

KCG College of Technology

Karapakkam, Chennai-97

The MHRD Innovation Cell (MIC) has come up with a series of online sessions on Innovation, IPR and Entrepreneurship & Start-up starting from 28th April 2020 to 22nd May 2020. A total of 17 online sessions were broadcasted on MIC YouTube channel between 3.00 pm to 4.00 pm. These e-sessions as e-activities was planned to replace the physical activities of Q3 and Q4 for the IIC calendar year 2019-20 because of the prolonged lockdown due to COVID-19 pandemic. Also, the Q3 and Q4 are merged together as one period. The participants of the e-sessions will receive participation certificates by the end of June 2020 from MIC after completing the e-assessment on every session with a score of 60% or above. Faculty and students from our institute have actively participated in the online sessions and completed the e-assessment for receiving the participation certificates. On average, we had 20 students and 6 faculty taking part in all the online sessions and the commutative participation of students and faculty was 457.

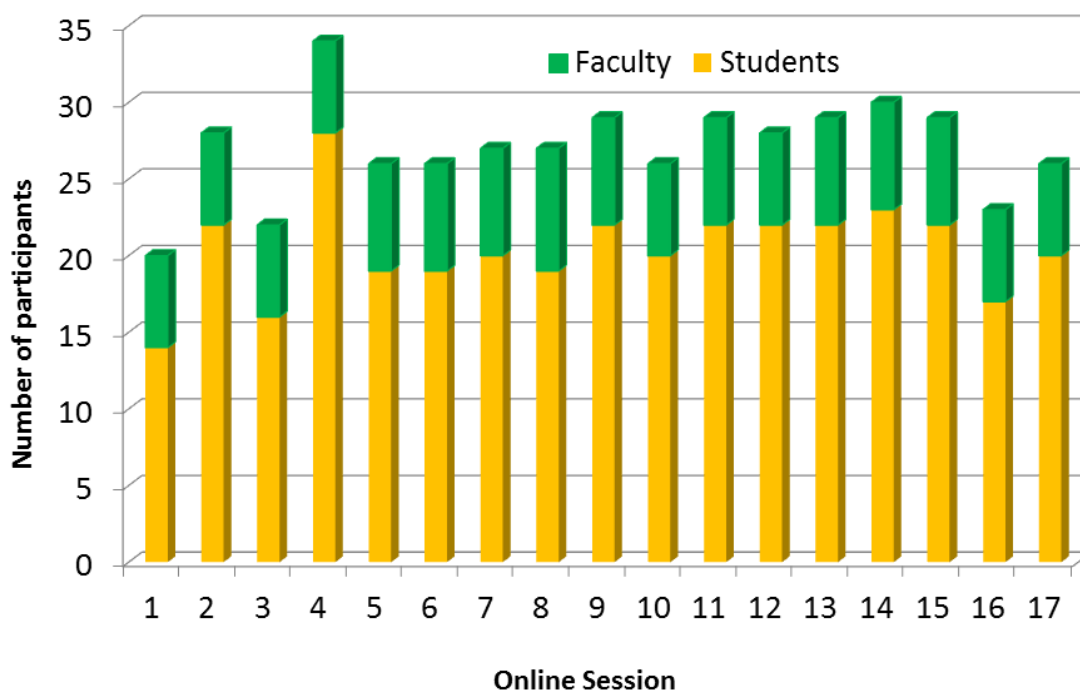


Fig. 1 Students and faculty participation distribution in MIC Online sessions

Dr. R. Lakshmipathy
IEDC Coordinator

The reports on online sessions written by the students who participated in the online sessions and few photos are below

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions

Session: 1

Topic: National Innovation and Start-up Policy (NISP) for students and faculty – 2019

Date: 28-04-2020

Platform: MIC YouTube channel

The MHRD's Innovation Cell has initiated Online Sessions on various Themes of Innovation, IPR & Entrepreneurship and Start-up for IIC calendar year 2019-2020. Session -1 had been taken by **Shri Dipan Sahu** Asst. Innovation Director at 3:00 PM on 28-04-2020. The topic revolves around National Innovation and Startup Policy (NISP). For the first fifteen minutes he addressed on IIC Network and E-sessions and the activities and guidelines for participation. The initiatives of MHRD's Innovation Cell are The Smart India Hackathon, Institution's Innovation Council, Atal Ranking of Institutions on Innovation Achievements, NSIP and the International Hackathons. The main objective of IIC to be established in higher education is to strengthen the campus innovation and start of activity. He then briefed us on NISP, its various dimensions and the Thrust areas. There are many highlighting features of this policy such as academic break for a semester/year to work on their start-ups, creation of 'Innovation fund' for supporting innovative projects. Later after 10 minutes of break he elaborated on the Thrust areas of NISP 2019 which are

