INNOVATION CELL

"Changes Call For Innovation and Innovation Leads To Progress"

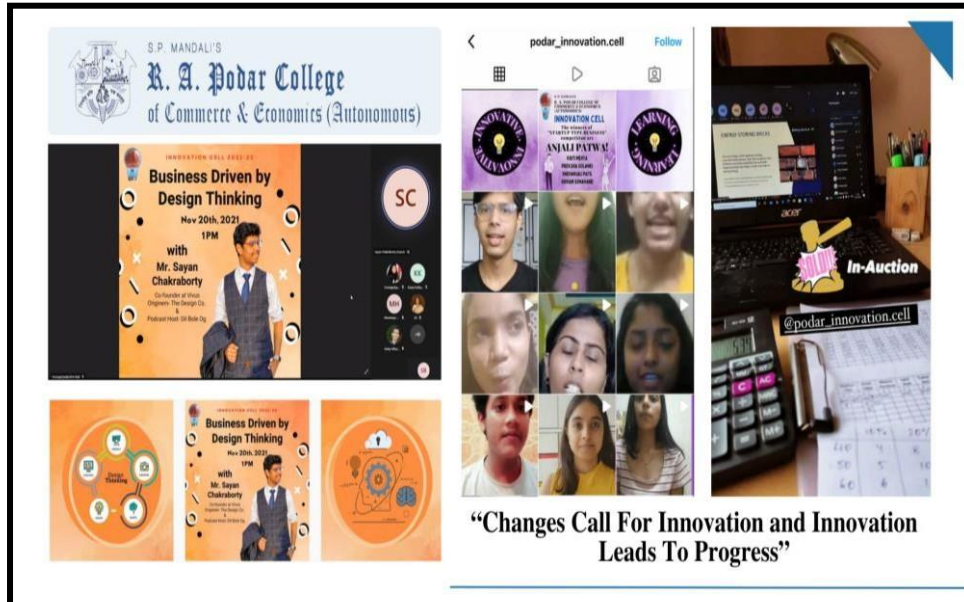**Teacher In-charge :** Mrs. Karishma Khadiwala
Student Secretary : Mr. Harsh Pataskar

About Innovation Cell:

Innovation cell is a forum where students from our college will be encouraged to develop new innovations and advance their knowledge. The main objective of the innovation cell is to let students explore, research, and use all the tools to uncover something new. The VISION of the Innovation cell is to prepare students to use their young minds productively and contribute towards developing our nation.

1. Logo के शिर

Date of the Event: Tuesday, 6th September 2022

Time: 11:30 a.m. onwards

Location: F2 Classroom, R. A. Podar College of Commerce & Economics (Autonomous)

Number of Participants: 25

Event Summary:

The Innovation Cell organized a Logo Making Competition called "LOGO के शहर'' as its Inaugural Event on Tuesday, 6th September 2022. This event was open to all the students of Degree and Junior College. This Event was organized under the able guidance of Ms. Karishma Khadiwala, teacher-in-charge of the Innovation Cell.

The participants were required to design a logo depicting an Indian City famous for tourism, its culture, skyline, vibes, etc along with a slogan. They were given a choice to either design it digitally or make a hand drawn logo. The participants were also given the option of participating in a duo or solo. A4 Size sheets to draw or paste the digital logo were provided to the participants by the Innovation Cell. 7-8 days were given to design the logo.

On the day of the event, the participants were required to present the logo and explain its relevance in 45 seconds – 1-minute timeframe in front of the Judge.

The Judge for this event was Mr. Akshay Shingare who spared his valuable time and dedication making it possible for us to reward the contestants for their creative effort.

The Event was enthusiastically attended by approximately 70 people. There were 24 contestants who participated in this event.

The hosts of the Event were Ms. Amruta Nair and Ms. Smiti Kamble. The Event Head was Mr. Vedang Sardar.

The contestants were judged on the basis of the following criteria:

A participant could score a maximum of 100 points out of which,

- 60% weightage i.e., 60 points were allotted for their logo.
- 30% weightage i.e., 30 points were given on the basis of the explanation of the logo.
- 10% weightage i.e., 10 points were given on the basis of the slogan.

