



Report on E-workshop on Problem Solving and Ideation

E-workshop on Problem Solving and Ideation was conducted by PTVAIM's IIC's president Dr. Sucheta Pawar and convenor R. Mahabal on 15th December 2020 with the Third semester MMS students of PTVA's Institute of Management. The aim of the session was to sensitize the students regarding the concept of entrepreneurship, ideation and scope of innovative and creative approach in solving problems in a commercially viable manner. 60 students attended this workshop.

Dr. Pawar discussed examples of several entrepreneurs and their business models such as founders of Netflix, Uber, Oyo etc. and explained how they identified a problem of many people and found a way to solve it in effective and commercially viable manner. She gave special emphasis on the young founder of 'Papers and Parcels' Mr. Tilak Mehta who is a young 13-year-old boy and shared his success story. This greatly motivated the students. She shared the process of idea generation and what are the various facets one must identify while analysing a problem. She also showed the students a problem statement canvas and explained each facet. He also explained how one must identify and articulate a problem correctly in order to solve it in an effective and efficient manner. Ridhima Mahabal discussed a specific problem with them and helped the students to understand how to apply the concepts taught by Dr. Pawar in context to that specific case in discussion. The students were then given 2 problem statements to ideate upon. This was the start of the 'Idea Competition' which was declared with a set of pre-determined problem statements and IIC recommended problem areas. They were also explained the format in which one must articulate an idea. The session concluded with a question answer round in which the students asked many interesting and pertinent questions. The students were given time till 25th December to submit their ideas and the 1st prize winners would be given prize money as token. All participants were given e-certificates.