- A. HEIs Strategies & Governance for promoting Innovation & Entrepreneurship**
- B. Norms for Faculty & Student driven Innovation and Start-ups**
- C. Incubation & Pre-Incubation support**
- D. IP Ownership Rights for Technologies Developed at HEI**
- E. Pedagogy & Learning Interventions for Supporting Innovations & Start-ups**
- F. Entrepreneurial Performance impact Assessment.**

This session was exceptionally informative and inspiring. At the end of this session we were asked to complete an e-assessment based on the topic and a total of 13 students and 5 faculties have enthusiastically participated in both the online session and e-assessment.

ROSHINI.G
FIRST YEAR-CSE

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions

Session: 2

Topic: Role and Importance of Pre-Incubators, Incubators and Accelerators in HEIs

Date: 28-04-2020

Platform: MIC YouTube channel

The MHRD's Innovation Cell has initiated Online Sessions on various Themes of Innovation, IPR & Entrepreneurship and Start-up for IIC calendar year 2019-2020. Session - 2 had been taken by **Shri Muthu Singaram** CEO, IIT Madras HTIC Incubator at 3:00 PM on 29-04-2020. The topic revolves around Role and Importance of Pre-Incubators, Incubators and Accelerators in HEIs-Harnessing Innovation and Entrepreneurial Potential of Students and Faculty at Early Stage.

Mr. Singaram started the session by catechising us about our personal goals for our participation in this program. He then briefed us on the key components in Planning an Incubator. Then he gave us an idea to what to be done before setting up an incubator. We learnt about the important factors of incubators such as the infrastructure & facilities, the financial feasibility, the space and design (levering design to create purposeful use of space). Then he elaborated on the term incubators, Pre-Incubators and accelerators and their fundings. Subsequently he briefed us on the major people that an incubator needs such as An Incubator Manager, An Accommodation and Common Logistic Services Manager etc. And their key skills required. He says that an Entrepreneur needs coaching, mentoring, managing and counselling, where mentoring is the most important quality an incubator should focus on.

He wrapped up the session by elaborating on mentoring and networking. This session was exceptionally informative and discussed many methods to raise the finance and it will surely help and support young entrepreneurs and various engineering students at large.

At the end of this session we were asked to complete an e-assessment based on the topic and a total of 27 students and faculty from our college have enthusiastically participated in both the online session and e-assessment.

ROSHINI.G

FIRST YEAR

CSE

KCG college of Technology,
Karapakkam, Chennai.
Report on MHRD Innovation cell online sessions
Session: 3

Topic: A Talk with Emerging innovators and entrepreneurs-2020

Date: 30-04-2020

Platform: MIC youtube channel

The E-sessions put up on youtube by the MHRD innovation cell of India, have made an impact on the young minds of India. The sessions cover real world scenarios and situations of what the current world is facing. These sessions help instill our minds the importance of innovation and entrepreneurship, providing guidance on how to shape the world and solve issues faced by people.

The 3rd Session held from 3:00- 3:30 pm, consisted of the discussion of thoughts and opinions of the journey, challenges, opportunities the speakers faced in their pursuit of innovation. Ms. Vandana R. Thakur and her team developed a homeostasis formula based gauze for first aid kits. She shared the personality traits and mindsets one needed to possess in order to overcome all obstacles and strive confidently to reach the goal. She stressed on how becoming a team player could lead to the establishment of an innovative product. She also shared that aspirants should build business models and stay self-motivated.

The next speaker was Mr. Amit Lokhande. He is a PhD Scholar in chemical technology. He is now a representative of IIC. He developed a urine-based simple, rapid and early-pregnancy detection kit in cattle. He explained vividly of the different stages in bringing out an idea; the idea stage, the prototype stage and the incubation stage. He also shared how student entrepreneurship is the best way to begin the pursuit of an entrepreneur.

He stated that “With homework done right, an obstacle can be cleared out of the way”.

Overall, the session was very informative. It taught the various strategies involved in bringing out ideas and winning top innovation contests in India. It is necessary for any student, teacher, business individual if they want to begin their very own entrepreneurship.

SWETHASREE SRIBABU

FIRST YEAR- COMPUTER SCIENCE ENGINEERING.

KCG COLLEGE OF TECHNOLOGY

Karapakkam, Chennai.

