

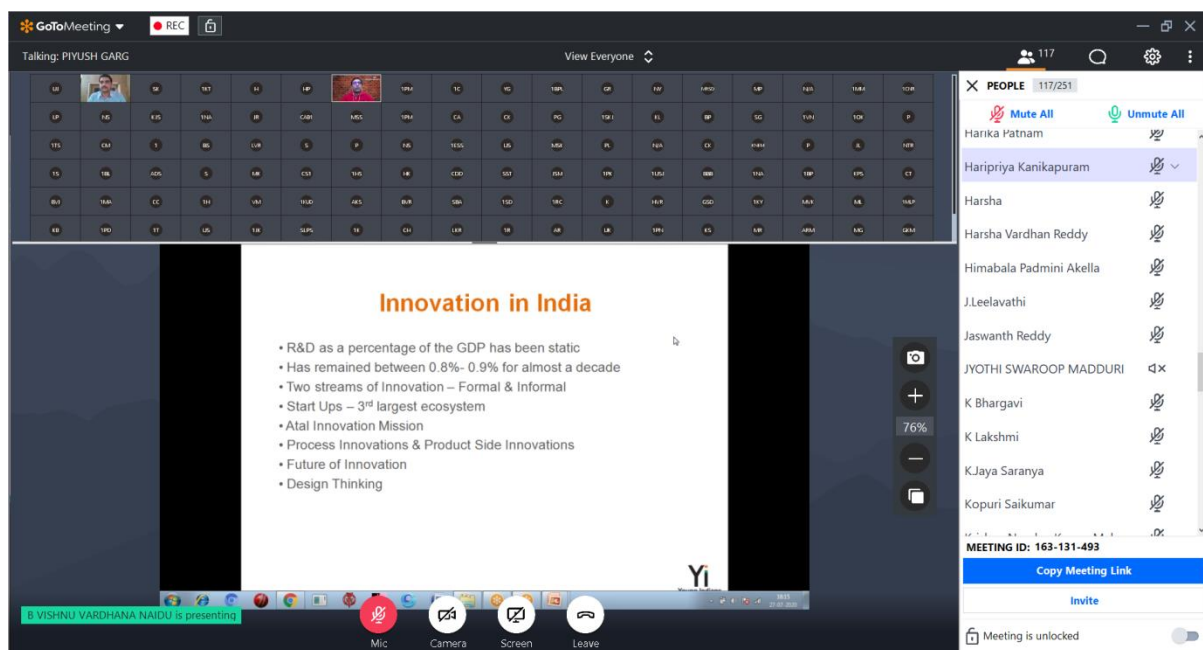
**A WEBINAR ON "CULTURE OF INNOVATION"**

(In association with Young Indians Yuva Vertical, Chennai)

**Speaker: Mr. Piyush Garg** - Director, Powertek Engineering Pvt. Ltd.

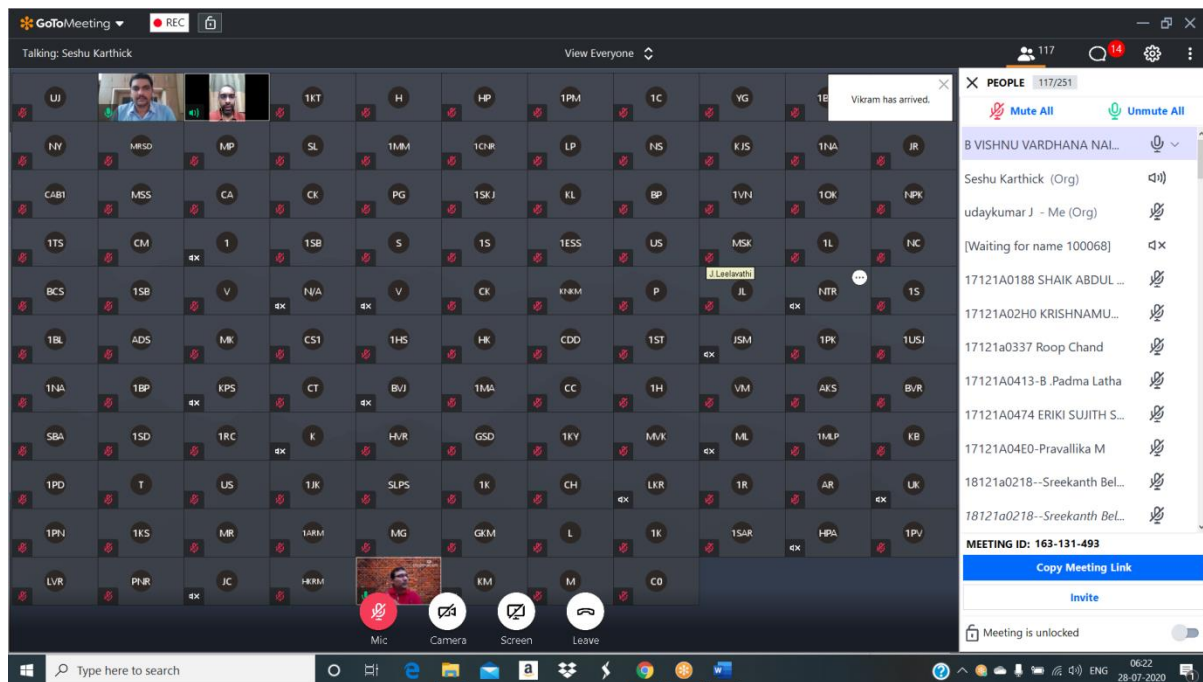
A webinar on "Culture of Innovation" was organized by Entrepreneurship Development Cell, in association with Young Indians Yuva Vertical, Chennai on 27.07.2020 to all II, III & IV B.Tech. students of Sree Vidyanikethan Engineering College.

**Mr. Piyush Garg** began the session by providing statistics on Innovations in India. He mentioned the importance and future of Innovation in the development of the Country. Later, he emphasized the concept of design thinking and how it provides a unified method to tackle a complex problem. He also focused on understanding the need of the people and how to discover the best solution to meet those needs creatively.



*Mr. Piyush Garg - Director, Powertek Engineering Pvt. Ltd., delivering a lecture on "Culture of Innovation" through GoToMeeting online platform.*

**Mr. Piyush** explained the five stages of design thinking, i.e., Empathize, Define, Ideate, Prototype and Test with the help of a few case studies. He told the importance of these five stages, before solving the problem. He discussed, How to empathize with a problem, How to define the problem statement, Why to ideate, How to prototype, and Why & How to test. Also, he stressed on the observations to be done during testing the prototype.



*Students attended the session through GoToMeeting online platform*

Finally, he clarified the doubts raised by the students. The session was very much informative and the students were enlightened. A total of 101 students attended the session.