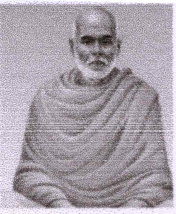


# SREE NARAYANA GURU COLLEGE OF ENGINEERING & TECHNOLOGY,

Korom, Chalakkode P.O., Payyanur, Kannur-670307 Managed by Sree Bhakthi Samvardhini  
Yogam, Talap, Kannur Affiliated to APJ Abdul Kalam Technological University and  
Approved by AICTE



## IDEAZEST - IDEA PRESENTATION

### Resource Persons



**RAJI SUKUMAR A**

*Associate Professor,  
SNGCET*



**SHYAMAN V P**

*Assistant Professor,  
SNGCET*

#### Co-ordinator

Mrs Varsha M

Assistant Professor, SNGCET

#### Lab coordinator

Ms Anamika Sureshbabu

**22/08/2023**

start from 9 am - 4 pm

Meeting hall

Dr. LEENA A. V.  
PRINCIPAL

SREE NARAYANA GURU COLLEGE OF  
ENGINEERING & TECHNOLOGY, PAYYANUR,  
KANNUR



# **EVENT PROPOSAL FORM**

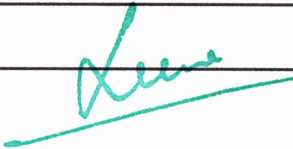
**Submitted by: IEDC**


## **I. TO BE FILLED BY THE EVENT COORDINATOR(S)**

1	Event type	WORKSHOP
2	Event name	IDEAZEST- Idea Presentation
3	Whether the event is inter departmental? If yes, mention the other department(s) associated with	No
4	Mode of conduct [online / offline]	Offline
5	Date and time	22/08/2023 Time 9.00am to 4 pm
6	Venue	Meeting hall
7	Whether any professional body is associated with the event? If yes, name the body	No
8	Participants / Target Audience	Inside
9	Whether the event is conducted for bridging the gap in syllabus? If Yes, name the course with code and the semester and year it the subject is handled	No
10	Objectives of the event	Foster Entrepreneurial Mindset Develop Business Ideation Skills Enhance Problem-Solving Abilities
11	Expected Outcomes	CO1 Enhanced Entrepreneurial Mindset with innovation CO2 Increased Ability to Generate and Evaluate Business Ideas
12	Connected PO / PSO	1. PROBLEM ANALYSIS 2. DESIGN MODEL 3. SOLUTION DEVELOPMENT
13	Justification for PO / PSO [may use separate sheet if necessary]	Enhancing problem analysis skills among participants in "The PROBLEM ANALYSIS : Bridge Course on Entrepreneurship and Innovation" is crucial as it forms the foundation for innovation and entrepreneurial success. By honing their ability to dissect and

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		<p>understand complex problems, participants can identify untapped market opportunities and develop creative solutions to address them. This skill enables entrepreneurs to anticipate and mitigate potential risks associated with their ventures, increasing the likelihood of success. Furthermore, effective problem analysis allows for the validation and refinement of business ideas, ensuring their alignment with market needs and preferences. Lastly, fostering a culture of continuous problem analysis promotes adaptability and iteration, empowering entrepreneurs to evolve their ventures in response to changing market dynamics and customer feedback.</p> <p><b>DESIGN MODEL:</b> Enhancing the attainment of design model skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is essential for fostering innovation and product development. Proficiency in design modeling equips entrepreneurs with the ability to visualize and iterate on product concepts, leading to the creation of user-centric solutions. This skill enables entrepreneurs to effectively communicate their ideas to stakeholders, investors, and potential customers, facilitating buy-in and support for their ventures. Additionally, mastery of design modeling enhances the feasibility assessment of product ideas, allowing entrepreneurs to identify and address potential challenges early in the development process. Ultimately, a strong foundation in design modeling empowers entrepreneurs to create compelling, market-ready products that meet the evolving needs of their target audience.</p> <p><b>SOLUTION DEVELOPMENT</b></p> <p>Enhancing the attainment of solution development skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is crucial for turning innovative ideas into actionable business ventures. Proficiency in solution development enables entrepreneurs to systematically transform concepts into tangible products or services that address identified market needs. This skill facilitates the creation of scalable and sustainable solutions, enhancing the potential for long-term business success. Furthermore, mastery of solution development methodologies allows entrepreneurs to iterate on their offerings based on feedback and market validation, ensuring continuous improvement and relevance. Ultimately, a robust capability in solution development empowers entrepreneurs to bring value to customers, differentiate themselves in the marketplace, and drive growth for their ventures.</p>
14	Name of the resource person(s)	Dr. Raji Sukumar A Mr. SHYAMAN V P
15	Designation of the resource person (may attach separate sheet to indicate the profile)	Raji Sukumar A, Associate Professor, SNGCET Mr. SHYAMAN V P, Assistant Professor, SNGCET
16	Resource requirements	Paper, Pen

