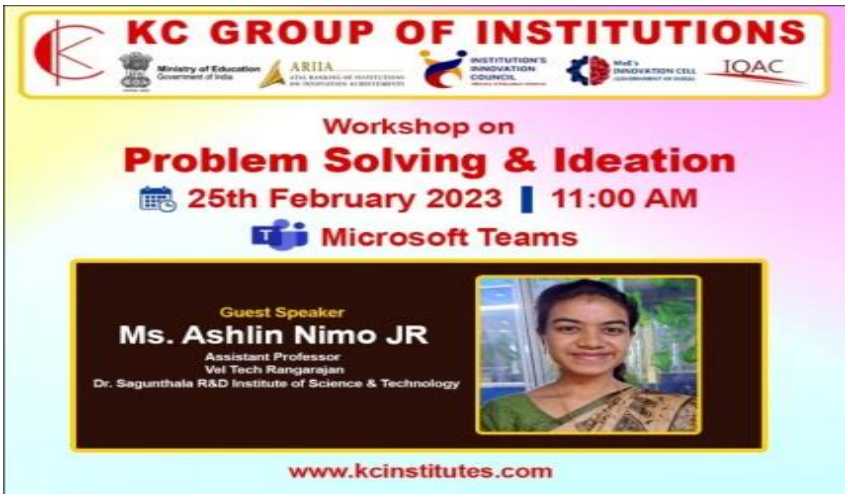
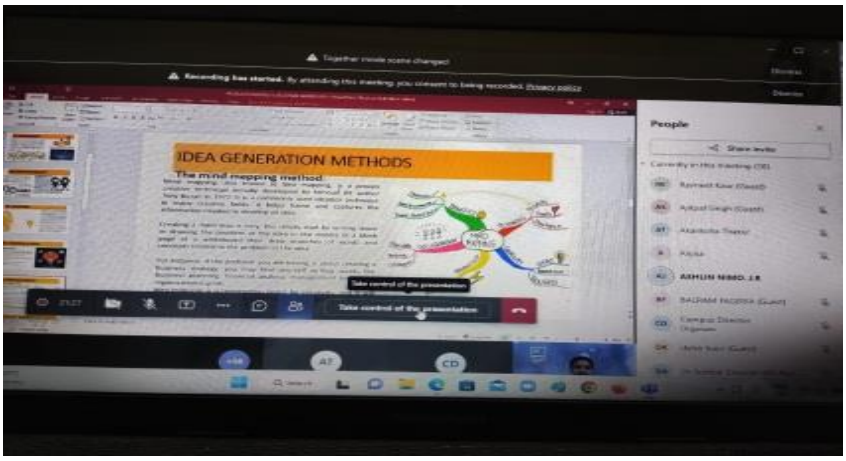
26 Feb, 2023 Webinar

On Problem Solving and Ideation

The workshop started at 11:00 a.m. Ms. Ravneet Kaur welcomed the speaker of the day Ms. Ashlin Nimo JR and introduced the topic of the day. She gave a brief introduction about the speaker and also told that Ms. Ashlin Nimo JR is working as Assistant Professor at Vel.Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Avadi, Chennai. Ms. Ashlin Nimo JR introduced the concept of Entrepreneurship and told how one can generate ideas which are the foundation of this journey. She further elaborated the difference between Innovation and Creativity and said if innovation has value it turned out as creativity. She advised to have the ability to generate ideas. She even introduced certain methods with which one can generate ideas i.e. Brainstorming, Story Boarding, Mind mapping etc. She said encountering problems in any step or phase is common but the important thing is to have the ability to identify these problems and find their solution. She further talked about functions of an entrepreneur and the skills required conquering this area. At the end of the session Dr. Rashmi Gujrati extended vote of thanks to the keynote speaker.