

## Report on Soft Skills Enhancement through the Idea to Market Journey

A session on “**Soft Skills Enhancement through the Idea to Market Journey**” was organized for engineering students on 21/01/2026 at Electrical Department with the objective of bridging the gap between technical knowledge and industry expectations. The session focused on the importance of soft skills in transforming innovative ideas into successful market-ready products.

The expert Dr. Snehal Joshi elaborated on the various stages of the Idea-to-Market journey, including idea generation, validation, prototyping, business modeling, funding, marketing, and commercialization. Emphasis was laid on how soft skills such as communication, leadership, teamwork, critical thinking, problem-solving, adaptability, and negotiation play a vital role at each stage of this journey.



Students were guided on how effective communication helps in pitching ideas to investors, how teamwork and leadership are essential during product development, and how negotiation and presentation skills influence market success. Real-life examples and case studies were discussed to make the session practical and relatable.

The session was interactive, with students actively participating through questions and discussions. It provided valuable insights into entrepreneurial mindset development and highlighted the need for continuous improvement of interpersonal and professional skills alongside technical expertise.

Overall, the session was highly informative and motivational. It encouraged students to focus not only on innovation but also on developing essential soft skills required to successfully convert ideas into impactful market solutions.



Total of 142 students participated in the session from various engineering departments. The students actively engaged in the discussion. The session concluded with a vote of thanks given by Dr. B. R. Sudani.