

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 January, 2021 with 123 under-graduate students of Sathaye college. 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. Mrs. Sukruta Pethe Start-up Activity Co-ordinator of Iic had organized this session. She opened the session with a brief welcome and requested Principal of Sathaye college Dr. Rajwade to share his thoughts. Dr. Rajwade welcomed the speakers and encouraged students to participate in various activities regarding such diverse topics to make the most of their education. A student IIC and Sathaye college E-cell member then introduced Dr. Sucheta Pawar and requested her to start her session. Dr. Pawar discussed examples of several entrepreneurs 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 shared the story of Mr. Ravi Ravariya Founder of RCube Recycling Pvt. Ltd. a student entrepreneur working with COEI and also of Mr. Manjeet Basniwal and Mr. Mikhail Gonsalves co-founders of Finomenal Techserve LLP. Both teams working with COEI are student entrepreneurs and study in Sathaye college's sister concern. This greatly motivated the students. She discussed the problem statement canvas with the students. She shared the process of idea generation and what are the various facets one must identify while analysing a problem. The student member of IIC then introduced Ridhima Mahabal. She discussed the stages of entrepreneurship development with the students. She especially discussed at length the stages of ideation process. She shared examples to explain the process to the students. She then discussed at length with students COEI's upcoming flagship event Wings2Vision 2021 a training-based business plan competition. She mentioned the benefits of this contest, the opportunities for students as well as teachers and its unique features. The students asked many interesting and pertinent questions. The session concluded with a vote of thanks by Mrs. Sukruta Pethe.



Sukruta Pethe

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