

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE & Affiliated With GGSIP University)

DOSSIER

On

Expert Talk

By

Mr. RANJAN MALIK

ON

INNOVATION AND ENTREPRENEURSHIP

For students of MBA, MCA & BBA

On

SEPTEMBER 9, 2017



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FORM A

Proposal:

- **Name of the event to be organized:** Expert Talk on “*Innovation And Entrepreneurship*”
- **Date:** September 9, 2017
- **Time:** 1:00 pm to 3:30 pm
- **Venue:** Lecture Theatre, RDIAS
- **Motivation for the activity:** Innovation is the process of taking useful ideas and converting them into useful products; services or processes or methods of operation. There are many benefits for an organization implementing innovative management techniques and processes within business. One of the key aspects of any successful business is the ability to come up with brand new ideas, to maintain fresh, original operations, products and services for their customers. The benefits of an innovative business, right through from start-up, growth and development can far outweigh any benefits gained from simply sharing or copying another idea or model.
- **Organized by:** Department of Management Studies, RDIAS
- **Resource Person:** Mr. Ranjan Malik, Innovation Specialist.

FORM B

Part 1

Aim of the event:

The session was organized to make the students aware about '*Innovation*'. Through this lecture the management students of RDIAS were given the in-depth insights of innovation. We are aware of the fact that in today's time business and innovation are two inseparable terms. With a fast paced technology oriented world where we constantly need to be updated not only with the latest trends but we should also challenge our existing ideas and formulate something new.

So, this session was an all-round learning experience for us where our existing notions about a successful business found a new dimension and our thought process got clarity. The session focused on how to use an innovation process for developing new products or services, improving processes, doing more with less and making new things happen. The session also highlighted how the organizations changed their strategies with time to retain their precious employees & giving this opportunity to the college students was an encouragement to the amateur entrepreneurs.

Abstract:

Mr. Ranjan Malik, an innovation specialist provided a very refreshing and valuable lecture on the changing dynamics of the Environment and the perceptions of consumer towards *innovation*. His session was full of real life, and up to date examples from the current industries. The lecture was much thought provoking and made students learn about challenging scenarios of *Innovation & trends*. Throughout his lecture, he emphasized on how the management students can benefit more in the field of entrepreneurship based on breaking the norms and out of the box thinking.

Mr. Ranjan Malik cited real life situations to the students for a clear understating of the current innovation trends. He quoted how as a student he accidently stumbled upon his talent and created a niche technique for himself. This made the students realize that this

entire notion of innovation sometimes blocks the mind of individuals. So the entire onus lies on identifying the new technique within the existing frame. He shared with the students his STORM THE NORM technique, the basic five techniques:-

1. Stale norms , stale stagnant market
2. Spot the suboptimal
3. Conceive the breakthrough and Iterate to Elegance
4. Pace to critical mass
5. Fresh vibrant market

Mr. Ranjan through real life examples and quoting companies, he very swiftly moved us from “mindlessness to mindfulness”. He emphasized on how essential it is to know the gap that exists in the already existing business world. It is that gap that has to be identified and bridged through our innovative thoughts. Students eagerly asked him their doubts and with a lot of optimism and practicality he answered them all. As students who aspire to be future leaders for tomorrow, this session proved out to be an inspiration full of information.

Part 3

Conclusion

The lecture delivered by Mr. Ranjan Malik was indeed an interactive one. He kept the students engaged throughout the lecture by asking questions from them. He used the innovative technique of story-telling to explain the dilemmas every human being comes across while taking decisions. He gave insights into new terminologies used in the corporate sector. Students were completely satisfied with the session. The closure of the session took place by query handling where students availed the opportunity to clear their doubts. Students found the lecture to be really productive, valuable with a wonderful learning experience.

Glimpses of the Session



Mr. Ranjan Malik deliberating on his Storm the Norm technique..!!



Mr. Ranjan Malik discussing the point “A fish has to know its water”..!!



Mr. Ranjan Malik, being felicitated by Dr. Tripti Toor with a memento as a token of respect and remembrance..!!