



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE



REPORT

ON

WEBINAR

ON

**OPPORTUNITIES TO EXPLORE ENTREPRENEUR IN YOU – INTRODUCTION TO
ENTREPRENEURSHIP AND INNOVATION**

ORGANIZED IN ASSOCIATION WITH

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA, AHMEDABAD



EVENT CONVENOR

Dr.S. Chitra – Associate Professor

EVENT COORDINATORS

- 1. Mr.R. Gowtham – Research Scholar**
- 2. Mr. Sweroup LV– Student – II B. Com Hons IAF**



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)

**COLLEGE OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE
IN ASSOCIATION WITH EDII,
AHMEDABAD**



**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA**



ORGANISES A WEBINAR



**" OPPORTUNITIES TO EXPLORE THE
ENTREPRENEUR IN YOU -
INTRODUCTION TO ENTREPRENEURSHIP
AND INNOVATION "**



A PRELUDE TO ENTREPRENEURSHIP

**MR. SHIBIN MOHAMED T K
ASSISTANT PROFESSOR (GRADE-II) , EDII**



**INNOVATION & CREATIVITY FOR
ENTREPRENEURS - THE FIRST STEP**

**MR. RAMAN JEE
ASSISTANT PROFESSOR (GRADE-II) , EDII**



**10:00AM - 12:00PM,
28TH FEBRUARY 2022**

MEETING ID: 879 0381 5926 PASSCODE: 942010

SUMMARY

A Webinar on Opportunities to Explore Entrepreneurship in You – Introduction to Entrepreneurship and Innovation was conducted virtually through Zoom on 28th February 2022 to enable students enhance their knowledge on Entrepreneurship and motivate them to develop an action plan to be an entrepreneur. The Department of Commerce brought together experts in the field of entrepreneurship. The Enlightenment successfully harnessed the enthusiasm and experience of participants and reached wide ranging consensus.

PURPOSE OF THE PROGRAMME

The Purpose of this Program is to

- Understand Qualities of Successful Entrepreneur
- Inculcate creativity and innovation among entrepreneurs
- Explore funding opportunities for Start-Ups
- Enumerate on procedures to start a Start-up
- Awareness on Make in India Programme and EDII's contribution
- Motivate students to be Job Creator rather than Job Seeker

OUTCOMES

After the completion of the program, the students were able to

- Realize the importance of entrepreneurship.
- Consider Entrepreneurship as Career.
- Get Awareness on various funding opportunities available for them.
- Enlightened on Make in India Program.
- Understand Success Formula for Start-ups and to be a Successful Entrepreneur.

BENEFICIARIES

Nearly 100 Participants registered and benefitted out of this enlightenment session. Certificate of Participation were issued to the participants based on their active involvement in the program.

