

Session on “Innovation Triggers for Entrepreneurship”

Date: 17th Oct, 2024

Venue: J.C. Bose Seminar Hall, 2nd Floor, Sir. M.V. Block, CIT

Time: 02:00 PM to 04:00 PM

About CHOSS

Cambridge Institute of Technology has Initiated the Cambrian House of Student Startup (CHOSS) to support striving entrepreneurs Ideate, Develop, and Incubate profitable start-ups. Cambrian House Of Student Startup (CHOSS) is set up to promote innovation and entrepreneurship by converting and translating technology ideas and innovation in various disciplines of science and engineering into products, processes and services for commercial exploitation and the benefit of society. To accomplish its goal, CHOSS an entity of Cambrian Consultancy Centre and Industrial Research (CCCIR) runs and manages incubation and student startup process at Cambridge Institute of Technology (CIT), Bangalore to facilitate incubation of new enterprises with innovative technologies by admitting them in BI and providing them physical, technical, and networking supports and services.

CHOSS – VISION

To provide a platform for students to grow professionally and personally to meet societal needs, and cherish their entrepreneur dreams, through effective engagement, Industrial connect and practical exposure.

CHOSS – MISSION

1. To inspire and transform students into entrepreneurs through various skill development programs, Interdisciplinary connect and Industry collaboration.
2. To accelerate young minds and provide appropriate training and support from ideation to prototyping development.
3. To enable knowledge exchange, bridge the gap between youngsters and International Industrial world, ease and stimulate research opportunities between countries.

SESSION OBJECTIVES

- Understand the role of entrepreneurs and innovation in business success.
- Explore innovation as a driver of competitive advantage.
- Learn techniques to generate creative ideas.
- Identify and address the root causes of problems.

SESSION OUTCOMES

- Grasp key entrepreneurial traits, recognize opportunities, and transform them into viable businesses.
- Distinguish types of innovation and apply them to entrepreneurship.
- Apply ideation methods to solve problems and create new opportunities.
- Use RCA tools to develop effective, innovative solutions.

SPEAKER'S PROFILE

Mr. Srinivas M. Jamkhandi

**Project Scientist (Centre of Excellence)
Dept of Electronic Systems Engineering
Indian Institute of Science
Bangalore (India)
Mob: 9986051925
Tel: (080) 2360 8484**



Shri S. M. Jamkhandi is currently working as a Project Scientist, in the Dept of Electronic Systems Engineering, at Indian Institute of Science, Bangalore, coordinating all the activities of the MSME Centre of Excellence at IISc, Bangalore. His current assignments include identifying challenging design projects from the industry, especially MSME sector and supporting them till successful prototype. He also coordinates innovation-led design projects for M. Tech Students at the Institute. At present, he is...

1. Fellow of the Institute of Engineers (India).
2. Member, Board of Governors, National Design & Research Forum (NDRF).
3. Member, Advisory Board, Dassault Centre of Excellence, Vellore.

Shri S. M. Jamkhandi is a 1982-batch electrical engineering graduate from BMS College of Engineering, Bangalore and later continued his graduate research in high power, short-circuit arc-interruption techniques in vacuum media at USA. He was earlier the graduate member of the prestigious Society of Manufacturing Engineers, Ohio, USA. He was a recipient of 'Best Graduate Research Student' award from the then Governor of the Ohio State for his research in short circuit arc interruption in vacuum-media. His vast experience includes working in industry, teaching and research in academic institutions and policy planning and implementation, including promotional scheme development at the Ministry of MSME, Govt of India.

His long career includes successful design and development of a medium voltage Vacuum Circuit Breaker, for which he received an award from the then Karnataka Government. This product was, at that time, the world's lowest energy content breaker developed at 88-Joules. This Vacuum Circuit Breaker is now currently being extensively used throughout Karnataka. Later, he joined Crompton Greaves Ltd as Corporate Technical Marketing Manager before joining Civil Services at Government of India as Director in the Ministry of Industry (MSME) in the rank of Deputy Secretary to Government of India. During this tenure in the

government, he was involved in the development and implementation of many promotional schemes to support technology and innovation. He has also worked as Director (MSME) in charge of Maharashtra, Karnataka, Tamil Nadu, and Pondicherry, before he took retirement in 2017.

SESSION REPORT

The session began by discussing the importance of entrepreneurship in driving economic growth and developing innovative solutions. Mr. Jamkhandi emphasized the key qualities of successful entrepreneurs, such as innovation, persistence, and the willingness to take risks. Moving on to the topic of innovation, he explained its critical role in creating a competitive edge, presenting examples of product, process, and business model innovations that are often instrumental in entrepreneurial success. Through interactive discussions, he guided students in differentiating between innovation and invention, further clarifying innovation's place within the entrepreneurial landscape.

Mr. Jamkhandi then introduced various ideation techniques, including brainstorming, mind mapping, and SCAMPER, to help students generate creative solutions. These methods encouraged students to think beyond conventional boundaries and assess their ideas for feasibility and market alignment. The session concluded with an exploration of Root Cause Analysis (RCA) as a structured approach to problem-solving, aimed at addressing the underlying causes of issues rather than just symptoms. RCA tools, like the "5 Whys" technique and Fishbone Diagram, were demonstrated, helping students understand how to develop more sustainable, innovative solutions by tackling core problems.

GLIMPSES OF THE SESSION

