



# TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIIP University  
Recognized under Sec 2(f) of UGC ACT 1956

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

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**"Ideation workshop"**  
Online

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Initiative)  
TECNIA INSTITUTE OF ADVANCED STUDIES  
EDC: TECNIA INCUBATOR  
*The Cradle of Growth*



**Chandrashekhar Singh**  
CEO  
First-Generation  
Serial Entrepreneur,  
Motivational  
Speaker & Business Coach.



**Indrapreet Singh**  
Assist prof.  
Co -convener



**26 SEPTEMBER**

Saturday



**4 Onwards  
PM**

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NAAC ACCREDITED GRADE "A" INSTITUTE

## Workshop

On

## Ideation Workshop

**Date: 26 SEPTEMBER'2020**

**Organised by Institution Innovation Cell,**

**Tecnia Institute of Advanced Studies**

INTERNAL QUALITY ASSESSMENT CELL (IQAC)  
TECNIA INSTITUTE OF ADVANCED STUDIES  
NEW DELHI - 110085

## **REPORT**

**EVENT** : Workshop  
**TOPIC** : Ideation  
**DATE** : 26 September'2020  
**TIME** : 4:00 pm to 6:00 pm  
**Venue** : Zoom online  
**Convener** : Dr. Rashmi Gujrati  
**Co- Convener** : Mr. Inderpreet Singh  
**Resource Person** : Mr. Chandrashekhar Singh

### **Objectives**

1. To enrich the participants with the entrepreneurial skills
2. To make the participants understand about the ideation.
3. To enhance the knowledge and encourage the youngsters to startup their own venture.
4. To make the participants understand about the organizational skills adopted by the young blood to enhance revenue.

### **About Workshop**

This Workshop was intended to train participants with skills and knowledge about the ideation to produce quality results from the new entrepreneurs. The main purpose of this workshop is to build confidence in youngsters and to enhance their knowledge about business.

The participants have learnt about the kind of skills enhancement required in the business environment & how an individual can startup their own venture through online mode. In workshop complete online guidance was given by resource person.

### **Resource Person**

The resource person of the workshop was Mr. Chandrashekhar Singh

### **Speaker : Mr. Chandrashekhar Singh**

Mr. Chandrashekhar Singh is a CEO. He is first generation serial entrepreneur motivational speaker and business coach.



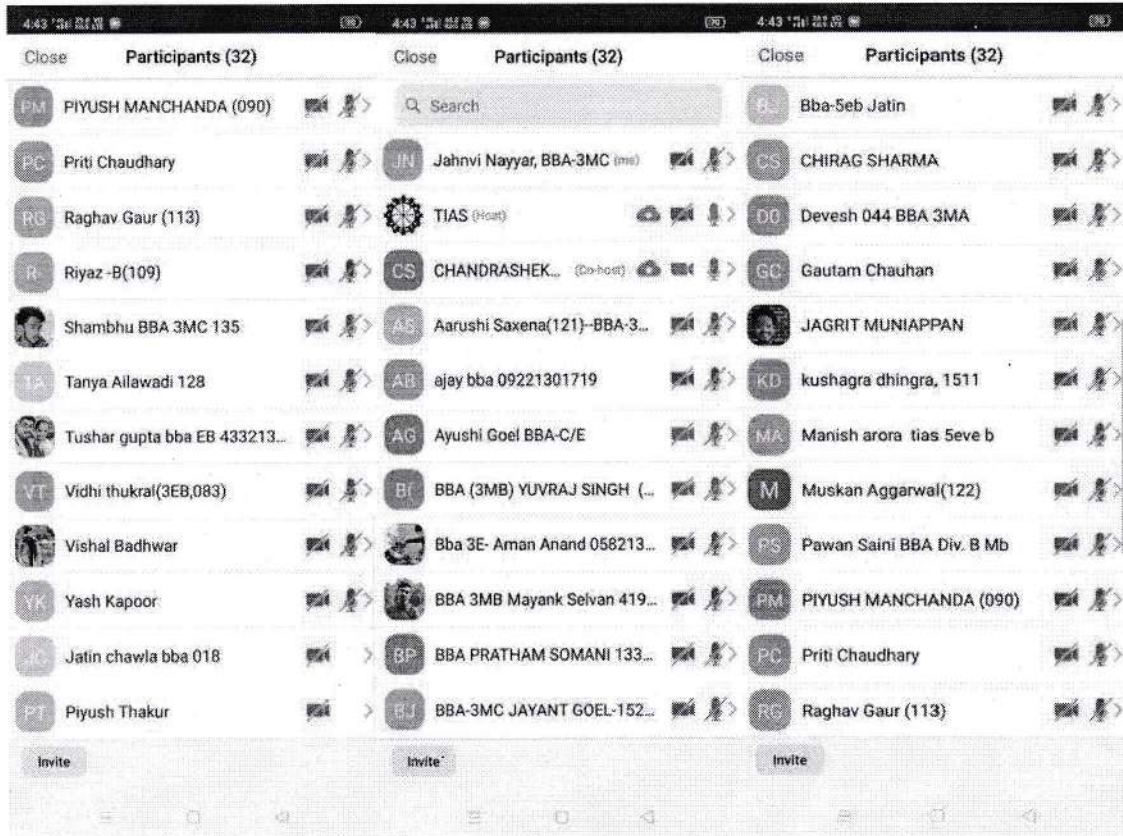
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**Topic: "IDEATION"—"IDEAS ARE NO ONE'S MONOPOLY".**

