REPORT ON " A SESSION ON
INNOVATION AND PROTOTYPE
VALIDATION & VALUE PROPOSITION
FIT & BUSINESS FIT"

Organized by:
Institution's Innovation Council (IIC) & Internal Quality Assurance Cell(IQAC)
Vijaya College, R.V.Road, Basavanagudi, Bengaluru–560004
Affiliated to Bengaluru City University| Accredited by NAAC with B++Grade

## Institution's Innovation Council(IIC)

The Institution's Innovation Council (IIC) is an initiative of the Ministry of Education's Innovation Cell (MIC), Government of India. It was established to create a strong culture of innovation and entrepreneurship in educational institutions.

## Event Details

Topic : Innovation and prototype
validation & Value proposition fit &
Business fit"

Date:- 17-08-2026

Time: 11AM
Mode: Offline
Speaker: Manasa Nagabhushan

## Objective of the Session

**The lecture concluded with an inspiring message: "The best time to start a business was yesterday; the second-best time is today." This motivational quote encouraged students to take action, believe in their ideas, and confidently pursue entrepreneurship.**

## Event Proceedings

Welcome Address & Guest Introduction: The session began with a warm welcome by Prof. Vidya Saraswathi K, Convenor, IIC (2026).

and introduction of the guest speaker by Prof. Vidya Saraswathi K, Convenor, IIC(26).

Guest Talk:

Dr. Manasa began by asking students about their understanding of startups and encouraged them to share their experiences and ideas. She discussed recently launched innovations and

asked students to identify the problems these innovations are solving. She also encouraged everyone to think about real-life problems that still remain unsolved and how they could be transformed into business opportunities.

She explained that innovation is the process of identifying a problem and finding an effective solution, while also distinguishing it from invention. According to her, innovation becomes meaningful only when it addresses a genuine need in society.

The speaker also asked whether students had heard about the book "Ikigai" and briefly highlighted the importance of discovering one's purpose and passion while building a career or business. She emphasized why innovation matters and explained that successful entrepreneurs identify gaps where customer needs are not being fulfilled and develop products or services to bridge those gaps.

Another important topic discussed was the role of Open APIs, which enable developers and entrepreneurs to build solutions by integrating existing technologies to solve real-world problems efficiently. She also spoke about the startup journey and stressed the importance of understanding customers, their needs, and their expectations before developing any product or service.

Vote of Thanks: The event concluded with a heartfelt vote of thanks delivered by Prof. Vidya Saraswathi K, Convenor, IIC(2026), appreciating the guest speaker, faculty, and all participants.

## Participation

Total Participants: 70

Departments :BBA and BCA

Mode: Offline

Students and faculty members actively participated and interacted with the speaker.

### Outcomes of the Session:

- A guest lecture on "Innovations and Startups" was conducted at Vijaya College by Dr. Manasa Nagabhushan. The session was highly interactive, informative, and inspiring. The speaker actively engaged the students through discussions and thought-provoking questions, making the session interesting and practical.

## Attachments

- **Event Brochure**

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# VIJAYA COLLEGE

Accredited with B++ Grade by NAAC
Affiliated to Dr. Manmohan Singh Bengaluru City University
R.V. Road, Basavanagudi, Bengaluru – 560004

INSTITUTION'S INNOVATION COUNCIL

AN IIC AND IQAC INITIATIVE

*Presents*

A SESSION ON

## INNOVATION AND PROTOTYPE VALIDATION

&

## VALUE PROPOSITION FIT & BUSINESS FIT

Inspiring Ideas. Empowering Tomorrow.



SPEAKER

**MANASA NAGABHUSHAN**
Alumni 1987 batch

Entrepreneur | Startup Mentor | Innovator
Passionate about building impactful solutions for a better tomorrow.

| DATE | TIME | VENUE |
|---|---|---|
| Friday, 17th July | 11 am onwards | CLASSROOM 106 |