Report on MHRD Innovation Cell Online Sessions

Session: 4

Topic : Role of Network Enablers in Driving I&E in HETs – A case of TiE, India.

Date: 01-05-2020

Platform: MIC YouTube Channel

The MHRD's innovation cell has initiated online sessions on various themes of innovation, IPR & Entrepreneurship and start-up for IIC calendar year 2019-2020. Session -4 had been taken by Ms. Geetika Dayal Executive Director, TiE Delhi-NCR at 3:00PM on 1-5-2020. The topic revolves around Role of Network Enabler in driving I&E in HETs – A case of TiE .

Ms. Geetika Dayal, started the session by catechising as about the TiE and its growth which was started since 1992 across 17 countries and 20,000 global members including top entrepreneurs. She briefed us about the members, events, impact and thus we learnt about the TiEs achievements. Then she escalated briefly about Padma Shri Saurabha Srivastava who is the first President TiE Delhi about his passion and inspiration. Also she elaborated about the industries involved and entrepreneur network robust with a strong eco system and she told us about Marquee Award, role models of the company, Board Members in TiE, Delhi NCR and Start-up in Expo. She reported about the entire annual event in special interest group events. Then she levied word about the lock down strategy with the start-up foundries and domain experts.

She wrapped up the session by informing about the TiE the summer mood camp for students and faculty development programme which will be conducted in the future. At the end of this session we asked to complete e-assignment based on the topic and total of 34 students and faculty from our college has enthusiastically participated in both online session and e-assignment.

SNEHA RAJ.A
First Year
CSE

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions

Session: 5

Topic: Hangout with Successful Startup Founder and Learn Design thinking Approach for Hardware Innovation

Date: 28-04-2020

Platform: MIC YouTube channel

The MHRD's Innovation Cell has initiated Online Sessions on various Themes of Innovation, IPR & Entrepreneurship and Start-up for IIC calendar year 2019-2020. Session - 2 had been taken by **DR.PANKAJ PARARSAR** CEO/Founder of Cutting Edge Technology at 3:00 PM on 04-05-2020. The topic revolves around Hangout with Successful startup Founder and learns Design thinking Innovation for hardware approach.

Dr. Pankraj started the session by giving us the perspective of an entrepreneurship and the startups. He briefed us on what a product is and what is peculiar of a product. Then he gave us a gist on the aspects of design and the importance of design. Then he took us through the steps of engineering a product through design.

Later he took us through his journey of innovation and product development. The main problem statement was the detection of Proteinuria and Chronic Kidney Disease and the appropriate solution was the SCINTIGLO which addresses a global unmet need. This device works by collecting a 2ml sample of urine in a clean and disposable cuvette and adds their reagent and put it in the device to obtain the result in just 2 seconds.

He wrapped up the session by saying that the product interaction with the human and the human interaction with the product are eased off by design thinking in developing a product.

At the end of this session we were asked to complete an e-assessment based on the topic and a total of 26 students and faculty from our college have enthusiastically participated in both the online session and e-assessment.

PRADESH VN

FIRST YEAR

MECHANICAL

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions
Session: 6

Topic: Entrepreneurship, Business idea and business canvas

Panel members: Dr. Sunil Shukla , Dr. Amit Diwvedi, Dr. Mayank Patel

Date: 05.05.2020

Platform: MIC youtube channel

The MRHD's innovation cell has initiated an online session on various themes and this report is on entrepreneurship, business model canvas and idea. This session was moderated by Dr. Bhaishali Mitra. In India almost there are 12 centre to develop the entrepreneurship.

IMPORTANT OF ENTREPRENEURSHIP AT THS PANDEMIC:

At this pandemic entrepreneur have more challenges (like how to manage economy). Solution can be conveyed in this session. Due to this covid-19 the entrepreneur has more responsible to extended the vaccine from laboratory to the factory. And this is the most valuable time to entrepreneurs to bring different models on their business with the norms of awareness against the covid-19.

MOTIVATIONAL FACTOR:

*personal characteristics of entrepreneur

*update on what happening on society

*business idea (technology)

The emergence of entrepreneur is that a relatable to conflation of force,

*social value behaviour

*social political etc.....

Evaluation of these forces identifies the more opportunities to a entrepreneur. Still many institutions leads a program for motivation for a entrepreneur. Some of the characteristics of a entrepreneurship are Autonomy, Risk taking etc.... There are almost 15 competency if it is acquired by a starter it make them a unique rather than others. Today's students are more innovative and creative in all which encourages being an entrepreneur. And those inventions are unbelievable. Role of family towards a entrepreneurs is, the most important crisis is encouraging. In entrepreneurship there are almost 4 barriers, one of the barrier is the "approval or disapproval of a entrepreneur". On the factor of gender to be a entrepreneur is nothing, quiet difference women has to do something high or to be unique because they has the power to do.

