

1) A TALK ON 'INNOVATION ENGINEERING & ENTREPRENEURIAL STRATAGEM'

Event Date: 07.10.2022

About the event:

ASHINE, has organized the Expert talk on A talk on 'Innovation Engineering & entrepreneurial stratagem' by Dr. Pranab K. Dan, Associate Professor, IIT Kharagpur.

The purpose of the session was to provide an overview of the topics of innovation as a systematic process and innovation engineering as a framework that can be strategically implemented to improve the success rates of entrepreneurship and tech startups.

The following topics were covered during the session: types, context, and methodologies of innovation; investigation for new/emerging technologies; identification and selection of opportunities; fuzzy front ends and design thinking; insight creation; ideation for patentable concepts; innovation strategy, inventive problem solving; and their implementation via entrepreneurial stratagem.

It was an interactive session, and at the end, participants were able to clear their doubts about startups and entrepreneurship. The session was attended by 100 students and startup enthusiasts.