



B. P. Poddar Institute of Management & Technology
Institution's Innovation Council & Entrepreneurship Development Cell (Sphuran)
Academic Year: 2020-2021

Report on 'Workshop on Innovation and Incubation' held on 24th December 2020

A one-day 'Workshop on Innovation and Incubation' was organized by Institution's Innovation Council, BPPIMT on 24th December 2020. The session was taken by Mr. Suprabhat Maity, Assistant Professor, Dept. of CSE, BPPIMT and Ms. Susmita Biswas, Assistant Professor, Dept. of ECE, BPPIMT. Mr. Maity explored the concept of Innovation. He explained how to identify a right problem and address the solution to the target consumer. The 4P's concept (Problem, Prototype, Product, and Profit) of Innovation was explained properly and viability, feasibility, desirability of any idea was also discussed. Ms. Biswas explored the concept of Incubation. It was explained that a start-up is established from a rightly identified innovative problem (idea). 176 students participated in the event.

YouTube link: <https://youtu.be/VSpTzjfLkpU>