Another major thing is BMC which helps more to a starter and to a investor. In BMC there are almost 9 important elements. These motive the starter. ZOOM it is a video meeting app

is one of the example of elements in BMC. There is a fact that some starter are become a fast developer. This due to that “morality rate is high for starter”. The repeated problem faced by the starter can’t be predictable, one of that is getting a more engaged workers.

Being a good entrepreneur often reveals the pain of customers eg: taxi. This session gives a motivation, solutions, force and more which is more informative for the students and faculty. We had a total of 26 students and faculty participants for the session and has taken the assessment.

SAKTHI SRI. P

FRIST YEAR

CSE

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions
Session: 7

Topic: How to identify the right problem and solution using the double diamond approach in design.

Date: 06-05-2020
channel

Platform: MIC YouTube

The MHRD Innovation Cell has initiated Online Sessions on various Themes of Innovation, IPR & Entrepreneurship and start-up for IIC Calendar year 2019-2020. Session-7 had been taken by **Prajakta Kulkarni** Founder, Director, Nodes Pvt.Ltd, and **Sanket Inamdar** Co-founder, CEO, Nodes Pvt. Ltd at 3:00 PM on 06-05-2020. The topic revolves around How to identify right problem and solution using the Double Diamond approach in Design.

The session started by discussing the 4 agendas to identify the right problem and solution using the Double Diamond approach. The 4 agendas are:

1. **Introduction to design thinking**
2. **How to ensure all three elements of innovation**
3. **Double Diamond Process & Submission of POC**
4. **Creating a strategy using Double Diamond in Design Thinking**

For the first 10 minutes Mr. Sanket Inamdar talked about Design thinking and the Three elements involved in it viz. Viability, Desirability and Feasibility. Then, he talked about how to ensure those three elements and the steps involved to develop any kind of solution viz. Hear, Create and Deliver. Then Mr. Prajakta Kulkarni continued the session by talking about the double diamond process and the loop it forms between Discover, Define, Develop and Evolve in detail. Then, Mr. Sanket Inamdar ended the session by discussing the strategy in design thinking using the double diamond process.

This session was extremely informative and inspiring. This session will definitely be helpful in finding solutions to problems using the double diamond method. Later at the end of the session we were asked to complete an e-assessment based on the topic and a total of 26 students from our college have enthusiastically participated in both the online session and the e-assessment.

SUHAIL KHAN

FIRST YEAR

CSE

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions
Session: 8

Topic: Intellectual Property (IP) Management at Early Stage of innovation and Start -ups

Date: 07-05-2020

Platform: MIC YouTube channel

The MHRD's Innovation Cell has initiated Online Sessions on various Themes of Innovation, IPR & Entrepreneurship and Start-up for IIC calendar year 2019-2020. Session - 8 had been taken by Dr. Sanjeeva Kumar Majumdar Manager, IPR, Start-Up & Incubation National Research Development Corporation at 3:00 PM on 7-05-2020. The topic revolves around Intellectual Property (IP) Management at Early Stage of Innovation and Start-ups.

Dr. Sanjeeva started the session by explaining about what is intellectual property right? and legal definition. Then he briefly explained about the property and its types. Then he gave us the idea about Role of Intellectual property and why protection needed?. Then he explained about types of Intellectual property rights. He also explained about the IP identification & Management: Start-Ups/Entrepreneur. Then he said use about what is Patent, who can file a patent application and types of patent application in India.

He wrapped up the session by elaborating on Introduction to technology transfer and key players of technology transfer and tech transfer process at NRDC.

At the end of this session we were asked to complete an e-assessment based on the topic and a total of 27 students from our college have enthusiastically participated in both the online session and e-assessment.

SNEHA RAJ. A

FIRST YEAR

CSE

KCG COLLEGE OF TECHNOLOGY

KARAPAKKAM, CHENNAI-97

REPORT ON MHRD INNOVATION CELL ONLINE SESSIONS

SESSION:9

TOPIC: Understanding Angel and Venture Capital Funding

DATE:08/05/2020

PLATFORM: MIC YouTube channel

The E-sessions which are conducted by the MHRD innovation cell of India, which show an greater impact on youngsters of India. These sessions help people to face the problems which they come across in their life.

