



GURU NANAK COLLEGE (AUTONOMOUS)

Affiliated to University of Madras

Re-accredited at 'A++' Grade by NAAC & An ISO 9001:2015 Certified Institution

Guru Nanak Salai, Velachery, Chennai – 600 042

GURU NANAK CENTRE FOR INNOVATION INCUBATION ENTREPRENEURSHIP & STARTUPS

REPORT OF THE EVENT

Event Title	:	Workshop on Innovation and Ideation
Event Date	:	28th October, 2022
Event Mode	:	Offline
Number of Participant	:	60

Guru Nanak Centre for Innovation Incubation Entrepreneurship & Startups (GNCIIES) organized a Workshop on Innovation and Ideation for the Students on 28.10.2022 between 10.00 a.m. and 12.30 a.m. in Lt. Col. G.S. Gill Hall to commemorate the National Innovation Day. Dr. K. Umadevi Dean GNCIIES delivered the welcome address and introduced the theme of the workshop. She also briefed the past activities organized through GNCIIES. She highlighted about the products and the processes which are developed through GNCIIES support system. She spoke about the few future endeavors of GNCIIES. Dr. Bharathi Ravikrishnan, Assistant Professor and Head, Department of Biotechnology was the Resource Person. Dr. C.P. Senthil Kumar, Assistant Professor, PG and Research Department of Commerce introduced the resource person to the participants.

The Resource Person spoke about the five stages of Ideation. All the participants were divided into five groups, during the activity session. For each stage, a visual event was conducted, through the students were taught about the stages of Ideation as Empathy, Define, Ideation, Prototype and testing. Finally, six different problem statements in a pictorial manner were exhibited.

The student's group were allowed to choose a problem statement, which was pictorially depicted and after 15 minutes of duration, representative from each group was called on to discuss about their business proposal, the innovation in their business. Students enthusiastically participated and spoke about their ideas. The resource person, concluded each team exhibits with a take home messages like, importance of choosing the raw materials for their business, reduction of labour cost, few flaws in the business proposals and the methodology for rectification. Students had a healthy and fruitful, group discussions. The idea suggested by one of the participants to develop the Mechanic app to provide the connect between the customer and the mechanic was well appreciated.

Dr. Mahendrakumar. M, Assistant Professor, Department of Biotechnology delivered the Vote of Thanks.

The objective of the workshop was to inculcate the concept of Innovation and Ideation among student's community. The participants understood how to identify the problem statement and with empathy, would formulate the solution and the various stages involved in Innovation. The participants learnt the importance of Team building, work allocation