Date: 28th February 2022

Topic: A Prelude to Entrepreneurship

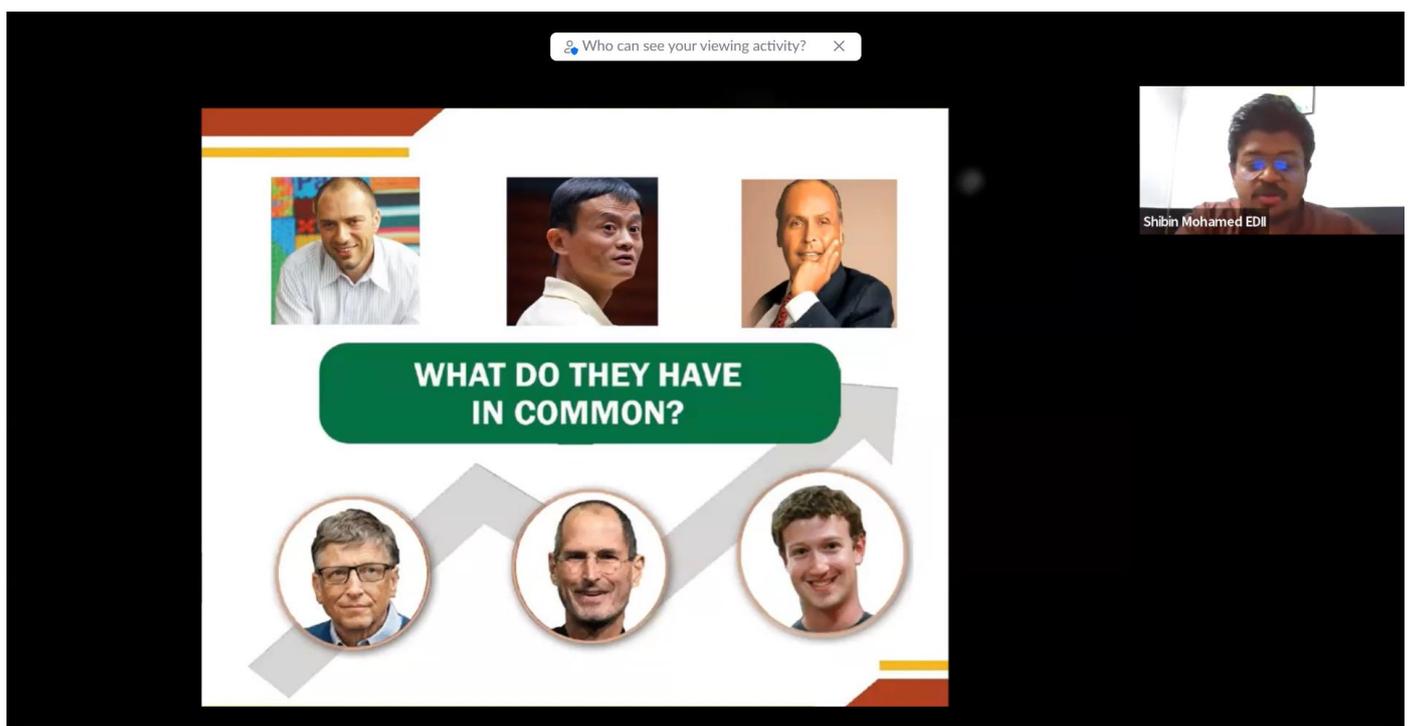
Session 1

Resource Persons

1. Mr Shibin Mohammed T K
Assistant Professor (Grade -II)
Entrepreneurship Development Institute of India
Ahmedabad

The Session started with Mr. Shibin Mohammed T K emphasizing the importance of entrepreneurship and entrepreneurs in current economic and business scenario. He started to explain the Qualities of Successful entrepreneurs with short entrepreneurship journey of successful entrepreneurs like Dhirubhai Ambani, Steve Jobs, Bill Gates, Mark Zuckerberg, Jack Ma and Jan Koum. The session covered the following

- Importance of Entrepreneurship
- Qualities of Successful Entrepreneurs
- Enterprising Tendencies
- Competencies Clusters required for an entrepreneur
- Concluding Remarks



The screenshot shows a Zoom meeting interface. At the top, there is a notification bar that says "Who can see your viewing activity?". The main content is a presentation slide with a white background and a grey arrow pointing upwards. The slide features six portraits of successful entrepreneurs: three in a row at the top (Bill Gates, Jack Ma, and Dhirubhai Ambani) and three in a row at the bottom (Bill Gates, Steve Jobs, and Mark Zuckerberg). A green rounded rectangle in the center of the slide contains the text "WHAT DO THEY HAVE IN COMMON?". In the top right corner, there is a small video feed of the speaker, Mr. Shibin Mohamed EDI, with his name displayed below the video.

Date: 28th February 2022

Topic: Innovation and Creativity for Entrepreneurs – The First Step

Resource Persons

1. Mr. Raman Jee
Assistant Professor (Grade -II)
Entrepreneurship Development Institute of India
Ahmedabad

The Session started with Raman Jee empathizing on creativity and innovation. He ensured that the students understand the meaning of creativity and innovation. Further he justified why creativity and innovation are core factors in deciding the success of the entrepreneur. His session covered the following topics

- Creativity and Innovation
- Creativity vs Innovation
- Characteristic Features of Creativity
- Young's Creative Process
- Graham Wallas Approach to Creativity
- Measuring Creativity
- Remote Association Test & Torrance Test
- Creative Behaviour Inventory
- Features of Innovation
- Types of Innovation
- Approaches to Innovation
- Concluding Remarks

The screenshot shows a Zoom meeting in progress. The main window displays a Microsoft PowerPoint presentation titled "Creativity & Innovation" by Raman Jee, Faculty at EDII, Ahmedabad. The slide features the EDII logo and the text "Creativity & Innovation". The meeting interface includes a list of participants: Shibin Mohamed EDII, Sweroup L V, Samarth Tewari, and Raman Jee, EDII. A Department of Commerce logo is also visible. The bottom of the screen shows Zoom controls like Unmute, Start Video, Security, Participants (92), Chat, Share Screen, Pause/Stop Recording, Reactions, and Leave.

