



**Centre for Entrepreneurship Development (CED)**  
**Anna University, Chennai – 600 025**  
**IEDP-Hub,**  
**Entrepreneurship Development and Innovation Institute (EDII-GoTN)**



Date: 12.07.2020

**Report on 4 Day Webinar workshop on Innovation & Entrepreneurship**

4 Day webinar workshop was organized by Centre for Entrepreneurship Development (CED), Anna University, Chennai – 600 025, IEDP-HUB EDII-TN from 8.07.2020 to 11.07.2020. The workshop registration link [https://bit.ly/cedhub\\_webinar](https://bit.ly/cedhub_webinar) & the poster was floated to the spoke colleges on 5<sup>th</sup> July 2020. The workshop was organized to create awareness on innovation & Entrepreneurship.

**Centre for Entrepreneurship Development , Anna University & Entrepreneurship Development and Innovation Institute - Tamilnadu Innovation and Entrepreneurship Development Program (IEDP) Hub**

*Jointly organizing*

**4 Day Webinar Series on**  
**INNOVATION & ENTREPRENEURSHIP**

**8th July 2020 to 11th July 2020**  
 11.00 am to 12.00 pm

*Free Registration*  
[https://bit.ly/cedhub\\_webinar](https://bit.ly/cedhub_webinar)

*E-Certificate will be provided*

**Hub Coordinator**  
**Dr. G. Ravikumar**  
 Director, CED  
 EDII TN-IEDP HUB  
 Anna University  
 Chennai

<p><i>Day 1</i></p> <p><b>IDEATION</b></p> <p><i>Speaker</i>  <b>Mr. M. SIVA BAARATHI</b>        Field Coordinator        EDII TN-IEDP Hub- AURCT,        Regional Campus,        Anna University, Tirunelveli</p>	<p><i>Day 2</i></p> <p><b>DESIGN THINKING</b></p> <p><i>Speaker</i>  <b>Mr. VINOTH MALAIKANI</b>        Field Coordinator        EDII TN-IEDP Hub- UCE,        SIT Campus,        Anna University, Trichy</p>	<p><i>Day 3</i></p> <p><b>BUSINESS MODEL CANVAS</b></p> <p><i>Speaker</i>  <b>Mr. S. SAKTHIVEL</b>        Field Coordinator        EDII TN-IEDP Hub- CED,        CEG Campus,        Anna University, Chennai</p>	<p><i>Day 4</i></p> <p><b>PROJECT REPORT &amp; GOVT SCHEMES</b></p> <p><i>Speaker</i>  <b>Mr. A. SELVAKUMAR</b>        Field Coordinator        EDII TN-IEDP Hub- MIT,        MIT Campus,        Anna University, Chennai</p>
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4 Days Webinar series on " Innovation & Entrepreneurship"

**CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT**  
 Anna University - Chennai Hub  
**EDII TN - IEDP**

**4 Days Webinar series on " Innovation & Entrepreneurship"**

Organized by CED, Anna University & EDII-TN  
 Date: 08-07-2020 to 11-07-2020  
 Time: 11 am to 12 pm

