



## INSTITUTIONS' INNOVATION COUNCIL EVENT REPORT



### Case Study

India's Efforts for Fostering Innovation: Cases to Acknowledge  
Innovation & Entrepreneurship in HEIs for

**Aatmanirbhar Bharat & Celebrating 75 Year of Independence**

Azadi ka Amrit Mahotsav

Date: 17.08.2022 (Wednesday)

**Topic: Ideas@75, Resolve@75, Actions@75, Achievements @75**



<b>Event:</b>	Case Study
<b>Topic:</b>	Aatmanirbhar Bharat & Celebrating 75 Years of Independence, Azadi ka Amrit Mahotsav
<b>Date:</b>	Wednesday 17 <sup>th</sup> Aug. 2022
<b>Time:</b>	03:00 PM Onwards
<b>Mode:</b>	Online Microsoft Team
<b>Program:</b>	BBA, BCA, BAJMC
<b>Coordinator:</b>	Mr. Mayank Arora, Assistant Professor, Department of Mass Communication Mr. Rahul Tripathi, Assistant Professor, Department of Management
<b>Convener:</b>	Dr. Nivedita, Head Training and Placement Cell, IIC In-Charge
<b>Beneficiaries:</b>	21

### Objective:

- To make the attendees realize the Innovation as a strong driving force for entrepreneurship.
- To make the attendees analyse and comprehend the case.
- To motivate the attendees towards innovation and entrepreneurship.

Dr. Nivedita  
Head  
Training and Placement Cell

Director  
Tecnia Institute of Advanced Studies  
(Affiliated to GGSIP University Delhi)  
Madhuban Chowk, Rohini, Delhi-85

- To enhance the confidence of the attendees.

### Report:

A case study competition was organised on 17.08.2022 to celebrate Innovation & Entrepreneurship in HEIs for Aatmanirbhar Bharat & Celebrating 75 Year of Independence - Azadi Ka Amrit Mahotsav - by Institution's Innovation Cell-TIAS. The students were shared a list of innovation based product/services and were guided to discuss the case on five points, introduction, the problem it is catering to, the approach to solve the problem, the impact of innovation, commercial propagation. A total 21 students participated who presented a write up on success cases of innovative start-ups/enterprises. The case were evaluated by three senior faculty members of the institute, Prof.(Dr.) M.N. Jha, Dean Academics and Professor Management Sciences, Prof. (Dr.) B.B. Tiwari, Professor Management Sciences and Dr. Deepak Sonkar Associate Professor, Computer Applications on the Five points as shared to the students. The convener of the event was Dr. Nivedita, Head Training and Placement Cell and In Charge-IIC, TIAS. Mr. Priyank Jain of BBA and Mahek Goel of BCA got 1<sup>st</sup> Position, Kunal Chaturvedi and Daksh Dutt of BBA got 2<sup>nd</sup> position, and Arushi of BA(J&MC) got 3<sup>rd</sup> position. The attendees were given E-Certificate for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> position, consolation and participation.

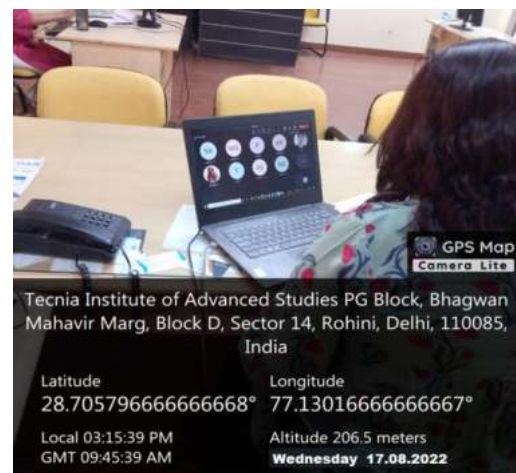
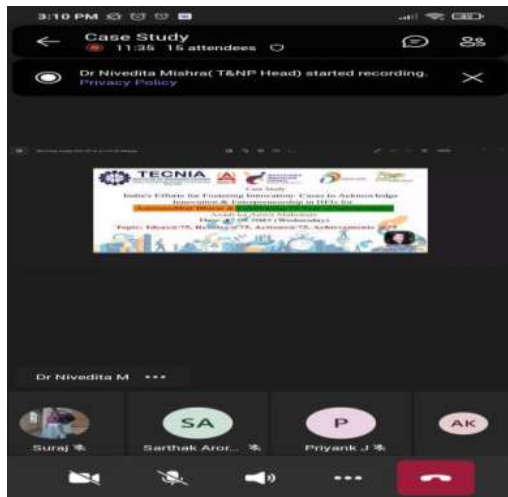
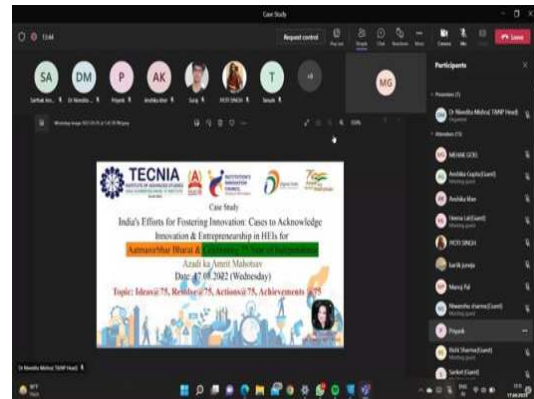
### List of Innovative Enterprise/Product/Service

