

“Innovation is the ultimate key to succeed in this rapidly changing world of business” – Prof Dr Uday Salunkhe, Group Director, WeSchool

WeSchool Students get inspired and learn ‘How to use Design Thinking Led Innovation approach to promote campus start-ups?’

Mumbai, 20 September, 2018: Today campuses across India are inspiring a young breed of innovators who are ideators and doers with a difference. The initiatives on WeSchool campus are harnessing the young entrepreneurial talent to take their first steps from ideation to execution and funding. At the inaugural of WeCell, WeSchool's Entrepreneurship initiative for batch 2018-20, an AICTE delegate session through initiative of MHRD ministry for promoting campus start-ups for WeSchool Students hosted a mentoring session on for young entrepreneurs recently on WeSchool campus, Matunga. The informative workshop discussed case studies and different techniques on **‘How to use Design Thinking led innovation approach to promote campus start-ups?’**, conducted by Mr. Hiranmay Mahanta, Executive Member AICTE Student 'Start-up' policy implementation Committee.

WeSchool has diligently kept track of the entrepreneurial interests of its students since day one. Out of the 84 student entries for the Start up Accelerator program, 51 were shortlisted for further rounds of interviews. 32 students made the cut to the finals of the **Welingkar's WeCell Venture Mentoring Start up Accelerator Program**. These students were selected based on their diverse ideas in areas like sustainable energy using solar cookers, 3 printing and gifting, rural farming machinery, manufacture of auto components for amateur racing cars, rural art platform, organic farming, iot for health monitor and many more.

Mr. Hiranmay Mahanta- Executive Member AICTE Student 'Start-up' policy implementation Committee, elaborated on the need for such relevant education in business for students. He inspired the students by saying, “Innovation cannot be predicted by any stock market or by perception. Innovation begins with questions and ends up solving a problem that is relevant. The quicker one discovers himself the faster she or he can progress. Innovators are individuals who not only do things differently but also do different things differently. These are individuals who in the end making a difference. ”

Congratulating the students at the event, **Prof Dr Uday Salunkhe, Group Director WeSchool said**, “Innovation is the ultimate key to succeed in this rapidly changing world of business. Industry and academia need to collaborate further to encourage and provide a platform for young minds to showcase their design thinking and problem solving abilities to further bolster their leadership skills. The initiative of MHRD ministry for promoting Campus Start-ups for WeSchool Students is one of the finest examples of industry and academia collaboration towards cultivating future leaders “.