Email address \*

Valid email address



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**Day 1:**

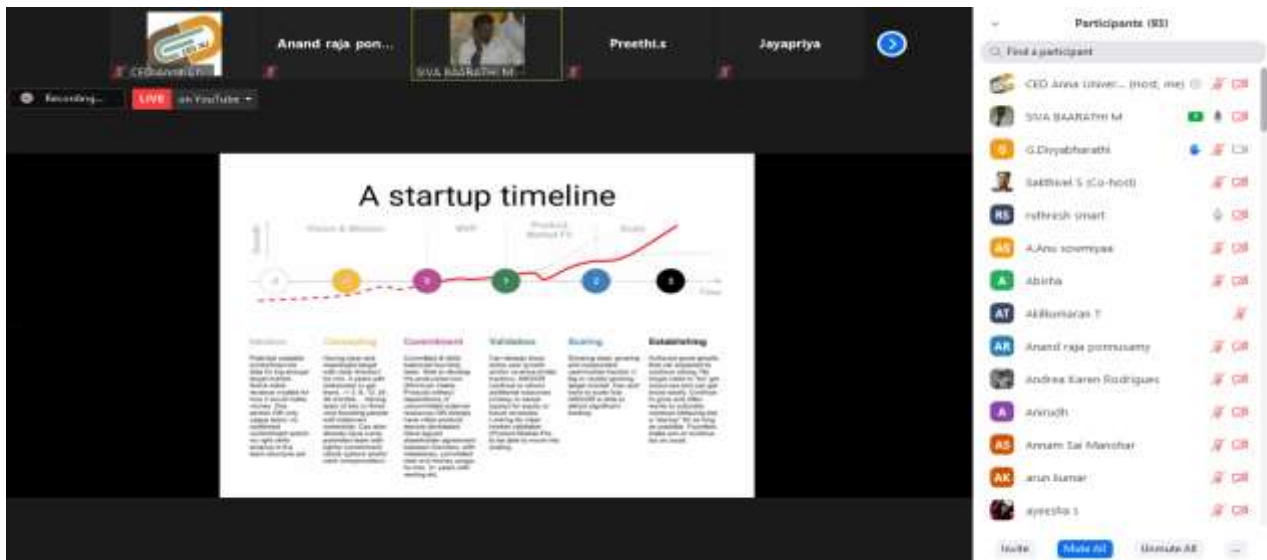
Date & Time	No. of Participants Registered	No. of Participants Attended	Topic	Resource Person/ Speaker	Organized by
8.07.2020,  11 am to 12:30 pm	299	125	Start-up Ideation	Mr. M. Siva Baarathi, Field Coordinator, EDII-TN-IEDP HUB AURCT, Regional Campus Anna University, Tirunelveli	Mr. D. Nirmal Raj Field Coordinator, CED HUB Chennai

The webinar link was created in Zoom Platform and circulated to the registered participants & the meeting was also lived in CED YouTube channel. The first day of the webinar was handled by Mr. M. Siva Baarathi, Field Co-ordinator, he gave awareness about Entrepreneurship & Start-Ups. Also gave tips to arrive at a start-up idea.

Topics Covered:

- Awareness on about Entrepreneurship & Start-Ups
- Tips & ways to arrive at a Start-up Idea
- Various factors to be analyzed before starting a company

Finally, the day ended with giving an activity to the participants, where the participants are asked to choose a problem faced by the people in this COVID-19 crisis and list down at least 20-25 solutions for the chosen problem.



**Speaker explaining about start-up timeline**



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The screenshot shows a YouTube live stream interface. The video player displays a slide titled "Easy start and Grow your" with the "India Filings" logo. The slide content includes "EASILY CLOSE A COMPANY THROUGH INDIA FILINGS" and "EASILY FIND TRADEMARK LAWFYERS THROUGH INDIA FILINGS". The video player shows a progress bar at -29:02 and is marked as "LIVE". Below the video, the title "4 Day Webinar on Entrepreneurship- 'Ideation'" is visible, along with "17 watching now" and "Started streaming 45 minutes ago". The chat window on the right shows messages from "CED Anna University" and other users. The "Up next" section shows "Day3-National Level SDP on".

The webinar being lived on CED You Tube Channel

You Tube Video link: [https://www.youtube.com/watch?v=uV3zH\\_A-91Q](https://www.youtube.com/watch?v=uV3zH_A-91Q)

Feedback form link for Day1: <https://forms.gle/DayGJxD5uDEXbceL9>



## Day 2:

Date & Time	No. of Participants Registered	No. of Participants Attended	Topic	Resource Person/ Speaker	Organized by
9.07.2020, 4 PM to 5PM	299	110	Design Thinking	Mr. Vinoth Malaikani Field Coordinator, EDII-TN-IEDP HUB UCE, BIT Campus, Anna University, Trichy	Mr. D. Nirmal Raj Field Coordinator, CED HUB Chennai

Day 2 of the webinar was handled by Mr. Vinoth Malaikani, he was explaining about Design Thinking for the participants.