EVENT GALLERY

Who can see your viewing activity? X



WHAT DO THEY HAVE IN COMMON?

Shibin Mohamed EDI

00:20:17 / 01:40:00

Speed

Who can see your viewing activity? X



Life begins at the end of your comfort zone.

Neale Donald Walsch

Shibin Mohamed EDI

00:23:05 / 01:40:00

Speed

Entrepreneurship is solving real time problems around you through an **innovative** product, process or activity which has a promising Business Potential, with significant elements of risk, control & reward



For an Entrepreneur...Every **Problem** is an **Opportunity** in Disguise



ENTREPRENEURSHIP



Economic growth



Source of innovation



Create jobs



Personal development



Who can see your viewing activity? X



NEED FOR ACHIEVEMENTS



00:35:47 / 01:40:00

Speed

Who can see your viewing activity? X



NEED FOR INDEPENDENCE



DE

00:38:08 / 01:40:00

Speed

Who can see your viewing activity? X



DRIVE AND DETERMINATION



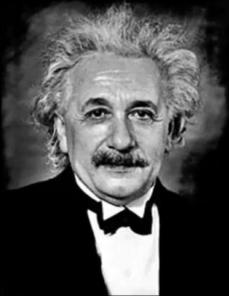
00:40:22 / 01:40:00

Speed

Who can see your viewing activity? X



CREATIVITY & INNOVATION



00:41:27 / 01:40:00

Speed

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CALCULATED RISK TAKING



Shibin Mohamed EDII

Sweroup L V

shubham mandal-19-...

Dinesh R 08 PA

shravan karthik bcom...

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CLUSTERS of COMPETENCIES

United Nations - EMPRETEC

Planning Cluster

- Goal Setting
- Information Seeking
- Systematic Planning & Monitoring

Achievement Cluster

- Opportunity Seeking & Initiative
- Persistence
- Fulfilling Commitments
- Demand for Efficiency & Quality
- Calculated Risk Taking

Power Cluster

- Persuasion & Networking
- Independence & Self Confidence

Shibin Mohamed EDII

Sweroup L V

shubham mandal-19-...

Dinesh R 08 PA

shravan karthik bcom...

Unmute Start Video Security Participants 92 Chat 2 Share Screen Pause/Stop Recording Reactions Leave

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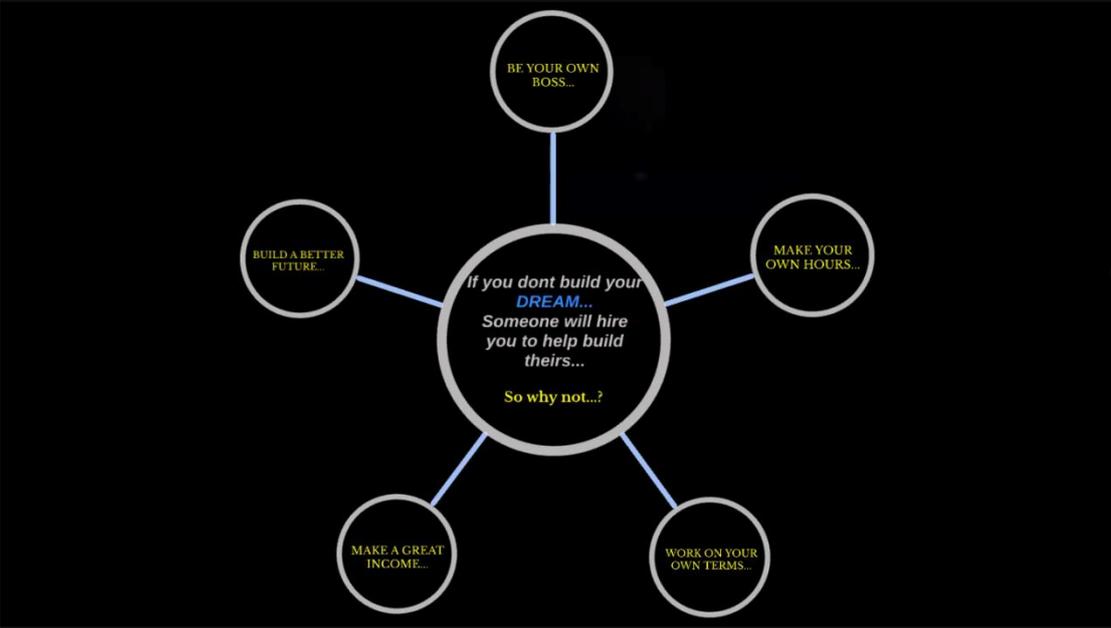
	Sweroup L V	Samarth Tewari		Dinesh R 08 PA
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Sajad 32		IAF .03.K.DEVESH		
Aparajitaa.V	Nabeel Nawab 29	BazilShahul_IAF		Varsha Jairam