The 9th sessions held from 3.00-3.30pm was on understanding Angel and Venture Capital Funding and What is there for Early Stage Innovator and Entrepreneurs. The speaker of the session was Mr. Sushanto Mitra, Founder and CEO of lead angels Pvt. Ltd. Before he was the CEO of IIT, Bombay and even before that he has worked with PWC and HCL. He says that initially invest money not bothering about valuation. He insisted that startup is different from business. Only 2 startups out of 100 are surviving in the next 5years.

Investing money and raising it is not so easy job it might take, months or years, patience is important. So, take someone help who has come through this for a better side. An entrepreneur should concentrate on his communication skills the way you are communicating in doing a Pitch. It is also important to talk about your business model, what you are going to sell, how you are going to sell, what problems you will come across during the trading. The product should be in a affordable price for which the people are looking for.

At last he concluded that raising funds is not so easy and the entrepreneur must be ready to take up the ups and downs occurring during the work. Overall the session was very useful and Informative. It is very much useful for the future entrepreneurs to start their Entrepreneurship. From our college many students participated in the online session and e-assessment

Sreyaa. M

1st year-CSE

**KCG College of Technology,
Karapakkam, Chennai.
Report on MHRD Innovation Cell Online Sessions**

Session: 10

Topic: Legal and Ethical Steps – Productive Entrepreneurship and StartUp-2020

Date: 12-05-2020

Platform: MIC Youtube Channel

The E-sessions put up on youtube by the MHRD innovation cell of India, have made an impact on the young minds of India. The sessions cover real world scenarios and situations of what the current world is facing. These sessions help instil our minds the importance of innovation and entrepreneurship, providing guidance on how to shape the world on issues faced by people. There is an E-assessment at the end of each session, which summarizes the entire session and those who complete E-assessments of all the sessions will receive a IIC-AICTE certificate from MIC.

The 10th session held from 3:00-4:00 pm, consisted of the legal and ethical steps required to start your own start-up or entrepreneurship. Mr. Harit Mohan, Founder and CEO of Signicent LLC in US and Signicent LLP in India started the session. He shared his views on finding ideas and taught 2 concepts: idea diffusion and idea creation. He told us the different types of IPRs, how important it is to safeguard an IP and he also described the various terms one finds in the entrepreneur field such as trademarks, copyright, patent, etc. He shared the ways of doing market research efficiently. I learnt that there are two methods in IP evaluation, Qualitative and Quantitative analysis. He covered the types of licensing too. He finished the session with the ethics necessary for entrepreneurs to know about and be sure of.

The session was entirely beneficial to all the students, teachers and other viewers. There was a lot of experience and knowledge of the subject poured into the session. It was really inspiring, learning so many important tips from someone from a higher position. I liked the Market research and types of IPRs from today's session. It really opened my mind. Everyone who attended the session must have learnt a lot too.

SWETHASREE SRIBABU

FIRST YEAR, COMPUTER SCIENCE ENGINEERING.

KCG COLLEGE OF TECHNOLOGY

KARAPAKKAM, CHENNAI-97

REPORT ON MHRD INNOVATION CELL ONLINE SESSIONS

SESSION: 11

TOPIC: Innovating Self Screen and Identify Right Opportunities

DATE: 13/05/2020

PLATFORM: MIC YouTube channel

The e-sessions which are conducted by the MHRD innovation cell of India, which show a greater impact on youngsters of India. These sessions help people to overcome the problems they face in their day to day life.

The 11th session held from 3.00-4.00pm was on innovating self-screen and identifying right opportunities. The speaker of the session was Prof. Sanjay Inamdar, Entrepreneur and Founder of Flucon MIT, Harvard and Carnegie Mellon Alumni Chairman, AICTE Start-up Policy Implementation committee. From last 12yrs he was with students explaining and teaching about his experience as an Entrepreneur.

He insisted 5 questions and asked to answer them and they will be the guidelines for the students. He specified an agenda for the session, They are **First** you should understand the question which is mentioned, **Second** one was we must visualize the needs and skill sets of the required scenario, **Third** one was very important which was the capabilities of doing the task, He said if students follow these agenda points they can be very successful in their life.

He explained these points in detail for the students to tackle their problems. At last he concluded that a student should have capabilities to handle a problem. Overall the session was very useful and informative. It is very much useful for the upcoming entrepreneurs to start building their career. From our college many students and faculties were enthusiastic to participate in the session and e-assessment.

