

## Session on 'Ideation: Getting tuned to the art of possible'.

**Objective:** To aid the participants in Ideation and getting them tuned to the art of possible

**Benefit:**

- The participants were taught how to spot the Problems in their surroundings.
- They learned how to produce innovative solutions to the problems
- The participants were taught how to turn their solutions into marketable businesses.

The participants learned how to devise solutions for problems and how to market their solutions as profitable businesses.

**Description:** On 01<sup>st</sup> December 2022, PTVAIM's COEI organized a Session on 'Ideation: Getting tuned to the art of possible' from 11:00 am to 1:30 pm for postgrad students of PTVA's Institute of Management.

### Report on a Session on 'Ideation: Getting tuned to the art of possible'

On 01<sup>st</sup> December 2022, PTVAIM's COEI organized a Session on 'Ideation: Getting tuned to the art of possible' from 11:00 am to 1:30 pm for postgrad students of PTVA's Institute of Management in the Keshavrao Ghaisas Auditorium. There were 72 students attending the workshop.


The workshop was commenced by the main facilitator Dr. Sucheta Pawar. She is an associate professor of general management and the dean of the COEI and PTVA's institute of management.

Dr. Sucheta began the workshop with an introduction to the concept of Ideation and how to notice the problems around them. Concepts were explained via audio-visuals and real-life examples were used to make it exciting. They were taught about problem-solving and how to create innovative ideas for the same. She went into details regarding business and how to turn the idea's into profit, also using real-life examples. The students were taught about Business sense and how figure out if an idea was marketable.

At the end, Dr. Sucheta Pawar split the students into groups and them brainstorm any problems they might've encountered in their daily lives. Then she had them devise solutions for the same. In the end, they were given Ideation forms to fill out in the hopes that the students might one day turn their thoughts into a profitable business. Some of the students filled out multiple Ideation forms with the event having active participation from all 72 of them. The workshop ended at 1:30 pm with thunderous applause for Dr. Sucheta Pawar.

\*\*\*\*\*



  
Director  
PTVA's Institute of Management  
Chitrakar Ketkar Marg,  
Behind M. L. Dahanukar College,  
Vile Parle (E), Mumbai-400 057.