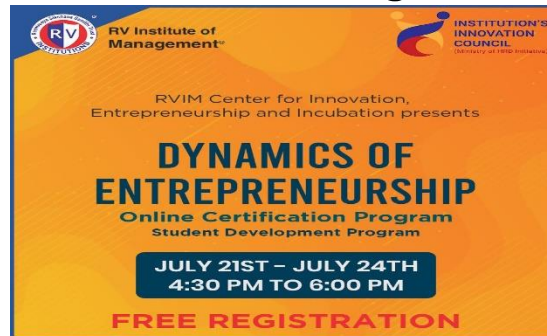




Report on STUDENT DEVELOPMENT PROGRAMME IIC – Innovation Ambassador Online sessions Conducted by RV. Institute of Management, Bangalore



RV Institute of Management, Centre for Entrepreneurship, Innovation and Incubation organised the Student development Programme -A four-day series aimed at informing and inculcating new entrepreneurial methods of Thinking and encouraging Entrepreneurial Innovation. The programme was conducted from 21st July to 24th July'2020.

The Session were conducted online for registered participating students. Resource person for the session were IIC Innovation Ambassadors, Faculty at RVIM.

OBJECTIVES:

Student development Programme organised and conducted by RV Institute of Management, Centre for Entrepreneurship, Innovation and Incubation. A four-day series aimed at informing and inculcating new entrepreneurial methods of Thinking and innovation.

BENEFITS:

The Session provides an understanding into new set of concepts and practises that are relevant to today's start-ups.

The sessions help participate in a dialogue on the topics of building new ideas that are well thought out to involve innovativeness.

The session caters to budding or aspiring entrepreneurs and also to any youth who wants to train as a better management practitioner.



SESSION 1: DESIGN THINKING FOR ENTREPRENEURS

DATE: JULY 21ST, 2020

RV Institute of Management[®]

DESIGN THINKING FOR ENTREPRENEURS

Dr. Purushottam Bung
Professor and Director,
R V Institute of Management

 **21ST JULY 2020**

NO OF STUDENTS: 408

NO OF FACULTIES: 04

RESOURCE PERSON: 01

TOPIC: DESIGN THINKING FOR ENTREPRENEURS

SESSION TAKEAWAY:

- **THE SESSION GAVE AN UNDERSTANDING IN THE DESIGN THINKING PROCESS**
- **APPLICATION OF DESIGN THINKING IN THE IDEA GENERATION IN THE ENTREPRENEURIAL PROCESS**
- **IDEATION THROUGH THE SIX STAGES OF DESIGN THINKING**
- **OUTCOME OF THE IDEA IN A DESIGN THINKING PROCESS IS MORE WELL EVALUATED.**



SESSION 2: INTELLECTUAL PROPERTY FOR ENTREPRENEURS

DATE: JULY 22ND , 2020

The banner features the RV Institute of Management logo in the top left corner. The main title is "IPR FOR ENTREPRENEURS" in large, bold, blue letters, with "Student Development Program" underneath. To the left is a circular portrait of Prof. Chandran A. To the right is an illustration of a person in a blue suit holding a document, standing next to a scale of justice and a stack of books labeled "LAW". A date box with a calendar icon contains "22ND JULY 2020".

RV Institute of Management[®]

IPR FOR ENTREPRENEURS

Student Development Program

Prof. Chandran A
Asst. Professor ,
R V Institute of Management

22ND JULY 2020

NO OF STUDENTS: 408

NO OF FACULTIES: 04

RESOURCE PERSON: 01

TOPIC INTELLECTUAL PROPERTY RIGHTS FOR ENTREPRENEURS

SESSION TAKEAWAY:

- **THE SESSION PROVIDED ALL THE BASIC INFORMATION ON IP CONCEPT. PR POLICY FOLLOWED IN INDIA.**
- **APPLICATION OF IP PROTECTION FOR THE ENTREPRENEURIAL IDEAS-NECESSITY AND ITS IMPORTANCE IN RECENT START-UP SYSTEM**
- **IP AND ITS VARIOUS FORM SUCH AS COPYRIGHT, PATENT WAS DISCUSSED**
- **BENEFITS AND PROTECTION OFFERED TO ENTREPRENEURS UNDER THE IPR POLICY OF INDIA.**



SESSION 3: ENTREPRENEURS AND EFFECTUATION

DATE: JULY 23RD , 2020

RV Institute of Management[®]

ENTREPRENEURSHIP & EFFECTUATION

Student Development Program

Prof.Uma Sharma
Asst. Professor ,
R V Institute of Management

23RD JULY 2020

NO OF STUDENTS: 408

NO OF FACULTIES: 04

RESOURCE PERSON: 01

TOPIC EFFECTUATION FOR ENTREPRENEURS

SESSION TAKEAWAY:

- **INTRODUCTION TO CONCEPT OF EFFECTUATION – TAKING THE ‘IDEA’ TO MARKET.**
- **APPLICATION OF EFFECTUATION THE ENTREPRENEURIAL IDEAS-THE NEED TO ADAPT THIS METHOD OF IDEA THIS ENSURES IDEA IS DRIVEN WITH CUSTOMER CENTRIC APPROACH.**
- **DISCUSSION OF CASE STUDY WHERE EFFECTUATION WAS TO MODIFY THE IDEA GENERATED.**



SESSION 04

DATE:24TH JULY'2020

RV Institute of Management[®]

START-UPS ECOSYSTEM IN INDIA

Student Development Program

Prof. Rashmi Shetty
Asst. Professor ,
R V Institute of Management

24TH JULY 2020

NO OF STUDENTS: 408

NO OF FACULTIES: 04

RESOURCE PERSON: 01

TOPIC START-UP ECOSYSTEM FOR ENTREPRENEURS IN INDIA

SESSION TAKEAWAY:

- THE SESSION BEGAN WITH AN OVERVIEW OF THE START-UP ECOSYSTEM IN INDIA
- DISCUSSION ON THE VARIOUS SCHEMES AND POLICIES OF THE STAR UP INDIA PROGRAMME IN INDIA.
- SHOWCASE AND DISCUSSION OF THE SUCCESSFUL START-UPS IN INDIA.
- FUNDING OPTIONS AND FUNDING AGENCIES AVAILABLE FOR START-UPS IN INDIA'
- CASE STUDY BASED DISCUSSION ON THE VARIOUS ECO SYSTEM SUPPORT OFFERED AT VARIOUS STAGES OF THE VENTURE GROWTH

TAKE AWAY FOR STUDENTS FROM THE PROGRAMME AND FEEDBACK

- PARTICIPATING STUDENTS ACTIVELY ENGAGED IN COMPREHENDING AND UNDERSTANDING CURRENT CONCEPTS AND POLICES FOR START-UPS IN INDIA
- CERTIFICATES WERE ACHIEVED FOR ALL PARTICIPATING STUDENTS



Rashtriya Sikshana Samithi Trust

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