



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

Notice



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

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Knowledge Park-II, Greater Noida (U.P.)

21st November 2023

NOTICE

IQC (Institutional Innovation Council) is organizing a workshop on "Problem Solving & Ideation Workshop for MBA students."

Date: 27th November, Monday

Time: 10:30 am onwards

Venue: Seminar Hall

Convener: Dr. Richa Sharma

Resource Person: Mr. Sivam Dhar (Start Up Founder, Marketing Visionary, Strategic Planner & Consultant)

A handwritten signature in blue ink, appearing to read 'Lalit', is placed above the name of the Dean.

Dr. Lalit Kumar Sharma
(Dean, MIMT)

CC to:

IQAC Director

IBOD-MBA

Coordinators/Faculty Members

All Students

Notice Board/ Digital Platform/ Students WhatsApp Group

Office File



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Digital Banner



MANGALMAY
INSTITUTE OF MANAGEMENT AND TECHNOLOGY
Greater Noida

Institutional Innovation Council
organizes
**A SESSION ON
PROBLEM SOLVING
AND IDEATION WORKSHOP**

 **Date: 27th November 2023**  **Time: 12.30 pm onwards**

 **Venue: MBA Classroom, MIMT**



Resource Person
Mr. SUVAM DHAR
Start up founder | Marketing Visionary | Strategic Planner and Consultant

 Toll Free : 1800 103 3797  www.mimt.org  Plot No. 8 & 9, Knowledge Park-II,
Greater Noida, Delhi-NCR, India

| Report | |
|--------------------|--|
| Name of Activity | Session on Problem Solving and Ideation Workshop |
| Date | 27 th November 2023 |
| Venue | Seminar Hall |
| Organized by | IIC (Institutional Innovation Council) |
| No. of Students | 65 |
| Resource Person | Mr. Suvam Dhar (Marketing Visionary Elevating Businesses to New Heights through Strategic Planning and Consultancy) |
| Activity In charge | Dr. Richa Sharma |
| Objectives | <p>The Objective of the activity are:</p> <ol style="list-style-type: none"> 1. Empowering Problem-Centric Thinking: Foster a mindset shift among MBA students towards problem-centric thinking by emphasizing how startups, entrepreneurship, and innovation can serve as powerful tools to address real-life challenges. 2. Encouraging Ideation and Creativity: Inspire participants to explore creative thinking and ideation techniques through practical examples and case studies, encouraging them to view challenges as opportunities for innovative solutions. 3. Showcasing Entrepreneurial Success Stories: Utilize real-life examples of successful companies like Airbnb, Google, boAt, Paper Boat, and Facebook to demonstrate how identifying and solving common problems can lead to entrepreneurial success, encouraging students to learn from these stories. 4. Promoting Practical Application: Encourage students to apply problem-solving and ideation concepts learned during the workshop to real-world scenarios, enabling them to develop practical and innovative solutions for common issues faced by individuals or industries. 5. Highlighting Financial Viability: Emphasize the financial aspect of successful problem-solving, illustrating how |

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| | <p>innovative solutions not only address societal needs but also have the potential for financial success, motivating students to explore entrepreneurial opportunities with a dual focus on impact and profitability.</p> |
| Content | <p>On November 27th, MBA students from MIMT participated in a workshop led by Mr. Suvam Dhar, a Marketing Visionary specializing in elevating businesses through strategic planning and consultancy. The event was organized by the Institutional Innovation Council (IIC) and focused on the theme "Problem Solving and Ideation Workshop."</p> <p>Mr. Dhar guided students through the realms of startups, entrepreneurship, and innovation, emphasizing how these elements can empower students to generate solutions and create viable business opportunities. The workshop highlighted the idea that even the most complex problems often have simple solutions, provided individuals are open to creative thinking and innovative approaches. Students were encouraged to explore how their ideas could address real-life challenges, potentially leading to both impactful solutions and financial success.</p> <p>To illustrate his points, Mr. Dhar provided real-life examples of companies like Airbnb, Google, boAt, Paper Boat, and Facebook. He recounted the humble beginnings of these companies, emphasizing how they identified and addressed common problems faced by many people. Airbnb, for instance, emerged from the founders' struggle to find affordable lodging during a design conference. Similarly, Google's search engine addressed the growing need for efficient online information retrieval. boAt, Paper Boat, and Facebook also emerged as solutions to specific problems in the consumer goods and social media industries, respectively.</p> <p>Through these examples, Mr. Dhar underscored the importance of problem-solving and ideation in the entrepreneurial journey. He encouraged students to adopt a problem-centric approach, identifying and understanding the pain points of their target audience. By effectively addressing these problems, students can develop innovative solutions with the potential to create successful businesses.</p> |

