

## Session on problem solving, ideation for Sathaye college Faculty members.

### Objective:

- To introduce problem identification methods and tools that can be used for problem solving.
- To explain the concept of ideation and its process.

### 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.

**Description:** On 7<sup>th</sup> July 2023 PTVAIM's COEI in collaboration with Sathaye college EDC organised workshop on Problem Solving and Ideation workshop from 1:00 pm to 3:00 pm at room no. 206 PTVA's Institute of Management. There were 10 participants who attended the workshop.

### Report on session on problem solving and ideation Sathaye college EDC members.

On 7th July 2023 PTVAIM's COEI in collaboration with Sathaye college EDC organised workshop on Problem Solving and Ideation workshop from 12:30 pm to 3:00 pm at room no. 206 PTVA's Institute of Management. There were 10 participants who attended the workshop. Mrs. Sukruta Pethe, Dean of COEI and President of IIC welcome all the participants at the Centre of Entrepreneurship (COEI). She gave participants a short tour of PTVAIM's COEI. She explained participants about how the COEI works. She also talked about incubatees of COEI. She shared the success stories of Mr. Ravi Ravaria Founder of RCuber Recycling Pvt.Ltd., Mr. Omkar Kanetkar founder of Key Design studios and Mr. Manjeet & Mr. Mikhail founders of Finomenal. At 1:30 pm there was a short snacks break till 1:45.

From 1:45 everyone went to room no. 206 for the ideation workshop. Mrs. Sukruta Pethe ma'am began the workshop with an introduction to the concept of Ideation and how to notice the problems around them. She explained the ideation techniques like idea, think and do. Concepts were explained via audio-visually 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. The participants were taught about business sense and how to figure out if an idea was marketable. Mrs. Sukruta ma'am gave 40 minutes to participants to identify problem then to do idea presentation and evaluation. They were given ideation forms to fill. Participants filled ideation forms; 1 form per idea.

In the end, the participants presented their ideas. Everyone discussed their ideas and had fruitful conversation. The workshop ended at 03:00 PM

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