Unmute Start Video Security Participants 91 Chat 3 Share Screen Pause/Stop Recording Reactions Leave

Recording... [Pause] [Stop]

You are viewing Shibin Mohamed EDII's screen View Options

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Shibin Mohamed EDII

Sweroup L V

Samarth Tewari



PA_05_Sathya N

Dinesh R 08 PA

Press (O) to unmute or hold space bar to temporarily unmute.

Unmute Start Video Security Participants 91 Chat 3 Share Screen Pause/Stop Recording Reactions Leave

Recording... [Pause] [Stop]

View

 Shibin Mohamed EDII	Sweroup L V	Samarth Tewari	 PA_05_Sathya N	Dinesh R 08 PA
 Department of Commerce	 Raman Jee, EDII	Dr. Chitra Srinivasan	vaish	 06_Abirami Naren_IAF
 27_Kothai M_IAF	 Seyed Abdur rahman_37	16_Haya_IAF	21_Jyoti Kumari_IAF	Nithesh IAF 30
 20_Kirthiga_S_IAF	Sajad 32	 09_anand_iaf	IAF .03.K.DEVESH	 002_Ram hari_IAF
 Sowmiya 01	Aparajitaa.V	 Nabeel Nawab 29	BazilShahul_IAF	 013_Cesar Esquivel_IAF

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Recording... [Pause] [Stop]

You are viewing Raman Jee, EDII's screen View Options

View

Creativity & Innovation_Feb 28 - Microsoft PowerPoint

File Home Insert Design Transitions Animations Slide Show Review View

Cut Copy Paste Format Painter New Slide Section Clipboard Slides Outline

Layout Reset Paragraph Font Paragraph Drawing

Shape Fill Shape Outline Shape Effects Find Replace Select Editing

1 Creativity & Innovation

2 What is Creativity & Innovation?

3 What is Creativity? What is Innovation?

4 Creativity & Innovation

Click to add notes

Slide 1 of 32 Office Theme English (India) 70%

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Sweroup L V

Samarth Tewari


Raman Jee, EDII


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Difference between Creativity & Innovation

BASIS FOR COMPARISON	CREATIVITY	INNOVATION
Meaning	Creativity is an act of creating new ideas, imaginations and possibilities.	Application of idea into value-added product, services or processes, which are commercially viable.
Process	Imaginative	Productive
Related to	Thinking something new	Introducing something new
Money Consumption	No	Yes
Risk	No	Yes

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Samarth Tewari



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Creativity - Characteristic features

- Creativity normally **occurs incrementally** over a long period of time.
- It is the result of **hard work and commitment** to solving a problem.
- is **directed, intentional, rational** process.
- Although creativity is **largely domain-specific**, cross-disciplinary interference can enhance creativity.

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Samarth Tewari



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Young's Creative Process

EDII

Immersion	Gathering raw material & information through background research and immersing yourself in the problem
Digestion	Take the information, work it over, wrestle with it in your mind
Incubation	Putting the problem out of your conscious mind and Turn the information over to the subconscious to do the work
Illumination	"Eureka! I have it!" phenomenon: Birth of an idea
Verification	Study the idea, evaluate it, reshape it for practical usefulness

James Web Young, former Vice President of J Walter Thompson, developed one of the most popular approaches to creativity in advertising

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Graham Wallas- Approach to Creativity

EDII

1. Preparation: Gathering background information needed to solve through research and study.
2. Incubation: Getting away and letting ideas develop.
3. Illumination: Seeing the light or solution.
4. Verification: Refining and polishing the idea and seeing if it is an appropriate solution.

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Slide 9 of 32: Can we measure creativity ?

