

