

## **REPORT**

### **Workshop on Product Concept Selection and mentoring session**

**Event Date:** 17.01.2026

#### **About the event:**

On 17 January 2026, ASHINE organized a workshop on Product Concept Selection along with a mentoring session at ASHINE. The session was conducted by Nijeesh Padmanabhan, Director at Deloitte, and Dr. Shashank Mehta, Professor at NID Ahmedabad. The workshop focused on the product concept selection process, guiding participants on how to identify promising ideas, evaluate feasibility, and align solutions with real market needs. Experts shared practical insights on design thinking, user-centric innovation, and validating concepts through structured approaches. The mentoring session provided participants with personalized guidance, helping them refine their ideas, understand market dynamics, and take initial steps toward building viable and scalable products.