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PROMOTING START-UPS AMONG STUDENTS BY IDEATION WORKSHOP

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Abstract— Thirteen groups of students have started Start Up journey conceiving an idea to address specific problems of farmers. The main ideas include improved seed drills, weed management devices, harvesters, livestock feed, value addition to agri products, apps on labour management, etc. University of Agricultural Sciences, Dharwad has conducted ideation workshops under Institutional Development Plan of National Agricultural Higher Education Project. In order to encourage students to generate idea and develop a product/innovation to address the problems of farming community and other stake holders, ideathon workshop were conducted in all constituent colleges of UAS, Dharwad. The students were oriented about the process and design thinking concepts. Out of 70 student groups who have presented the idea for a specific problem of students, 35 groups have been short listed and 10 groups were successfully developed the prototypes. Among them, four groups have are at the stage of commercial production and registered as a private limited company. The impact assessment result revealed that the ideation workshops were useful in terms of building Entrepreneurship Skills, Self-Confidence and created opportunity to find solutions to the problems. The experience of students in product development revealed that 24.79 per cent students have learnt to design prototypes and 47.01 per cent expressed that they learnt to modify prototypes and make suitable changes. The overall benefit was expressed as high in building solutions by 52.14 percent of students, 49.57 percent gained confidence to startup and over 50 percent gained confidence to manage a startup. The major support expected by students includes financial assistance , moral support , laboratory and other technical support. The overall benefit realize by students includes exposure to the idea development 26.50 percent understanding pros and cons of idea 32.48 percent and confidence building 64.96 percent. It is clear from the study that students can generate effective ideas for the problems of the farmers and other stake holders. There is need for facilitating and guiding the students in the startup

journey. Ideation workshops serve as a first step in promotion of startups among the students.

I. INTRODUCTION

Ideathon is one of the activities of institutional development plan (IDP) under NAHEP. It mainly aims at providing an opportunity to students to express the idea/s for a specific problem which could be developed in to an innovation/s. It is believed that young minds are more creative and think out of box to generate an idea to address specific problem.

II. METHODOLOGY

Students have started Start Up journey conceiving an idea to address specific problems of farmers. In order to encourage students to generate idea and develop a product/innovation to address the problems of farming community and other stake holders, ideathon workshop were conducted in all constituent colleges of UAS, Dharwad. The students were oriented about the process and design thinking concepts. The main ideas include Crore Cob, Eco-friendly Maize papers, SAFARIKA, Fibro Biowares, Bio-pesticide, Grain cleaner cum grain filler, Modified dibbler, Onion Seed Drill, Aquabite, Heliciculture etc.,

III. METHOD FOLLOWED IN DEVELOPMENT OF IDEA

1) Nursery/ Crop improvement

Crore Cob - They collected the powdered cob and cleaned it to make it compatible for use. First experiment did with plastic tea cup to check the water holding capacity of cobpeat. Applied water to the cob until it was saturated and left it for 4 days. In the second experiment, we selected chilli seeds available in the household and used in the experiment. After putting chilli seeds in the cobpeat and some seeds on well prepared nursery soil and we maintained the appropriate shade and moisture. The seeds in cobpeat started to germinate after 3 days where as the seeds in soil germinated after 5 days. We maintained the moisture and shade for the seeds upto 8 days.

Now students are experimenting in large scale with scientific way.



Eco-friendly Maize papers - Collected Maize husk and soaked the husk for fibre extraction and extracted Maize fibre. Extracted fibre were blended with small quantity of cotton and dried.



2) Food processing –

- **SAFARIKA**-Value added product in Arecanut - Developed chewing gum with bee wax as base and arecanut flavoured confectioneries

- **Fibro Biowares** – By using pseudostem of babana and blending with some quantity of cotton students have prepared papers
- **Bio-pesticide (Fermented butter milk)** – Biopesticide is prepared by using fermented butter milk along with use of neem and other organic materials.



