

Workshop

on

Idea Generation and Entrepreneurship

A three day workshop on “**Idea Generation and Entrepreneurship**” by **Ms. Arthi Balu, Executive, Startups Program, T-Hub**, Hyderabad, Telangana was organized by Entrepreneurship Development Cell of Sree Vidyanikethan Engineering college from 20th to 22nd February 2021. The workshop started with a formal introduction and interaction with Ms. Arthi Balu with the faculty members of the institution. She discussed on the need of encouraging the students for startups and gave a brief note about the support provided by T - Hub.

DAY 1: 20-02-2021

Ms. Arthi Balu first gave an introduction to T-Hub and its activities. She further discussed on the importance of inculcating the culture of thinking beyond so called Out of Box thinking. She inspired and motivated students for pursuing their dream of starting their own business or startups. She cited many examples with case studies.

DAY 2: 21-02-2021

On the Day 2, a brain storming session was taken by Ms. Arthi Balu and the students were encouraged to think about various innovative ideas/products that can be made with simple technology. She gave a few assignments for students by splitting them into groups. For instance, she asked the students to come out with various functions of a Pen other than writing. Students responded with various ideas of innovative designs of pen such as “Pen with a secret camera and voice recorder, all in one pen, pen with a blue-tooth, pen for the blind, automatic speech to text conversion pen, pen with a lipstick, etc.

DAY 3: 22-02-2021

Ms. Arthi Balu enlightened the students understand that they can think differently and innovatively. She discussed on the pros and cons and risks involved in entrepreneurship. She cited a few case studies of young entrepreneur who took up their career as budding entrepreneurs. She explained the necessity of proper guidance and encouragement and support that needs to be provided for the students.

A total of **97 faculty and 250 students** participated and came to know about the implications of critical thinking in day-to-day life and their chosen profession.



Ms. Arthi Balu introducing about T-Hub and its activities.



Ms. Arthi Balu interacting with the Audience



Students' interaction with the speaker Ms. Arthi Balu