

Kongunadu Arts and Science College (Autonomous), Coimbatore
KASC – Institution’s Innovation Council
Department of Commerce & Commerce with Information Technology
Jointly organizes
Workshop On
“Problem Solving and Ideation”
September 30th, 2025
Report

The **KASC – Institution’s Innovation Council, Department of Commerce & Commerce with Information Technology** jointly organizes a workshop on **“Problem Solving and Ideation”** on 30th September, 2025 between 8:00AM and 1:00PM in the College Auditorium. The workshop started with a prayer song continued with the welcome address delivered by Dr.S.Uma, Associate Professor & Head, Department of Commerce, Kongunadu Arts and Science College. She gave a brief note about the workshop. Dr.T.Kumar, Coordinator for SF Streams, Kongunadu Arts and Science College felicitated the gathering and provided an insight about Idea generation and commercialization. The main objective of the workshop was to facilitate students to generate ideas for pitching and prototyping. There were two technical sessions in the workshop which was handled by Dr.M.S.Lipin Dev and Dr.S.R.Madhan Shankar. 22 teams consisting of 6 members each participated in the workshop.

Session I

Session I started at 8:00AM in the College Auditorium. Ms.Varshini, III BCOM, Department of Commerce, Kongunadu Arts and Science College, introduced the Chief Guest of the Session I **Dr. M.S.Lipin Dev, Director and Partner, VT Ecogreen Technologies Pvt Ltd, Coimbatore.** The speaker highlighted the importance of problem solving and generating new ideas for sustainable business. He emphasized the future of start-up ideas and its impact on the growth of Indian business. The session was very much interactive and informative.

Session II

Session two started at 10.00AM and Mr.Sai adthiya of III BCOM IT introduced the Chief Guest of the Session II **Dr.S.R.Madhan Shankar, Founder, Ashwinis Herbs and Foods, Coimbatore.** The speaker highlighted the various advancement in idea pitching and also

provided guidelines in framing ideas. He enlightened the students by providing practical examples about start-up ideas and its influence in the growth of Indian business. The session was very much interactive and informative. 22 teams consisting of 6 members each actively participated and benefitted through the workshop. 6 unique ideas have been chosen for the next level. Dr.B.Divya Priya, Associate Professor & Head, Department of Commerce IT delivered the Vote of Thanks.



Our distinguished Secretary and Director Dr.C.A.Vasuki visited to the workshop. She encouraged the participants and appreciated the organizers for organizing such a thought provoking workshop