  
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17	Any fund from external source will be received? If yes, mention it.	No
18	Whether budget for the event is attached? (use separate sheet to indicate the estimated budget)	No
19	Any other relevant information	Nil
20	Name of the event coordinator(s)	Ms. VARSHA M
21	Dated signature of the coordinator(s)	 21/8/23

**COMMENTS FROM PRINCIPAL**

**APPROVED / NOT**

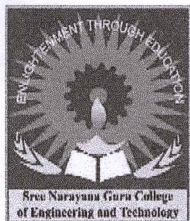
**APPROVED**

**DATED SIGNATURE OF THE PRINCIPAL:**



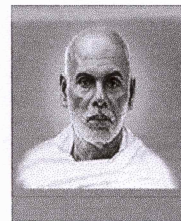
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**SREE NARAYANA GURU  
COLLEGE OF ENGINEERING & TECHNOLOGY**

(PROMOTED BY SREE BHAKTHI SAMVARDHINI YOGAM, KANNUR)  
CHALAKKODE P.O., PAYYANUR, KANNUR-670307, KERALA



*A Session on*  
**IDEAZEST - IDEA PRESENTATION**  
*Conducted by IEDC*

***Agenda***

**Prayer**

**Welcome Address**

Mrs Shruthi P, Assistant Professor, CSE

**Presidential Address**

Mr. Sunder V, HOD, CSE

**Inaugural Address**

Dr. Leena A. V, Principal, SNGCET

**Vote of Thanks**

Mrs Varsha M, Associate Professor, CSE

**Session by the Resource persons**

Dr. Raji Sukumar A, Associate Professor, SNGCET

Mr. Shyaman V P, Associate Professor, SNGCET

**Date: 22-08-2023**

**Time: 9.00 am**

**Venue: Meeting Hall**

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PRINCIPAL**

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KANNUR**





## **SREE NARAYANA GURU COLLEGE OF ENGINEERING & TECHNOLOGY**

### **Bridge Course**

On 22/08/2023 Time 9.00am to 4 pm Venue Meeting Hall

### **Title: IDEAZEST- Idea Presentation**

The IDEAZEST Idea Presentation, where creativity meets innovation, and ideas are transformed into compelling solutions! In this dynamic event, we showcase the ingenuity and entrepreneurial spirit of our participants as they unveil their innovative concepts aimed at addressing real-world challenges and seizing emerging opportunities. IDEAZEST serves as a platform for aspiring entrepreneurs, innovators, and visionaries to present their ideas, receive feedback, and gain valuable insights from a diverse audience of peers, mentors, and industry experts. With a focus on fostering collaboration, creativity, and problem-solving, IDEAZEST inspires and empowers participants to turn their dreams into reality, driving positive change and making a meaningful impact in the world. Join us as we embark on an exciting journey of exploration, discovery, and transformation at IDEAZEST Idea Presentation

### **Course Highlights:**

The course began with an introduction to the principles of entrepreneurship and innovation, emphasizing the significance of creative thinking and problem-solving. Over the course duration, participants were organized into five groups, each tasked with generating an innovative business idea.

