

IIC ACTIVITY

PROBLEM SOLVING & IDEATION WORKSHOP



The poster features a blue and purple background with geometric patterns. At the top, it displays logos for the Institution's Innovation Council, MHRD's Innovation Cell, and SISTec Engg. The main title 'Session on Problem Solving & Ideation Workshop' is in large purple font. Below it, the date '23rd November 2021' is in a purple rounded rectangle. A speaker box on the left identifies Dr. Ayush Shrivastava as an Assistant Professor in Electrical Engineering at ARIIA. To the right is a photo of Dr. Shrivastava at a computer. The venue is listed as SISTec-Ratibad Campus, and the organizer is the Institution's Innovation Council at Sagar Institute of Science, Technology & Engineering, Bhopal.

**Session on
Problem Solving & Ideation Workshop**

23rd November 2021

Speaker:

Dr. Ayush Shrivastava
Assistant Professor,
Electrical Engineering
ARIIA Coordinator, SISTEC-E, Bhopal

Venue: SISTec-Ratibad Campus

Organised by :

Institutions Innovation Council
Sagar Institute of Science, Technology & Engineering, Bhopal

Institutional Innovation Council (IIC) at Sagar Institute of Science Technology and Research Bhopal organized session “Problem solving and ideation workshop” on 23rd Nov 2021.

Most people think like being an entrepreneur is about coming up with a new idea for the business, but it doesn't stop here it also includes that how you will reach to the clients and customers in an affordable & effective way.

In a simple way, we can say that Entrepreneurship means innovations rather than sticking to conventional jobs & businesses. Having a better idea and concept about some new product, one can think for the startup. Through this workshop a necessary knowledge and awareness about “how

one can start his business”, “how the idea converts into startup”, “what is steps is taken for validate idea” is explained by expert of this session.

Objective:

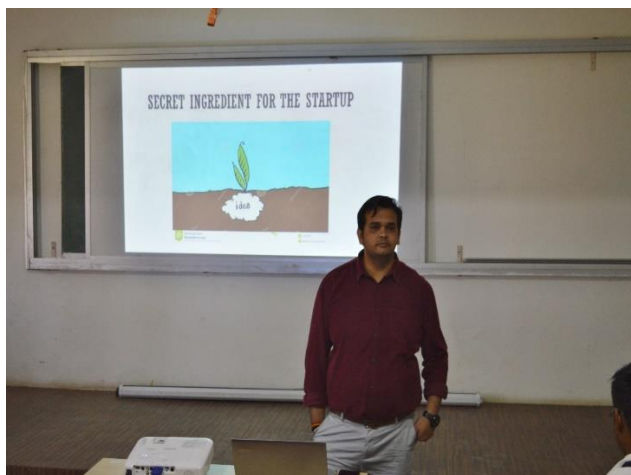
The main objective of this workshop is to provide the vital knowledge about how to validate the idea and aware about the solution for the problems that coming out during startup.

Expert of the session

Dr Aayush Shrivastava is Assistant Professor at Sagar institute of science technology and Engineering. He more than 5 years of academic, 2 years of consulting and industry experience. He is the IIC Innovation ambassador of SISTec-E Bhopal. He has many international and national publication as well as many book chapters published in international market. He is also the advisory committee member of infinity research lab India.

Conclusion:

This workshop helps to make a strategic planning that is used for developing new business models and idea validation. It explains how to run a healthy and profitable business. The webinar ended with question answer session related to queries on business canvas model. 59 participants including students and faculties join this live session.





The link to the event is given below.

Video:

https://drive.google.com/file/d/1ZRfWw-Lij3TTAVIPq0q_U7nbOzPgrAOp/view?usp=sharing