

MOTIVATIONAL WORKSHOP ON INNOVATION

REPORT

The Department of Mechanical Engineering of B. S. A. Crescent University conducted a motivational workshop on Innovation in association with the local chapter of International Development Innovation Network (IDIN). The members of IDIN (participants of IDDS 2015) were the resource persons. The workshop was conducted on Saturday 19.08.2017 in the seminar hall of B S Abdur Rahman Crescent University, Chennai.

The objective of this workshop is to give awareness for the students to work on innovative projects. It introduces topic such as Social Innovation, Community Engagement, Empathy, Idea-Generation/Brainstorming and Co-creation through discussions and activities. About 70 students selected based on their interest from the third and final year of B.Tech. Mechanical Engineering participated in this workshop.

Dr. S. Rasool Mohideen, Dean, School of Mechanical Sciences welcomed the students and chief guests for the workshop. Dr. V. Murugesan, Registrar, B S Abdur Rahman Crescent University inaugurated the workshop and delivered the inaugural address. He emphasized the importance of taking innovative projects to become an entrepreneur. He recalled the new mantra of our University "We create employer" and insisted the students to come out with more start-ups.

The workshop started with introduction to innovation by Mr. Surya Rajan, Assistant Professor, Mechanical and micro grant awardee of IDIN. He warmed up the students by giving an interesting puzzle to identify a local film personality initially and later a famous innovator, Mr. Prajapati M. Raghavjibhai, who invented the electric power free refrigerator (mitticool). The audience was made to appreciate the effectiveness of innovation over getting degree certificates without value.

This was followed by Dr. Arockia Julias, Assistant Professor (Sr. Gr.), Mechanical who explained in detail the role of students in Innovation and importance of identifying a social problem through community engagement. He shared his experience on visiting nearby villages,

during the international summit IDDS aarogyam 2015. He explained about his visit to the houses and work places in that village and his interaction with them as one of their family member. He stressed on the concept of empathy over sympathy.

The next session was handled by one of the chief guest Mr. ABHINAV, CEO, Free Design, Bangalore and Micro grant awardee of IDIN. He shared his experience on social innovation through some of the projects he worked with farmers, elderly people and school children. He kindled the design thinking process of the students through story telling on different kind of failure.

An inspirational speech on empathy was given by Mr. Arun Cherian, CEO, Rise Leg, Bangalore and Scale-up fellow of IDIN by sharing the history of Rise Legs. He started from the concept of developing a cost effective mobility aids for physically challenged individuals and took the students through his journey of success. The various stages of a product development and the challenges faced were shown to the students using pictures and videos. The participants get to know about the dos and don'ts to be followed by a start up company. This is the interesting session as per the participant's feedback.

A team of passing out students Mr. ROHITH, Mr. RADHAKRISHNAN and Mr. Wajjath who won the design Innovation contest conducted by Indian Institution of Management funded by DST (Government of India) and Texas Instrumentation for their Smart Intravenous Dripper were invited for the workshop. They discussed about the different levels of their growth starting from winning an innovation contest conducted in the institution to developing a startup company called REKINDLE AUTOMATONS. The words from their senior were motivating for the students.

In the afternoon Idea-Generation was introduced by Ms. Krishnapreethi Engineer, Mahindra & Mahindra. She asked the participants to brainstorm and develop idea for developing a product of their selection. The participants were divided into ten teams. Individual team had a brainstorming session for 15 minutes and finalized some ideas to develop a product. Few teams presented their ideas to the audience.

In the last session Mr. Hafizur Rahman, Engineer, Eltech - Vestar and Mr. Gurucharan Quality Engineer, Danfoss addressed the method of problem identification by observing, asking

and trying for a solution with case studies from their experience in IDDS. This is followed with a brief introduction to Co-creation by Mr. Abdur Rahman, Engineer, Renault Nissan and prototyping by Mr. Saravanan, Development Technologist, Sheenlac paints. In the end of the day certificates were issued for the participants and feedback were collected.