Participants: 88

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Slide 10 of 32: Measuring Creativity

- Remote Association Test
- Torrance Test
- Creative Behaviour Inventory Test

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Clipboard Slides Outline

Remote Association Test

EDII

- Developed by Sarnoff Mednick in the 1960s
- Measures creative convergent thinking

1	Cream/skate/water	
2	Digital/wrist/stop	
3	Rocking/wheel/high	
4	Dew/comb/bee	
5	Fountain/baking/pop	
6	Cracker/fly/flighter	
7	Dream/break/light	
8	Measure/worm/video	
9	High/bus/house	
10	Worm/shelf/mark	
11	River/manager/account	
12	Opera/hand/dish	
13	Sleeping/bean/trash	
14	Food/forward/break	
15	Basket/cricket/snow	

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Clipboard Slides Outline

Torrance Test

EDII

- Created by Ellis Paul Torrance
- Simple tests of divergent thinking and other problem-solving skills
- Fluency. The total number of interpretable, meaningful, and relevant ideas generated in response to the stimulus.
- Flexibility. The number of different categories of relevant responses.
- Originality. The statistical rarity of the responses.
- Elaboration. The amount of detail in the responses.

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Torrance Test

	Starting Shapes	Completed Drawing	
		More Creative	Less Creative
Use	○	 Mickey Mouse	 Chain
Combine		 King	 Face
Complete		 A fish on vacation	 Pot

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Creative Behavior Inventory (Hocevar, 1979, 1980)

Hocevar, D. (1980). Intelligence, divergent thinking, and creativity. *Intelligence*, 4, 25-40.

This is an inventory, not a test. The inventory is simply a list of activities and accomplishments that are commonly considered to be creative. For each item, circle the answer that best describes the frequency of the behavior. Be sure to answer every question, and don't worry about duplicate or similar items.

	Never	Once	2-4 times	5-6 times	7+ times
1. Received an award for acting.	0	1	2	3-4	5-6 7+
2. Worked as an editor for a school or university literary publication.	0	1	2	3-4	5-6 7+
3. Worked as an editor for a newspaper or similar organization.	0	1	2	3-4	5-6 7+
4. Constructed something that required scientific knowledge such as a radio, telescope, scientific apparatus, etc. (excluding school or university course work).	0	1	2	3-4	5-6 7+
5. Painted an original picture.	0	1	2	3-4	5-6 7+
6. Designed and made your own greeting card.	0	1	2	3-4	5-6 7+
7. Gave a recital.	0	1	2	3-4	5-6 7+

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Slide 16 of 32: Innovation

Innovation

Practical application or Implementation of idea or invention into marketable product, processes or methods such that they add value to the existing one or create new product or process or solutions.

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Slide 17 of 32: How does innovation help?

How does innovation help?

Makes life easier for people

Multitasking Pancake Pan

Scanmarker – Reads text & transfer to computer

Click to add notes

Participants: 86

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Slide 18 of 32: "Makes products affordable" (EDII logo, Braigo Labs logo, photo of Shubham Banerjee with Braigo)

Participants: Raman Jee, EDII; Sweroup L V; PA_23_Abhinandh; Department of Commerce; Juhi_PA

Controls: Unmute, Start Video, Security, Participants (87), Chat (3), Share Screen, Pause/Stop Recording, Reactions, Leave

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Slide 18 of 32: "Makes products affordable" (EDII logo, Braigo Labs logo, photo of Shubham Banerjee with Braigo)

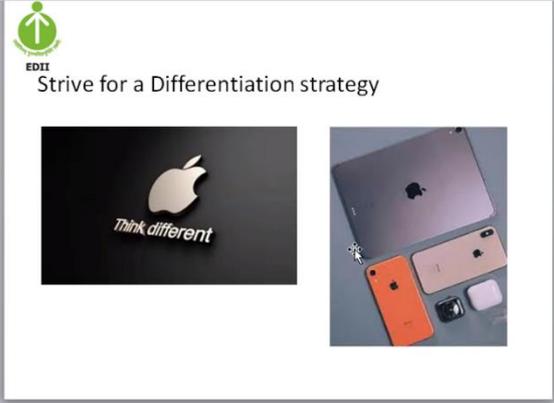
Participants: Raman Jee, EDII; Sweroup L V; PA_23_Abhinandh; Department of Commerce; Juhi_PA

