

Let Sparks Fly: A Creativity and Innovation Workshop

Objective:

To take students through the exciting discipline of Innovation and Creativity while addressing real problems and arriving at breakthrough propositions.

Target audience:

Undergraduate/ Graduate students from various disciplines of Engineering and/or Management from the institute and other coveted colleges.

Significance:

Firms, large and small are increasingly expecting Technology students to bring in freshness of perspective to their organizations and breakthrough thinking in the way business is run. Against the pervasive wisdom Innovation is not Creativity or Ideation. It is the result, instead. Through the interactive workshop, students are encouraged to identify some of the current and potential challenges/ opportunities in selective industry and arriving at breakthrough solutions through a systematic exercise. These solutions are then vetted, created a plan on and possibly made ready to action on. All this happens in a team-setup that promotes group dynamics and co-creation.

Modules:

- Session I (1 hr): Hint on What Innovation Is? As practiced.
- Session II (1 hr): Interest group formation and identification of themes
- Session III (3 hr): Brain-storming and ideation
- Session IV (2 hr): Rapid Prototype
- Session V (2 hr): Elevator's Pitch and Short listing

Program moderator:

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