

## Ideation session: 'Awaken the problem solver in you'. – Mulund College of Commerce

### Objective:

- To introduce problem identification and share tools that can be used for problem solving.
- To train participants identify a problem and to turn their solutions into marketable businesses.

### 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:** 3<sup>rd</sup> January 2023, PTVAIM's COEI in collaboration with an E-cell of Mulund College of Commerce organized an Ideation session: 'Awaken the problem solver in you' from 11:00 am to 1:00 pm for undergrad students.

### Report on an Ideation session: 'Awaken the problem solver in you'.

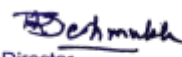
3<sup>rd</sup> January 2023, PTVAIM's COEI in collaboration with an E-cell of Mulund College of Commerce organized an Ideation session: 'Awaken the problem solver in you' from 11:00 am to 1:00 pm for undergrad students at MCC college. There were 34 students attended the session. The session was commenced by the facilitator Ms. Ridhima Mahabal. She is an IIC member and asst. professor at PTVA's Institute of Management.

Ms. Ridhima Mahabal 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, Ms. Ridhima Mahabal 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 34 of them. The workshop ended at 1:00 pm with thunderous applause for Ms. Ridhima Mahabal.

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