

Title: National Start Up Day – Workshop on Idea Generation

Details on the Coordinators: Mr. Sameer Mohite and Mr. Cletus Zuzarte.

Date /Time/ Venue / Offline/ Online Mode and details of the Platform:

16th January, 2022 (Sunday). 10.00am to 1.45pm on Zoom Platform (CS

Objectives of the Envisaged Project:

1. Provide an active learning environment for students to learn about Social enterprises and develop competencies to work in them.
2. Offer an opportunity to ideate - test hypotheses around the creation of social ventures, and thereby develop a first-hand understanding of how the field works.
3. Participants engage in a process to understand and guide the process of Social Enterprise development with beneficiaries who will pursue the proposed model of social entrepreneurship at the grassroots

Details on the Collaborating Organization/ Facilitators / Resource Persons:

Dr. Haseena Sayed

Associate Professor and Head of Commerce Dept, Jaihind College

Details of the Participants [Attach Attendance List as Annexures]

16 Student Participants, 3 CSWNN Faculty – Mr. Sameer, Mr. Cletus & Dr. Ronald and Resource Person – Dr. Haseena Sayed

Synoptic Overview on the Contents / Outcome of the Project:

Once you know what you want it is time for you to start manifesting. Manifestation of ideas only happen when you broaden your thinking and don't hesitate to have ideas that are unusual.

The workshop began with Mr. Cletus Zuzarte and Mr. Sameer Mohite warmly welcoming and introducing the resource person, Dr. Hasina Sayed to the 16 students who were looking forward to acquaint themselves with the whole concept of "Ideation".

Dr. Hasina, Entrepreneur Educator and Mentor began the workshop by telling the students that this workshop would include a lot of interaction and brain storming. She encouraged that the students stop her in between incase they needed to clarify doubts or share their experiences. Dr. Hasina explained that her session would be divided into two aspects. Firstly, reasons for ideation and how to get ideas for starting a business/ social venture and secondly, getting divided into groups (joining break-out rooms) and brainstorming ideas based on the idea provided.

Dr. Hasina listed down reasons why ideation is important. Some of them are as under:

1. Need for change
2. Need for survival
3. Need for fame
4. Need for improving lifestyle
5. Need to fulfil your dream/ ambition

The important word that highlights before listing down the reason is the NEED to do it. If there was no need probably there wouldn't have been a reason to discuss it.

Another very important thing is the source from where idea is generated. It is a fact that ideas have to be formulated in the minds of people but the inspiration/ motivation that made them do it could be varied. It could either be from within yourself or from an external source. Some sources from where ideas are got are:

1. Pain Point (ones own or some else's that makes you want to do something to change it)
2. Pleasure Point (something that makes you happy)
3. Aspirational Point (something that you aspired to do in life)
4. Situational Point (perhaps a situation you were put into made you think of something better and beneficial not just to you but also to a larger population)
5. Idea extension (building your idea on someone else's so as to make it more relevant and feasible for the beneficiaries)
6. Cause Crusader (includes transformation and doing things your own way)
7. Serendipity (you just get lucky enough to have received an idea out of nowhere/ luck by chance)
8. Culture (some ideas are derived by your environment and cultural practices)

Dr. Hasina very briefly explained about the importance of environmental scanning which covers Technology, market shift and glocalization being three major aspects of understanding how the market works and where should we as social entrepreneurs focus on.



The next concept which was explained by Dr. Hasina was Competitive Analysis wherein she acquainted us about a few things influence competition between two ventures.

1. In Product
2. In Practice
3. In Packaging (Example of Tetra-pack launched by Frooti)
4. In Delivery (Flipkart – 3 Bansals who started this company – Cash On Delivery Idea)
5. In Brand Communication (Airtel's Tagline – Keep Talking)
6. In Market Strategy (Chinni's Pickle – 50 Paise Sachets instead of glass jars)

Dr. Hasina told us that we would be now divided into groups of 4 and thus 4 Groups were formed by Mr. Cletus Zuzarte. Students went into the break out rooms around 9 times after each kind of idea which was shared with them.

An introduction to a new way of thinking and generating ideas was introduced to us which is called D.I.S.R.U.P.T. Every alphabet stands for a new way of generating idea. An example was shared and students were sent into breakout rooms.

D – Derive (Deriving another product from an existing one. Example- Email)

I – Include (Including something new to it and changing it to a new product. Example– Thermometer)

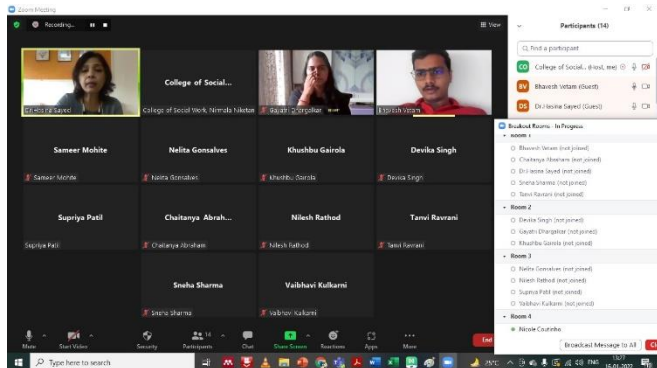
S – Separate [Separating something from the idea (Example- School) and building something that focuses more on one single feature]

R – Repurpose (Putting the product into a NEW USE. Example- Toothbrush)

U – Unite (Adding something to the existing product to make it a new one. Example- Wallet)

P – Personalize (Personalizing any household appliances as a car accessory)

T – Transplant (Thinking of any product/ service that works in one place and sharing how it can be used in another country or segment)



I, Gayatri Dhargalkar was in a breakout room with three students. One student who was from my class and other two from Bachelors whom I was meeting for the first time. Every time we were sent into the breakout room, we were energetic, curious and eager to come up with more logical and realistic ideas. When we were back into the main room, with Dr. Hasina and other students, we made presentations of every idea that we had thought about. Listening to ideas from other students I developed a much better understanding of the different levels on which ideas were being generated.

I was asked to share my experience inside the breakout room. I was grateful enough to share how it helped me to broaden my mindset and explore my horizons. It may seem easy to say that generating ideas is a simple task but when we have to think of it in a realistic and logical way, we may have to give it a second thought.

Dr. Hasina while concluding her session suggested how we can have a simple idea and put it into action to initiate a social venture.

Mr. Cletus Zuzarte gave the concluding remarks while Mr. Sameer Mohite shared his experience of attending this session. A group photo was taken in the end and we all exited the zoom call with smiling faces.



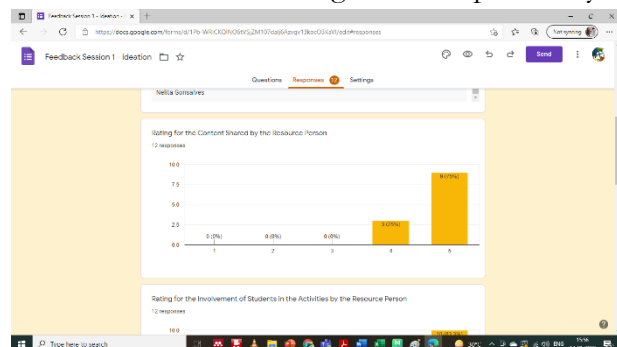
Feedback of Participants/ Coordinators:

Response of Coordinator – Mr. Sameer Mohite

❖ Cletus it was really wonderful session. I personally really enjoyed a whole session a lot. Thanks for bringing such an amazing resource person 🙌 🙌 🙌

Responses by Students:

❖ It's really great and knowledgeable session we got many ideas to work on and also we find it so creative with our imagination. I personally think that kind of session give us more innovative thinking we trying to think out of the box context and that's the learning I got from this session.

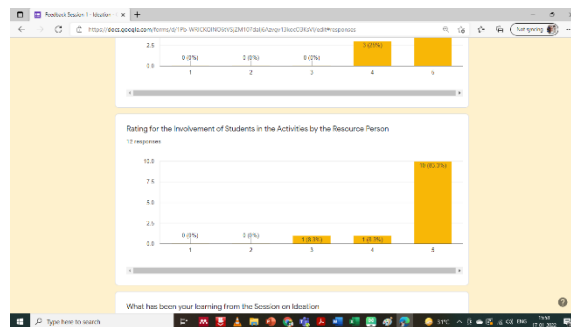


❖ It was a wonderful session. I can able to think lots of ideas.

❖ Importance of generating ideas how to think out of the box.

❖ With small things you can innovative and create new new invention idea as no limits and was able to experience that

- ❖ When we work as a team we can contribute more
- ❖ How to open the mind to think of an object and it's alternative services or usage
- ❖ I learned about on the basis on need generating different different ideas like whatever topic and on the basis of these idea how can we go through deep and make it successful thing.and also compare 1st ideas and then choose and make it as fullfill our need that is successful.
- ❖ I learnt a lot about creating/generating ideas in a group and also understood the importance of active listening and respecting everyone's perspectives in a group.
- ❖ Learnt to generate ideas
- ❖ I learnt how a little thought can blossom into a great social/ business enterprise. Dr. Hasina walked us through the 7 aspects of how idea can be generated. It helped me understand the concept of ideation better.
- ❖ This session helped us to think out of the box by giving different situations and in a limited period of time. As a team everyone's experiences came together to come up with an idea. Our mentors experience was shared which was motivating and inspiring.
- ❖ It was a wonderful session, interacting with other students and ma'am and thinking about various opportunities we could come up with.



Annexures

- ❖ List of Participants

Meeting ID	Topic	Start Time	End Time
83466634353	Foundation in Social Entrepreneurship Add On Course	01/16/2022 09:47:14 AM	01/16/2022 01:40:56 PM
Name (Original Name)	User Email	Total Duration (Minutes)	Guest
Cletus Zuzarte	cswnnprincipal@gmail.com	234	Yes
Chaitanya Abraham	chaitanyaabraham26@gmail.com	17	Yes
Foram Dalal	frdalal5@gmail.com	41	Yes
Shaikh Shagufta	sshagufta142@gmail.com	244	Yes
Nilesh Rathod	nileshrathodcsn1999@gmail.com	241	Yes
Khushbu Gairola	khushbugairola@gmail.com	6	Yes
Tanvi Ravarani (Kiran Ravarani)		66	Yes
Gayatri Dhargalkar		241	Yes
Shital Kolekar	shitalk2107@gmail.com	231	Yes
Devika Singh	devikakasana.15@gmail.com	238	Yes
Khushbu Gairola (Khushbu)		61	Yes
Sameer Mohite	tiss.sameer@gmail.com	208	Yes
Nelita Gonsalves		234	Yes
Nicole Coutinho		229	Yes

Supriya Patil (supriyapatil)		64	Yes
Vaibhavi Kulkarni		232	Yes
Dr.Hasina Sayed		222	Yes
moto g(30)		57	Yes
Bhavesh Vetam		228	Yes
Shreyash CSWNN (SRS)		52	Yes
Chaitanya Abraham		202	Yes
Manisha		42	Yes
Khushbu Gairola		175	Yes
Shreyash CSWNN		88	Yes
Tanvi Ravrani (Tanvi Ravarani)		158	Yes
Sneha Sharma		172	Yes
Supriya Patil		167	Yes
Dr.Ronald		118	Yes
Tanvi Ravrani		17	Yes

Ideas Students wish to work on: Can you share one Idea that you think you would like to work on as a Social Entrepreneur - 12 responses

- ❖ I would like to go with the idea of wallet with GPS tracker or more safety tools included in it. I would like to work on it as a social entrepreneur.
 - ❖ Organic products business start up
 - ❖ Making of a thermometer with oxymeter and blood pressure indicator.
 - ❖ I'm still not clear would take time to prepare a idea.
 - ❖ We can make fertilizer from fruit pulp
 - ❖ Physical fitness curriculum with orphanages and Children's homes
 - ❖ Like we have discussed in group switch stress . I would like to work on an a social entrepreneur.
 - ❖ I think I would definitely want to work on an application regarding mental health. It can be an application which will be a platform for people to connect and be a part of various remedial groups. I haven't really worked on it as an idea and framed it accordingly yet but I think this course will definitely help me to develop my skillsets for the same.
 - ❖ Personally wanna work on Livelihood opportunities for women especially women involved in informal sector
 - ❖ Would like to start a social enterprise wherein cooperative housing society members can come together and develop an emergency response system for Domestic Fires taking place in the residential places.
 - ❖ I want to work on this application which I discussed that would connect an animal in need and NGO's. Also I'll come up with a business model keeping in mind the needs of the animals and environment.
 - ❖ I don't think I have that idea as of yet
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- ❖ Budget Details / Statement of Expenses – Rs. 5000/- paid by the Accounts Office to the Resource Person who will also be taking two more sessions on Design Thinking and Business Model later on as per plan.