Sreyaa. M

1st year CSE

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions
Session: 12

Topic: Understanding Role and Application of Marketing Research at Idea to Startup stage – Foundation Level

Date: 14-05-2020

Platform: MIC YouTube channel

The MHRD's Innovation Cell has initiated Online Sessions on various Themes of Innovation, IPR & Entrepreneurship and Start-up for IIC calendar year 2019-2020. Session - 12 had been taken by **Dr. Preet Deep Singh** AVP, Invest India at 3:00 PM on 14-05-2020. The topic revolves around Role and development of **Marketing Research**, Which is major requirement for Potential Innovators and Mentors..

Dr. Preet Deep Singh started the session by triggering us to about Marketing Research which is use for the development for the start-up. The great motivating word which he used was that “**He is a Mistake Holder in Eco-System**” this strengthen every failures...Everyone should aware of what they need in market research..He explained briefly about Marketing Studies and tails. He gave idea to innovators to invent things which the people needs basically for the Start-up.. He gave certain questions and ask us think about that before starting up.. Then he elaborate the term Market Size of different areas.. Subsequently he briefed us on the comparison of Segmentation, Targeting and Design.. He gave idea for a Market Plan for helping them..He also tell us know about the Data about our plans.. Likewise He gave many useful ideas to get the reports from every sectors..Research from every area is used for the major development...

He wrapped up the session by elaborating on marketing and innovative ideas. This session was exceptionally informative and discussed many methods to raise the innovative ideas over marketing plan and it will sure help and support young entrepreneurs and various engineering students at large. He gave a very good lesson on marketing way and tips to follow for our better growth. I think it is a best skill to known for every people to develop his career, and his words were the root for this skill..

By the conclusion He himself tries to make every student as a marketing king by saying us to invent a new product based marketing size and intelligence. This would be greatly improve our Marketing Skills.. we assure you we will do it for sure..!

A total of 27 students from our college have enthusiastically participated in both the online session and e-assessment.

AKASH K

THIRD YEAR EIE DEPARTMENT

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions
Session: 13

Topic: Innovation Risk Diagnostic – Product Innovation Rubric (PIR)

Date: 15-05-2020
channel

Platform: MIC YouTube

The MHRD Innovation Cell has initiated Online Sessions on various Themes of Innovation, IPR & Entrepreneurship and start-up for IIC Calendar year 2019-2020. Session 13 had been taken by **Dr.Lakshmi Meera** Program Director, Forge Incubator at 3:00 PM on 16-05-2020. The topic revolves around Innovation Risk Diagnostic – Product Innovation Rubric (PIR).

Dr.Lakshmi Meera started the session by talking about the Forge incubator located in Coimbatore, Tamil Nadu. She then briefed us about the word STARTUP and the various parts involved in converting Idea to Business, namely:

1. Problem
2. Prototype
3. Product
4. Profit

She then elaborated on product innovation by discussing the criteria and the approach to get target customers to experience value. Then she mentioned the risk factors associated with Product innovation. Later she discussed the tool Product Innovation Rubric (PIR) and the importance of various factors to increase the PIR score through customer motivation, customer commitment and customer acceptance. She then wrapped up the session by giving a quick recap.

- Any idea can be refined/potential enhanced to become a startup idea.
- Startup is a scientific process to convert an idea into a high growth enterprise.
- Minimum usable prototype, a prototype to prove value to the target customer
- Managing innovation = Managing risk
- Product Innovation Rubric, a compass to guide your innovation journey.

This session was very informative and inspiring. At the end of the session we were asked to complete an e-assignment and a total of 30 students from our college have enthusiastically participated in both the online session and the e-assessment .

SUHAIL KHAN

FIRST YEAR

CSE

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions

Session: 14

Topic: Idea , Business model and business plan

Members: Dr. Satya Ranjan Acharya , Dr. Amit Diwvedi

Date: 21-05-2020

Platform: MIC YouTube channel

The MHRD's Innovation Cell has initiated Online Sessions on various Themes of Innovation, Entrepreneurship and lots of ideas. In the session 14 Dr. Satya Ranjan Acharya and Dr. Amit Diwvedi given a huge knowledge about the business ideas , models and plans. On account of this session, let's see what knowledge has been shared by them.

A person who dares to start their business by their own idea are said to be an entrepreneur. Idea means solving a customer's problem. On business solving a problem is of two types:

- * Technical solution
- * Social solution

Eg: On this COVID-19 Pandemic, technical solution- vaccines , medicines social solution - social distances , wearing masks.

Another most important thing is solving the problem using existing features. Opportunities are explained by Dr. Amit Diwvedi. Entrepreneurs have a lot of opportunities in many fields. On this pandemic developable fields are:

- * Health care
- * Ayurvedas
- * E-learning and MOOCS
- * Executive education
- * IT software
- * Management and security , etc.