### Topics Covered:

- What is Design & about Design Thinking
- 5 Stages of Design Thinking
- Empathy Mapping for the Start-ups
- Ideation Techniques such as SCAMPER & DISRUPT
- Case study of Design Thinking

Finally, the second day ended with giving an activity to the participants of doing Empathy map for their chosen idea.

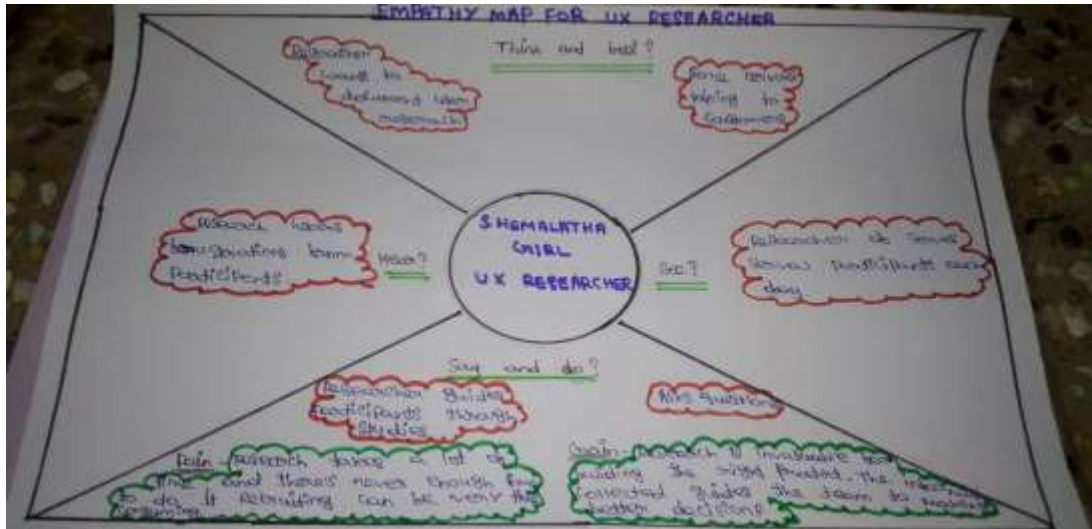
The screenshot shows a Zoom webinar interface with a slide titled "3) Ideate". The slide content includes:

- 3) Ideate**
- Broad search for ideas that solve the problem.
- "Visualize, Draw, sketch, paint, images & pictures. Don't sit!"
- You develop solutions
- You develop ideas
- You develop potential matches
- "Trying to match your solution with the insights you figured out & Go beyond rational thinking"

On the right side of the slide, there is a hand-drawn diagram illustrating the ideation process. It features a central box labeled "ENTREPRENEURSHIP" with arrows pointing to "IDEATION" and "PROTOTYPING". The diagram also includes a globe, a house, and various icons representing different aspects of business and innovation. Text labels include "DIFFICULTIES", "STRATEGY", "PROCESS", "RESEARCH", and "BUSINESS MODEL".



### Speaker explaining about Design Thinking



Activity completed by a participant of the webinar

You Tube Video link: <https://www.youtube.com/watch?v=J08bUWtOcRc>

Feedback form link for Day2: <https://forms.gle/dLvErf7nhSpMqBwY9>





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**Day 3:**

Date & Time	No. of Participants Registered	No. of Participants Attended	Topic	Resource Person/ Speaker	Organized By
10.07.2020, 11AM to 12PM	299	75	Business Model Canvas	Mr. Sakthivel S, Field Coordinator, EDII-TN-IEDP CED HUB, Anna University, Chennai- 600 025	Mr. S. Sakthivel Field Coordinator, CED HUB Chennai

Day 3 of the webinar was handled by Mr. Sakthivel S, and explained about Business Model Canvas.

