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**

BHS HIGHER EDUCATION SOCIETY

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

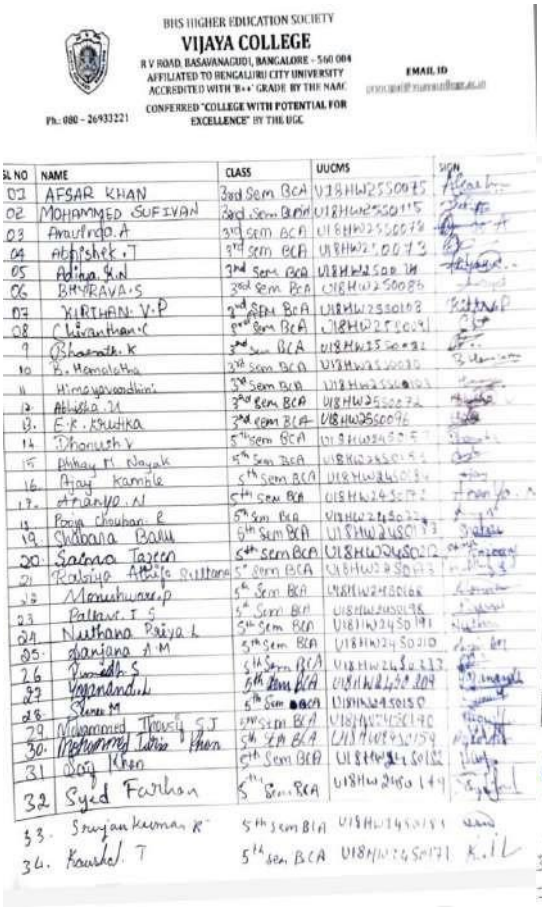
- **Session Screenshot.**







Attendance Screenshots.



BHS HIGHER EDUCATION SOCIETY

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	U18HW2550045	
02	MOHAMMED SUFIYAN	3rd Sem BCA	U18HW2550115	
03	Anurudha. A	3rd sem BCA	U18HW2550078	
04	Abhishek. T	3rd Sem BCA	U18HW2500473	
05	Adithya. K.N	3rd Sem BCA	U18HW2500	
06	BHAVRAVA. S	3rd Sem BCA	U18HW250086	
07	KIRTHAN. V.P	3rd Sem BCA	U18HW2550108	
08	Chivanthan. C	3rd Sem BCA	U18HW2550091	
9	Bharath. K	3rd Sem BCA	U18HW25500	
10	B. Hemalatha	3rd Sem BCA	U18HW2550035	
11	Himavarshini	3rd Sem BCA	U18HW2550	
12	Akshika. M	3rd Sem BCA	U18HW2550072	
13	E.R. Krutika	3rd sem BCA	U18HW2550096	
14	Dhanush V	5th Sem BCA	U18HW2550	
15	Abhay M Nayak	5th Sem BCA	U18HW2550	
16	Ajay Kamble	5th Sem BCA	U18HW2460	
17	Ananya. N	5th Sem BCA	U18HW2450	
18	Pooja Chauhan. R	5th Sem BCA	U18HW2450	
19	Shabana Banu	5th Sem BCA	U18HW2450	
20	Salma Tazeen	5th Sem BCA	U18HW2450	
21	Rabiya Afreen Rukhana	5th Sem BCA	U18HW2450	
22	Manuhuvarap	5th Sem BCA	U18HW2450	
23	Pallavi. T S	5th Sem BCA	U18HW2450	
24	Nuthana Priya L	5th Sem BCA	U18HW2450	
25	Manjana A M	5th Sem BCA	U18HW2450	
26	[illegible] S	5th Sem BCA	U18HW2450	
27	Yogananda. L	5th Sem BCA	U18HW2450	
28	Sneha M	5th Sem BCA	U18HW2450	
29	Mohammed Thoufiq G.J	5th Sem BCA	U18HW2450	
30	Mohammed Idris Khan	5th Sem BCA	U18HW2450	
31	Danish Khan	5th Sem BCA	U18HW2450	
32	Syed Farhan	5th Sem BCA	U18HW2450	
33	Sreyankumar R	5th sem BCA	U18HW2450	
34	Kaushal. T	5th sem BCA	U18HW2450	

SL NO	NAME	CLASS	UUCMS	SIGN
01	G.N Anushka	5th Sem BBA	U18HW24M0001	
02	Anjana Mandal	5th Sem BBA	U18HW24M0003	
03	H Durga	5th Sem BBA	U18HW24M0010	
04	Mohammed Zeman	5th Sem BBA	U18HW24M0016	
05	S.NAVEEN	5th BBA	U18HW24M0028	
06	Mujahid. N	5th BBA	U18HW24M0046	
07	Mohammed Abu Sufiyan	5th Sem BBA	U18HW24M0028	
08	Gagansimha KN	5th Sem BBA	U18HW24M0016	
09	Pavithra M	5th Sem BBA	U18HW24M0011	
10	Dhanya N	5th Sem BBA	21	
11	Preethesh P	5th Sem BBA	U18HW24M0049	
12	Shahahan. V	5th Sem BBA	U18HW24M0018	
13	Jayanth. C	5th Sem BBA	U18HW24M0017	
14	Amritha. J	5th Sem BBA	U18HW24M0023	
15	Kshitija	5th Sem BBA	U18HW24M0022	
16	Devika. MA	5th Sem BBA	U18HW24M0002	
17	Spandana	5th Sem BBA	U18HW24M0024	
18	Mantha Prabhu	5th Sem BBA	U18HW24M0005	
19	Swetha	5th Sem BBA	U18HW24M0036	
20	Shyam. R	5th Sem BBA	U18HW24M0038	
21	[illegible]	5th Sem BBA	U18HW24M0027	
22	Nagavarthe	3rd Sem BBA	U18HW25M0028	
23	Srivani T H	3rd Sem BBA	U18HW25M0024	
24	Sahana. C	3rd Sem BBA	U18HW25M0058	
25	Usha Pahana	3rd Sem	U18HW25M0051	
26	Shalini. P	3rd Sem	U18HW25M0044	
27	Vishalini. M	3rd Sem	U18HW25M0031	
28	Rohini R	3rd Sem	U18HW25M0031	
29	Soundamini. R	3rd Sem	U18HW25M0047	
30	Vaishnavi V	3rd Sem	U18HW25M0052	
31	Roopa. J	3rd Sem	U18HW25M0035	
32	Anuparna M.B	3rd Sem BBA	U18HW25M0002	
33	Leena. V	3rd Sem BBA	U18HW25M0017	
34	Yeshwanth. A	3rd Sem BBA	U18HW25M0057	
35	Bharath. A	3rd Sem BBA	U18HW25M0005	
36	Sahil	3rd sem BBA	U18HW25M0039	
37	Tarun U	3rd sem BBA	U18HW25M0049	
38	Sampath. B	3rd sem BBA	U18HW25M0040	

Conclusion

Prepared by:

Institution's Innovation
Council(IIC) Vijaya College,
Bengaluru–560004