### **Idea Generation and Development:**

Students engaged in brainstorming sessions, tapping into their collective creativity to conceptualize unique and viable business ideas. Each group selected one idea to further develop, working on aspects such as market analysis, revenue model, target audience, and value proposition.

### **Business Model Preparation:**

After selecting their innovative ideas, participants proceeded to develop comprehensive business models. This stage required a deeper understanding of the market landscape, potential competitors, and the specific problem their idea aimed to solve. The groups learned to fine-tune their ideas to align with market demands and feasibility.

  
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**Pitch Presentation:**

The culmination of the course was the pitch presentation session. Each group had the opportunity to present their innovative business idea in front of a judging panel comprised of faculty members and industry experts. These presentations showcased the students' ability to articulate their ideas persuasively, highlighting their business models' potential.

**Judging and Results:**

The judging panel evaluated the presentations based on criteria such as innovation, feasibility, market potential, and presentation skills. The judges' diverse expertise ensured a comprehensive evaluation process. After careful deliberation, the judges announced the ranks for each group, recognizing the most promising and innovative ideas.

**Outcome and Learning:**

The Bridge Course successfully achieved its objectives of fostering entrepreneurial thinking and promoting innovation among participants. Students not only gained insights into idea generation and business model development but also honed their presentation skills. The course provided a platform for participants to learn from each other's ideas and engage in constructive discussions.

**Conclusion:**

The Bridge Course on Entrepreneurship and Innovation, led by Dr. Raji Sukumar A, played a pivotal role in equipping participants with the knowledge, skills, and confidence to approach business challenges innovatively. The engaging sessions, idea competitions, and pitch presentations collectively contributed to a transformative learning experience, setting the foundation for a future generation of innovative entrepreneurs.

**Acknowledgments:**

We extend our gratitude to Dr. Raji Sukumar A, Mr. Shyaman P, for their guidance and commitment throughout the course evaluation. We also thank the judging panel and participants for their enthusiastic participation and dedication to the spirit of entrepreneurship and innovation.



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Event photos -Ideazest



Event photos -Ideazest

*Legna*

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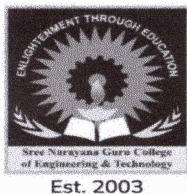
**PARTICIPANTS LIST**

**Program Name: IDEAZEST - IDEA PRESENTATION Date:22/08/2023**

	Name	Signature
1	AARDRA PRASANTH	
2	AATHISH R	
3	ABHIJITH A	
4	ABHINAV A V	
5	ABHIRAM A V	
6	ABHIRAM T	
7	ABHISHEK K	
8	AKASH SUNILKUMAR	
9	AMAL M	
10	AMAL M V	
11	ANAGHA ANILKUMAR	
12	ANAGHA P P	
13	ANANDASREE KRISHNAN	
14	ANIRUDH SHAJI	
15	ANJALI M	
16	ANURAG MT	
17	ARJUN M	
18	ASWATHI PI	
19	DILNA P	
20	FATHIMATHUL FAMEENABI PV	
21	GOKUL A	

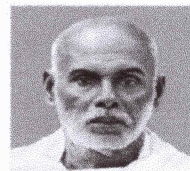
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## Sree Narayana Guru College of Engineering & Technology

CHALAKKODE P.O., KOROM, PAYYANUR, KANNUR-670 307



### POST EVENT ANALYSIS FORM

Submitted by: IEDC

#### I. TO BE FILLED BY THE EVENT COORDINATOR(S)

1	Event type conducted	Workshop
2	Event name	IDEAZEST- Idea Presentation
3	Date and time of the event conducted	22/08/2023 Time 9.00am to 4 pm
4	Venue	Inauguration and Valedictory function - meeting hall
5	Whether the event was interdepartmental? If yes, mention the department(s) associated with	No
6	Mode of conduct [online \ offline]	Offline
7	Is there any deviation from the proposal in the date, time and venue of the event? If yes, mention the reason for change	No
8	Whether any professional body was associated with the event? If yes, name the body	No
9	Any funds received from the professional body? Indicate the amount	No
10	Participants / Target Audience	First Semester <u>BTECH</u> Students
11	Whether the event is conducted for bridging the gap in syllabus? If Yes, name the course with code and the semester and year it the subject is handled	No