Idea should be related to the model. The idea which is not considered by the client is an idea not a business idea. Always find solution under the customer.

Entrepreneurs who helped each other for their business they are the partners.

Resources depend on the activities of the entrepreneurs. All the entrepreneurs must know about the cost structure of all resources. The main thing first the entrepreneur must know in which resource they are working. And the second main thing the model should be real and reliable.

The two essential segments for entrepreneurship are customer and product. There are four different things which are crucial in business profits , gains , product and services. As we said before solving a problem is an idea, to solve a problem the entrepreneur must know the problem of the customer.

After knowing they solve by knowing,

- * What are we empathizing with?
- * What do they see?
- * What do they do?
- * What do they hear? ,etc.

When we know and solved the customer's issues, they will be constant with us. And finally, the business model is customer having a pain and the entrepreneur curing the pain. Business planning starts from the executive summary and some of the basics for business plan are:

- * Compulsory overview
- * Market environment
- * Marketing and sales structure
- * Operation
- * Financial operation

The major thing which is more insisted in this session was to solve the customer issues. At the end of this session, we were asked to complete an e-assessment based on the topic, and a total of 27 students from our college have enthusiastically participated in both the online session and e-assessment.

SAKTHI SRI P

FIRST YEAR - CSE

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions

Session: 15

Topic: Use of Market Data and Application of Marketing Research Tools and Methodology - Increasing Chances of Survivability of Innovation and Venture - Advance Level

Date: 20-05-2020

Platform: MIC YouTube channel

The MHRD's Innovation Cell has initiated Online Sessions on various Themes of Innovation, IPR & Entrepreneurship and Start-up for IIC calendar year 2019-2020. Session - 15 had been taken by **Dr. Preet Deep Singh** AVP, Invest India at 3:00 PM on 20-05-2020. The topic revolves around Role and development of **Marketing Research**, Which is major requirement for Potential Innovators and Mentors..

Dr. Preet Deep Singh started the session on when do we do Marketing Research and pyramid techniques for market research that helps to identify the void in the market. The STP of market research was touched to recall the earlier discussions. The Drakes equation used for market sizing and identifying the target population for business. The pricing of the product and data collection for target audience were also discussed with few case studies.

He wrapped up the session by elaborating on the tools required for the market research and how the team was gather information from various platforms.

A total of 29 students from our college have enthusiastically participated in both the online session and e-assessment.

AKASH K

THIRD YEAR EIE DEPARTMENT

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions
Session: 16

Topic: FRUGAL INNOVATIONS AND SOCIAL ENTREPRENEURSHIP

Date: 21-05-2020

Platform: MIC YouTube channel

The MHRD's Innovation Cell has initiated Online Sessions on various Themes of Innovation, IPR & Entrepreneurship and Start-up for IIC calendar year 2019-2020. Session -16 had been taken by DR.RAMAN GUJRAL Professor, EDII, Ahmedabad, Gujarat at 3:00 PM on 21-05-2020. The topic revolves around frugal innovations and social entrepreneurship. He started the session by telling that whatever we do must be innovative to fulfil the unmet needs of human. He gave us the idea factors to innovation which are

*Need spotting

*Solution Spotting

*Market Research

*Trend following

After which he told us about product innovation, service innovation and the risks associated with Innovation. Later he gave us the analysis of the existing entrepreneurs. Then he took us to the core of today's topic the FRUGAL ENGINEERING and JUGAAD and gave us clear differentiation between the two.

At this time he invited Dr.Saji Varghese to talk about his innovations and how his innovations have been created to a product. Dr.Saji Varghese had created a new product which is a straw made from dried fallen coconut leaves. This straw remains as a degradable one and has a shelf life of 9 months. He wrapped up the session by telling that there different types of social enterprises which works at the intersection of business, non profit, and government, social entrepreneurs/innovators blend models and create mission-driven ventures to effect positive social change.

This session was exceptionally informative and inspiring. At the end of this session we were asked to complete an e-assessment based on the topic and a total of students from 1st Year S&H Department have enthusiastically participated in both the online session and e-assessment.

