



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)
Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEGR



MBA@IICMR

Ref. No /2023-2024/MBA@IICMR/EDC/Report

Problem to Prosperity(P2P)

Report

Report on "Problem to Prosperity" Session

Date: 10th January 2024

Speaker: Mr. Suryakant Katti

Participants: MBA 1st Year Students

1. Brief Overview

The insightful session, "*Problem to Prosperity*," was conducted by esteemed speaker Mr. Suryakant Katti for MBA 1st-year students at IICMR on 10th January 2024. The session aimed to empower students with the tools and mindset to address complex challenges effectively, fostering innovation and creating impactful solutions.

The workshop covered crucial topics such as problem identification, innovative problem-solving techniques, design thinking frameworks, and product development strategies. The highly interactive session blended theoretical insights with real-world applications, enabling students to explore the journey of transforming challenges into opportunities.

2. Objectives

The session was designed with the following objectives:

- To instill a creative and problem-solving mindset among students.
- To familiarize students with the principles of design thinking and its application in innovation.
- To guide students through the stages of product development from ideation to market-ready solutions.
- To inspire students to view problems as opportunities for growth and innovation.
- To develop skills in critical thinking, collaboration, and strategic planning.





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3. Key Takeaways and Outcomes

The session provided significant outcomes for the participating students:

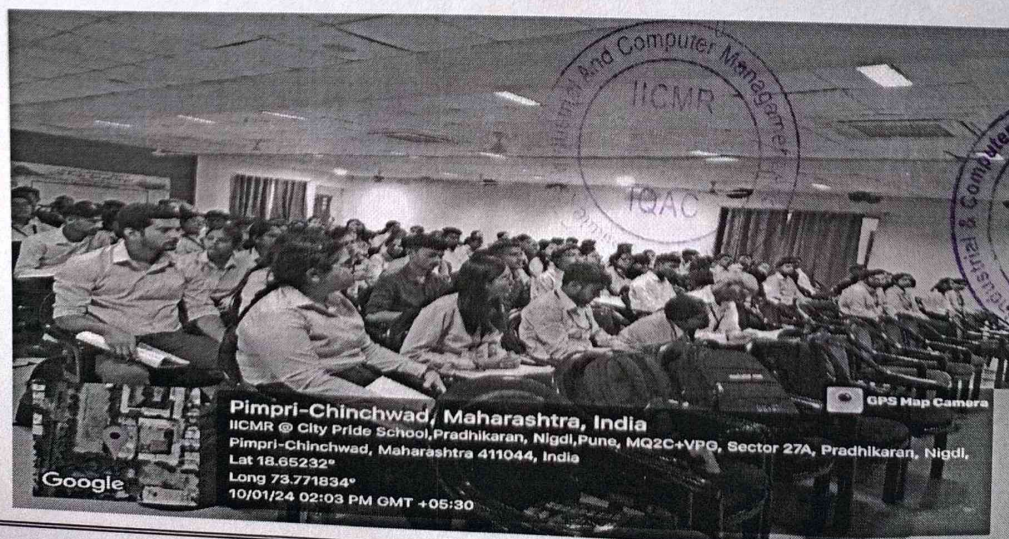
1. **Enhanced Problem-Solving Abilities:** Students learned structured approaches to tackling real-world issues, using innovative and creative strategies.
2. **Understanding Design Thinking:** The participants gained a comprehensive understanding of the empathize, define, ideate, prototype, and test stages in design thinking.
3. **Exposure to Product Development:** A step-by-step guide to developing viable products was presented, including market research, prototyping, and refinement.
4. **Shift in Perspective:** Students reported a newfound ability to view challenges as stepping stones toward innovation and prosperity.
5. **Improved Collaboration:** Group exercises encouraged teamwork, brainstorming, and effective communication among peers.

4. Feedback from Participants

The session received overwhelmingly positive feedback from the students:

- **Engaging Content:** Many students appreciated the relevance and practicality of the topics covered.
- **Interactive Format:** Group discussions, role-playing activities, and case studies made the session dynamic and enjoyable.
- **Inspirational Approach:** Mr. Katti's motivational innovative and relatable examples resonated deeply with the audience.
- **Actionable Insights:** Students found the session highly actionable, with immediate applicability to their academic projects and career aspirations.

Photos :



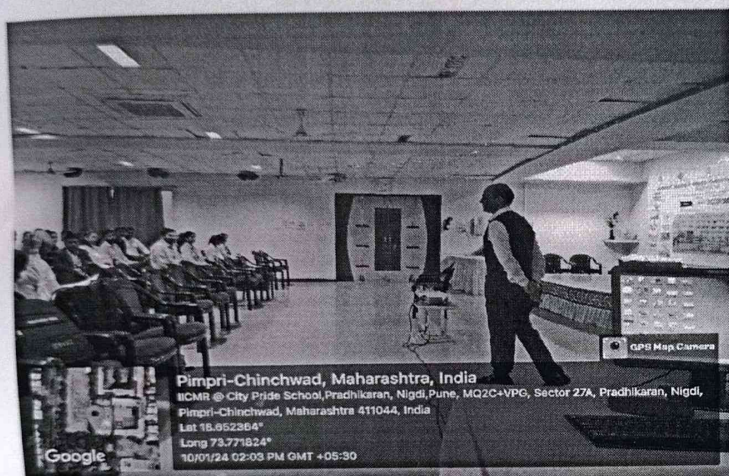


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Prepared by

planne
Ms. Dipti Bajpai
Ms. Puja Gavande
EDC Coordinators

Checked by

Jayasri Murali
Dr. Jayasri Murali
Cocurricular- Coordinator

Approved by

Manisha Kulkarni
Dr. Manisha Kulkarni
HoD MBA@IICMR