Controls: Unmute, Start Video, Security, Participants (87), Chat (4), Share Screen, Pause/Stop Recording, Reactions, Leave

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Strive for a Differentiation strategy



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Slide 19 of 32 | "1_Office Theme" | English (India) | 70%

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Create new markets



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TYPES OF INNOVATION

Based on market and technology

- Incremental
- Architectural
- Radical
- Disruptive

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Incremental Innovation

Incremental Innovation is the continuous improvement of existing products or services to provide more value to an existing market. It focuses on reducing defects and incrementally improving performance with features like product line expansions, cost reductions, and next-generation products. This type of innovation occurs in the short-term and has low technological advancement and low market impact. Examples: **Mobile phones, Gillette, television**

Architectural Innovation

Architectural Innovation is the modification of existing solutions for an entirely new market. Architectural innovation refers to changing the overall design of a product by putting existing components together in new ways. This innovation occurs in the short to medium term. Examples: **Walkman, desktop photocopiers**

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Slide 23 of 32

Disruptive Innovation is when *new technologies and products* are created to serve an *existing market*. This type of innovation is enabled by new technology that provides a more efficient and accessible alternative to what already exists in the market. Businesses apply disruptive innovation to serve the evolving needs of their consumer base, creating entirely new value streams and service offerings that did not exist before. Examples: **Open source software, Peer-to-peer platforms (Airbnb), video streaming**

Radical Innovation is when an organization applies *new technology* to a *new market*. This type of innovation is when a new product, process, or service with high technological advancement has a high market impact and completely replaces an existing offering. This innovation occurs in the long-term. Examples: **Salesforce, Metromile**

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Open Innovation Approach

- Using the open innovation approach means that the **organisation opens up its knowledge and shares the challenges** it is trying to solve with the world.
- Individuals and organisations are then encouraged to respond with ideas.

Quirky LEGO

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Frugal Innovations

- Frugal innovations aim to offer **smart, simple and affordable** solutions. Frugal innovation processes start from the **identification of needs and bottlenecks** especially for underprivileged sections in society.
- Frugal innovators can be individuals or local communities engaged in grassroots innovations to solve their own immediate problems

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Frugal Innovations - Miticool

Low cost Refrigerator costing Rs.5500

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Frugal Innovations – Jaipur foot



Prosthetic limb costing \$150-200

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EDII

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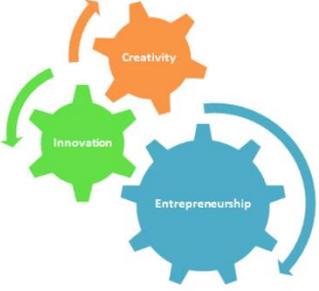
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Relationship Between Creativity, Innovation & Entrepreneurship



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EDII

Relationship Between Creativity, Innovation & Entrepreneurship

Find problems of people & generate creative solutions

Develop creative solutions into concrete products or services

Form a new business based on the developed solution

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Slide 29 of 32 "1_Office Theme" English (India)

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EDII

Innovation- Based on aspects of organization and its functional areas

- A. Product Innovation
- B. Process Innovation
- C. Marketing Innovation
- D. Technological Innovation
- E. Business Model Innovation
- F. Supply Chain Innovation
- G. Organizational Innovation

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Slide 30 of 32 "1_Office Theme" English (India)

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Slide 31 of 32: "Office Theme" English (India)

Slide Content:

- Problem identification
- Solution generation
- Forming a new venture
- EDII
- SUCCESS BREWED AT CRADLE, EDII
- EDII Logo
- Product Images
- Logo: S schemopedia.com

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Participants:

- Raman Jee, EDII
- Sweroup L V
- PA_23_Abhinandh
- Department of Commerce
- Juhi_PA

