

WORKSHOP ON “BUILDING AN INNOVATION / PRODUCT FIT FOR MARKET” BY MAHARAJA AGRASEN UNIVERSITY

Maharaja Agrasen University, Institution Innovation Cell organized a one-day workshop on Building an Innovation / Product Fit for Market on 15 April 2021. The session started with a welcome speech on the theme by Prof.(Dr.) Aparna N. Mahajan President IIC & Director MAIT, H.P. She presented the key areas of the workshop and the need for innovation for youngsters to create more opportunities in innovation which will help in the creation of new start-ups.

Prof. (Dr) R. K. Gupta, Vice-Chancellor, Maharaja Agrasen University, gave an Inaugural speech. He congratulated the IIC cell of the University for organizing the promotional session which will help in motivating young faculties & students. In his motivating speech, he also highlighted the need for innovation and critical thinking in youngsters. Prof. (Dr.) R. K. Gupta also stressed the need to take benefits of innovations to the society at large particularly during the pandemic situation. He indicated that Indian Institutions have very high potential, which has hardly been utilized.

Shri Suresh Gupta, Project Director, Maharaja Agrasen University expressed his deep concern towards active participation from students, research scholars & faculty members for thinking out of the box which will help them for enhancing entrepreneurial abilities. He further mentioned the need of promoting such activities on campus.

Prof. (Dr.) Vineet Mehan, Registrar MAU also graced the occasion and complemented IIC for organizing such events. He said that Innovation is the need of the hour. Good innovations will not only benefit the person but society as a whole.

Today's expert Prof. (Dr.) Y. P. Verma started the workshop with very innovative ideas which can in turn change start-ups. He gave few examples showing how basic ideas can also help in starting the ventures. During the workshop he stressed the significant role of various ideas in an innovation-based economy, with proper thinking and passion can turn up into start-ups. He discussed the basics of innovation and how innovation can be created from basic needs. The speaker explained how to design and assemble the products. He also gave hints on finding out solutions to identified problems which will help to convert ideas into products that can be fit for the marker. Similar workshops will further be conducted in the

University to motivate students to think of innovative ideas in the premises that will enable the presence and regular conduction of innovative and entrepreneurial activities on the campus.

There were about 90 participants across different disciplines like Pharmacy, Engineering, Management, Law, and Basic & Applied Sciences including faculty members. The workshop concluded with a vote of thanks from Er. Virat Khanna, Vice President IIC MAIT. The session was ended with a conclusion that all the Higher Education Institutions should seriously think to promote such activities. The workshop was extremely beneficial to all the participants.



