



REPORT ON ADDON COURSE: VALUE CREATION THROUGH INNOVATION(VCI04)

Day 1

Topic: Entrepreneurship Attitude & Behavioral Development

Date : 09 January 2023

Session time: 9.30 am to 4.00pm

Venue: Auditorium

Organized by : IEDC

Participants: Seventh semester B.Pharm(2018-2022 Batch)

About the program

Mr. Deepak C Joy, HR & Career trainer, Successmine Training Academy had taken the session. The main objective of the program was to develop an entrepreneurial attitude and baviour among students. Mr. Deepak had delivered an excellent input session about the importance of attitude in the success of a business in the first part of session. According to him the proactiveness and commitment are two must attitudes an entrepreneur must have. If we practice them in our routine, it will help us to build not only a good business but also a good professional career.

In the second part of the session, he included so may activities to train students to behave like an established businessmen. Some of the activities like role play was aimed to develop their business ethics. Students were actively participated in the session.



Muvattupuzha, Kerala, India

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Muvattupuzha, Kerala 686661, India

Lat 9.977521°

Long 76.593718°

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Day 2

Topic: 'Idea Pitching'

Date : 10 January 2023

Session Time: 09:30 A.M. to 12:30 P.M

Venue: Seminar Hall

Organized by : IEDC

Participants: Seventh semester B.Pharm(2018-2022 Batch)

About the program

Mr. Arun Jose, Chief Trainer, Seechange Mantras had taken the session. The main objective of the session was to train students to pitch their innovative and entrepreneurial ideas anywhere with confidence. Mr. Arun has explained each component of a pitch deck, the pre and post pitching works included in the process etc. He also explained the importance of presentation skills and the way of answering to the queries. He had divided the students into different groups and ask them to prepare a pitch deck and present based on given ideas. The presentation of students was keenly evaluated by him and suggest the rectifications in their presentation.



The session conducted by Mr. Arun Jose on the Idea Pitching'

Day 2

Topic : 'Robotics, 3D Printing & Artificial Intelligence'

Date : 10 January 2023

Session Time: 1:00 A.M. to 04:30 P.M

Venue: Auditorium

Organised by : IEDC

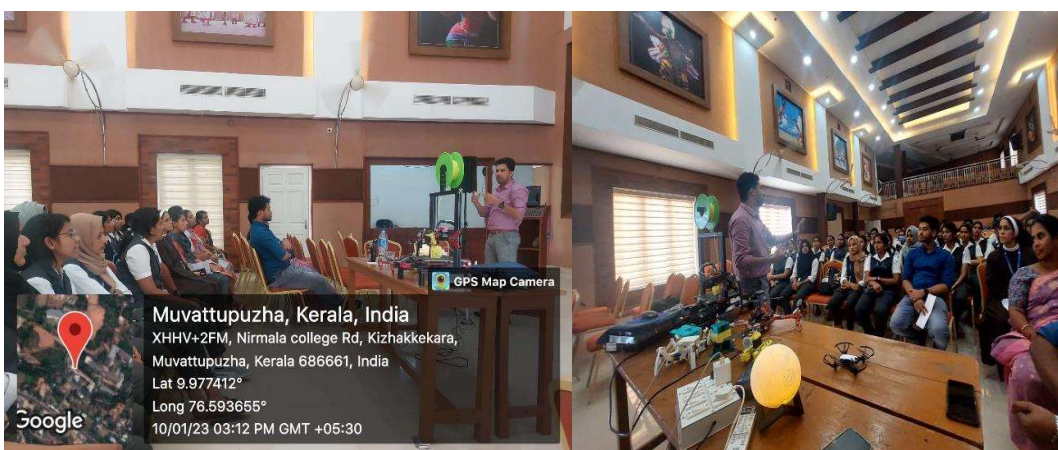
Participants: Seventh semester B.Pharm(2018-2022 Batch)

About the program

An innovator talk on 'Robotics, 3D Printing & Artificial Intelligence' was conducted on 10th January 2023. Mr. Binu K Jose, Founder, Grapes Innotech has delivered a talk about his experiences in innovation. He has demonstrated the future technologies in which he works such as Artificial intelligence, 3D printing, Robotics and Drone technology with the working models. He also has discussed about how to use of these technologies in healthcare. Students shared their ideas regarding the applications of these technologies in healthcare and he shared his views on it. Mr. Binu has printed a model of human heart in live with his 3D printer which was a new experience for many audience.



Mr. Binu has printed a model of human heart in live with his 3D printer



Demonstration of Robotics and Drone technology with the working models

Day 3

TOPIC: Design Thinking, Critical Thinking and Innovation Design'

Date : 11 January 2023(9.30 am to 5.00pm)

Venue: Auditorium

Organized by : IEDC

Participants: Seventh semester B.Pharm(2018-2022 Batch)

About the program

Mr. Sudheer Menon, Corporate trainer had lead the session. The main objective of the topic was to train students to approach a problem and find solution in a structured and analytical way. Moreover, to help them to develop innovations from the problems by design thinking and critical

thinking. The topic includes both theoretical and activity-based sessions. Students were actively involved in the session by presenting and developing various innovative ideas and activities. The trainer includes the stories and incidents of inspiring innovations that happened all over the world in his session.



