

## Expert talk on Process of Innovation Development – Mr. Mandar Bharde

### Objective:

- To educate participant, how to Identify key innovation drivers.
- To explain stages of innovation process.
- To share strategies for effective implementation of innovative processes.

### Benefits:

- Participants understood how to identify key innovation drivers.
- Participants learn about stages of innovation process.
- Participants came to know, how to implement innovative process in their business ideas.


**Description:** PTVAIM's COEI hosted an Expert Talk on Innovation Development Processes on February 26, 2024, from 4:00 pm to 6:00 pm at Keshavrao Ghaisa Auditorium. A total of 77 participants were present at the event. Mr. Mandar Bharde, Managing Director of MAB Aviation Pvt. Ltd served as the Chief Guest for the Wings2Vision 2024 Business Plan Competition prize distribution and delivered a speech on innovation development processes.

### Report on Expert talk on Process of Innovation Development – Mr. Mandar Bharde

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Mr. Mandar Bharde as the Managing Director of MAB Aviation Pvt. Ltd., he spearheads a thriving air charter company offering corporate and medical flights nationwide, drawing on 15+ years in aviation for expertise in business, aircraft management, operations, acquisitions, and regulations, and fostering robust industry connections. Beyond aviation, he is a dynamic writer, teacher, actor, and speaker with a political science master's, blending journalism and documentary filmmaking to produce 50+ films. He passionately shares insights on modern religion, creativity, social issues, and leadership across various media, aiming to inspire and empower. He currently chairs MEDC's Aviation Committee, contributing to industry advancements and standards.



  
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He started his talk by talking about his own business experiences. He mentioned how he faced failures several times and why being creative is important in business. He explained the difficult process of coming up with new ideas, starting with finding out what people need or what's missing in the market. This process involves a lot of research, thinking, and trying different designs to make sure the ideas work and are different from others. Getting enough money, following rules, and entering the market are tough parts of making new ideas happen. But if done right, new ideas can help a lot by making a business better than others and setting new standards in the industry.

The talk wrapped up at 6:00 PM, and he extended congratulations to each participant before proceeding with the prize distribution ceremony.

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