Topics Covered:

- What is Business Model Canvas?
- Why Business Model Canvas?
- Building Blocks of BMC (3KV4CR)
- Case study of BMC for existing start-ups.

The day ended with Question & Answer session with the participants.

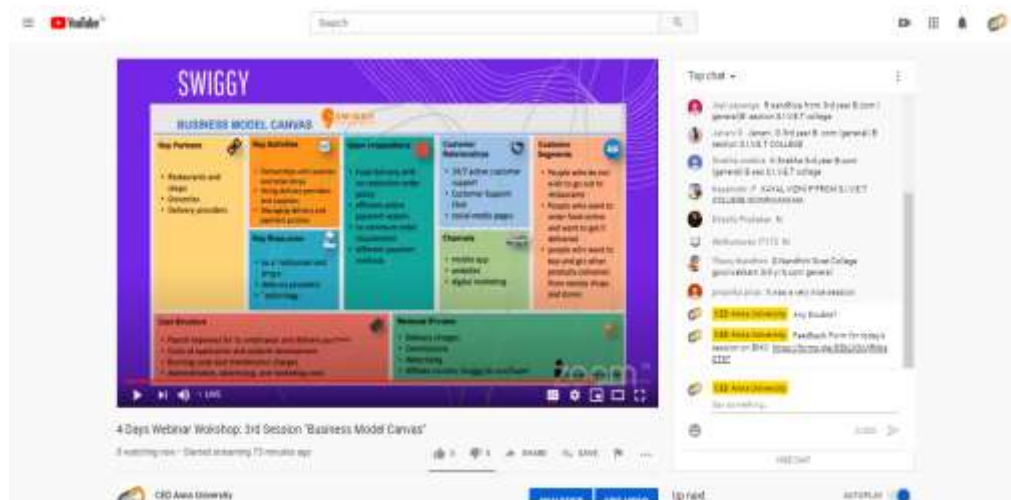




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Speaker Explaining about BMC



Webinar being lived on CED You Tube Channel

You Tube Video link: <https://www.youtube.com/watch?v=L8GiK8y7IAE>

Feedback form link for Day3: <https://forms.gle/83bLh3rUjRnksCT97>



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**Day 4:**

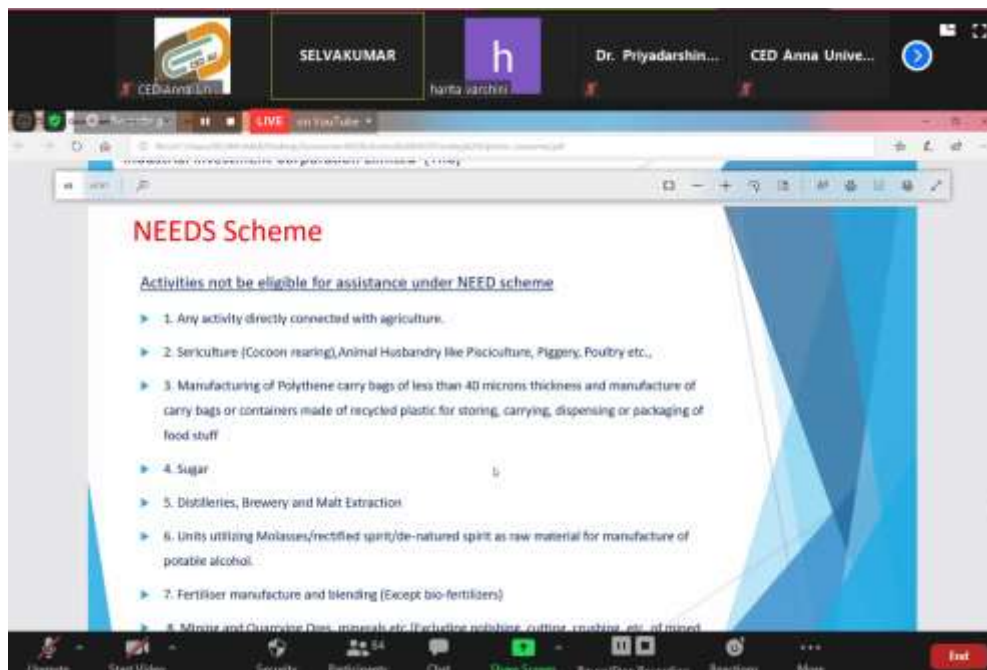
Date & Time	No. of Participants Registered	No. of Participants Attended	Topic	Resource Person/ Speaker	Organized by
11.07.2020, 11AM to 12PM	299	100	Project Report & Govt Schemes for Entrepreneur	Mr. Selvakumar A, Field Coordinator, EDII-TN-IEDP HUB MIT Campus, Anna University, Chennai	Mr. S.Sakthivel Field Coordinator, CED HUB Chennai

