

Report on Ideation Workshop

On 21st January, 2021 Entrepreneurship Development Cell of Mulund College of Commerce had organised Ideation Workshop in association with COEI of PTVAIM. Dr.Sucheta Pawar and Ms. Ridhima Mahabal took the session. This workshop was to motivate young minds regarding entrepreneurship.

- Students were briefed about Journey of Entrepreneurship.
- Collaborations with other Incubation centre.
- Students were briefed about opportunities COEI offer:
 - Be a part of PTVAIM's COEI student team.
 - Interning with Incubatees
 - Become an Incubatee
- Students were briefed about IIC and opportunities with IIC:
 - Recognition on National Level
 - Exposure to booming start-up culture
 - Access to industry stalwarts
 - Brighter future prospects

Ideation workshop was conducted for the Mulund College of Commerce students with an activity of locating the problem and defining it. The students were given the problem. Problems consisted of issues faced by common man like Healthcare, plastic ban, education system etc. Students brainstormed and tried to get the solution to solve the issue.

Takeaway from this workshop was to create awareness about entrepreneurship in young minds and to encourage students to think creative, innovative and lateral.

Total 75 students from all the courses attended the session and gave a valuable feedback



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