# **Report Format for MIC Portal**

#### **Promotion in Social Media:**

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

Instagram : <a href="https://www.instagram.com/p/CUSRWUGJKUw/?utm\_medium=copy\_link">https://www.instagram.com/p/CUSRWUGJKUw/?utm\_medium=copy\_link</a>

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 delectation 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 direactly enter into business?

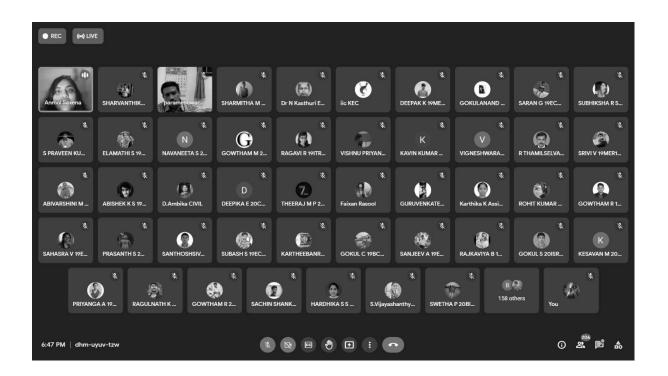
## **Attachments:**

Video Url:

## Photograph 1:



## Photograph 2:





## 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:**