Day 4 of the webinar was handled by Mr. Selvakumar A, and he explained about how to prepare project report & Govt schemes for Entrepreneurs.

Topics covered:

- How to prepare Detail Project Report
- Sample DPR from govt websites.
- Govt Funding Schemes for Entrepreneurs
- Training Programs offered in Start-up India Web Portal

Finally, the workshop ended with q&a session and sharing the feedback & quiz link to the participants, based on which E-Certificates will be given to the participants.

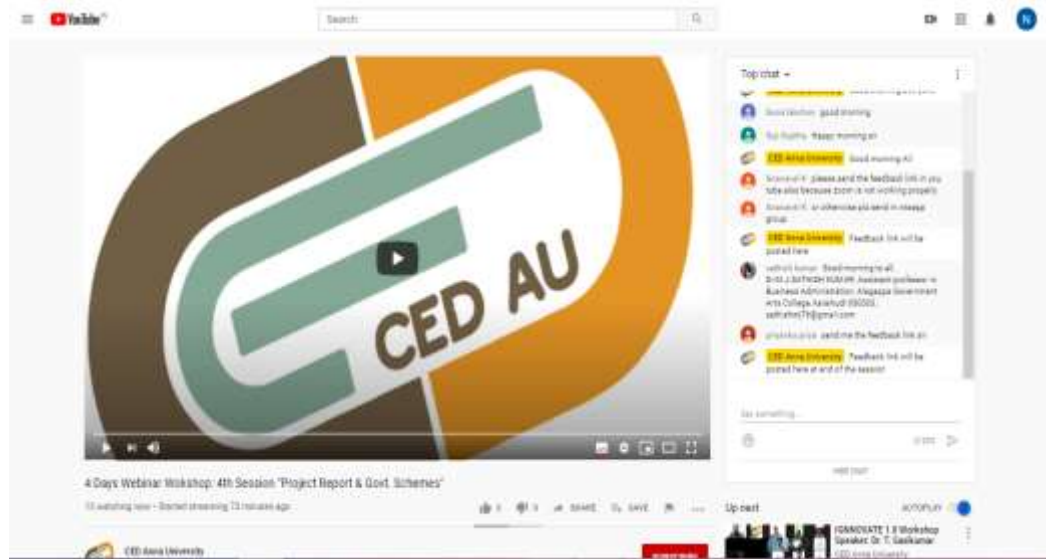


**Speaker Explaining about NEEDS scheme**





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**Webinar being lived on CED You Tube Channel**

**You Tube Video link:** <https://www.youtube.com/watch?v=jOEoAOUXos>

**Feedback form & Quiz link for Day4:** <https://forms.gle/wvf7btndGwLWWvj9>

**D. Nirmal Raj & S. Sakthivel**  
**Field Coordinator,**  
**CED, Anna University, Chennai**  
**IEDP HUB**