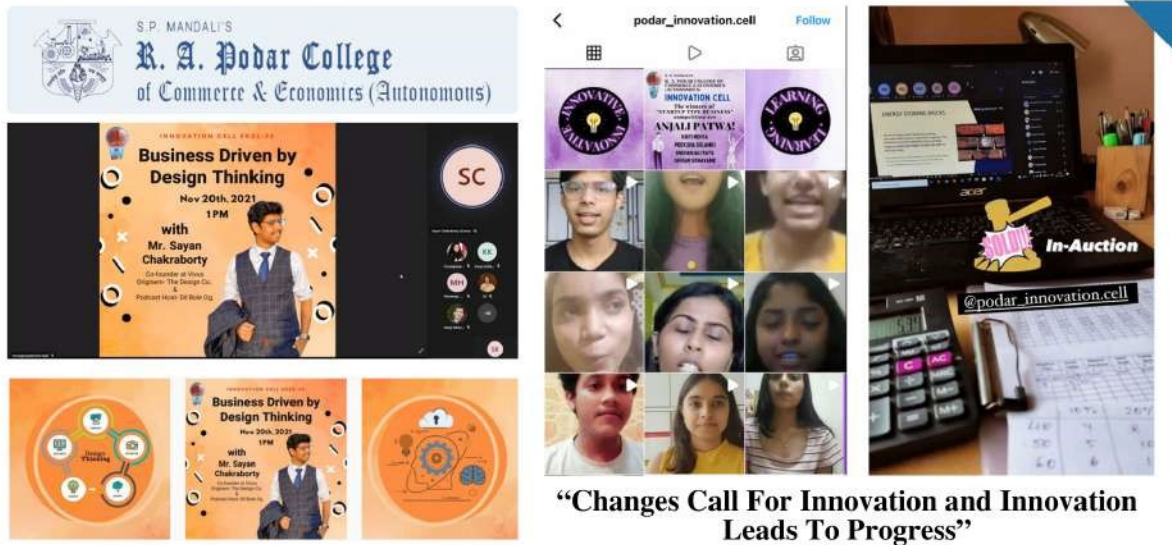


Innovation Cell



Teacher In-charge : Dr. (Mrs.) Amitha Sehgal
Student Secretary : Ms. Mrunmayi Haval

Innovation cell is a forum where students from our college will be encouraged to come up with 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 Innovation cell is to prepare students to use their young minds productively and contribute towards developing our nation.

StartupBusiness

Innovation Cell 2021-2022 was ready to kickstart with its very first event “Startup Business” in the second week of September. The guest of honour of the event was Mr. Rajiv Prakash, founder of “Next in Advisory Partners”. Students were given a platform to conceptualise their startup ideas. They were supposed to make a video of themselves explaining their startup ideas in nearly 2 minutes. The most innovative minds were awarded huge cash prizes and priceless consultation from Rajiv Sir. The videos were judged by Rajiv Sir. Prior to the declaration of the winners, there was a webinar on “Key to a Successful Startup” by Mr. Rajiv Prakash. The expertise of Rajiv sir helped the students to take steps on the right path. He guided not only the winners but also other participants in making the right decisions and shaping their ideas. His motivational words gave a new spark to the participants. The key

takeaways from the event were beyond prizes. Special guidance from the head of Innovation Cell, Dr. Amitha Sehgal helped us to conduct the event successfully.

IC - In-Auction

After successfully conducting the “Startup Business” event, Innovation Cell was all set to conduct its next big event i.e. In-auction. In-auction was a unique concept introduced by Innovation Cell 2021-2022.

Due to the overwhelming response of participants, In-auction was divided into two rounds. In Round 1, a quiz was conducted. Shortlisted participants of Round 1 were promoted to the main round i.e. Round 2.

In Round 2 of In-auction, participants were allotted ‘1000 RaCoins.’ RaCoins are the exclusive virtual currency of Innovation Cell. Various Innovative products, ideas, and concepts were presented to the participants in the Online meeting, each product having a base price. Interested participants had to bid for the product keeping in mind their available RaCoins balance.

The event was well coordinated by Members of the Innovation cell and enjoyed by the participants. After evaluating each participant's Cash Reserve and Products portfolio, the top three winners were declared to hold the highest total.

Webinar on BUSINESS DRIVEN BY DESIGN THINKING by Mr. Sayan Chakraborty.

The webinar was conducted on 20th November,2021 on Microsoft Teams Platform. Over 100 Students attended the webinar. The main point of the webinar is how to satisfy the customer as it is rightly said that the Customer is our king. Design thinking is a process for solving problems by prioritising the consumer's needs above all else. It relies on observing, with empathy, how people interact with their environments and employs an iterative, hands-on approach to creating innovative solutions.

The speaker also spoke about Wicked problems in design thinking. Basically, Wicked problems are problems with many interdependent factors making them seem impossible to solve. Because the factors are often incomplete, in flux, and difficult to define, solving wicked problems requires a deep understanding of the stakeholders involved, and an innovative approach provided by design thinking. He also said that Service design is the most important aspect of design thinking. It ensures that the

product and service are developed for users and the group of purchasing customers. Service design ensures the delivery of value to the customer and the customer's customer. Service design also looks at service development from the customer's perspective.