

Report on the Half-Day Workshop on Strengthening Innovation and Entrepreneurship

Organized by: Incubation Cell, Milli Al-Ameen College (For Girls), in collaboration with IQAC and the Innovation and Incubation Centre, Jadavpur University

Date: 29th August 2024

Venue: Virtual Room

Time: 3:00 PM

The Incubation Cell of Milli Al-Ameen College (For Girls), in collaboration with the Internal Quality Assurance Cell (IQAC) and the Innovation and Incubation Centre of Jadavpur University, organized a half-day workshop on "Strengthening Innovation and Entrepreneurship" on 29th August. The virtual event, held from 3 PM onwards, focused on enhancing product innovation and entrepreneurship among students, particularly around the ongoing projects such as Organic Abir and Soap Making initiated by the college's Incubation Centre.

The workshop began with an introductory session by Dr. Rimpa Ghosh, IQAC Coordinator and Dr. Poulami Hota, Nodal officer of the Incubation Cell, by providing an overview of the college and its active initiative efforts in developing innovative products like organic abir and handmade soaps. Dr Poulami Hota then welcomed experts from the Innovation and Incubation Centre, Jadavpur University, who were invited to guide the participants on effective strategies for marketing these products, fostering innovation, and encouraging entrepreneurial thinking among students.

Key speakers from Jadavpur University shared insights on idea generation, innovation in product development, and building a startup culture. They provided practical advice on creating unique value propositions for products like Organic Abir and Soaps, identifying target markets, and developing marketing strategies to reach potential customers. Additionally, the session covered the process of filing patents for innovative products, protecting intellectual property, and navigating the legal aspects of entrepreneurship.

The interactive segment allowed students to discuss their ideas and receive feedback on how to turn them into viable business ventures. Experts emphasized the importance of understanding customer needs, developing innovative products, and utilizing incubator

resources for growth. They also provided a step-by-step guide on filing for patents and protecting new inventions, ensuring that students understood the legal framework required to safeguard their innovations.

The workshop concluded with a vote of thanks by Dr. Rimpa Ghosh, IQAC Coordinator, who expressed appreciation to the experts and participants for their enthusiastic involvement. The event successfully equipped students with essential knowledge on marketing, product innovation, and patent filing, encouraging them to explore entrepreneurship and contribute to the growth of the college's incubation initiatives.

SOME PHOTOGRAPHS OF THE EVENT:





GPS Map Camera



Kolkata, West Bengal, India
43, Beniapur Ln, Beniapur, Kolkata, West Bengal 700014, India
Lat 22.550853°
Long 88.36593°
29/08/24 04:30 PM GMT +05:30



GPS Map Camera



Kolkata, West Bengal, India
1C, Beniapur, Kolkata, West Bengal 700014, India
Lat 22.550856°
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Kolkata, West Bengal, India
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Kolkata, West Bengal, India
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Innovation and Entrepreneurship
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Kolkata, West Bengal, India
43, Beniapukur Ln, Beniapukur, Kolkata, West Bengal 700014, India
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29/08/24 04:56 PM GMT +05:30

ATTENDANCE OF THE EVENT:

WORKSHOP ON STRENGTHENING INNOVATION AND ENTERPRENEURSHIP

DATE- 29.08.2024

Sl. No.	NAME OF THE STUDENT	DEPARTMENT	C.U REGISTRATION NO.	PHONE NO.
1.	Shaista Anwar	(B.Sc) gen Science	147-1211-0170-23	8100693448
2.	Shaheida Tabassum	(B.Sc) gen	147-1211-0173-23	9831583028
3.	Ayesha Azmi	BSc (gen)	147-1211-0172-23	6291226380
4.	Kainat Shamsher	BSc (gen)	147-1211-0171-23	9581755412
5.	Sabika Afrin	B.Sc (gen)	147-1211-0175-23	8240950509
6.	Aatika Anwar	(BA) English.	147-1211-0046-23	9903242157
7.	Ismat Sahar.	BA ENGL-A	147-1211-0033-21	9123019075
8.	Sadia Kausar	BA ENGL-A	147-1211-0062-22	7044415476
9.	Darakhsha Parveen	B.A (ENGIA)	147-1211-0039-22	8240259647
10.	Firdaus Parveen	B.A. (Hons) UHSU	147-1211-0095-23	9073852437
11	Shahina Khatun	B.A. (Hons) UHSU	147-1211-0103-23	987439479281