**Mr. Chandrashekhar Singh** addresses about the following concerns regarding ideation:

- Mr. Singh addressed a brief introduction about the Ideation.
- He states that the basic of innovation is ideas.
- Mr. Singh further informed us that marketing and innovations are the two essential elements for a business growth as:
  - i. Productive and innovation enables a firm to be proactive in anticipating emerging consumer trends, thus address them with effective marketing is very important.
  - ii. Innovation is important to the advancement of society as well as for an organisation. Innovation contributes to the success of a business.
  - iii. Innovation is very important for companies as companies often see their employee's creativity as a solution.
- He also elucidate that ideas are also required for an execution of plan differently as for a success of a company an individual should execute better plan than their competition. Thus the perfect idea is always required for the company's growth.
- Mr. Singh also stated that the most powerful force is an idea whose time has come.
- He also informed us about the two major things that we need to focus in ideation:  
"Read write think on paper a lot"  
"Observe the question everything around you ignite the curiosity".
- He also added that one should solve "lateral thinking puzzles" for the sharp brain and concentration. It also makes you feel happier healthier and doing this type of mental exercise can boost your brain and increases your memory power.
- Mr. Singh stated that every person should do "Gayatri Mantra" 21 times in a day for concentration. It is believed that by chanting Gayatri Mantra one can achieve success and happiness in life. The mantra is a declaration of appreciation, to both the nurturing sun and divine.
- Mr. Singh further informed us that sound observation is very important for any business as it can help the organisation to determine the corrective measures.
- Mr. Singh also gives us some important websites :
  1. [www.rapidtags.io](http://www.rapidtags.io)
  2. [www.kinemaster.com](http://www.kinemaster.com)
  3. [www.canva.com](http://www.canva.com)
  4. [www.pixabay.com](http://www.pixabay.com)

To conclude Mr. Chandrashekhar Singh Bhatia informed us about the opportunities we can uphold to run the business during the pandemic. Hence, it will be a good opportunity for the young entrepreneurs to conduct their businesses and uplift the economy of India with their innovative ideas



***Students Attending the Workshop***

We are very grateful to sir for giving your precious time and motivating us with your entrepreneurship skills and knowledge.

**Learning outcome**

1. Participants have learnt about entrepreneurial skills.
2. Participants have learnt about the different modes of online business.
3. Participants have analyzed about the managerial skills.

*[Handwritten Signature]*  
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**List of Beneficiaries:**

S. NO.	NAME	ENROLLMENT NUMBER	COURSE
1	AARUSHI SAXENA	12117001719	BBA
2	JAHNVI NAYYAR	12717001719	BBA
3	KRITI NAGI	13117001719	BBA
4	YASH RAJ	13217001719	BBA
5	PRATHAM SOMANI	13317001719	BBA
6	SHAMBHU	13517001719	BBA
7	UMANG GUPTA	13617001719	BBA
8	JAYANT GOEL	15217001719	BBA
9	KANISH SIDHAR	35717001719	BBA
10	DEEPANSHU MITTAL	36617001719	BBA
11	BHAWNA RAJPUT	01217001718	BBA
12	DEEPAM GARBYAL	01417001718	BBA
13	DUSHYANT MALHOTRA	01817001718	BBA
14	HRITHIK PRAKASH	02217001718	BBA
15	ISHA CHAUBEY	02317001718	BBA
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17	AMAN JINDAL	00717001717	BBA
20	HRITHIK PRAKASH	02217001718	BBA
21	AVANI GUPTA	00817001718	BBA
22	MAYANK SHARMA	36421301719	BBA
24	CHANDRESH VERMA	42517001718	BBA
26	MUSKAN LOHIA	40217001718	BBA
27	ASHWIN ATRISH	00421301718	BBA
28	HARSHITA RAJPAL	08621301719	BBA
29	MOHIT KUMAR	09621301719	BBA
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