The winners were chosen on the basis of the total points obtained. These winners were felicitated by Honourable Judge Mr. Akshay Shingare. The winners of the Event are as under:

TITLE	NAME	COURSE	CITY	TOTAL POINTS
Winner (1st Position)	Avinash Bhosale	TY B.Com	Pune	86
2nd Position	Priyanka Bhat	FY B.M.S	Kolkata	81
3rd Position	Aarya Gaikwad	SY B.Com	Dehradun	79
4th Position	Janhvi Kadam & Soundarya Dongare	FY B.Com	Amritsar	78

The event was concluded with a Vote of Thanks given by our Student Secretary Mr. Harsh Pataskar.

This Event gave the contestants a platform to showcase their talent and creativity. It also gave them an opportunity to hone their communication skills and boosted their morale. Thus, we can say that it was a successful event that was enjoyed by both the participants as well as attendees.

2. **Meme It Up!**

Date of the Event: 16th to 19th September 2022

Number of Participants: 34

Event Summary:

The Innovation Cell organized a Meme Making Competition called "MEME IT UP" . This event was open for all the students of Degree and Junior College. This Event was organized under the able guidance of Ms. Karishma Khadiwala, Teacher In-Charge, of the Innovation Cell. The Event Head was Ms. Disha Ranade.

As our medium of entertainment kept changing, the marketing strategy of a lot of companies also evolved from newspaper ads to television ads and now, Meme marketing. Eg. : ZOMATO. Similarly, the participants were required to make a meme to promote any product or service of their choice by using a popular meme personality template. The participants were also given the option of making a maximum of 2 memes. 3-4 days were given to make the meme.

The event was conducted in 2 rounds. The participants were supposed to submit their memes on the Google form provided to them on 16th September 2022. A total of 34 participants submitted their memes out of which 11 participants qualified for the 2nd round.

The memes of the qualified participants were posted on the official Instagram page of the Innovation Cell. The scoring for this round was based on the number of likes and comments on their respective posts.

The contestants were judged on the basis of the following criteria:

- 1 like on the post = 1 point
- 1 real comment = 1.5 points

  (No spam comments were taken into consideration)

The winners were chosen on the basis of the total points obtained.

As this was an online event, E-certificates will be sent to the winners. The winners of the Event are as under:

TITLE	NAME	TOTAL POINTS
Winner (1st Position)	Naman Kothari	262
2nd Position	Savio Dason	224
3rd Position	Devika Kanbi	175.5

This Event gave the contestants a platform to showcase their talent and creativity. It also gave an opportunity to enhance their convincing skills, marketing and business skills along with their meme-making ability. Thus, we can say that it was a successful event.

3. The POD at Podar (under Incubation Centre)

Date of the Event: Saturday, 22nd October 2022

Time: 11:00 a.m. onwards

Location: Seminar Hall (G1), R. A. Podar College of Commerce & Economics (Autonomous)

Number of Attendees: 41 (approx.)

Event Summary: 'The POD' at Podar was organized to build a vibrant community of startups with innovative and new business ideas. The Pod provides incubates with the essential infrastructure, skills training, and ecosystem support they need to gain access to the market, capital, and other resources.

'The POD' ensures that incubates get the following:

1. Incubation
2. Co-working spaces
3. Investor pitches
4. Tinkering lab
5. Boot-camps & Demo-day
6. Workshops & Webinars
7. Membership of CII YI Mumbai Yuva network

4. Seminar (dt. 13.01.2022)

Date of the Event: Friday, 13th January 2023

Time: 12:00 p.m. onwards

Location: Seminar Hall (G1), R. A. Podar College of Commerce & Economics (Autonomous)

Guest Speaker: Dr. Hemjith Balakrishnan

Number of Attendees: 53

Event Summary:

The session was organised as a Guest lecture to inculcate Innovation and Entrepreneurship among budding youth. Guest Speaker Dr. Hemjith Balakrishnan spoke on 'The locus of idea to actualization of business.' The session was open to both Degree and Junior college students and was insightful sessions.

Guest speaker majorly covered the following points:

1. Innovation and Entrepreneurship
2. Case studies such as Kodak, Nokia, Apple and HUL
3. Quotes of Peter Drucker, Steve Jobs, etc.
4. How can you make a successful business out of an idea?