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| Outcome of Activity | <p data-bbox="523 192 1418 235">A few outcomes for the workshop</p> <ol data-bbox="571 315 1418 1509" style="list-style-type: none"> <li data-bbox="571 315 1418 472">1. Mindset Transformation: Participants experience a shift in mindset, moving towards a problem-centric approach, equipping them with the ability to identify challenges as opportunities for entrepreneurial solutions. <li data-bbox="571 555 1418 712">2. Enhanced Ideation Skills: Attendees develop enhanced ideation and creativity skills through practical examples and case studies, fostering a mindset that views problems as catalysts for innovative thinking. <li data-bbox="571 795 1418 987">3. Learning from Success Stories: Exposure to success stories of companies like Airbnb, Google, boAt, Paper Boat, and Facebook enables participants to draw valuable lessons on how problem-solving and ideation can lead to entrepreneurial success. <li data-bbox="571 1070 1418 1227">4. Practical Application: Students apply workshop concepts to real-world scenarios, translating theoretical knowledge into practical, innovative solutions for common issues faced by individuals or industries. <li data-bbox="571 1310 1418 1509">5. Dual Focus on Impact and Profitability: Participants gain an understanding of the dual importance of impact and profitability in entrepreneurial endeavours, motivating them to explore and pursue ventures that not only address societal needs but also have the potential for financial success. |
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Glimpses of the Workshop




Mr. Dhar addressing the students.



Mr. Dhar during his workshop. Interacting with the Students while answering their questions.



Beneficiary List


Mangalmai Institute of Management Technology
 Greater Noida (U.P.)

List of Beneficiaries
 IC Session on Problem Solving and Iteration Workshop

| S. No. | Student's Name | Signature |
|--------|-------------------------|-------------|
| 1 | RATNA TIWARI | [Signature] |
| 2 | VISHAL KUMAR KUMAR | [Signature] |
| 3 | ADARSH TIWARI | [Signature] |
| 4 | ADARSH TIWARI | [Signature] |
| 5 | ADARSH TIWARI | [Signature] |
| 6 | ANISHA ANAND | [Signature] |
| 7 | KUNAL GUPTA | [Signature] |
| 8 | ROHIT | [Signature] |
| 9 | RAHUL SHARMA | [Signature] |
| 10 | MUSKAN | [Signature] |
| 11 | ADITI TIWARI | [Signature] |
| 12 | KISHAN KUMAR | [Signature] |
| 13 | SHARDA | [Signature] |
| 14 | HANSHI SHARMA | [Signature] |
| 15 | GAURAV SINGH MEHRA | [Signature] |
| 16 | NIKHIL SINGH | [Signature] |
| 17 | SHUBHAM SINGH SHARMA | [Signature] |
| 18 | SHUBHAM KUMAR CHAUDHARY | [Signature] |
| 19 | ANAMOL TIWARI | [Signature] |
| 20 | SANDEEP TIWARI | [Signature] |
| 21 | JAI | [Signature] |
| 22 | VIVEK KUMAR | [Signature] |
| 23 | MADHURAN H | [Signature] |
| 24 | SHUBHAM DEB | [Signature] |
| 25 | ADARSH TIWARI | [Signature] |
| 26 | GOVIND KUMAR DAS | [Signature] |
| 27 | MANJY | [Signature] |
| 28 | ANNE KASHYAP | [Signature] |
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| 39 | ANIL KUMAR | [Signature] |
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| 41 | SANDEEP TIWARI | [Signature] |
| 42 | NITESH K. CHAUDHARY | [Signature] |
| 43 | HARSH | [Signature] |

| S. No. | Student's Name | Signature |
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| 44 | ABHISHEK TIWARI | [Signature] |
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| 46 | MADHURAN H | [Signature] |
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