ROSHINI.G

FIRST YEAR - CSE

KCG College of Technology
Karapakkam, Chennai
Report on MHRD Innovation Cell Online sessions
Session: 17

Topic: Interaction with Student Innovators and Entrepreneurs from Smart India Hackathon

Date: 22-05-2020

Platform: MIC YouTube

channel

The MHRD Innovation Cell has initiated Online Sessions on various Themes of Innovation, IPR & Entrepreneurship and start-up for IIC Calendar year 2019-2020. Session-17 had been initially started by Shri. Dipan Sahu then passed onto the student innovators and entrepreneurs namely **Pulkit Jain (Team-Vidyut)**, **Lokesh Goswami (Team-SLICK)** and **Arpit Nandi (Team-Quarks and Leptons)** at 3:00 PM on 22-05-2020.

Today's first speaker was Mr. Pulkit Jain from Ranchi, who was a student from Cambridge Institute of Technology who also won the Smart India Hackathon. After graduation he had established his own project allied Electromotion e-Vidyut Vehicles Pvt. Ltd. This Project's aim was changing vehicles running on combustion engine to pure electric engine. Mr. Jain was kind enough to share all his entrepreneurial journey and his achievements and very much emphasized on team work!

Next Speaker was Mr. Arpit Nandi from Mumbai who had pursued his Bachelor degree in Datta Meghe College of Engineering. Mr. Nandi has joined us today to tell us about his learning process and his journey with the Ministry of environment, forest and climate change. He had won the best innovation Award SIH 2017 for finding a solution for air pollution. His team developed an air pollution monitoring project which resorted to open source software and on shelf products to give them maximum flexibility and a low budget. He says that the positive take away from hackathons is the interaction with the expert.

The final speaker was Mr. Lokesh Goswami from Udaipur and pursued his under graduation from Techno India NJR Institute of Technology. He was a participant and the winner of Smart India Hackathon (Hardware Version). His idea was to a technology to make eco friendly bricks made of plastic and industrial waste. He took us through his entrepreneurial journey and his achievements and the essential elements of startups. He ends the session by saying that "Great Things in business are never done by one person, but by a team".

This session was very informative and inspiring. This session will definitely be helpful in finding solutions to problems using double diamond method. Later at the end of the session we were asked to complete an e-assessment based on the topic and a total of 26 representatives from our college have enthusiastically participated in both the online session and the e-assessment.

PRADESH VN

FIRST YEAR - MECHANICAL



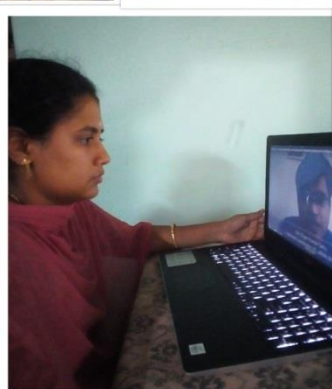
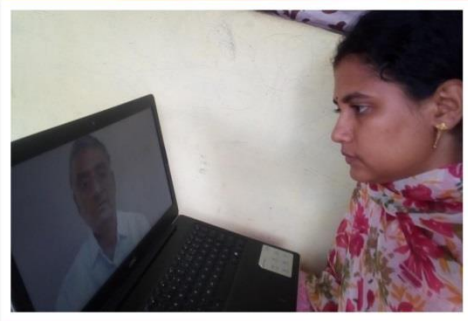
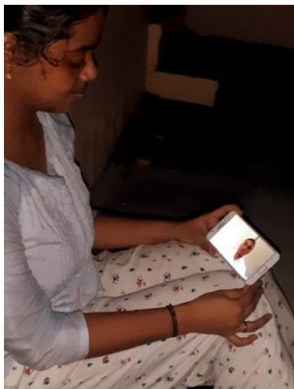
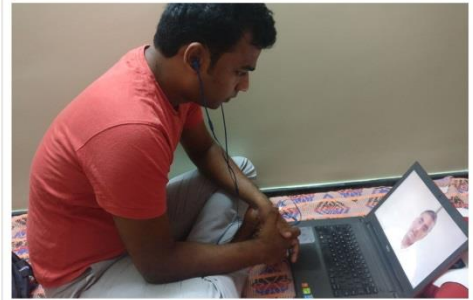
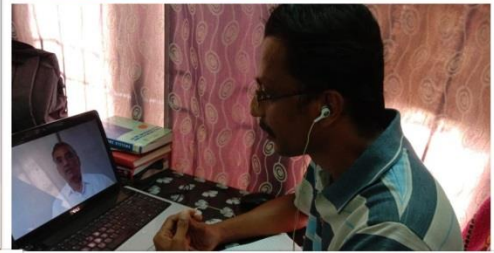
MHRD Innovation Cell Online session-10





KCG

COLLEGE OF TECHNOLOGY



 **KCG**
COLLEGE OF TECHNOLOGY

