Name of the Institute	IMBA(1st Sem)
Name of the Event	Innovation Marathawn (Sensitisation Series 2022)
Date of the Event	15th September 2022
Time	10:00 AM to 11:30 AM
Type of the Event (Mention the name of the events /programmes organised as in the circular)	Sensitisation Series
Venue	LJ Campus (Architecture Auditorium)
External Resource Person	None
Internal Resource Person	Dr. Viral Shah Ms. Debopriya Chakroborty Mr. Bhushan Mehta
No.Of Participants	200+

Summary-

This Is A Carpet Bombing Method Wherein We Sensitise Students And Faculties From Different Domains In L.J University. This Is One Of The Strongest Sensitisation Tool As Far As Internal Sensitisation Is Concerned. Since 2021, We Have Sensitised Over 1000 Students And 70+ Faculties, Which In Turn Has Resulted In The Present Projects That We Have.

Dr. Viral Shah, CEO of Antrapreneur The Business Incubator addressed the audience with different initiatives of innovation and entrepreneurship history of LJ. He emphasized the example of Mokshshil by our in-house faculty from LJ Institute of Management Studies, Ms. Bilwa Desai. The success story of Quick Pick which has been curated up to the stage of "Finished Product" was displayed and discussed. The problem-to-startup process was discussed at different events and support was provided by the Incubation center at LJ. The students were informed about the Government schemes for startup foundation and development. He brainstormed about different business models for the quick pick. The discussion took interesting turns when few students agreed in taking up the project of selling the quick pick.

We had a very consolidated discussion with the students of first semester, LJIMBA. Different aspects of selling the product were discussed including sales, marketing, outreach, etc.

We conducted an on-the-spot problem identification activity, where students came up with different problems and tentative solutions to them.The best two problems were honoured with a token of Rs. 100/-.
We briefed them about the problem submission form which we have designed to create an idea pool.