



KURUKSHETRA UNIVERSITY TECHNOLOGY INCUBATION CENTRE (KUTIC)

Event: INVITED TALK ON ECOSYSTEM INNOVATION-WHERE SMALL IS BIG

Date: September 12, 2019

Chief Guest: Prof. Shyam Kumar, Dean Faculty of Engineering

Invited Speaker: Mr. Ranjan Malik, Innovation Specialist, Speaker and Writer, Co-founder and managing partner at PRIMALISE,

Venue: Faculty Lounge, KUK

BRIEF REPORT

On September 12th 2019, Kurukshetra University Technology Incubation Center organized an invited talk on the topic ECOSYSTEM INNOVATION: WHERE SMALL IS BIG. This event was held in Faculty Lounge, KUK and was presided by Prof. Shyam Kumar, Dean Faculty of Engineering in presence of the invited speaker of the day Mr. Ranjan Malik along with the members of Program action group: Prof. Anurekha Sharma, Prof. Anita Yadav, Prof. Anil Mittal, Dr. Hardeep Anand and Ms. Reeta Devi. Prof. Anurekha Sharma, Coordinator KUTIC, welcomed the speaker, Dean, Faculty of Engineering, along with other guests and apprised speaker of the activities scheduled to be undertaken under incubation centre. Prof. Anil Mittal introduced the speaker of the day to the gathering.

The keynote speaker of the day, Mr. Ranjan Malik, interacted and apprised the gathering about the continuous and rapid development of start-ups in the new world. He emphasizes on the fact that innovative ideas do not require a comfort zone or accessibility of resources, all it requires is the zeal of doing something and enthusiasm of creation, gave example of a concentration camp in Germany where having a book with you was a considered as crime but in the same environment people were writing books. He also claimed the conventional schooling pattern that conditions a child to think only of the routine and nothing else with the visual presentation he explained various parameters and processes in start-up business which included: Challenging mental models, Business model innovation, Ecosystem innovation, replacement of Stagnant Market etc. Mr. Malik also did some mental activities with the gathering to prove that we are all easily influential and that this is the time to move from mindlessness to mindfulness. The time of answers is gone, This is the time to question as much as one can.

Prof. Shyam Kumar, Dean, Faculty of Engineering, in his presidential remarks, explained the students about the difference between Invention and Innovation. He took several examples from science like invention of wheel, discovery of radioactivity, Raman Effect and explained how innovation led to use of these in many different applications. He encouraged the students to think creatively about different aspects of day to day life as being innovative is not just buzz of the era but also need of the hour and the purpose of organizing such talks is to ignite the young ideas of the generative minds. The event wrapped up with felicitation of the guest by Project Action Group of KUTIC.

