

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

Objective:

- To introduce problem identification
- To share tools that can be used for problem solving.

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 6th December 2022, PTVAIM's COEI organized a Session on 'Ideation: Getting tuned to the art of possible' from 10:00 am to 12:30 pm for MBA- Innovation Entrepreneurship and Venture Development (MBA-IEV) students.

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


On 6th December 2022, PTVAIM's COEI organized a Session on 'Ideation: Getting tuned to the art of possible' from 10:00 am to 12:30 pm for MBA- Innovation Entrepreneurship and Venture Development (MBA-IEV) students in classroom 204. There were 12 students & 3 faculties 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-visual tools and real-life examples were used to make it exciting. They were taught about problem-solving and how to create innovative ideas to resolve various problems. She went into details regarding business and how to assess feasibility and profitability of ideas by using real-life examples.

At the end, Dr. Sucheta Pawar split the students into groups and asked them to brainstorm on 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. Some of the students filled out multiple Ideation forms with the event having active participation from all 15 of them. The workshop ended at 12:30 pm with thunderous applause for Dr. Sucheta Pawar.




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