

Report Format for MIC Portal

Promotion in Social Media:

Facebook : <https://www.facebook.com/2195964937336285/posts/2982507302015374/>

Instagram : https://www.instagram.com/p/CUSRWUGJKUw/?utm_medium=copy_link

Academic Year : **2021 - 2022**

Quarter : **1**

Program Type : **Session**

Program Driven by : **IIC Driven**

Program/Activity Name : **Problem Solving and Ideation workshop**

Program Theme : **Entrepreneurship and Innovation**

Start Date : **27/09/2021**

End Date : **27/09/2021**

Number of student Participants : **270**

Number of Faculty Participants : **20**

Number of External Participants, if any: **Nil**

Remark : **Excellent and interesting session.**

Expenditure Amount, if any : **Nil**

Mode of session delivery : **Google meet id**

Overview:

Objective:

The foremost objective of this session is to give the students an overview and knowledge about problem solving and ideation. This session is to kindle the students with innovative ideas to focus start up as a career and how to develop a product for which customers can pay. It also helped the student that whatever your idea may be big or small if you work hard and passionately you will reach heights.

Brief points on the content delivered

- How idea evolves?
- How to value your idea?
- Research and development
- Identifying market for the product - Sector
- Technology of the product
- Adaptability of the product
- Organising a platform for the product
- Learn Start-up and sustainability
- Identifying mentor in that particular sector
- Team and need for delegation of tasks
- Practical sufferings at initial stage

Key takeaways:

The event gave us more insights on thinking about the product designing and how we should be ready for getting the review and updating our product. It also helped on how to formulate a team and work together in a way that lead to success. This event helped the students to understand about the hardship that an entrepreneur faces and how to overcome with a positive mindset. It helps in learning different approach of creating your own start-up and working hard to make it a successful company. The speaker answered for the following queries raised by the students:

1. For an entrepreneurs, is it necessary to be technologically strong?
2. What is your strategy to defend you from competitors?
3. Have you had any kind of depression ,so that to drop your idea? If so how did you came over?
4. If I'm a starting a business ,Is it advisable to work on the field of the idea or directly enter into business?

Attachments:

Video Url:

Photograph 1:



Photograph 2:

REC

LIVE

Amol Saxena

SHARVANTHIK...

parameshwar...

SHARMITHA M ...

Dr N Kasthuri E...

iic KEC

DEEPAK K 19ME...

GOKULANAND ...

SARAN G 19EC...

SUBHIKSHA R S...

S PRAVEEN KU...

ELAMATHI S 19...

NAVANEETA S 2...

GOWTHAM M 2...

RAGAVI R 19ITR...

VISHNU PRIYAN...

KAVIN KUMAR ...

VIGNESHWARA...

R THAMILSELVA...

SRIVI V 19MER1...

ABIVARSHINI M ...

ABISHEK K S 19...

D.Ambika CIVIL

DEEPIKA E 20C...

THEERAJ M P 2...

Faizan Rasool

GURUVENKATE...

Karthika K Assi...

ROHIT KUMAR ...

GOWTHAM R 1...

SAHASRA V 19E...

PRASANTH S 2...

SANTHOSHIV...

SUBASH S 19EC...

KARTHEEBANR...

GOKUL C 19BC...

SANJEEV A 19E...

RAJKAVIYA B 1...

GOKUL S 20ISR...

KESAVAN M 20...

PRIYANGA A 19...

RAGULNATH K ...

GOWTHAM R 2...

SACHIN SHANK...

HARDHIKA S S ...

S.Vijayashanth...

SWETHA P 20BI...

158 others

You

6:47 PM | dhm-uyuv-tzw

206



KONGU ENGINEERING COLLEGE
(Autonomous)
Perundurai, Erode – 638060



Estd: 1984

Institution's Innovation Council KEC (IIC@KEC)
& Entrepreneurship and Management Development Centre (EMDC)

Invite you to the session as a part of

Problem Solving and Ideation Workshop



Resource person:

Anmol Ajay Saxena
Founding CEO and MD
Ashva WearTech
Bangalore, India

Date: 27.09.21 **Time:** 6:00 – 7:00 pm

 Meet link: meet.google.com/dhjm-uyuv-tzw



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)



TBI-KEC
INCUBATING SUCCESS

Overall report of the activity:

Institution Innovation Council of Kongu Engineering College and Entrepreneurship and Management Development Cell collaborated and organized a webinar on “Problem Solving and Ideation Workshop” by Ms. Anmol Ajay Saxena, Founding CEO and MD of Ashva WearTech, Bangalore. The session was very well grasped by aspiring students and concluded successfully. This event helped the students gain knowledge on importance of identify a problem, Solve it and how to make it successful product . It helped in learning different approach of creating your own start-up and working hard to make it a successful company. As the session was very interesting, students energetically got clarified their doubts with the guest.

About the speaker:

Ms. Anmol Ajay Saxena, Founder and CEO, Ashva WearTech, Bengaluru.

Additional Photos:

