

REPORT ON SDP

Topic : MY STORY – A Motivational Session by Successful Innovators

Date/Time : February 26, 2022 / 1530 hrs – 1700 hrs

Mode : Online [GoogleMeet]

Resource : Mr. Anand Pandey, CEO & Founder, AKP Technovision
Innovation Pvt. Ltd., Lucknow

Coordinator : Dr. Rama Kant, Vice President, IIC

No. of Participants : 87

Objective(s)

- To create awareness on risk taking opportunity,
- To inculcate habit of team-building,
- To learn capital raising techniques, and
- To learn how a failure can be a progressive step towards success.

Description

Dr. Rama Kant welcomed all the participants. With a short overview about MY STORY, he briefed the objectives of the event. Prof. (Dr.) Neeta Awasthy, President, IIC welcomed Mr. Anand Pandey, resource person for MY STORY.

An entrepreneur breaks the normal practice and use imagination to explore a quick and effective solution(s) to an existing problem in the community. Mr. Anand Pandey, a well-known innovator, had one-on-one conversation with the participants so as to inculcate a sense of entrepreneurship among them and this made the event very interactive.

Mr. Pandey listed many examples from the ancient Indian literature(s) and briefed his story as an entrepreneur in order to generate an entrepreneurial spirit in the minds and hearts of the participants. He also mentioned the failures he faced during his journey of innovation. He showcased products and patents developed by him till date like multipurpose bag, acupuncture based medical apparatus, etc. This encouraged participants to pursue a career as an entrepreneur and to develop entrepreneurial skills.

In the last, Mr. Pandey given the solutions to the questions asked by participants on entrepreneurship and innovations and the event ended with a formal vote of thanks by Dr. Rama Kant.

(Coordinator)

(Director)

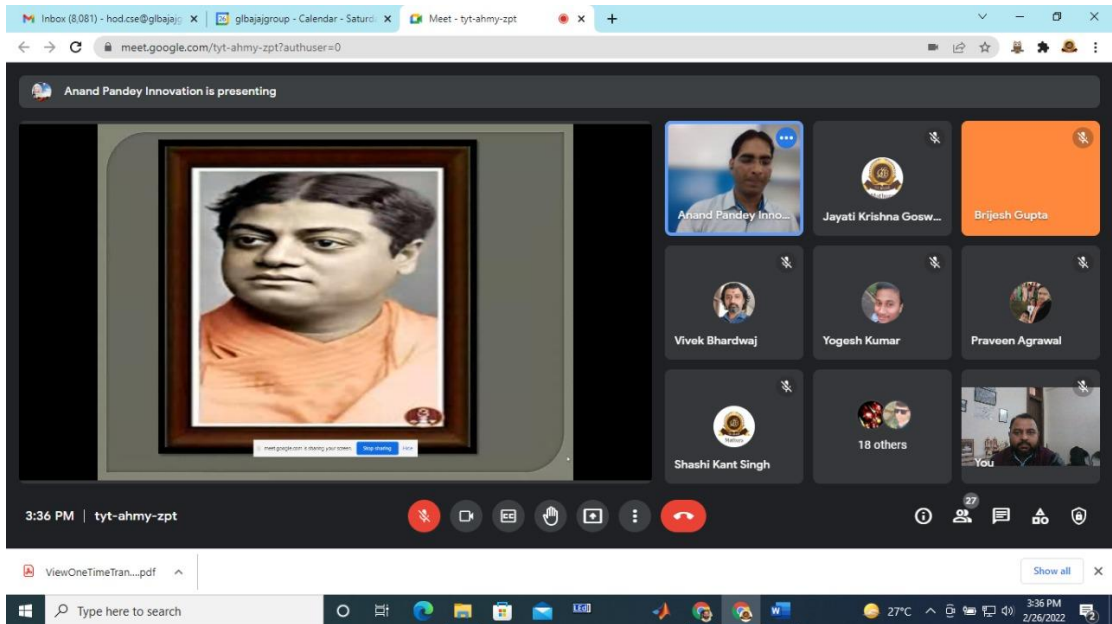


Fig 1. Mr. Pandey discussing about the youth icon of India, Swami Vivekanand

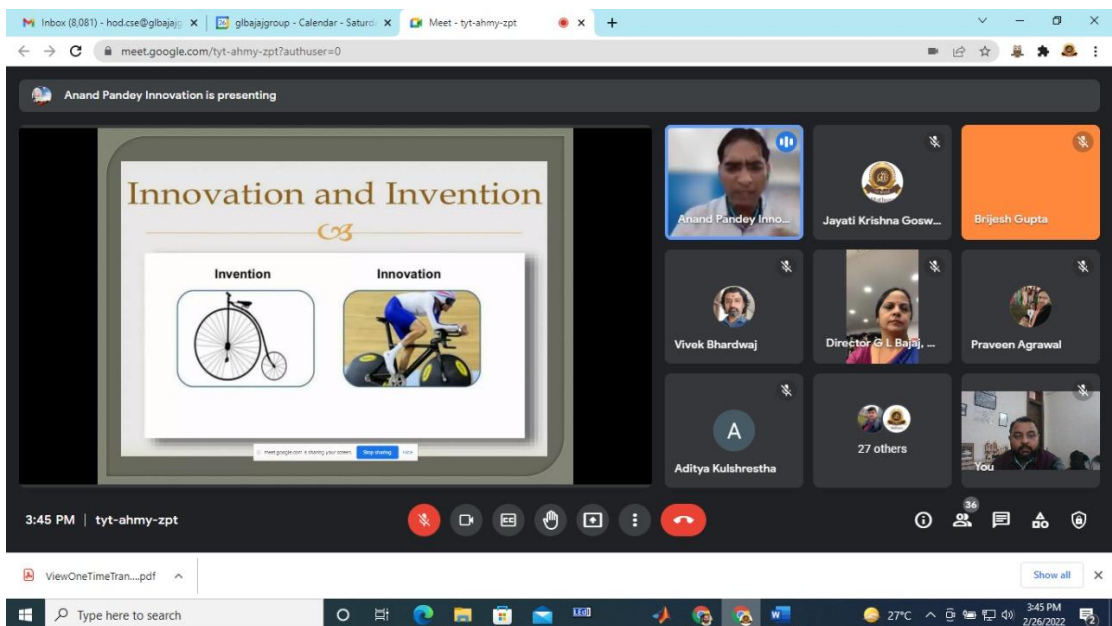


Fig 2. Mr. Pandey differentiating Invention and Innovation

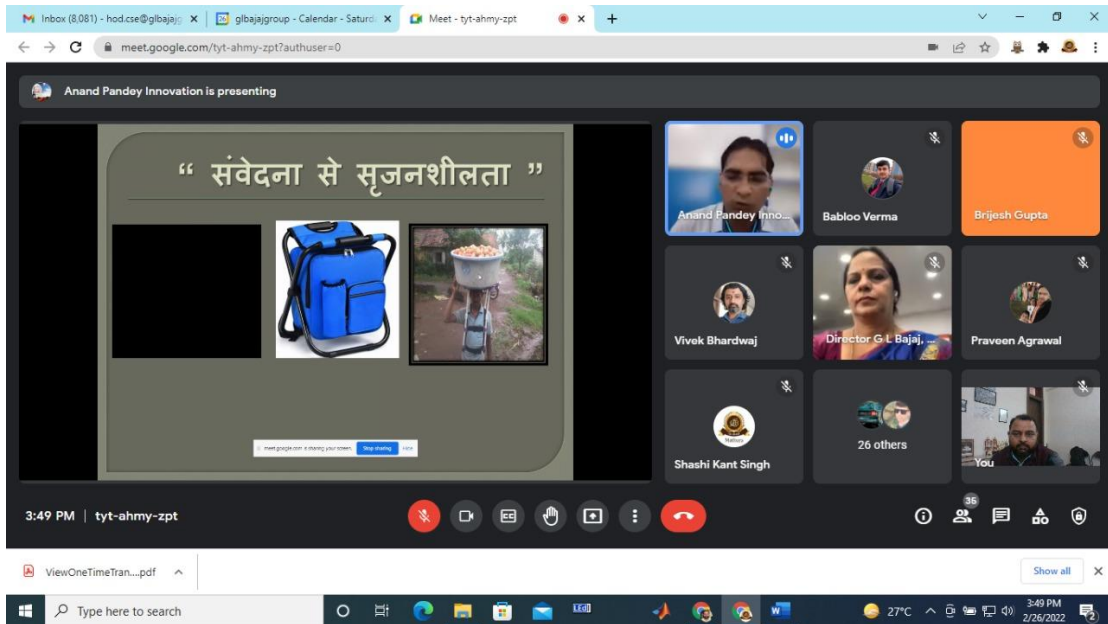


Fig 3. Mr. Pandey briefing about the first step towards being an innovator



Fig 4. Mr. Pandey discussing 5 P's of marketing