3) Mechanisation –

- **Grain cleaner cum grain filler**- The product Vacuum sucking technology based grain filling machine based on their grain size. We can fill up grains like (maize ,pigeon Pea, Jowar, etc) 30-40 bags of 70kg per hour
- **Modified dibbler** – The product designed for sowing of seed in furrows.
- **Onion seed drill** – The product is designing only for quick sowing of Onion seeds

4) Animal feed –

- **Aquabite** – A fish feed is prepared by using silkworm pupae.
- **Heliculture** – By use of snails slice to prepare cosmetic





IV. RESULTS AND DISCUSSION

Participation of students in ideation workshops

The data in Table 2 reveals that there was encouraging participation of students in ideation workshops. In total 109 number of students participated in the workshop. It is interesting to note that students of different category have participated.

Impact of ideation workshops

Awareness and impact of Ideathon was analysed and index was computed. It can be observed in table 1 that the frequency and percentage reflecting the difference in the knowledge index. It clearly reveals the worth of the workshops / trainings.

Table1: Students feedback.

a. Usefulness
n=117

Sl. No	Particulars	Freq.	Percent
1	Helps to build entrepreneurship skills	71	60.68
2	Helps to find out problems, solutions	27	23.08
3	Made strong	2	1.71
4	Exposure to world	5	4.27
5	Learnt about Revenue Model	2	1.71
6	Gained knowledge	18	15.38
7	Helped to know about enterprises	11	9.40
8	Knowledge of renewable energy source	3	2.56
9	Self confidence	43	36.75
10	Thinking level develop	16	13.68
11	Enhance knowledge	8	6.84

b. Experience of work

Sl. No	Particulars	Freq.	Percent
1	I got to know identifying solution to problems	38	32.48
2	Happy that we can solve problems	23	19.66
3	Learn to know presentation of idea	41	35.04
4	Got courage & confidence	48	41.03

c. Validating Idea

Sl. No	Particulars	Freq.	Percent
1	Realized our ideas are accepted/not accepted by expected users	32	27.35
2	Learnt validation method	20	17.09
3	Got new problems in the process	25	21.37
4	Got new solutions in the process	27	23.08
5	Got confidence to solve the problem	34	29.06

d. Product development

Sl. No	Particulars	Freq.	Percent
1	Learnt to design prototype	29	24.79
2	Learnt to carryout trials and record observation	19	16.24
3	Learnt to modify and make changes	55	47.01
4	Learnt evaluation skills	24	20.51
5	Learnt to develop product/specification	22	18.80
6	Learnt to develop revenue model	30	25.64
7	Learnt how to reach consumers	48	41.03

e. Overall benefit

Sl. No	Particulars	Freq.	Percent
1	Confidence in building solution		
	High	61	52.14
	Mod	22	18.80
	Low	0	0
2	Confidence to start start-up		
	High	58	49.57
	Mod	23	19.66
	Low	4	3.42
3	Confidence to earn revenue		
	High	27	23.08
	Mod	48	41.03
	Low	7	5.98
4	Confidence to manage start-up	62	52.99
5	Confidence to expansion of business	32	27.35

f. Willingness to take start up

Sl.No	Particulars	Freq.	Percent
1	After Degree	55	47.01
2	ability to expense	9	7.69
3	After few years	18	15.38
4	After PG	8	6.84
5	After education	26	22.22
6	Already started	1	0.85



g. What support require

Sl.No	Particulars	Freq.	Percent
1	Financial	82	70.09
2	Moral	16	13.68
3	Instrumental	11	9.40
4	Experiential	25	21.37

h. Overall benefit

Sl.No	Particulars	Freq.	Percent
1	got exposed to ideas	31	26.50
2	know pros and cons of idea	38	32.48
3	revenue model	22	18.80
4	gained confidence	76	64.96
5	reach customers	2	1.71
6	presentation idea	6	5.13
7	entrepreneurial knowledge	22	18.80

Table 2: Participation of students in ideation workshop

Sl.No	Freq. (%)			
o	SC	ST	Gen	Total
1	8	4	97	109

V. CONCLUSION

University of Agricultural Sciences, Dharwad has conducted ideation workshops under Institutional Development Plan of National Agricultural Higher Education Project. Majority of the students taking admission in Farm university are from rural and Agriculture background (40% in Karnataka). Students have learnt to design prototypes and make suitable changes.

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