

Delhi School of Professional Studies and Research

Affiliated to G.G.S Indraprastha University

(NAAC Accredited "A" Grade Institution)

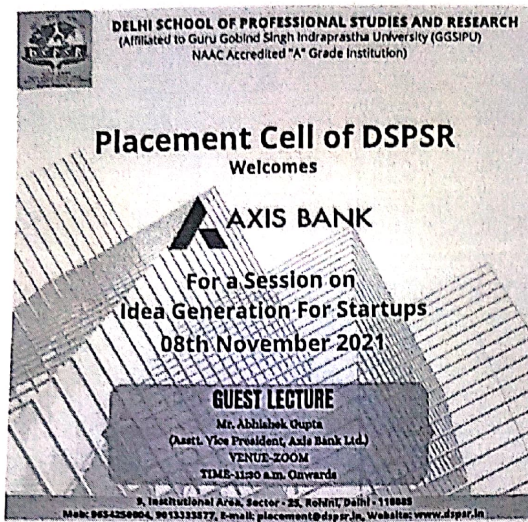
Guest Lecture on Idea Generation for Startups

Held On

8th November, 2021

Title	Idea Generation for Start ups
Date and Time	8 th November, 2021
Venue	Virtual Platform (Zoom)
Resource Person/Facilitator	Mr. Abhishek Gupta, Asstt. Vice President, Axis Bank Ltd.
No. of Participants	190
Summary	Placement Cell in collaboration with Alumni Association Team of DSPSR organized a guest lecture on the topic "Idea Generation for Startups" for the students of B.Com. (H.) and BBA (G) on 8 th November, 2021. The guest lecture was organized on virtual platform (Zoom) and was attended by 190 participants. The resource person of the session was Mr. Abhishek Gupta, Asstt. Vice President, Axis Bank Ltd.
Winners	NA

Photographs of the event:



Idea generation

Idea generation or ideation is the act of forming ideas. It is a creative process that encompasses the generation, development and communication of new thoughts and concepts, which become the basis of your innovation strategy.

As an individual activity, idea generation techniques are a great way to shake up your routine and spark new thoughts. As a collective or organisation, structured ideation can be transformative as a tool for problem solving and collaboration.

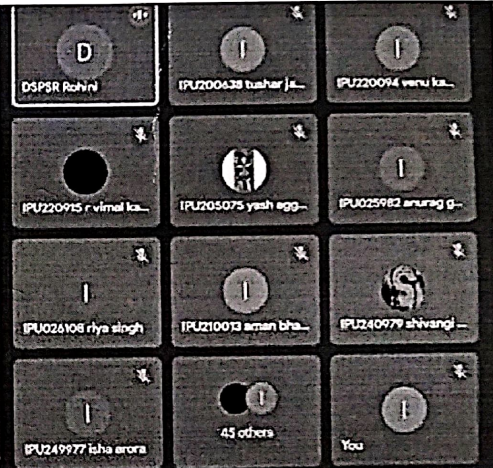
Why is idea generation important for businesses?

1. Mind mapping
2. First Principles Design
3. Collaborative Innovation
4. Blue-Sky Thinking
5. The 5W's and the H
6. Social Listening

IDEA GENERATION

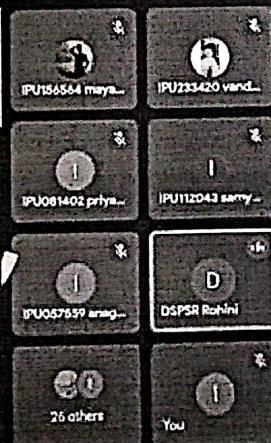
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in-call messages

Messages can only be sent by people in the call and are deleted when the call ends.

IPU203773 uniwani 2:44 PM
YES MAM

IPU248120 yashpal 2:44 PM
A mam

IPU108045 dev baji 2:44 PM
Yes ma'am

IPU220915 r vimal kashan 2:44 PM
YES

Send a message to everyone