

Ideation and Idea validation Event report



ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to University of Mumbai, Approved by DTE & AICTE)

ECell's S2-E3

Presents

Guest Session

on

Topic:- Ideation & Idea Validation



DR. TARU RUPALI

Department of Management Studies,
Bharati Vidyapeeth.

Mentoring at Startup India on MARG Program initiated by DPIIT (PAN India).

Saturday

13th April 2024

Time

11.15 am - 12.45 pm

Venue: Seminar Hall, 4th floor, Phase 3, Malad, Mumbai

Event report

Name of event: Ideation and Idea Validation

Date of Conduction: 13th April,2024

Class Semester: MMS batch 2023-25

No. of Students & Faculty: 120+students and 4+faculty members

Under the Guidance of: Prof Gaanyesh Kulkarni

Faculty Coordinator for this event(S- 2/ E-2) :Prof Gaanyesh Kulkarni

Coordinator/Committee: E-CELL, AIMS

Student Coordinator/Committee: Khushi Mandlik, Kshitija Sawant, Aaditya Khankar, Roshni Survase, Sphurti shere, Nisha Parekh, Vaibhav Bhise, Karan Patil, Suvansh Yadav, Rahul Prajapati, Karan Patil

Objectives

To encapsulate the core insights shared during the "Ideation and Idea Validation" event held on April 13th, 2024 at Atharva Institute of Management Studies. The report will meticulously outline the fundamental aspects discussed by the guest speaker, focusing on key takeaways and crucial points that aim to equip attendees with a comprehensive understanding of essential entrepreneurial concepts.

Description

The Ideation and Idea Validation (2nd episode of Season-2) was an E-Cell, AIMS organized event which was conducted on 13th April, 2024 in the Seminar Hall of AIMS.

At the start of the event, our host Mr. Niraj Gawade graciously welcomed our esteemed Guest Dr. Rupali Taru (Faculty of Information Technology Systems at Bharati Vidyapeeth and a Startup India Mentor as well as our enthusiastic students, establishing a pleasant and inclusive atmosphere for the event. Mr. Niraj delivered a speaker introduction in which she gave a brief background, experience, and accomplishments of guest speaker. After concluding the speaker introduction, Dr. Shubhilal Agrawal honored Dr. Rupali Taru with a gift.

Dr. Rupali Taru started the event with some important steps as an introduction and she emphasized the importance of starting early in the journey of entrepreneurship, citing that experiential learning is pivotal in this process. She highlighted key terms like idea, ideate, ideation and the connection of these concepts with entrepreneurship. She illustrated this with a short story.

The event also shed light on the paramount importance validation of idea before implementing it.

Dr. Rupali stressed the need to understand people's problems and evaluate them to develop a new, unique designs or products. She elucidated on effectively utilizing unique features to attract customers . She emphasize about research and importance of research while starting entrepreneurial journey. She thrown light on some key steps to be taken while doing Idea Validation. And why idea validation is important step after Idea generation. At the

end Dr. Rupali focused on how to get mentor and shared invaluable insights on type of research to be done.

Dr. Rupali Taru's thought provided an enriching perspective on Ideation, emphasizing the importance of innovation, understanding market dynamics to provide customer needs. The event served as an excellent platform for budding entrepreneurs to comprehend the intricacies of establishing and sustaining successful business ventures.

The event ended with Q & A event. In this Dr. Rupali gave valuable insights and solutions to the students and faculties according to their questions.

As we concluded the enlightening event, Ms. Pranita Khedekar delivered a vote of thanks. She expressed our special gratitude to Dr. Rupali Taru for sharing his valuable insights and experiences, Honorable Shri Sunil Rane Sir, Executive President of Atharva Group of Institutions, for his continuous support, our Director Dr. D. Henry Babu for guiding us in all the event, our IT department, Sound Systems Crew, Marcom, Admin department, Non-Teaching Staff, and the ECell members. It was through the efforts of these individuals that 'Ideation and idea validation event (Episode-2 of season-2)' was a great success.





Report made by- Sphurti shere, Rahul Prajapati (MMS 2023-25). E-cell Aims.