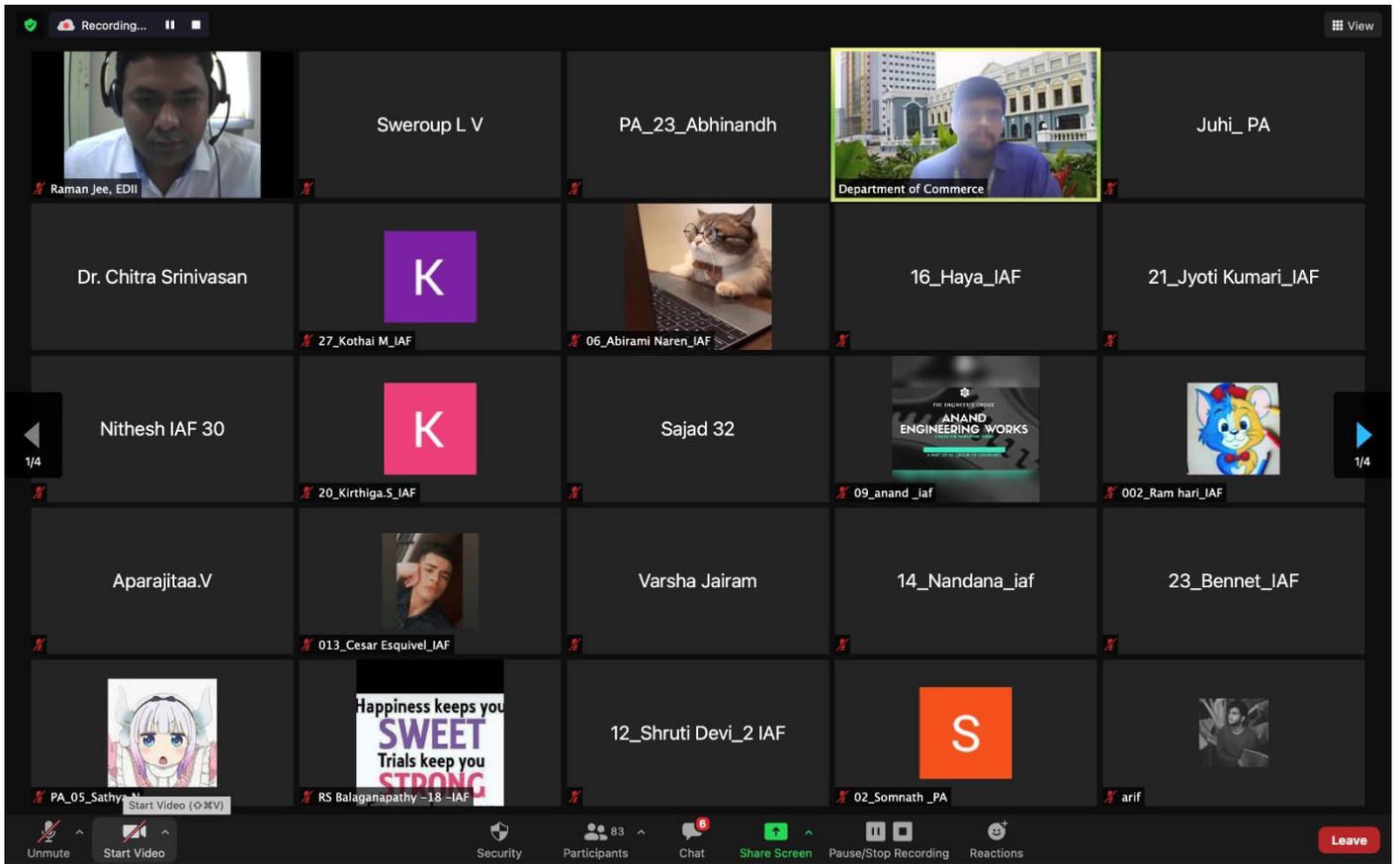
Controls: Unmute, Start Video, Security, Participants (85), Chat, Share Screen, Pause/Stop Recording, Reactions, Leave

Recording... You are viewing Raman Jee, EDII's screen View Options

Participants Grid:

- Raman Jee, EDII
- Sweroup L V
- PA_23_Abhinandh
- Department of Commerce
- Juhi_PA
- Dr. Chitra Srinivasan
- 27_Kothai M_IAF
- 06_Abhirami Naren_IAF
- 16_Haya_IAF
- 21_Jyoti Kumari_IAF
- Nithesh IAF 30
- 20_Kirthiga_S_IAF
- Sajad 32
- 09_anand_iaf
- 002_Ram hari_IAF
- Aparajitaa.V
- 013_Cesar Esquivel_IAF
- Varsha Jairam
- 14_Nandana_iaf
- 23_Bennet_IAF
- PA_05_Sathya N
- RS Balaganapathy -18 -IAF
- 12_Shruti Devi_2 IAF
- 02_Somnath_PA
- Krishna R

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Session Recordings

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