

## 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 06<sup>th</sup> December 2022, PTVAIM's COEI organized a Session on 'Ideation: Getting tuned to the art of possible' from 09:00 am to 11:30 am for students from PTVA Marathi Medium School.

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

On 06<sup>th</sup> December 2022, PTVAIM's COEI organized a Session on 'Ideation: Getting tuned to the art of possible' from 09:00 am to 11:30 am for students from PTVA Marathi Medium School in PTVA campus. There were 57 students attending the workshop.


The workshop was commenced by the main facilitator Ms. Ridhima Mahabal. She is an assistant professor of English Communication at PTVA's institute of management the Faculty Co-ordinator of the PTVAIM's COEI.

Ms. Ridhima 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, Ms. Ridhima Mahabal 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 57 of them. The workshop ended at 11:30 am with applause for Ms. Ridhima Mahabal.

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