AUDIENCE
B.Com, BBA and BCA Students

*Let's Innovate Today to Create a Better Tomorrow !*

ALL ARE CORDIALLY INVITED

DR. M. SUBRAMANYA BHAT
PRINCIPAL & PRESIDENT, IIC

PROF. VIDYA SARASWATHI K
CONVENOR, IIC 2025-26

- **Session Screenshot.**

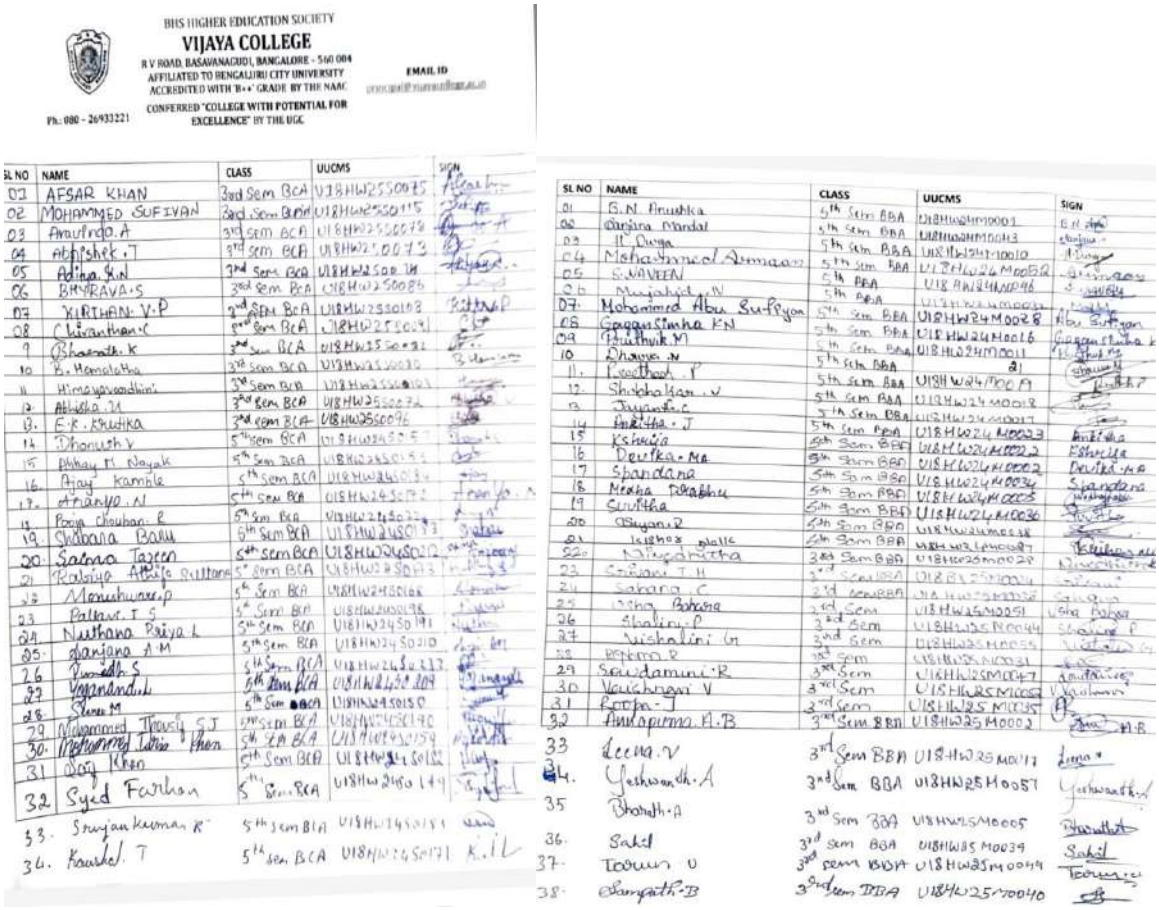








**Attendance Screenshots**.



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**VIJAYA COLLEGE**

R V ROAD, BASAVANAGUDI, BANGALORE - 560 004
AFFILIATED TO BENGALURU CITY UNIVERSITY
ACCREDITED WITH 'B++' GRADE BY THE NAAC
CONFERRED "COLLEGE WITH POTENTIAL FOR EXCELLENCE" BY THE UGC

Ph.: 080 - 26933221

EMAIL ID

| SL NO | NAME | CLASS | UUCMS | SIGN |
|---|---|---|---|---|
| 01 | AFSAR KHAN | 3rd Sem BCA | U18HW25S0075 | |
| 02 | MOHAMMED SUFIYAN | 3rd Sem BCA | U18HW25S0115 | |
| 03 | Anurudha.A | 3rd sem BCA | U18HW25S0078 | |
| 04 | Abhishek.T | 3rd sem BCA | U18HW25S0073 | |
| 05 | Adina.K.N | 3rd Sem BCA | U18HW25S0018 | |
| 06 | BHARAVA.S | 3rd Sem BCA | U18HW25S0086 | |
| 07 | KIRTHAN.V.P | 2nd SEM BCA | U18HW25S0103 | |
| 08 | Chiranthan.C | 3rd Sem BCA | U18HW25S0091 | |
| 09 | Bharath.K | 3rd Sem BCA | U18HW25S0092 | |
| 10 | B. Hemalatha | 3rd Sem BCA | U18HW25S0035 | |
| 11 | Himavarshini | 3rd Sem BCA | U18HW25S0061 | |
| 12 | Athitha.M | 3rd Sem BCA | U18HW25S0074 | |
| 13 | E.R. Kruthika | 3rd sem BCA | U18HW25S0096 | |
| 14 | Dhanush.V | 5th Sem BCA | U18HW24S0055 | |
| 15 | Abhay M Nayak | 5th Sem BCA | U18HW24S0152 | |
| 16 | Ajay Kamble | 5th Sem BCA | U18HW24S0134 | |
| 17 | Aranya.N | 5th Sem BCA | U18HW24S0172 | |
| 18 | Pooja Chouhan.R | 5th Sem BCA | U18HW24S0222 | |
| 19 | Shobana Balu | 5th Sem BCA | U18HW24S0193 | |
| 20 | Sabna Tazeen | 5th Sem BCA | U18HW24S0212 | |
| 21 | Rakshe Athiya Sulthana | 5th Sem BCA | U18HW24S0115 | |
| 22 | Manushwaraj.P | 5th Sem BCA | U18HW24S0198 | |
| 23 | Pallavi. T S | 5th Sem BCA | U18HW24S0191 | |
| 24 | Nuthana Priya L | 5th Sem BCA | U18HW24S0210 | |
| 25 | Manjana A M | 5th Sem BCA | U18HW24S0223 | |
| 26 | Vinodh.S | 5th Sem BCA | U18HW24S0209 | |
| 27 | Yogananda.L | 5th Sem BCA | U18HW24S0150 | |
| 28 | Sneha M | 5th Sem BCA | U18HW24S0170 | |
| 29 | Mohammed Thoufiq S J | 5th Sem BCA | U18HW24S0159 | |
| 30 | Mohammed Idris Khan | 5th Sem BCA | U18HW24S0122 | |
| 31 | Siraj Khan | 5th Sem BCA | U18HW24S0149 | |
| 32 | Syed Farhan | 5th Sem BCA | U18HW24S0171 | |
| 33 | Sowjankumar K | 5th sem BCA | U18HW24S0181 | |
| 34 | Kaushal. T | 5th Sem BCA | U18HW24S0171 | |

| SL NO | NAME | CLASS | UUCMS | SIGN |
|---|---|---|---|---|
| 01 | G.N Anushka | 5th Sem BBA | U18HW24M0001 | |
| 02 | Anjana Mandal | 5th Sem BBA | U18HW24M0043 | |
| 03 | H Durga | 5th Sem BBA | U18HW24M0010 | |
| 04 | Mohammed Armaan | 5th Sem BBA | U18HW24M0052 | |
| 05 | S.NAVEEN | 5th BBA | U18HW24M0046 | |
| 06 | Mujahid.N | 5th BBA | | |
| 07 | Mohammed Abu Sufiyan | 5th Sem BBA | U18HW24M0028 | |
| 08 | Gaganasimha KN | 5th Sem BBA | U18HW24M0016 | |
| 09 | Pavithra M | 5th Sem BBA | U18HW24M0011 | |
| 10 | Dhanush.N | 5th 5th BBA | 21 | |
| 11 | Preetham.P | 5th Sem BBA | U18HW24M0049 | |
| 12 | Shobhalaxmi.V | 5th Sem BBA | U18HW24M0018 | |
| 13 | Jayanth.C | 5th Sem BBA | | |
| 14 | Anitha.J | 5th Sem BBA | U18HW24M0017 | |
| 15 | Kshetija | 5th Sem BBA | U18HW24M0023 | |
| 16 | Devika.MA | 5th Sem BBA | U18HW24M0002 | |
| 17 | Spandana | 5th Sem BBA | U18HW24M0034 | |
| 18 | Medha Prabhu | 5th Sem BBA | U18HW24M0035 | |
| 19 | Swetha | 5th Sem BBA | U18HW24M0036 | |
| 20 | Dhyana.R | 5th Sem BBA | U18HW24M0038 | |
| 21 | Nagamitra | 5th Sem BBA | U18HW25M0028 | |
| 22 | Sanjana.T.H | 3rd Sem BBA | U18HW25M0024 | |
| 23 | Sahana.C | 2nd Sem BBA | U18HW25M0032 | |
| 24 | Usha Bohara | 3rd Sem | U18HW25M0051 | |
| 25 | Shaliny.P | 3rd Sem | U18HW25M0044 | |
| 26 | Vishalini.M | 3rd Sem | U18HW25M0055 | |
| 27 | Reema.R | 3rd Sem | U18HW25M0031 | |
| 28 | Soundamini.R | 3rd Sem | U18HW25M0047 | |
| 29 | Vaishnavi.V | 3rd Sem | U18HW25M0057 | |
| 30 | Roopa.T | 3rd Sem | U18HW25M0035 | |
| 31 | Anuradha.H.B | 3rd Sem BBA | U18HW25M0002 | |
| 32 | Leema.V | 3rd Sem BBA | U18HW25M0017 | |
| 33 | Yashwanth.A | 3rd Sem BBA | U18HW25M0057 | |
| 34 | Bharath.A | 3rd Sem BBA | U18HW25M0005 | |
| 35 | Sahil | 3rd Sem BBA | U18HW25M0039 | |
| 36 | Tooran U | 3rd sem BBA | U18HW25M0049 | |
| 37 | Ganapathi.B | 3rd sem BBA | U18HW25M0040 | |

## Conclusion

Prepared by:

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