*Leena*

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12	<b>Objectives of the event</b>	Foster Entrepreneurial Mindset Develop Business Ideation Skills Enhance Problem-Solving Abilities
13	<b>Expected Outcomes</b>	<b>CO1</b> Enhanced Entrepreneurial Mindset with innovation <b>CO2</b> Increased Ability to Generate and Evaluate Business Ideas
15	<b>Connected PO / PSO</b>	<b>1 PROBLEM ANALYSIS</b> <b>2. DESIGN MODEL</b> <b>3. SOLUTION DEVELOPMENT</b>
16	<b>Justification for PO / PSO</b> [may use separate sheet if necessary]	<p>Enhancing problem analysis skills among participants in "The <b>PROBLEM ANALYSIS</b> : Bridge Course on Entrepreneurship and Innovation" is crucial as it forms the foundation for innovation and entrepreneurial success. By honing their ability to dissect and understand complex problems, participants can identify untapped market opportunities and develop creative solutions to address them. This skill enables entrepreneurs to anticipate and mitigate potential risks associated with their ventures, increasing the likelihood of success. Furthermore, effective problem analysis allows for the validation and refinement of business ideas, ensuring their alignment with market needs and preferences. Lastly, fostering a culture of continuous problem analysis promotes adaptability and iteration, empowering entrepreneurs to evolve their ventures in response to changing market dynamics and customer feedback.</p> <p><b>DESIGN MODEL:</b> Enhancing the attainment of design model skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is essential for fostering innovation and product development. Proficiency in design modeling equips entrepreneurs with the ability to visualize and iterate on product concepts, leading to the creation of user-centric solutions. This skill enables entrepreneurs to effectively communicate their ideas to stakeholders, investors, and potential customers, facilitating buy-in and support for their ventures. Additionally, mastery of design modeling enhances the feasibility assessment of product ideas, allowing entrepreneurs to identify and address potential challenges early in the development process. Ultimately, a strong foundation in design modeling empowers entrepreneurs to create compelling, market-ready products that meet the evolving needs of their target audience.</p> <p><b>SOLUTION DEVELOPMENT</b></p> <p>Enhancing the attainment of solution development skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is crucial for turning innovative ideas into actionable business ventures. Proficiency in solution development enables entrepreneurs to systematically transform concepts into tangible products or services that address identified market needs. This skill facilitates the creation of scalable and sustainable solutions, enhancing the potential for long-term business success. Furthermore, mastery of solution development methodologies allows entrepreneurs to iterate on their offerings based on feedback and market validation, ensuring continuous improvement and</p>

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		relevance. Ultimately, a robust capability in solution development empowers entrepreneurs to bring value to customers, differentiate themselves in the marketplace, and drive growth for their ventures.
17	Whether feedback forms from audience and resource person is collected?	
18	Whether analysis of feedback is done? Use separate sheet to indicate the same	No
19	Attainment level of outcomes	M
20	Name of the resource person	Dr. Raji Sukumar A Thulasibai A
21	Designation of the resource person(s)	Dr. Raji Sukumar A, Associate Professor, SNGCET Thulasibai A, Assistant Professor, SNGCET
22	Any other relevant information	
23	Name of the event coordinator(s)	Mrs Shruthi P
24	Dated signature of the coordinator(s)	Assistant Professor, SNGCET <i>[Signature]</i> 23/8/23

#### COMMENTS FROM PRINCIPAL

**DATED SIGNATURE OF THE PRINCIPAL:**

*[Signature]*

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