

Walchand Institute of Technology, Solapur

WIT-Institution's Innovation Council

& Entrepreneurship Development Cell

Report of Expert Talk

Topic	: Idea generation
Details of Speaker	: Dr. S. B. Tuljapure (Innovation Ambassador)
Date	: 03/11/2022
Timing	: 4:30 p.m.
Proceedings	:

Dr. S. B. Tuljapure initially explained need of an idea. He said that except an idea everything can be managed for business. For business, we should have our own idea. He said that ideas can be solution to certain problems or the ideas may be totally innovative with no need of problem.

He told students that we should look for the problems & solutions of those will be ideas for their business. For this he suggested various sources viz. Newspapers, discussions with friends & family members, watching news etc. He said that many negative news are appearing in the newspapers or news on television. We should try to check the possibility of giving solutions to the problems identified through news. He said along with technical feasibility, we should also see commercial viability. He showed many newspaper cuttings which can be used as a problem for our business idea.

He then said that every time we should not have a problem, we can have something innovative. He discussed methods to generate new ideas. He discussed the concept of combining things, use of the a single product for different applications etc. He reminded students the quote of Steve Jobs who has said that customers don't know what they want. We should develop & sell the innovative products. He told students to think out of box for innovativeness. He appealed students to watch the cartoons to increase the out of box thinking.

Total 38 students attended the session. They came to know various methods of idea generation.

Also information about MSME Hackathon 2.0 was given to the students. Dr. Amol Ganjdhane, Faculty of Lokmangal Group of Institutes guided students for this hackathon.

Pics:



