



Report on MIC Driven Activity

Celebrating Failures

Introduction

The Ministry of Education's Innovation Cell (MIC) initiated various innovation and entrepreneurship-driven activities under the **Institution's Innovation Council (IIC)** framework. These activities aim to nurture innovation, entrepreneurial skills, and problem-solving ability among students and faculty. During **Quarter 4**, our institution organized a special **MIC-driven activity titled “Celebrating Failures”** to inspire students by learning from real entrepreneurial experiences.

Activity Details

- **Title of the Session:** *Celebrating Failures*
- **Guest Speaker:** *Mr. Mayank Bidawatka, Co-founder of Koo*
- **Date:** 11th July 2025
- **Mode:** Online
- **Participants:** 100 students & 20 faculty
- **Duration:** 60 min

Session Highlights

The session focused on the **entrepreneurial journey of Mr. Mayank Bidawatka**, where he openly shared his experiences of building start-ups, including the challenges, setbacks, and failures faced along the way. He emphasized:

- The **highs and lows** of entrepreneurship and the resilience required to overcome failures.
- The **powerful lessons learned from setbacks**, and how failures often lay the foundation for future success.

- The importance of **adaptability, perseverance, and innovation** in the entrepreneurial ecosystem.
- How failures should be seen as **stepping stones** rather than roadblocks in the journey of building a start-up.

The guest's journey from initial struggles to co-founding **Koo**, India's microblogging platform, served as a motivating example for budding innovators.

Outcomes and Impact

- Students gained a **realistic understanding** of entrepreneurship beyond success stories.
- Encouraged participants to **embrace failure as a learning opportunity**.
- Strengthened entrepreneurial mindset among students and faculty.
- Motivated several student teams to refine their start-up ideas with renewed confidence.

Conclusion

The MIC-driven activity “*Celebrating Failures*” under IIC – Quarter 4 was highly impactful. By sharing his **personal entrepreneurial journey**, Mr. Mayank Bidawatka inspired the audience to view failures not as an end, but as a **powerful teacher and a stepping stone** to innovation and success. The session contributed significantly to the institutional goal of fostering innovation and start-up culture on campus.



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-  Vinutha Avinash Vinutha V, Associate professor, Vijaya college, R V Road, Banglore
-  sabi hi guys'
-  Deepika Mary.r R . Deepika Mary Department of English St. Antony's college of arts and sciences for women Dindigul
-  sai ramanuja hii
-  Arnab Pal yes sir
-  Snehlata Aggarwal u r not audible
-  Vaithees Waran poorani v (2 rd year mechanical engineering) salem college of engineering and technology
-  Varun Tiwari Varun Tiwari from Genesis Incubator Quantum University Roorkee
-  Aditi Parmar Aditi from dasmesh girls college mukerian

