



LLOYD INSTITUTE OF MANAGEMENT & TECHNOLOGY

A report on guest lecture organized by Center for Entrepreneurial Excellence & Development (CEED), LIMT, Greater Noida.

Event Type: Invited Guest Lecturer

Date: 01/03/2019

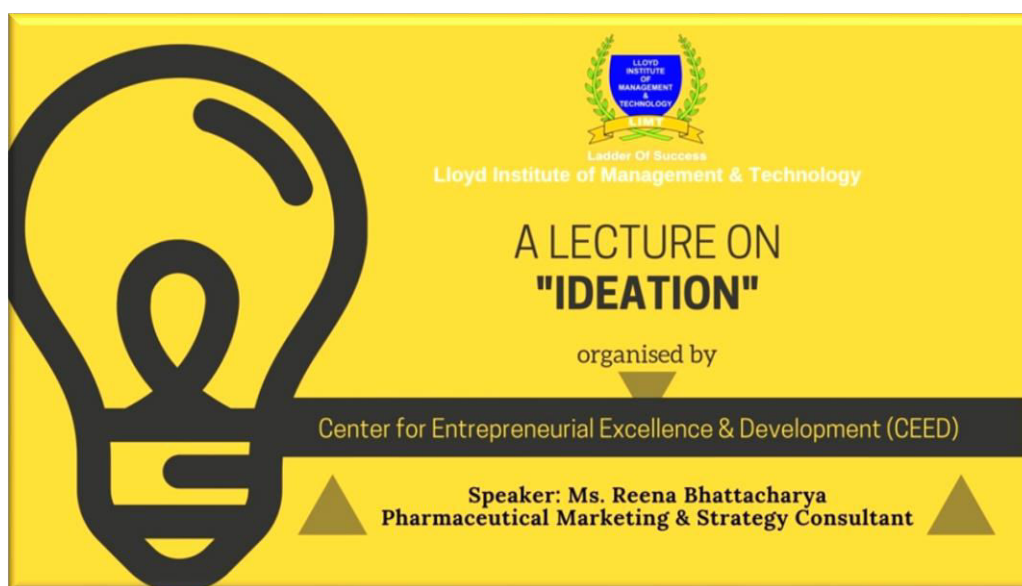
Speaker: Ms. Reena Bhattacharya

Attendees: Pharmacy & Management Students

Coordinating Unit: CEED

Cordinator: Mr. Vivek Dhiyani

Lloyd CEED organized a guest lecture on the topic of “**Ideation**” for pharmacy & management students on 01st March, 2019. The lecture was thoughtfully organized to provide a view on the process of ideation & encouraging the students to come up with new ideas, which may lead to setting up of new enterprises. The speaker for the day was Ms. Reena Bhattacharya, Pharmaceutical Marketing & Strategy Consultant.



The session started at 11:00 am with an introductory note from Mr. Vivek Dhiyani, Cordinator-CEED. In attendance were Dr. Vandana Arora (Group Director.), Dr. Satish Matta (Director-Management.), Dr. Abdul Wadood Siddiqui (Principal-Pharmacy), faculty and students of both the department.



Ms. Reena Bhattacharya started her lecture on Ideation and shared the whole process of idea generation. She also interacted with students & discussed the ideas coming forward from students during the session. Some of the ideas shared by students were:

1. Problem- Accidental victims dying because of loss of blood. Idea- Linking of blood banks of hospitals so that on a click we know in which hospital, blood of particular blood group is available.
2. Idea to connect farmers for seeds or somehow reducing intermediaries so that they can get right price for their produce.
3. Idea to address reach of medicines to last point in rural India
4. Electric dumbbells to adjust the weights as per our lifting capacity
5. Every company earning profits teaching 5 children- (Social impact by companies not covered by CSR)
6. Venturing into honey business
7. An app for a company dealing in earth chemicals
8. Affordable Air transport for local intra-city travel
9. Toilets in local buses



The session ended at 01:00 pm with a thank you note to the speaker and a token of appreciation presented by Dr. Abdul Wadood Siddiqui, Principal to the speaker. The participating students were from M. Pharm, B. Pharm, D. Pharm, MBA & PGDM.



After the session it was discussed that the students with potential ideas will be identified and few workshops with defined modules will be conducted for a group of such students.

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