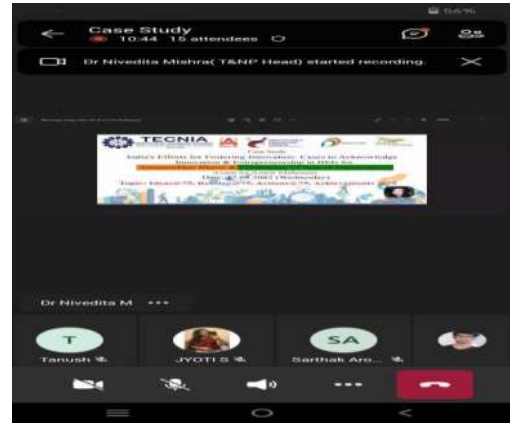
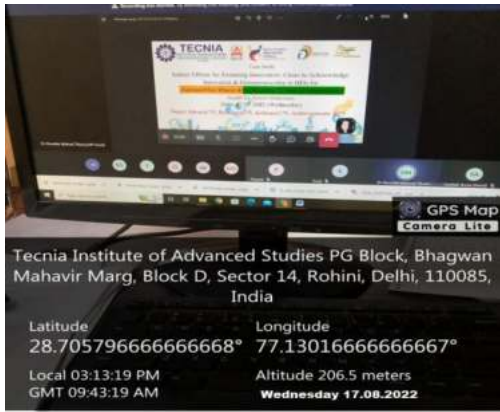
S. No.	Enterprise/Product/Service	S. No.	Enterprise/Product/Service	S. No.	Enterprise/Product/Service
1	Attero	10	Mr. Perfect-Tanishq	18	Ikea
2	Phool; Charcoal Free Incense	11	Zerodha	19	Jaipur Foot
3	DailyDumps	12	MadRat Games	20	Sewage Pipe Home
4	MultiHarvestor	13	Voice Box	21	Tata Swach Water Purifier
5	mKrishi(TCS)	14	Aksharit	22	Aditya
6	Tupik	15	Tata Motors Intelligent Stop/Start	23	ChotuKool
7	Eko	16	Mera Gao Power	24	Meyer Innovative cookware
8	Phillips ClearVue	17	RedBus	25	Life Saving Dot
9	Mitticool				

### Learning Outcome:

- The attendees realized that innovation is a strong driving force for entrepreneurship.
- The attendees analyse and comprehend the case.
- The attendees were motivated towards innovation and entrepreneurship.
- The attendees' confidence was enhanced.

Screenshot and Geotag Photos:





## Evaluation Sheet

### Tecnia Institute of Advanced Studies Naac Accredited Grade "A" Institute Institutions' Innovation Cell

Innovation & Entrepreneurship in HEIs for Aatmanirbhar Bharat & Celebrating 75 Year of Independence - Azadi Ka Amrit Mahotsav - Date: 17.08.2022										
Case Study - Evaluation Sheet										
S.No	Name	Course	Topic	Introduction	The problem it is catering to	The approach to solve the problem	The impact of innovation	Commercial Propagation (The future)	Total	E - Certificate
			(Marks)	(4)	(4)	(4)	(4)	(4)	(20)	
1	Priyank Jain	BBA	ZERODHA	3	3	3	3	3	15	1st
2	Daksh Dutt	BBA	REDBUS	4	2	2.5	3	3	14.5	2nd
3	Parmeet Kaur	BBA	PHOOL- CHARCOAL FREE INCENSE START-UP	2.5	3	2.5	2	2	12	Consolation
4	Latika Saini	BBA	MITTICOOL-THE NATURAL REFRIGERATOR	2.5	1.5	2	2	2	10	Participation
5	Shubh Gupta	BBA	MADRAT GAMES	3	2	1	1	2	9	Participation
6	Suraj	BBA	ZERODHA	1	1	2	2	2	8	Participation
7	Jyoti Singh	BBA	IKEA	2.5	1	1	1	1	6.5	Participation
8	Navneet Kumar	BAJMC	IKEA	1.5	1.5	1	1	1	6	Participation
9	Tanush Chauhan	BBA	REDBUS	2	2	2	2	1	9	Participation
10	Anshika Kher	BBA	REDBUS	2	2	2	2	1	9	Participation
11	Mehak Goel	BCA	REDBUS	3	3	3	3	3	15	1st
12	Anjali Choudhary	BBA	REDBUS	2	3	2	1	2	10	Participation
13	Mitali Arora	BAJMC	REDBUS	1	1	1	1	1	5	Participation
14	Ridhi Sehdev	BBA	TATA MOTORS	2	1	1	1	1	6	Participation
15	Ishita	BBA	TUPIK	3	3	2	3	1	12	Consolation
16	Riya Bhatia	BBA	IKEA	2	3	2	2	2	11	Consolation
17	Madhur Madnani	BBA	IKEA	2	2	2	2	2	10	Participation
18	Pushp	BBA	TATA SWACH	2	2	2	2	0	8	Participation
19	Kunal Chaturvedi	BBA	REDBUS	3	3	3	3	2.5	14.5	2nd
20	Arushi	BAJMC	Phool.co; Charcoal free incense	3	3	3	3	2	14	3rd
21	Sarthak Arora	BCA	IKEA	2	2	2	2	2	10	Participation

Prof. (Dr.) M.N. Jha

Prof. B.B. Tiwari

Dr. Deepak Sonker