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BRAINSTORMING THE NEXT BUSINESS

20th February 2020

QIS College of Engineering and Technology has organized one day program on Brainstorming the Next Business for student and faculty communities.

Session-1 Details:

The 'Brainstorming the Next Business' program received an overwhelming response. 200 candidates got participated in this program. Where 150 students and 20 faculty members are from our college 'QISCET'. Remaining 20 students and 10 faculty members are from outside organizations. There are two resource persons 1). Mr. Joyner Fernandes, HR Manager, Inventrom Pvt.Ltd. (Bolt IoT), Bengaluru 2). Dr. P. Chowredfy, Vice president, Product development, Eesavyasa technologies Pvt Ltd, Hyderabad.

Session-1 Inauguration

The 'Brainstorming the Next Business' program was inaugurated on 20th February, 2020 by Dr. S. Suresh Kumar, Head- EDC, Department of ECE, QIS College of Engineering and Technology.

Dr. S. Suresh Kumar has welcomed all dignitaries and delegates. In his welcome speech, he highlighted the importance and objectives of organizing this 'Brainstorming the Next Business' program. He introduced Mr. Joyner Fernandes, the speaker of the session, to the participants.

On the first session, Mr. Joyner Fernandes focuses on the concept of 'Brainstorming the Next Business'. He stated that brainstorming business ideas is one of the most crucial skills that every successful entrepreneur and aspiring business owner should possess. He explained what is brainstorming, steps for brainstorming, techniques for effective brainstorming and purpose of brainstorming etc. Mr. Joyner Fernandes provided some tips in starting new business. The speaker motivated the participants. At the end, the session-1 was concluded with a vote of thanks given by Dr. S. Suresh Kumar.

Session-2 Inauguration

The 'Brainstorming the Next Business' program was inaugurated on 20th February, 2020 by Dr. S. Suresh Kumar, Head- EDC, Department of ECE, QIS College of Engineering and Technology.

Dr. S. Suresh Kumar has welcomed all dignitaries and delegates. In his welcome speech, he highlighted the importance and objectives of organizing this 'Brainstorming the Next Business' program. He introduced Dr. P. Chowredfy, the speaker of the session, to the participants.

On the second session, Dr. P. Chowredfy explained that brainstorming is a creative method for generating a wide range of ideas to solve a specific problem. And it can be done individually, but more often involves a group, led by a facilitator. He said that the goal of brainstorming is to help participants draw associations between different ideas in a free-thinking environment. If it is

properly done, brainstorming can lead to an innovative solution. He also stated that brainstorming relies on divergent thinking. The speaker discussed many points about brainstorming and motivated the participants. At the end, the session-2 was concluded with a vote of thanks given by Dr. S. Suresh Kumar.

Program Outcomes:

1. The participants understood that the brainstorming business ideas is one of the most crucial skills that every successful entrepreneur and aspiring business owner should possess.
2. The participants understood the purpose, steps and techniques involved in brainstorming for next business.
3. The participants understood that the brainstorming helps them to draw associations between different ideas in a free-thinking environment.
4. The participants also understood that a properly done brainstorming leads to an innovative solution.