Students were presenting and developing various innovative ideas and activities



Seventh B.Pharm Students(2018-2022 Batch) with resource person Mr. Sudheer Menon, Corporate trainer

Day 4

Ideathon 2023

Date : 12 January 2023

Session Time: 09:30 A.M. to 04:30 P.M

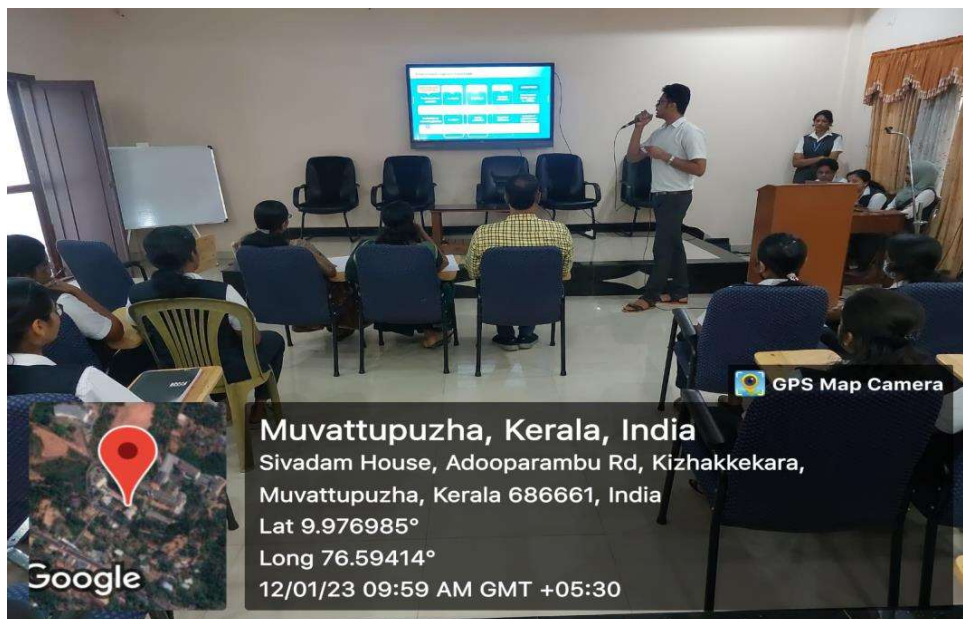
Venue: Seminar Hall

Organised by : IEDC

Participants: Seventh semester B.Pharm(2018-2022 Batch)

About the program

Ideathon 2023, a competition on presentation of ideas has been conducted on 12th January 2023. 15 Student teams have presented their innovative and entrepreneurial idea with the aid of prepared pitch deck and the best ideas were awarded. The jury of the competition were Dr. Suja Abraham Head, Research & Development Cell, Dr. Prasanth B, Professor, Department of Pharmacognosy and Dr. Gifty M Jojo, Assistant nodal officer, IEDC.



Day 5

Pharma Hackathon

Date : 13 January 2023

Session Time: 09:30 A.M. to 05:30 P.M

Venue: Auditorium

Organised by : IEDC

Participants: Seventh semester B.Pharm(2018-2022 Batch)

About the program

Pharm Hackathon 2023, a competition on presentation of solutions for a given problem has been conducted on 13th January 2023. 17 Student teams have presented their innovative ideas for the given problem. The jury of the competition were Dr. Dhanish Joseph, Associate professor, Department of Pharmaceutics and Mr. Jobin Kunjumon, Assistant professor, Department of Pharmacy Practice.

Hackathon: Problem Statement

In most of the times a healthy person is identified to have a serious disease only after starting some severe symptoms. Up to the stage of showing symptoms, the disease may undisclosed.

So, can we develop a system to diagnose/treat/manage/prevent such a situation with the help of innovative technologies and therapeutic system



Day 6

Topic :Business Model Canvas

Date : 16 January 2023

Session Time: 9.30 A.M. to 04:30 P.M

Venue: Seminar Hall

Organized by : IEDC

Participants: Seventh semester B.Pharm(2018-2022 Batch)

About the program

Mr. Muhammed Salu ,has explained how to build a new business from scratch and what are the major areas a businessmen should concentrate in business development process. He has given various activities to the participants to make them aware about different processes involved in businesses. He also explained how to manage cash flow in business. Also, he explained the importance of inventory management



The session conducted by Mr. Muhammed Salu on the Business Model Canvas

Day 7

Topic:How to Plan for a Startup; Ethical and Legal Steps

Date : 17 January 2023

Session Time: 09:30 A.M. to 12:30 P.M

Venue: Seminar Hall

Organised by : IEDC

Participants: B.Pharm

About the program

‘How to plan for a startup; Ethical and legal steps’ has been taken by **CA Joswin Tony Chartered Accountant**. He has explained each step to build a start-up as well as the legal formalities a start-

up founders must have to know. He also pointed out that most of the startups may ignore such legal formalities in the early stages which may leads them to severe complications later. So to avoid such situations, from the beginning itself the founders should be cautious and planned about the same. He also explained the normal structuring of a start-up with examples.



The session conducted by CA Joswin Tony, Chartered Accountant on the How to Plan for a Startup; Ethical and Legal Steps

Patent Awareness Program

Date : 17 January 2023

Session Time: 1:00 A.M. to 4.30 P.M

Venue: Seminar Hall

Organised by : IEDC

Participants: Pharm D & Faculty

About the program

The resource person was **Ms. Asha R, Research officer, Inter University Centre for IPR Studies, CUSAT**. She has explained different types of IPR, what is patent, what are excluded from patent and the formalities to take patent, etc. she also had given live demonstration of patent search process.



The session conducted by Ms. Asha R, Research officer, Inter University
Centre for IPR Studies, CUSAT on Patent Awareness

Feedback link: [https://docs.google.com/forms/d/e/1FAIpQLSeaBmANy1QKbs-
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