

ONLINE WORKSHOP ON CREATIVE IDEATION FOR INNOVATION

Date: 26 Sep, 2020

Organizing Department: Department of Management Studies

Mode: Offline

No. of Participants: 40

Duration of Event: One day

Resource Person: Mr. Suyog Sunil Risbud, Founder, Futuring Now

Coordinator Name: Mr. Hitesh Tikyani, Ms. Poonam Rajharia, Ms. Deepika, Mr. Pankaj Meel, Ms. Madhubala Kaushik, Ms. Anadi Trikha, Mr. Adit Jha

Event Venue: Seminar Hall, VGU



Brief Report

An online workshop on “Creative ideation for Innovation” was organized by the Department of Management. It was well structured, focused and result oriented. The workshop helped students to constructively create ideas to solve real world problems. Mr. Suyog Sunil Risbud, stressed on ideation through sessions such as Sketching, Prototyping, Brainstorming, Brainwriting, Worst possible Idea, and other ideation techniques. Ideation is also the third stage in the Design Thinking process.

Conclusion

This workshop helped students to understand the process of productive, effective, innovative ideation. 40 students attended the programme.