



CIBMRDS INSTITUTION'S INNOVATION COUNCIL (IIC) AND ED CELL
IIC 7.0 SELF DRIVEN ACTIVITY FROM ACADEMIC YEAR 2024-25

Semester 1 Quarter-2-Activity-3

Session on Disruptive Innovation-Leveraging Technology to Create New Products or Services
on 21st February 2025

THEME	Entrepreneurship
ACTIVITY NAME	Session on Disruptive innovation-leveraging technology to create new products or services
MODE OF CONDUCT	Physical
TIME	One day
MANDATORY/ELECTIVE	Elective
PARTICIPANTS	Students-35
ONLINE RESOURCE	Not Taken
DESCRIPTION	<p>Institution's Innovation Council and ED Cell, CIBMRD, Nagpur has organized Session on Startup & Business Operations on 21st February 2025. The workshop aimed to provide participants to empower budding entrepreneurs and startups with understanding on Disruptive innovation. Session speaker was Dr. Krunal Parekh, Innovation Ambassador and Convener- IIC, CIBMRD, Nagpur. Session speaker was Mrs. Mittal Bhatt, HR Manager, Pragmatyc Global Pvt. Ltd., Nagpur.</p> <ol style="list-style-type: none"> 1. Disruptive innovation involves creating new markets or disrupting existing ones. 2. Leveraging technology to create new products or services. 3. It can be driven by startups or established companies. 4. It also requires a deep understanding of customer needs and market trends. 5. Disruptive innovation can create new opportunities for growth and revenue. 6. Established companies can be vulnerable to disruption if they fail to innovate. 7. It can be applied to various industries, including healthcare, finance, and education. 8. It often requires a willingness to experiment and take risks. 9. It can lead to significant social and economic impact. 10. Companies should prioritize innovation and experimentation to stay ahead of the curve. <p>The session concluded with an engaging Question and Answer segment.</p>

Dr. Krunal Parekh, Convener- Institution's Innovation Council (IIC), CIBMRD, Nagpur (M.S.)



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CIBMRDs Institution's Innovation Council (IIC) and ED Cell *Welcomes you all*

for IIC 7.0 –QUARTER-2 IIC Self Driven activity for academic year 2024-25

Date:- 21/02/2025

Topic:- Session on Disruptive Innovation-Leveraging Technology to Create New Products or Services

Speaker:-Mrs. Mittal Bhatt, HR Manager, Pragmatyc Global Pvt. Ltd., Nagpur

Venue:- Auditorium, CIBMRD, Nagpur

organized by
IIC Cell and ED Cell , CIBMRD, Nagpur. (M.S.)

